



Project title	Mobilise Against Sexism
Funder	Council of Europe
Budget	€ 40,000.00
Duration	June – December 2020
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1. ACTIVITIES WORK-PLAN

Overall Goal: To raise awareness on sexism and influence member states to pass legislation and/or to adopt action plans in line with the CM/Rec(2019) 1.

Specific Objective #1: By the end of 2020, communication materials have been disseminated (both print and online versions) highlighting forms of sexism and measures that can be taken in target areas as mentioned in the CM/Rec(2019)1 e.g. legislative measures (ban on sexism and criminalisation of sexist hate speech), digital space, workplace, public sector, justice sector, educational institutions, culture and sport, private sphere.



Expected result #1: Campaign toolkit and communication materials have been disseminated in the participating 8-10 countries (depending on the COVID 19 context) in strategic public/digital spaces

To launch the project across the 9 participating countries, the EWL Project Implementation Team (PIT) will first focus its efforts in the months of **August** on the following (noting that actions will be spread in the weeks in consideration of the summer holidays)

1. the communication and visibility plan¹ for the project duration;
2. consolidate and, where needed, develop communication materials that will be disseminated to the target sectors; and
3. translate the recommendation and the campaign tools.

September will be the launching of the communication and visibility plan and will run through until **November**. This will include the dissemination of materials on print and online, and visibility of messages on websites and on social media (e.g. #hashtags and by-lines).

Activities	July	August	September	October	November
Developing the communication and visibility plan (<i>lead and project coordinator</i>)		x			
Mapping and consolidation of existing communication materials (<i>lead and project coordinator</i>)		x			
Drafting and design of potential new national and Europe-wide materials, as necessary post evaluation <ul style="list-style-type: none"> • EWL Statement on Sexism – main deliverable (ALL countries) • Various comms work: research on sexism and publication of fact-sheets, briefing materials, info sheets (Belgium, Croatia, Ireland, the Netherlands, Portugal) 			x		
Identification of other potential materials to develop and which countries can participate <ul style="list-style-type: none"> • Mapping of existing legislation on sexism which countries have laws on sexism • Mapping of countries already committed to an action plan or promotion of the recommendation 			x	x	

¹ The communication and visibility plan will illustrate how the PIT will deliver what type of messages, in which spaces, by when including the dissemination of existing and new communication materials and the social media campaign.



<p>Translations of the recommendation and of the campaign tools (website, video, quiz)</p> <ul style="list-style-type: none"> Recommendation <u>already available</u> in: Bulgarian, Croatian, English, French, Portuguese, Spanish. Romanian is underway, available mid-August. <p><u>Translation needed</u> for: Dutch and Hungarian to be done nationally. Members to send 3 quotes.</p> <ul style="list-style-type: none"> Campaign tools <u>already available</u> in: English, French and Croatian Dutch is underway, available end of July Romanian is planned for mid-August Hungarian is planned for end August <p><u>Translation needed</u> for: Bulgarian and Portuguese looking for solutions, in the meantime, members to send 3 quotes.</p>	x	x	x at the latest 1 st week		
Initial outreach to target sectors		x			
<p>Launching of the communication and visibility plan: dissemination of materials in print and online (ALL countries)</p> <p>(see Annex 01: list of sector targets per country)</p>			x	x	x
Result 2: Expected result #2: Digital toolkit and social media campaign would have reached at least 10,000 audiences					
<i>September will be the launching of the communication and visibility plan and will run through until November. This will include the dissemination of materials on print and online, and visibility of messages on websites and on social media (e.g. #hashtags and by-lines).</i>					
Activities	July	August	September	October	November
Drafting and agreements on EWL key messages, hashtags for the visibility plan: social media campaign (lead and project coordinator draft, ALL countries to be consulted and finalise)		x	x		



ANNEX 02: WORK-PLAN 2020
ANNEX TO CONTRACTS CMM2020006 TO CMM2020014
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Launching of the communication and visibility plan (ALL countries) <ul style="list-style-type: none"> social media campaign: on websites, social media (e.g. use of #hashtags, messaging) 			x	x	x
Monitoring of progress (Please refer to the dates on the organising and coordination work-plan, page 6)		x	x	x	x
Stats analysis: preliminary and final			x	x	
Expected result #3: Webinars and/or online conferences / Roundtable discussions and/or workshops have been organised with at least 1 per country for any or all of the target audiences					
<i>In light of the continued limited movements due to the COVID19 crisis and EWL's desire to protect the wellbeing of our members and partners, there will be no physical meetings to be organised. We are, therefore, putting in place our Scenario 1: COVID-19 preventive and flattening the curve measures are still in place as described in our approved project description. Our financial resources will be directed towards enabling the participating members to effectively implement all online activities, including the development and production of communication materials.</i>					
Activities	July	August	September	October	November
Planning and organisation of webinars / online conferences (ALL countries)		x			
Webinars hosted in-countries (see Annex 02 : consolidated summary description of webinars per country)			x	x	x
Expected result #4: Engagements with the target areas will yield at least 2 targets per country to agree to adapt tools and measures and/or action plans to address sexism.					
<i>Coverage of activities for target sectors are as described above under expected results 1 - 3</i>					
Activities	July	August	September	October	November
Tactical plan in ensuring at least 2 targets per country will be influenced to adapt tools and measures and/or commit to action plans (ALL countries)		x	x		
Preliminary analysis of outcomes and results to reach at least 2 target sectors (minimum) influenced per country, and where needed/necessary, pivot strategies (ALL countries)			x		



As needed/necessary, implement tactical plan to reach 2 target sectors (ALL countries)				x	x
SO #2: By the end of 2020, governments would agree to pass legislation and/or action plans in line with the CM/Rec(2019) 1 to prevent and combat sexism					
Expected result #1: A one-paged EWL statement and recommendations drafted and circulated to key target decision-makers (e.g. national decision-makers, MEPs)					
<i>Together with EWL our experts on violence against women and girls (VAWG) which covers issues on digitalisation and online harassment/bullying, and our sexual health rights and sexual education, we will draft an EWL Statement on Sexism. We have recently published our publication on EWL's Feminist Principles on Sexuality Education which can also be linked to this statement.</i>					
Activities	July	August	September	October	November
Launch and release the EWL Statement on Sexism on online platforms (ALL countries)			x		
Circulation of the EWL Statement on Sexism to identified target decision-makers and local/regional/national governments/departments			x	x	x
Publicity and media outreach			x	x	x
Expected result #2: Decision-makers across the participating 8-10 countries (depending on the COVID 19 context) have received EWL's recommendations and communication materials					
<i>Please refer to Annex 01 for our list of target sectors which identifies which local, regional and national governments we're reaching out to and specifically, which decision-makers we intend to meet with.</i>					
Activities	July	August	September	October	November
PIT discussion and identification which decision-makers, per country to meet with (ALL countries): <ul style="list-style-type: none"> Nationally as organised in-country by the respective members Potentially, depending on assessment and organising, as EWL with all or some of the participating 9 countries and potentially the EWL President and/or the EWL Secretary General as relevant 			x		



Organise confirmed meetings with decision-makers				x	x
Expected result #3: Decision-makers would have had a dialogue with EWL on the prevention and combatting of sexism from at least 5 governments out of the 8-10 member states (depending on the COVID 19 context) agreeing to pass legislation and/or to present action plans in line with the CM/Rec(2019) 1.					
<i>Please refer to Annex 01 for our list of target sectors which identifies which local, regional and national governments we're reaching out to and specifically, which decision-makers we intend to meet with. Activities for expected result #3, is as described under SO#1 ERs # 1, 2 and 3</i>					
Activities	July	August	September	October	November
PIT discussion and identification of progress on the 5 potential governments			x		
Organised confirmed meetings with decision-makers (as above)				x	x

2. PIT COORDINATION WORK-PLAN AND MONITORING CALENDAR

Key moments from June – December

Activities	June	July	Aug	Sept	Oct	Nov	Dec
1. Call out for interested parties	x						
2. Review and Selection Process	x						
3. Meeting 1: Project Launch and formation of the PIT	x						
4. Contracts: drafting, review, finalising, signing		x	x				
5. Input of members to national plans		x 06-13 July					
6. Meeting 2: Consolidation of plans into PIT work-plan		x 15 July					
7. Submission of work-plan to CoE		x					
8. Development of Communication and Visibility Plan			x				



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9. Meeting 3 - Monitoring meeting: catch-up post summer break / pre implementation of national activities			x 26 Aug				
10. <i>(External meeting 1)</i> Monitoring meeting with CoE with Mae and Laura only			x 27 Aug				
11. Project activities implementation <ul style="list-style-type: none"> National consultation and planning of activities Design of activities Preparation and organising Implementation 	x	x	x	x			
12. <i>(External meeting 2)</i> Target meeting with PIT members and CoE / Gender Equality Commission				x <i>to be organised</i>			
13. Meeting 4 - Monitoring meeting: update on progress on national activities and moment to evaluate strategies and the need to pivot or shift strategies, if needed				x 16 Sept			
14. <i>(External meeting 3)</i> Monitoring meeting with CoE with Mae and Laura only				x <i>17 Sept</i>			
15. Meeting 5 - Monitoring meeting: update on progress on national activities and evaluate preliminary analysis of outcomes and results, including mapping of meetings with decision-makers and sector targets					x 14 Oct		
16. <i>(External meeting 4)</i> Monitoring meeting with CoE with Mae and Laura only					x <i>15 Oct</i>		
17. Meeting 6 - Monitoring meeting: final progress meeting						x 11 Nov	
18. <i>(External meeting 5)</i> Monitoring meeting with CoE with Mae and Laura only						x <i>12 Nov</i>	



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

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19. Submission of ALL national narrative and financial reports						x 23-30 Nov	
20. Meeting 7 - Closing of project: evaluation and final reporting						x	04 Dec
21. Submission of report							14 Dec
22. <i>(External meeting 6)</i> Closing of project – recommendation and evaluation meeting with CoE with Mae and Laura only							18 Dec