WE GO!3

REC-RDAP-GBV-AG-2020
From individual IPVs empowerment to community activation

D5.3 - D27 Outreach outcomes report and sustainability plan

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CONTENTS

INTRODUCTION

The Outreach and Sustainability Plan must be placed within the path of a project which represents the third edition of WEGO! and has worked over six years to improve results and ensure sustainability to be at the core of its actions. Results achieved over the timespan of the project have already demonstrated their lasting features on several occasions.

This document is thus an assessment of the efficiency and effectiveness of outreach strategies applied during the project and identified best practices. Outreach actions have been considered the main element to ensure sustainability as they are the basis to disseminate project results and to increase the ownership of such results and recommendations by the involved stakeholders. In the following we will however specify what outreach has consisted of, explaining and assessing in details actions that have already produced results and actions that has been put in place with a forward-looking approach, to continue exploiting WEGO!3 achievements also after project end.

The main outreach actions in the WEGO! previous path have been those aimed at enlarging project beneficiaries through three clusters of actions, which have also been identified in previous sustainability strategies:

» DIRECT ACTIONS to be run by the partners of the consortium (use project material in training, mentorship, other projects…).

» NETWORK ACTIONS to be run by other organisations similar / like-minded to partners of the consortium reached by networking activities (share the toolkit and write new projects).

» SYSTEMIC ACTIONS to be run by institutions at local / national level reached by partners of the consortium (share material and engage public authorities, i.e., regional level).

Following the same clusters proposed in the past editions, WEGO!3 has implemented the following:

» DIRECT ACTIONS: WEGO!3 has continued deepening the use of tools and developed new ones focusing on the labour market rights, policies and stakeholders.

» NETWORK ACTIONS: project partners have continued to strengthen the networks created over the years, either enlarging those or deepening the shared actions.

» SYSTEMIC ACTIONS: these have been the core objective of the whole edition which has brought the WEGO!3 ecosystems into participatory development of practices and recommendations and shared those with institutions at local, national, and in this edition also European level.

Deepening the meaning of the terms "outreach" and "sustainability" has been the first step to develop an assessment of what has been achieved. WEGO!3 outreach strategy fed on dissemination and advocacy actions, which in turn are based on previous project editions and on the WEGO!3 preparatory phases for policy labs.

Outreach = the process of an organisation building relationships with people to advise them.

WEGO! Outreach = the process of WEGO! Partners building relationships with stakeholders to advise them (either for adopting practices or for changing policies).

Dissemination = the action or fact of spreading something, especially information, widely.

WEGO!3 has spread information of national measures that could support IPV survivors socio-economic support in the areas of labour market and welfare. Moreover, it also spread information and practices of participatory development of practices and recommendations.

Advocacy = public support or recommendation of a particular cause or policy.

Based on the policy labs and the trials, WEGO!3 has developed recommendations towards national stakeholders and the EU to improve policies and overcome silos approach, considering the perspective of IPV survivors also in policies not specifically developed for them.

Sustainability = the ability to maintain or support a process continuously over time.

WEGO!3 has worked towards sustainability by:

» Ensuring project's goals are continuously met.

» Involving stakeholders to maximise sustainability and ownership of results.

» Continuous learning and scale-up of practices and results.

Once this vocabulary has been set within the partnership, the assessment has been co-developed in a workshop wise methodology. First, we asked each project partner to match outreach events and meetings realised within the project with the specific tools they have used in those occasions. Then events and meetings, as main outreach actions, have been rated in terms of effectiveness and efficiency (i.e., Was the specific action effective in reaching its result? Was the organisation of that action efficient or were there specific obstacles and difficulties?). Finally, a specific discussion was around the future use and exploitation of tools: which of them will be used by partners, and how.

This document reports the analysis of what emerged from each partner experience and synthetise the WEGO!3 Outreach and Sustainability Assessment.

1 OUTREACH ASSESSMENT

This paragraph presents a context specific assessment regarding the tools developed by the project in terms of their usefulness in the different outreach activities. Moreover, each country made a reflection concerning the effectiveness and efficiency of outreach activities.

The outreach strategy of the project was based on the development of new knowledge starting from desk research and data and information collection from stakeholders involved in the policy lab paths. Several deliverables contain this knowledge and the one developed after the policy lab and trials assessment, up until the policy recommendations of the national White Papers and the Policy Paper. Moreover, the strategy was based on a series of meetings and events involving stakeholders. The following table summarises tools and outreach activities.

TOOLS	Booklet
	National factsheet
	Consolidation report AVCs
	Consolidation report World of Work
	Case study on trials
	National white paper
	Policy paper
	Digital tools (video, etc.)
OUTREACH ACTIVITIES	Training for policy lab for institutions
	Local ecosystem (informal meetings)
	National policy lab paths
	EU Policy lab
	Lobby and advocacy (face-to-face meetings)

1.1 National perspectives

BULGARIA – CSCD

All developed specific tools have been used for each event, hence the overall judgement on the usefulness of tools is positive.

The **less effective** outreach activity in Bulgaria has been the training for institutions as the latter were not open in sharing opinion, while the **most effective** were the informal meetings which ensured personal engagement of stakeholders, also because of relationships established in previous projects.

Speaking about **efficiency**, the EU Policy Lab was considered the most complicated activity to organise as there was no real motivation and interest from national MEPs nor previously established strong relationships. Also, the training for national institutions was complicated, as they did not demonstrate interest and there were problems related to the discussions online.

FRANCE – FACE

As the FACE team has undergone a turnover, the tools developed in the first period of the project were difficult to assess by the new staff, but they have used a lot the recommendations of the white paper for face-to-face meetings and for the meetings with MEPs.

The **most effective** outreach activity was the policy lab path because the people were really involved thanks to all preparatory activities and to the interesting discussions moment. Moreover, it allowed to build the trial, which represented a practical realisation of what was discussed in the meetings, demonstrating how to put in practice recommendations. The **less effective** were the face-to-face meetings, as it is difficult for the team to say if they produced a change, such as leverage money to implement similar awareness raising activities or other results.

The less **efficient** action was the training for policy lab for institutions, also because it was realised during the electoral campaign for national elections. The most efficient was the meeting with MEPs thanks to the fact that the president is a politician.

GREECE – WCK

All developed specific tools have been used for each event in all project stages, hence the overall judgement on the usefulness of tools is positive.

WCK was very satisfied with the training for institutions which they found very **effective** as they noticed a good participation. They also considered it the most efficient activity as they could rely on previously established strong relations.

The policy lab was the more complicated part to organise in terms of **efficiency**, but it produced important results. It was difficult because it was a new methodology for the team, difficult to understand at the beginning but at the end they found it very interesting for participatory planning. They also developed a motto, which can be applied to participatory development of practices and recommendations: *Alone I go fast, together we go far.*

ITALY – AAIT & RELAZIONI POSITIVE

The most used tools were the consolidation reports of evidence coming from antiviolence centres and the world of work.

The **most effective** outreach activity has been the training for policy lab for institutions: it was complicated to organise but very rewarding in terms of institutional engagement, and for sure it will be more sustainable in the future.

The **less efficient** activities were those related to the local ecosystem the EU Policy Lab for what concerns the balance of time and resources invested in their realisation. The **most efficient** activities were the face-to-face meetings as selected stakeholders' meetings are part of the ordinary work of partners, on the other hand even if they were easy to organise, they were not considered very effective.

1.2 Overall summary

The tools developed within the project can be grouped as follows with respect to the practical use partners did over the months:

Analyses of national situation based on secondary sources and interviews: booklet, national factsheets.

Analyses of data directly collected within the project: consolidation reports of AVCs and WoW.

Results of participatory process: case study on trials, national white papers.

Dissemination tools: digital tools.

Advocacy tools: national white papers and policy paper.

The different national perspective on the use and effectiveness and efficiency of both tools and meetings/events is closely related to the specifici mission of partners and starting situation concerning knowledge and relations. We thus see how the moments with institutions have been considered more effective by those partners who already were on that path also beside WEGO: mainly AAIT, RelAzioni Positive and WCK. The policy lab path was overall very appreciated as a moment to increase engagement and outreach of stakeholders. Regarding the tools, the most effective and used ones where overall those collecting the evidence coming from the project and those summarising advocacy requests at national and European level.

2 SUSTAINABLE RESULTS & FUTURE EXPLOITATION

The previous paragraph reports an assessment on what has been done during the project on outreach (dissemination & advocacy) and sustainability actions. In this paragraph we change the perspective and present what the partners expect to do in the future, underlining which of the tools and knowledge developed will be used and how. At the end we summarise element of sustainability that can be overall identified and which will serve to ensure stability of results, and possible replicability / scalability of actions.

2.1 National perspectives

BULGARIA – CSCD

The team plans to use most of the tools, to print the booklet and the report of the world of work and the case study on the trial. They will use those tools to overcome disagreements, to demonstrate the feasibility of certain actions, they will use factsheets in discussions with stakeholders. Moreover, they will use results for future projects and to build partnerships, they will explore more in depth the relations existing in the protocol (especially with the University and the companies), rather than adding new stakeholders.

FRANCE – FACE

They plan to use the expertise developed to promote new projects: they already developed a project called Elle to fight together against exclusion and for solidarity employment. They also plan to continue discussing with MEPs, decision makers and the local stakeholders, among which the Maison France Service. Digital tools will be used by FACE to continue dissemination in their local clubs, and they also plan to replicate the local trial. The White Paper will be promoted in future discussions with decision makers and MEPs, the booklet as a basis for needs assessment and context analysis of future projects and the report of the World of Work in their One in Three Women network.

GREECE – WCK

WCK will continue exploiting the participatory policy development methodology in future projects and the policy paper to look for funds to sustain further activities. The territorial protocol will be continuously enlarged, as happened recently with the inclusion of the trade union, a very significant step. They want to work with the Directorate for Secondary Education to activate primary prevention in schools. Another sustainable result is made of the lessons learned over the years and they will continue to use them in their everyday operations as AVC.

ITALY – AAIT & RELAZIONI POSITIVE

The main exploitable results for the Italian team are the policy lab path, the white paper and the policy paper. These will be used in advocacy activities also in the upcoming future. Moreover, the consolidation reports of evidence coming from AVCs and the world of work will also be used as material to analyse needs and contexts for future interventions, as well as in the trainings with the world of work. Another sustainable action is the protocol model developed in WEGO2, which becomes stronger and more effective with time, also as a model to be applied to other topics and stakeholders' groups.

2.2 Overall summary

In general, all partners showed a thorough understanding on the use of tools and a commitment towards continue exploiting those behind project end. What is even more important is the recognition of the importance of the knowledge and competence development that WEGO! has produced, influencing the partners' own strategies and strengthening their possible roles in continuing animating networks supporting women empowerment and leveraging actors' engagement towards that goal. We consider this as the main sustainability achievement of the whole project, having engaged in relations and discussions, based on information and data, that will continue also after the closure of the project.

3 STAKEHOLDERS: OUTREACH PROTAGONISTS AND RESULTS OWNERS

Outreach and sustainability started from the partnership development of tools and realisation of events but lie in the people involved in the project and in their ownership of realised changes and of the actions needed to maintain and improve those changes.

The following is an updated table from the previous project sustainability plan.

MAIN STAKEHOLDER GROUPS INCREASING INVOLVEMENT

Edition	Women	AVC / shelters	Companies → World of work	Public actors	Other actors
WE GO!	Direct beneficiaries of the toolkit and increased AVC capacities.	Trainings' recipients.	Not specifically targeted.	Recipients of recommendations.	Not specifically targeted.
WE GO! 2	Direct beneficiaries of the toolkit brush-up, increased AVC capacities and improved territorial systems, including private actors.	Trainings' recipients and co-designers of tools improvement, through specific evaluations.	Recipients of trainings and awareness raising; committed actors through the label, the job matching activities and possibly the Territorial Protocol.	Recipients of recommendations and involved actors especially at the local level in the Territorial Protocol development.	Engaged in the partners' and AVC's networks, towards Territorial Protocol establishment.
WE GO! 3	Direct beneficiaries of empowerment paths, but also receivers of information on labour market and welfare services, and seekers of policy changes.	Participants to policy labs; participants to tests of new practices; protagonists of advocacy actions at different geographical levels.	Participants to policy labs; participants to tests of new practices. Target engaged for practices and services changes.	Participants to policy labs; participants to tests of new practices. Target engaged for policy and services changes.	Participants to policy labs; participants to tests of new practices. Some of those have been inserted into the "World of Work" more defined category.
	Co-designers of new or better or better integrated policies, services, practices in the private sector (etc.) to promote women socio-economic empowerment.				

While the involvement of AVCs and of the women they support has always been the natural core of all project editions, it is interesting to underline its evolution over the different projects and the evolution of the involvement of the so-called world of work and of institutional actors.

Starting from women IPV survivors, the approach has changed over the different project editions, starting from their consideration as the category supported by AVC and aiming at improving that support, towards a more forward-looking view which has more and more also questioned countries and societies in which women live and pushed other actors to take action to address the issue of women socio-economic empowerment. In this third edition, hence the work with women has mainly been devoted in sensitising them on the existing tools and policies that could support them, while at the same time identifying limits and obstacles to influence those tools and policies improvement

AVC centres has followed an evolution from participants to best practices exchanges, to core node of networks engaging other actors in women socio-economic empowerment, to advocate for change addressing requests to those actors, and institutions up to the European level.

The group of the private sector, which was not part of the project target in the first edition, was first explored in its companies / business component, as actors receiving awareness raising actions, but evolved then to include the whole so-called "world of work" with both final possible employers, but also all intermediaries such as job placement agencies, training centres, etc. Since WEGO!3 aimed to work on practices and policies, those were considered the right interlocutor to promote those changes.

Institutions were really the core final target of this third edition: they have always been receivers of project recommendations, but the third WEGO! experimented a complex – and we have seen engaging – participatory process to produce such recommendations. The way in which those recommendations have been produced is crucial to ensure their ownership on the side of those who participated to that production (AVC, World of Work, local actors). The fact that those recommendations are grounded into data and newly produced information collected directly from interested women make them very interesting for policy makers. The engagement to bring those recommendation forward is crucial for producing a sustainable change and has been seen on several occasions: the Italian job placement agency which changes its practices after policy lab discussions; the Bulgarian University that strongly engage in promoting women education; the French systemic approach in the welfare services (Maison France Services); and the Greek network involving actors to look for additional funding supporting WEGO results.

Moreover, the recognition that project partners have had in their Protocols and Networks as key actors to continue promoting those changes are clear and will ensure continuous realisation of results.

CONCLUSIONS

Since WEGO!3 represented a comprehensive effort to achieve engagement at the highest possible political level, bringing the voice of IPV survivors and their specific needs towards actors not primarily engaged on the topic and addressing policy areas not directly addressing these specific needs, we can consider all project actions and results as demonstrating the realisation of such engagement.

What is more important to underline in the conclusions are the results of the produced recommendations and the type of interlocutors that have been targeted. The step forward taken in WEGO!3 with respect to previous projects is the enlargement of the perspective and the dialogue at the national and European levels.

The previous WEGO project gave anti-violence centres and shelters the possibility to engage in several activities: the peer exchanges for mutual learning and share of experiences with other women centres; training activities on the use of tools, and expansion of centres' networks, including especially private companies as a quite new type of actor. This edition also brought them to the policy development and advocacy domains, promoting competencies and establishing relations. This is the true heritage of the project, and what partners plan to continue exploiting towards continuous sustainability.

Partnership

ActionAid Italia, Italia

Istituto per la Ricerca Sociale (IRS), Italia

Rel.Azioni Positive Società Cooperativa Sociale, Italia

Center for Sustainable Communities Development, Bulgaria

Fondation Agir Contre l'Exclusion (FACE), Francia

Women's Center Of Karditsa (WCK), Grecia

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