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TOGETHER WE STAND FOR GENDER EQUALITY

SPEAK AWARENESS- RAISING PLAN

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General Introduction

The SPEAK Awareness-Raising Communication Plan has been developed in the framework of the project “EQUAL - Together we stand for Gender Equality”, which is co-funded by the European Union. The project has a total duration of 30 months (01/02/2023 – 30/06/2025) and is jointly implemented by ANCE (Athens Network of Collaborating Experts), an NGO established in Athens, Greece, and Mehjron NGO, established in Fergana city, Uzbekistan. The overall project's goal is to contribute to reducing gender-based violence (GBV) in Uzbekistan, and especially in the regions Ferghana, Kashkadarya, and Namangan, where GBV is most prevalent. More specifically, the project aims at (1) identifying and understanding the root causes of domestic violence in Uzbekistan, (2) raising general as well as legal awareness for women of all ages and of society in general regarding women's rights, (3) strengthening and improving the skills of CSO's staff, (4) sensitizing and training journalists as well as media professionals in promoting gender equality and condemning GBV through their work, (5) strengthening the dialogue and networking links between CSOs and other relevant national stakeholders for the development of a strategy on combating GBV, and (6) promoting and enhancing communication and dialogue on the topic via social media.

The general goal of the SPEAK Awareness-Raising Campaign is to enhance understanding of and sensitize people in Uzbekistan on the topic of GBV. Despite great advances in the last years, GBV remains a contentious topic in the country, including in the regions of Fergana, Kashkadarya, and Namangan. These regions together with the capital, Tashkent, will be the key areas of focus for this campaign. More specifically, the SPEAK Awareness-Raising Campaign aims at reaching out to multiple target groups/stakeholders/beneficiaries and inform them about the topic of GBV. Additionally, the campaign aims at stimulating public discourse on the topic of GBV and ultimately, policymaking. Finally, with the help of local partners the project aims at changing people's perception on the topic by putting core EU and universal values such as human rights and democracy in the spotlight.

The current document will outline in detail (1) the communication and dissemination strategy of the SPEAK awareness-raising campaign with a key focus on GBV in light of EU values on human rights, democracy, rule of law (2) identify and analyze the key target groups/stakeholders/beneficiaries, their involvement as well as strategies how to communicate with them most effectively, (3) propose and develop strategies for stimulating public dialogue and awareness utilizing physical and digital activations, and (4) utilize the appropriate physical and digital materials to achieve maximum reach and impact.

Stakeholder Analysis

The overall objective of the awareness-raising campaign is to spearhead a public dialogue that positively influences the dominant gender narratives and reduces the prevalence of GBV in Uzbekistan. Stakeholder analysis is key to maximize the reach and social penetration of the campaign, and to amplify the impact of its messages by tailoring to specific audiences. To identify key stakeholders and determine the ideal strategy for achieving said goals we relied on the quantitative and qualitative results from the final report generated by ANCE and Mehrjon after conducting a small-scale study gauging the perceptions of gender equality and domestic violence in Uzbekistan with a particular focus on the regions of Fergana, Namangan, Kashkadarya, and the capital, Tashkent.

A. Key takeaways from the survey for our goals and purposes

- 1) Women tend to be more aware of and more receptive to ideas of gender inequality and GBV than men who are still holding onto more traditional gender roles at least at home.
- 2) The majority of respondents are generally aware of the adverse effect of gender inequality and GBV both on the level of the society and on the family/interpersonal relationships, as well as of the need to take action against them.

- 3) Nonetheless, opinions vary significantly, especially between men and women, but also among age groups, and respondents often report contradicting views indicating confusion on the matter.
- 4) There is a clear generational divide, especially among men. Those 45+ and particularly those 55+ tend to hold very conservative views on gender equality and GBV.
- 5) There is a clear attitudinal shift in younger age groups with those 18-44 being the most aware of these phenomena, although still a significant percentage holds conservative views.
- 6) The age group of 18-24 seems to be the most receptive to ideas against gender discrimination and GBV as well as the most optimistic regarding change for the better.
- 7) There is generally a lack of information and awareness regarding legislation about domestic violence, campaigns against GBV, understanding of what constitutes domestic violence, etc.

B. Backbone and rationale of the communication strategy

Considering the noticeable divide in attitudes on gender equality and GBV in Uzbekistan, we have deemed a strategy we term “attention tension” to be the most effective. We will initially focus on the target groups that are already positively inclined to messages in favor of gender equality and against GBV. This way we will achieve a wider reach of the campaign at an early stage, as these stakeholders will spread the message of the campaign. Being both targets and beneficiaries of the campaign, they are more likely to engage with the content and become carriers of the message themselves, thus, influencing their circle of contacts and achieving multiplicative amplification of the campaign’s message. According to the survey above the two major stakeholders in this group are women of all ages, with a particular focus on the ages of 18-44, as well as men between 18 and 24 years of age. Hence, considerable effort will be directed towards the digital campaign to reach these stakeholders, amplify the message early-on in the campaign, maximize its digital and by extension physical footprint and impact, and inevitably reach the less positively and even negatively inclined stakeholders, which will have minimal impact on the campaign at that point.

C. Implementation of the communication strategy for effective stakeholder targeting

In the first part of the campaign, the activations listed in the next section in detail will be mostly targeted to the more receptive groups, achieving a sufficient societal penetration and spread through them and eventually reaching the less positively inclined age groups, such as men above 45 years of age, as well as younger men that tend to hold alarmingly conservative views compared to the average views in their age group.

In the second part of the campaign, we are targeting children, adolescents, and young adults in general. We will approach them with a twofold strategy; first, through their educators (teachers and professors) who act as opinion makers and second, through digital media campaigns (social media and communication platforms), as well as through (local) influencers who have a more direct impact on these age groups. Collectively, these strategies will enhance understanding and disseminate important informational material on the topic of gender inequality and GBV to bridge the existing gap between the overall positive inclination apparent in Uzbekistan, to eliminate these negative phenomena and the lack of understanding and knowledge of how to act against them.

Finally, by engaging all above-mentioned stakeholders into further disseminating the messages of the campaign, we aim to reach the actual opinion and decision makers, namely journalists and media professionals, policymakers, officials in the public and private sector, and religious leaders.

This tripartite strategy will ultimately enhance the pre-existing yet not fully formed societal trend to improve gender equality and act against instances of GBV on all levels of society, while simultaneously minimizing any negative external influence on the campaign's outcome.

D. Summary of target groups and key stakeholders

The cumulative predicted reach of the planned activations for the target groups outlined below is shown in detail in the final section “Financial breakdown and cumulative reach of the communication strategy”.

Target group	Role/Interests	Power level	Interest level
Women (all ages)	Potential victims and/or witnesses of gender discrimination and GBV; Direct beneficiaries from / direct targets of the campaign	Medium	Very high
Men (18-24 y.o.)	Statistically the majority of perpetrators and/or witnesses of gender discrimination and GBV; Predominantly positively inclined to change and optimistic; Direct targets of the campaign	Low	High
Men (25-44 y.o.)	Statistically the majority of perpetrators and/or witnesses of gender discrimination and GBV; Ambivalent to change and pessimistic; Direct targets of the campaign	Medium	Medium
Men (45+ y.o.)	Statistically the majority of perpetrators and/or witnesses of gender discrimination and GBV; Predominantly negatively inclined to change; Direct targets of the campaign	High	Low

Children, Adolescents, Young adults	Potential victims, bystanders, and/or witnesses of gender discrimination and GBV; Beneficiaries from / direct targets of the campaign	Low	High
Bystanders (women and men of all ages)	Individuals who are bystanders to and/or witnesses of an act of GBV or the social norms which perpetuate it but are not directly involved in the harmful behavior; They can take actions to discourage, prevent, or interrupt such an act	Medium	Very high
Educators	Opinion-makers for children, adolescents, and young adults; Direct targets of the campaign	Medium	Medium
Journalists, Media professionals	Opinion-makers for general public; Exert political pressure; Direct targets of the campaign	High	Medium
Policymakers	Decide on the laws/policies on gender discrimination and GBV; Positively inclined to change due to political circumstances; Second degree targets of the campaign	Very high	High
Officials in the public sector	Enforce the laws/policies on gender discrimination and GBV; Exert political pressure; Can act as role models; Second degree targets of the campaign	High	Medium
Officials in the private sector	Indirectly act as opinion-makers through their decisions on company policies; Exert political pressure; Can act as role models; Second degree	High	Medium

Religious leaders	<p>targets of the campaign</p> <p>Opinion-makers for general public; Exert political pressure; Indirect targets of the campaign</p>	Very high	High
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Key campaign messages

Primary Message: EQUAL – Together we stand for gender equality

Media campaign is called SPEAK.

Secondary messages will be:

Message 1: "Breaking Barriers, Building Equality"

This key message encapsulates the idea of challenging and overcoming societal norms and limitations to create a more inclusive and equitable society. It communicates a proactive approach toward dismantling gender-based barriers while emphasizing the collaborative effort needed to build a foundation of equality for everyone. This message is concise, action-oriented, and can be adapted to various campaign materials and platforms. It encourages individuals to be agents of change and promotes the idea that by breaking down barriers, we contribute to the construction of a more just and equal world.

Message 2: "Rising Together, Shaping Equality"

This key message conveys a sense of unity and collective empowerment. It emphasizes the idea that women, together, can rise above challenges, shape their destinies, and contribute to the creation of a more equal and inclusive society. The language used suggests a collaborative effort and highlights the strength that comes from unity and shared goals.



The core and secondary messages will be spread through all channels of the SPEAK Awareness-Raising campaign outlined below maximizing their impact.

Overview of the communication strategy

The proposed communication strategy consists of three major pillars that are further subdivided into several activations:

- 1) Physical media campaign
 - A. Print and physical media
 - B. Local media and people on-site campaign (F2F info days)
 - C. Memorabilia
 - D. Animated book on GBV
- 2) Digital media campaign
- 3) Audiovisual campaign
 - A. Animated character
 - B. Animated movie on GBV

Detailed presentation of the communication strategy

1) Physical media campaign

The physical media are the first major pillar in the communication strategy.

A. Print and Physical Media

1. Information Brochures

Information brochures are valuable tools for communicating the key messages of a GBV awareness campaign effectively. Brochures provide a tangible and accessible format for factual information on the topic of GBV. They can be easily distributed at various locations, ensuring that the campaign's message reaches a wide audience. They include, but are not limited to, universities, mahallas, and F2F events. Especially mahallas with their significance for the local community, their broad age distribution, and the access of Mehrjon partners to many of them will be

ideal places to distribute brochures and other campaign material (see below). If given the permission, due to legal restrictions, the partner Mehrjon will also negotiate and undertake the distribution of brochures at least in some schools. Brochures are generally a low maintenance, low effort, relatively low-cost channel of communication. Additionally, people with brochures can become carriers of the message themselves, especially in the rural areas of Ferghana, Kashkadarya, and Namangan where access to digital media might be limited and can distribute brochures there or share their brochure with other stakeholders. Nonetheless, to enable access to digital information all brochures will carry QR codes that can redirect people to key informational digital content easily accessible and readable on phone screens.

The content will be adapted to the current needs of the campaign and will include among others infographics, as well as informational texts on matters of gender equality and GBV. These infographics will be based on the small-scale survey conducted by ANCE and collaborators, as well as publicly available data. The brochures will be printed both in Uzbek and English, according to the current needs of the campaign.

2. Poster

Posters are yet another valuable method for communicating the key messages of a GBV awareness campaign effectively. They will be designed to prominently feature the campaign's primary and secondary messages as well as spread relevant general and legal information on gender equality and GBV, thus further enhancing the overall visibility, reach, and societal penetration of the campaign. Posters make it possible for a large and diverse audience to be exposed to the campaign's messages. Placing posters in open and communal spaces enhances engagement with local residents. Legal spaces must be negotiated in advance with the Ministry of Justice. However, the political circumstances are favorable as elimination of GBV is a priority for the current government. Again, mahallas seem to be favorable places to hang posters raising awareness against GBV. In general, posters are considered a great asset in any campaign as the combination of impactful visuals with concise messaging can be very eye-catching and re-direct the attention to the campaign's core messages and the campaign in general. They

can stimulate the wish to engage with it as well as learn more about the campaign, gender equality, and GBV in general. Furthermore, posters can be designed or based on the design of local artists enhancing their impact for the local society (see below). All posters will include QR codes that will redirect people to key informational digital content easily accessible and readable on phone screens.

3. Banner

Banners are communication tools with a more limited reach, yet very powerful carriers of the campaign's message during events. They ensure visibility for the project and create the appropriate context for the F2F events. Additionally, banners are often used as backgrounds for pictures during events which is important for increasing the online footprint, recognizability, and visibility of the campaign. The recognizability and visibility will be further amplified by participants who will post photos in front of the campaign's banner and post them on their personal social media in combination with the proposed hashtags (see below). Banners will also include QR codes that will redirect people to key informational digital content easily accessible and readable on phone screens.

4. Materials targeted at mahallas, schools, and universities

Mahallas, schools, and universities are strategic places where we aim to address the issue of GBV. It is essential to address the issue and create awareness of GBV from a young age when they are the most impressionable. As ideas, impressions, and perceptions about gender form and rapidly change during these years, it is important to address both male and female pupils and students of all ages and educational levels. Additionally, educators such as teachers and professors can and ideally should pass on not only factual knowledge but also critical thinking skills and tools on how to deal with difficult situations in life. GBV is a core human rights violation and people should be aware of it, spot it, and avoid it when possible. But, most importantly they should have the tools to deal with it both as potential victims and as bystanders when faced with GBV later in life or even growing up with GBV as well as have the tools to help others in these situations.

Considering the number of years people spend in school, but also the fact that these are the most formative years in one's life, it is essential to address these stakeholders with more targeted means:

- 1) The first strategy will be a printed animated book on gender equality (for a detailed presentation please see below).
- 2) The second strategy will be printed informational material (see above) with fun and eye-catching infographics that will stimulate their engagement with the topic and familiarize them with ideas of gender equality and condemnation of GBV.

Considering potential legal limitations in distributing materials in schools, mahallas are viable alternatives where people of all ages meet and interact with each other.

B. Local media and people on-site campaign

1. Collaborate with Influencers

It is of the utmost importance to include influencers spreading the campaign's core messages. Influencers can be among others (local) celebrities, activists, people in power, people who have escaped GBV and have become empowered, or people who have taken action against GBV and have not remained as bystanders. What they should all have in common is willingness to carry and spread messages against GBV as well as talk about actions that can be taken against GBV. For people who have experienced any form of GBV, it is of the utmost importance that sharing their story will not result in them re-traumatizing or harming them in any way. A safe space to share their stories will be provided and they will have the opportunity to remain anonymous, if they wish to. By utilizing influencers in the campaign, we are aiming to achieve maximum reach and amplification of the messages both online and offline for all stakeholders. Additionally, we are going to take advantage of their already existing platforms and thus, achieve an even better penetration to local society than with other means of communication. Furthermore, influencers can act as "lures" to F2F events. Finally, when public figures from various walks of life open

up about personal experiences rooted in societal inequality, this often creates a wave of awareness and action against said inequality.

Influencers will use their physical (e.g. speeches at F2F events) and digital (e.g. social media) communication channels to spread the campaign's core messages, inform women of all ages and society in general about women's rights, condemn GBV, and share powerful stories for increased emotional impact, thus promoting and enhancing communication and dialogue. We are aware of the strategic benefit that male influencers will bring to the campaign by leading the example and becoming agents of change. Hence, we will attempt to involve at least one male influencer in the campaign. At least one influencer must be involved for every target area and participate in at least one F2F event. At least two influencers will participate in the communication campaign spreading the message in at least one social media platform each.

2. Local visual artists

Visual artworks are another powerful strategy to convey messages against GBV, sensitize large audiences about the issue, and create not only visual representations but also emotional connection with the campaign. Not only will we use art to convey messages on gender equality, but we will support local visual artists in creating work that challenges stereotypes and promotes inclusivity. This is very important as local artists can convey these messages through a channel that will have maximum penetration into local society. Additionally, supporting local visual artists interested in these issues will have a long-lasting effect in local society as they will continue displaying their works of art beyond the campaign. We will promote these works of art both through physical and digital media as part of the awareness campaign and as a strategy to achieve better visibility and recognition for these artists to further enhance the longevity of the campaign's message. Besides, beyond their use in our social media campaign, these works can be adapted into street posters, brochures, flyers, etc. to advertise upcoming events or the campaign in general. Including local artists will give a unique identity to the campaign and make it overall more memorable. Finally, the artworks will have a life of their own beyond the campaign itself, as they will be experienced, talked about, and shared online by the audience itself.

At least two local visual artists will be involved in the campaign creating at least one unique visual artwork each, which can be promoted both on social media and as printed posters. Moreover, at least one visual artist should participate in every F2F event leading a workshop for participants to create their own unique visual works of art, thus empowering women of all ages to express themselves artistically. The participants' artworks can be posted as a sign of pride on social media, thus further enhancing the campaign's overall reach and visibility.

3. On-site events

The final aspect of this part of the campaign are on-site events. We are planning to implement two interconnected and complementing approaches:

- 1) The first part is the organization of workshops and seminars to educate community members, including but not limited to pupils and students, parents, educators, and local leaders, about the importance of gender equality, spotting GBV in their everyday life, how to deal with it, and what they can actively do to combat it. We will mostly focus on dispelling myths, identifying and challenging stereotypes, and promoting the benefits of equal opportunities for all. We will include both local and international experts from the EU and hence, have decided to use a hybrid format for these educational info days. This will allow for an intermixing of cultures and ideas on the issue and maximize the benefits for the participants. Additionally, this will raise awareness beyond the borders of Uzbekistan which might further increase political pressure to eradicate GBV and eventually achieve gender equality. Furthermore, we can include artists and students of fine arts to assist in organizing and leading artistic workshops of different kinds.
- 2) The second part is the organization of storytelling sessions. We are aiming to encourage local people to talk about their experiences with inequality and GBV within safe spaces, as an act of empowerment. Taking the example of influencers and celebrities, survivors,

bystanders, and advocates can share their stories on how they experienced or are still experiencing GBV, how they dealt or are dealing with it, and how they escaped or are still trapped in these situations. The utmost care will be taken to avoid re-traumatizing the victims or exposing them to potential psychological and/or physical harm, by ensuring their anonymity, if they so wish. The ultimate goal is to emphasize resilience, empowerment, and the importance of seeking support. Considering strong reservations from potential participants to talk out in public, with the help of Mehrjon and their network will try to achieve this via anonymous interviews/shared stories of survivors. Preserving and respecting the full anonymity as well as protecting the victims' and/or bystanders' identity to the fullest, we can use these stories as starting points for conversations in live events or on social media. Additionally, artists can create performance or visual artworks based on these stories as symbols of empowerment and strength in unity.

C. Memorabilia

The penultimate activation of the physical campaign will be the production of memorabilia. Memorabilia are meant to manifest the values of the campaign as well as to be a reminder and a physical representation of pride to be part of this community. They should be subtle enough that they can be worn at any time, but characteristic enough to immediately bring the campaign in mind. The most prominent idea is the production of empowerment bracelets. Lucky charms or keychains could be alternatives to bracelets. Bracelets or other memorabilia should be the physical manifestations of the concepts of empowerment, unity, and equality. Each bracelet, for example, could feature beads in colors that signify diversity and a charm that symbolizes breaking barriers and coming together. Alternatively, they can feature the name of the project. We are planning to include a small tag with a message explaining the symbolism of the memorabilia and encouraging the recipients to wear/carry them as a daily reminder of their strength and connection to the broader movement for gender equality. The message proposed is the following: "Wear this bracelet as a symbol of our collective strength, unity, and the empowerment that we create together. Let it remind you



of the beautiful tapestry of diversity we weave as equal partners in our shared journey towards a more inclusive future."

D. Animated book on GBV

Based on the animated character created during the first activation of the audiovisual campaign (see subsection A of the audiovisual campaign), we are planning to illustrate a story in the form of a book. This is considered a powerful and impactful strategy as it allows for narrative engagement, long-term impact, personal connection/identification with the character, and artistic expression. A book's narrative structure enables readers to connect emotionally with characters and their experiences. This can create a more profound and lasting impact as books can be kept, shared, and revisited. Readers may reflect on the story and its lessons over time again and again, fostering a continuous awareness of GBV. Furthermore, readers may find a personal connection with the characters, which can motivate them to take action, seek information, or support GBV prevention initiatives. Finally, the creative freedom of storytelling allows for artistic expression, making the awareness campaign more engaging and memorable.

Integrating the book into a multi-channel awareness strategy, including social media will further enhance its effect. For example, small excerpts from the book can act as teasers to learn more about the campaign or serve as the basis for eye-catching posts. Additionally, a book will enhance the artistic identity of the awareness campaign making it even more recognizable and unique. The books can also serve as information material for all ages as allegories are often more powerful in influencing people's decisions and actions than facts. This is particularly important for younger ages, as we are planning to distribute this book also in schools.

2) Digital media campaign

The second pillar of the awareness raising campaign is the digital media.

1. Website

Key to every successful campaign is a professionally managed website with engaging content. The webpage <https://equal-project.eu/> has already been established by ANCE and will be further developed. The goal is to include as much as possible relevant information about the campaign in an easy and accessible way both in English and Uzbek. The webpage's content will be crosslinked with all social media to maximize engagement and cross-platform connectivity of the campaign. It will be used among other things for regular updates of upcoming activities, articles and general information about GBV as well as contact points for women who are facing or are witnessing GBV to help them further on how to act in such situations. The website will be the main hub of the campaign where all the material will be collected, organized, and easily accessible.

2. Social media

Social media are the most direct, accessible, easy, and effective way to run a campaign.

First, we are planning to develop a multi-channel social media campaign, including Facebook (for older target audiences), Instagram (for younger target audiences), YouTube (for everyone), and Telegram (for everyone) to reach as wide an audience as possible depending on their preferred medium. We are aware of the preference for Telegram channels for both being informed and leisure and significant time and effort will be spent in generating material for this platform. We are going to share impactful stories of local individuals who have overcome gender barriers and achieved recognition in their field as well as women's stories who have faced or are facing GBV either at home or at the workplace. Social media will be a platform where we are aiming to create engaging and culturally relevant content, including videos, infographics, statistics, testimonials, and resources related to GBV. Furthermore, social media will be used as a platform to start a conversation around the topic

creating new hashtags as well as connecting with other social awareness raising movement via threads or hashtags, like #BreakTheSilenceUzbekistan, #equalUzbekistan, #breakbarriers, #buildequality. This will encourage overall user engagement. Telegram will be key in engaging with less positively inclined stakeholders such as men over 45 years of age. As social media in combination with paid advertisement on Meta and Google allows us to target specific audiences, the content will be tailor-made depending on the current needs of the campaign and the stakeholders we need to address. For example, informative posts about legal frameworks in simple, everyday language as well as infographics and informational videos on these topics are the most effective way of communicating with men over 45 years of age according to Mehrjon's experience. Hence, ads for this type of content will be mostly targeted at this specific target group. Considering the easier access to and prevalent use of phones, the vast majority of social media content will be designed to be viewed on phone screens.

Second, we are planning to generate attention-grabbing awareness posts that serve multiple purposes. They will aim at sharing information about GBV, its forms, its impact, and how to deal with GBV when facing such a situation. Carousel posts, infographics, graphics with impactful quotes and calls to action as well as short videos/stories/reels are powerful ways to communicate especially with younger audiences that are seeking to absorb quick, bite-size information chunks. The appropriate content will be chosen based on the selected social media for each type of post considering that different social media are used for different purposes. Furthermore, awareness posts will give us the possibility to address common questions, myths, and misconceptions about GBV as well as address issues that are brought to us by our audience (victims, bystanders, and/or the general public). Finally, we are planning to actively engage our audience in the conversation and publicize User-Generated Content (UGC) through small actions, such as "Wear purple and take a selfie" or similar. In combination with the above-mentioned hashtags, this can become a spark for starting a conversation on this difficult topic.

3) Audiovisual campaign

The third and final pillar of the awareness raising campaign is the audiovisual content that will be generated. This pillar is further subdivided into two interconnected activations.

A. Animated character

The first activation is an animated character which next to the project identity will be a visual reference point for the campaign. Using animated characters helps with creating an emotional connection with the campaign as people can project themselves onto anthropomorphized characters as well as identify with them. A culturally appropriate character will be designed, ensuring that people across Uzbekistan can identify with it. It should be a relatively neutral character with whom people from many walks of life can identify with. Additionally, the character's appearance should include symbols, colors, clothes, jewelry, and other items of interest that make it uniquely Uzbek, yet not from a very specific area, but rather a mix-and-match of several areas. It should be noted that throughout the process it will be the highest priority to stay aware and respectful of the local cultures and norms. The character, its background, and the overall setting will be inspired by modern Uzbek culture incorporating modern elements making it relatable.

The character will become the base upon which an animated book and an animated film will be made. Additionally, the character will be featured prominently both in the digital realm as well as the printed material and will become the *de facto* ambassador of the campaign.

B. Animated movie on GBV

The second activation of the audiovisual campaign is the production of an animated movie based on the character in the previous activation. Animated films can reach a wide audience, especially when combined appropriately with a digital campaign. Animation can have a broad appeal across age groups and attract diverse audiences, especially children and young adults who may be particularly receptive to this format. Furthermore, animation has the power to evoke emotions

through characters and visual elements. It can effectively convey the emotional journey of individuals affected by GBV, fostering empathy and understanding. Besides, screening the movie at F2F events can act as a starting point for a broader discussion with participants. The movie will be made publicly available on major video platforms such as YouTube and Vimeo to enable maximum visibility. Finally, snippets from the movie can be used to generate social media content in the form of snapshots, memes, GIFs, and small excerpts or even entire scenes that can carry powerful, distilled messages or tease the audience to watch the entire movie and learn more about GBV and the campaign.

16 days of Activism against Gender-Based Violence (25 November – 10 December 2024) and International Women’s Day (8th of March 2025)

16 days of Activism against Gender-Based Violence is an international campaign that starts every year symbolically on the 25th of November, i.e., the Day for the Elimination of Violence against Women. This is a very important event in Uzbekistan where according to the experience of Mehrjon most of the activations detailed above should be targeted at. It is a time in the year, when all the attention is focused on the issues of gender inequality and GBV and hence, actions regarding these topics have maximum impact. That’s why all activations are planned to be completed by the end of October 2024 in order to have sufficient time to advertise the campaign (see below for detailed timeline). Additionally, these days will be ideal to organize F2F events (workshops, infodays, seminars, etc.). Hence, considerable efforts will be spent in focusing all major physical activities outlined in detail above during these seminal days, while significantly more digital activities will be planned in preparation of and during these days. Similarly, the audiovisual aspect of the campaign will feature prominently during these days, as we are planning to have the opening of the animated movie on the 25th of November and everyday screenings till the 10th of December.

Similarly, a series of physical and digital activations will be planned around the 8th of March, as another seminal day celebrating womanhood.

Financial breakdown and cumulative reach of the communication strategy

To recap, the three main activations planned to be executed during the campaign are the physical media, the digital media, and finally, the audiovisual. A detailed financial breakdown including the reach of each activation is shown below.

1) Physical media campaign

Activation	Description	Quantity	Deadline	Target number
Information brochure	Infographics and textual information on gender discrimination and GBV primarily in Uzbek and also in English; Redirects readers to digital information through the use of QR codes	1,500 - 2,000	Main: October 2024 for the preparation of the 16 days of activism; Regularly updated and distributed throughout campaign	> 1,300 - 1,800 individual readers (> 90% of brochures distributed)
Poster (design and print)	Awareness raising for the campaign, gender equality, and GBV; Advertisement of upcoming events; Poster designs will be delivered during the project's duration; Redirects viewers to digital information through the use of QR codes	50 - 100	First: July 2024 for spreading awareness; Main: October 2024 for the preparation of the 16 days of activism; Regularly updated and placed at public places throughout campaign	> 500 - 800 individuals

Banner (print)	Recognizability and visibility of the campaign during F2F events; Communication of the campaign's core message; Redirects participants to digital information through the use of QR codes	2	Main: October 2024 for the preparation of the 16 days of activism	N/A
Influencers	Spreading the messages of the campaign in a relatable manner through stories and experiences online and through F2F events; This content can outlive the campaign and continue spreading its core messages	N/A	Main: October 2024 for the preparation of the 16 days of activism	> 1,000 individuals
Local artists	Spreading the messages of the campaign in an understandable manner through art online and through F2F events; This content can outlive the campaign and continue spreading its core messages	N/A	Main: October 2024 for the preparation of the 16 days of activism	60 - 80 individual participants
Workshops; Seminars; Info-days	Educational and informational content on gender equality and GBV, gender and human rights, and democratic values	TBD	Main: October 2024 for the preparation of the 16 days of activism	> 300 individual participants

Storytelling sessions	Anonymous interviews/shared stories collected throughout the campaign and presented during F2F events to encourage a conversation on gender equality and GBV	TBD	Main: October 2024 for the preparation of the 16 days of activism; Ideally, collection and publication of stories throughout the campaign	60 - 80 individual participants
Bracelet and tote bags	Symbol of pride for being part of the campaign and carrier of the message for gender equality and against GBV; Tote bags will be given to participants of events, while bracelets will be more widely distributed	300 tote bags; 500 - 1,000 bracelets	Main: October 2024 for the preparation of the 16 days of activism; Bracelets will be distributed throughout the campaign	300 individual participants with tote bags; 500 - 1,000 individuals with bracelets
Animated book on GBV	Story of the Animated character (see below) showing how beautiful a just and equal world is in the form of a fairytale; This content can outlive the campaign and continue spreading its core messages	TBD	Print file: September 2024 Printed book: October 2024 for the preparation of the 16 days of activism; Ideally, books will be distributed throughout the campaign	TBD

2) Digital media campaign

Activation	Description	Quantity	Deadline	Target number
Strategy and project management of digital communications	Development of strategy and budget allocation for digital communications; Time, resources, and human resources management	N/A	Throughout the campaign	N/A
Research	Information research for social media and website content generation	N/A	Throughout the campaign	N/A
Website	Educational and informational content on gender equality and GBV, gender and human rights, and democratic values; Advertisement of upcoming and past events; Cross-linked with all social media platforms; This content can outlive the campaign and continue spreading its core messages	1	The website has been created by ANCE and will continue being updated throughout the campaign.	> 5,000 unique visitors
Social media and online	Multi-channel social media campaign with educational and informational	4 platforms	Some social media channels have already been created	> 1,000 followers

advertisement	but also engaging content on gender equality and GBV, gender and human rights, and democratic values; Paid advertisement of the campaign in general, upcoming, and past events; UGC; This content can outlive the campaign and continue spreading its core messages	(Facebook, Instagram, Telegram, YouTube)	(Facebook, Instagram). A YouTube and Telegram channel will be generated until June 2024. The content will be updated throughout the campaign.	across all platforms; > 3,000 individual visitors across all platforms
Strategy and project management of digital communications	Development of strategy and budget allocation for digital communications; Time, resources, and human resources management	N/A	Throughout the campaign	N/A
Research	Information research for social media and website content generation	N/A	Throughout the campaign	N/A

3) Audiovisual campaign

Activation	Description	Quantity	Deadline	Target number
Animated character	"Face" of the campaign in physical and digital campaign; Animated characters can be more relatable and effective in penetrating society with culturally and socially sensitive messages	1	July 2024	N/A
Animated movie on GBV	Story of the Animated character (see above) showing how beautiful a just and equal world is in the form of an animated movie; This content can outlive the campaign and continue spreading its core messages	1	October 2024 for the preparation of the 16 days of activism; The movie will be uploaded on all social media platforms	> 1,000 views on all social media platforms; > 300 event participants