

Program for the Prevention of Violence against Women (PreViMujer II)

Violence against women limits the full development of people, of societies and countries.

Violence against women (VaW) is a serious social, human rights and public health problem worldwide; it affects more than half of Ecuadorian women: approximately 7 out of 10, according to official statistics (INEC, 2019). The **National Country Cost Study of Violence against Women of the predecessor program (PreViMujer)** estimates, for the first time, the real economic impact of this problem: VaW causes Ecuador an approximate cost of USD\$ 4,608 million, which is equivalent to 4.28% of its GDP (gross domestic product). Of the country-costs of violence against women, 50% would be borne by women themselves, their households and their microenterprises, 39% by medium and large enterprises, and 11% by the State (USMP-GIZ, 2020).

Ecuador has enacted the **Comprehensive Organic Law to Prevent and Eradicate Violence against Women (2018)** and its Regulations; has ratified the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), as well as the Inter-American Convention on the Prevention and Punishment of Violence against Women (Belém do Pará Convention); and has committed to the Sustainable Development Goals (SDGs), including Goal 5 on gender equality. Despite these advances, challenges in implementing effective measures, mainly focused on the prevention of VaW, are immense.

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SDGs:	

To achieve effective prevention, the **state, private sector, civil society, academia, and media actors** must articulate and strengthen specific knowledge and instruments to implement innovative and sustainable measures. In order to prevent and eradicate violence against women, there is an urgent need to **change the socio-cultural gender norms** that promote and legitimize it.

Ecuador has the technical assistance of *the Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ)*, via the implementation of the Prevention of Violence against Women (PreViMujer II) program, through which knowledge and tools are developed and made available to elaborate, implement and strengthen **effective prevention measures** with their counterparts.



What and how can it be achieved?

The PreViMujer Program, in its second phase (2021–2023), aims to strengthen the contribution of state actors, private sector, civil society and media to prevent this problem. To achieve this objective, it develops training and awareness-raising projects aimed at decentralized autonomous governments, central government bodies, companies and educational institutions, thus contributing to both primary and secondary prevention of violence. With the private sector, equitable management models are enforced; these actors become key allies for the implementation of successful and sustainable measures that contribute to reduce economic costs that violence against women generates for companies. With the objective of eradicating discriminatory gender patterns and to influence society, PreViMujer II involves media in the appropriate and evidence-based approach to issues related to VaW.

Strategic lines of work

Evidence generation

Using scientific evidence increases the awareness of public and private institutions about the great economic losses and impacts of VaW. It also motivates investment in prevention and more effective care through concrete policies and measures.

Awareness raising and certification

In coordination with various public institutions, private companies and private sector associations, public officials at the decentralized level, managers and staff are trained in the prevention of VaW, through online courses: (a) *Safe institutions, free of violence against women*; and b) *Safe enterprise: Zero tolerance leader of violence against women*.

Learning with educational entities

Both learning methodologies *Participatory route: from jump to jump to violence we put an end* (for children) and *Game Over: violence against women is not to be played with* (for adolescents) have been successfully implemented in Ecuador, at the regional level and in Germany. Staff in the education sector and civil society receive training for the direct facilitation of methodologies and for the training of future trainers, in such way that skills are maintained and will be replicated at institutions in the long term.

Equitable management with the private sector

Implementation of the management model for the prevention of VaW in private companies requires fundamental and sustainable changes for gender-equitable business management, through introduction of protocols, support routes for victims, training, and the creation of a zero-tolerance culture towards VaW, among others.

Together with business associations, private sector actors are articulated, and investment is made in products and campaigns to prevent VaW, both internally and externally (with clients).

Critical approach and digital formats with media

Media are key in changing patterns that foster and normalize VaW in society. Therefore, the program seeks to develop skills to address, in a critical and evidence-based way, the issue of VaW, training journalists and supporting the development of innovative digital formats that report VaW, contributing to its prevention.

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