

# Workstream 4: Dissemination of project

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## End FGM European Network Who are we?

- 15 NGOs across 11 countries within the European Union
- 15 months old! We are young but...
- ... set up by partners of the Amnesty International End FGM European Campaign (2009 to 2014)
- We have close relationships and understanding with the European Union institutions, national governments, professionals, European networks, media
- UEFGM, Men Speak Out, Change Plus : golden combination!

## WHY DISSEMINATE?

- Outreach to more communities and professionals
- Enhancing fundamental rights and justice across Europe
- Share common tools and exchange best/promising practice
- More likely to ensure sustainability of funding in the longer term

## WHY COMMUNICATE?

- This is a pioneering project! Let's shout about it
- Outreach to communities, including communities in Africa (Twitter, for example)
- Sustainability of funding
- Fundamental to our call on communities being part of the solution and prevention on ending FGM
- Creates a coordinated approach to ending FGM across Europe and beyond

## TOOLS FOR DISSEMINATION

- Media and communication: 6 press releases , 2 press conferences in Berlin (half way through project and at end of project)
- Social media: all partners and End FGM (hashtag ChangePlus ?)
- new letters
- Change Plus website
- Video clip
- Printed copies of the training manual
- Prevention brochure
- European exchange meeting for agents/champions

## HOOKS FOR DISSEMINATION/COMMUNICATION

- Key dates (6 Feb, 8th March, 25 November to 10 December)
- Network or partner meetings
- Community change agent training sessions
- News? Did something happen in the media? Use it as a hook to shout about ChangePlus!
- Advocacy meetings (potentially)

## PARTICIPATION IN 4 EU EVENTS

- In 2015: attended over 20 international or EU conferences, spoke at more than 10 events
- Opportunity to share information about Change Plus and involve wider network of stakeholders
- Access to decision makers, professionals, NGOs and community based organisations
- Target of four EU events can be exceeded

## JOURNALIST MEETING IN BRUSSELS

- Month 18 : this gives us time to have clear, coordinated messaging
- Also gives us time to work with Champions/agents on media training
- Media are not the enemy but need careful handling (not your friend either)
- Media presence of international, EU and national outlets for wide outreach

## Presentation of Project in 4 End FGM Network meetings

- Network General Assembly held once or twice per year
- 1 Knowledge sharing seminar, 1 capacity building event per year
- So plenty of opportunity to update members on the project and enhance cooperation and exchange of best/promising practice

## ADVOCACY MEETINGS IN BRUSSELS FOR CHANGE CHAMPIONS

- Vital! Decision makers do not want to hear from me, they want to hear from the communities affected by FGM
- We have access to all big institutions
- They all have influence and impact on sustainability of funding, provision of services in different ways, monitoring of implementation so we need to reach out to all of them in different ways
- Remind them of the obligations already made! Change champions and agents are in a perfect position to do this because they speak from direct experience

## UNITED WE STAND

- ... we all have to disseminate and communicate
- Partners also have a duty to disseminate at national level and distribute information through website and social media channels
- Coordinated messaging will have biggest impact and reach our target audiences

## THANK YOU

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