



Promoting behaviour change



# CHANGE

Promoting behaviour change towards the eradication of  
FGM in practicing communities across the EU

Project Presentation

18-19 April 2013

Kick-off meeting, Berlin

Katharina KUSS, Franziska GRUBER

TERRE DES FEMMES



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# CHANGE in a nutshell

Objective: Advocate for abandonment of Female Genital Mutilation (FGM)

Duration: March 2013 - February 2015

Budget: >470.000 Euro, co-funded by the European Commission, Daphne Programme

Coordinator: TERRE DES FEMMES, Germany





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## Partners

2. Euronet FGM
3. Federation of the Somali Associations (FSAN) in The Netherlands
4. Foundation for Women's Health Research and Development (FORWARD) in UK
5. National Association for Ending Female Genital Mutilation (RISK) in Sweden
6. Plan International (Plan) in Germany



Plan



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# Objectives

Overall objective:

- enabling practising communities across the EU to advocate for the abandonment of FGM.

Specific objectives:

- Reducing the social pressure on families and individuals in practising communities which leads to the continuation of FGM.
- Promoting behavioural change in practising communities.
- Reversing the stigmatisation of uncircumcised girls



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# WS 0 Project Management

1. Kick-off meeting for Daphne Coordinators, 21Jan 2013, BRU
2. Kick-off meeting project partners, 18-19 April 2013, BER
3. Financial management
4. ★ Reporting to EC including **mid term report, XX March 2014**
5. Evaluation & Monitoring
6. Coordination meeting project partners, **XX March 2014**
7. ★ **Evaluation report**
8. ★ **Final report**

# WS 1 Empowerment of Change Agents



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1. Identification of 48 change agents



2. ★ Development of curriculum and training programme
3. ★ Compilation of 4 country specific material packages
4. Meeting to prepare trainings, XX July 2013, BER
5. Four Training Sessions of change agents

# WS 1 Empowerment of Change Agents II



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6. 4x1 Exchange Meeting of the change agents with key professionals, XX February 2014 in NL, UK, SE, DE
7. Dialogue change agents - professionals
8. 4x10 Meetings of change agents, 1 monthly in NL, UK, SE, DE
9. 4x36 Behaviour change activities, 3-4 monthly in NL, UK, SE, DE

# WS 2 Sensitizing key professionals

1. Training for professionals
2. Development of prevention brochure
3. ★ Production of prevention brochure



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# WS 3 Development of a training manual

1. Development of A Europe -wide training manual
2. Editorial meeting of project partners, XX September 2014, BER
3. ★ Layout of manual



# WS 4 Dissemination



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1. ★ Communication: at least 4 **press releases**, presence on NGOs website, social media
2. ★ **CHANGE website**
3. Euronet- FGM conference, **January/February 2015, BER**
4. Dissemination of the training manual
5. Dissemination of the prevention brochure

# Task 1.1 Identification of 48 Change Agents



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# Who are Change Agents?

- Influential members within African communities
- from countries with high FGM prevalence rate
- Living in one of the cities:
  - Amsterdam/ Netherlands
  - London/UK
  - Stockholm and Uppsala/Sweden
  - Hamburg/Germany
- have status and power to facilitate change within their communities
- Religious leaders, community elders, respected fathers and mothers
- Could also be professionals such as doctors, social workers and teachers



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# Who selects Change Agents?

Pre-selection is done by host NGOs:

- Federation of the Somali Associations (FSAN) in The Netherlands
- Foundation for Women's Health Research and Development (FORWARD) in UK
- Riksförningen Stoppa Kvinnlig Könstympling (RISK) in Sweden
- Plan International (Plan) in Germany

TERRE DES FEMMES is involved in final selection

# What is the duty of Change Agents?



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- Participate in a pilot training programme (4 training sessions: 2 weekends and 2 extra days)
- Advocate for the abandonment of FGM
- Encourage behaviour change about FGM
- Participate in 10 meetings of the Change Agents
- Support and motivate other Change Agents
- Enhance dialogue with key professionals
- Organise 3 behaviour change activities
- Contribute to a training manual

# What is a Change Agent Group?



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- 12 individuals in a group balanced in terms of
  - Gender, mind 4 male participants
  - Age, mind 4 participants below 30/above 60
  - Profession: max 2 from the same profession
  - Country of origin: max 5 from same country
- Trained by a Host NGO on 2 weekends and 2 extra days in the period October 2012 – February 2014
- Contribute a training for professionals
- Contribute to a training manual developed by CHANGE
- Meeting monthly in the period March-Dec 2014



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# What is the duty of the Host NGO?

- Select 12 Change Agents (4x12 in NL, UK, SE, DE)
- Develop a and a curriculum at community level
- Organise a training for key professionals (NL, UK, SE, DE)
- Train 12 change agents (4x12 in NL, UK, SE, DE)
- Empower CA to develop concrete strategies for action
- Support CA to carry out behavioural change activities in their communities
- Host 10 change agents meetings (4x10 NL, UK, SE, DE)
- Develop a prevention brochure for key professionals to be used by Change Agents
- Develop a Training Manual based on the pilot programme

# Timeline for selection of Change Agents



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- 18 April: Agreement on Call for Expression of Interest to become a Change Agent
- 22 April: Publication of the call by partner organisations (FSAN, FORWARD, RISK, Plan)
- 24 June: Application deadline
- **01 July:** Submission of preference list by NGOs to TERRE DES FEMMES
- **12? July:** Final selection of 48 Change Agents at curriculum **meeting**
- 31 July: Selected applicants receive Contract Agreement
- 30 August: 12 Agreements signed by each host NGO, not selected partners are informed



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# Use and documentation of resources for Change Agents

- Fees for Change Agent are to be specified in an **contractual agreement**
- Payment against invoice by Change Agents
- Payments are to be done by bank transfer
- Travel costs to training/meeting/activities will be reimbursed
- Subsistence lump sum is the maximum budget to be used for food and drinks at meetings

# Reimbursement of travel costs



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TERRE DES FEMMES e. V.  
Bundesgeschäftsstelle  
Brunnenstr. 128, 13355 Berlin  
Tel. 030 40504699-0 • Fax 030 40504699-99  
E-Mail: [info@frauenrechte.de](mailto:info@frauenrechte.de)  
[www.frauenrechte.de](http://www.frauenrechte.de)

## Travel Expense Report CHANGE ...

Name: \_\_\_\_\_

Position/Task in CHANGE: \_\_\_\_\_

### Purpose of the trip:

.....  
 One-day trip on (date)       Multi-day trip from (date)      until

Beginning and end of the event: from (time) ..... until (time) .....

Outward Journey	Departure in	Time	Arrival in	Time

Return Journey	Departure in	Time	Arrival in	Time

Beginning and end of the event: from (time) ..... until (time) .....

Outward Journey	Departure in	Time	Arrival in	Time

# Thank you for your attention!



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Katharina KUSSS and  
Franziska GRUBER

[change@frauenrechte.de](mailto:change@frauenrechte.de)

**TERRE DES FEMMES e.V.**

Human rights for women  
Brunnenstraße 128  
13355 Berlin  
Tel.: +49-304050469926  
[www.frauenrechte.de](http://www.frauenrechte.de)