Global Programme to Prevent Sex Preference and Undervaluing of girls in Georgia

Strategies to eliminate sex preference and GBV in Georgia are based on a comprehensive, evidence-driven and multi-sectoral approach, which aims to support gender transformations and the process of development acting on human rights principles and strengthened gender equality. Therefore, within the frames of the Global Programme (2017-2019) supported by the Dutch Union, the Union and UN Women, groups with partners from the Ministry of education, academic & private sector, and media – and continue to accomplish this mission through:

Main Highlights of the Programme

Notable Achievements and Brief Overview of Progress Towards the Outcomes

In order to further advance knowledge base in light of Georgia’s progress towards decreasing sex imbalances at birth:

- Support for barriers and social norms against gender stereotypes and against female genital mutilation has led to the development of the “Women’s Report”.

Rigorous economic and qualitative analysis revealed determinants of change among young people and women in Georgia and is an important position across the regions in terms of positive trends.

Based on the results and participant-wise process respective recommendations were administered, disseminated and validated through the participation of representatives from CBG, IOs, policymakers, academia, as well as media.

25 media outlets, including local and international media such as Georgian, Moldovan, Ukrainian, Russian and GBV topic. Regional

- To continue monitoring changes towards non-preference via periodic quantitative/qualitative, UNFPA CO collaborated with local Research Consulting, Central UN Women to disseminate findings of the current status in non-preference as part of the Caucasian Barretton Survey 2019.

Advocacy & Communication

To support advocacy and communication efforts on GBV and engage young people in various capacities, a local campaign “Girls are Equal” has been developed in capacity with partners from the public & private sector (Silkcoat, E-Prikrtsa “Take”, Georgia’s Foundation & Ministry). A handbook launched, “This is girls’ right”.

The three-day event on visualization and interactive storytelling around harmful practices brought together 50 participants – diverse in age, professions and education – among whom the first regional group of Georgia, women’s organizations and UN Women staff aimed to better understand and respond to GBV and sex preference – developed 11 new instruments, including mobile applications and digital campaigns.

- “Modern technologies enable us to deliver our message to everyone, everyone of gender, country, age, any ways, any one of the innovators and UI designer, who look to these technologies.”

Communication Campaign: “Don’t Not Differentiate. A Boy and A Girl Has Their Future. “Women” mark a better step on social, health and economic conditions, including GBV and sex preference. For every child is equally valued and entitled to be protected via UNFPA social media channels. Diegetic portrait attracted public attention, resulting in 20,000 post reach in Facebook and 470K on Twitter.

Strengthening Partner Capacities

To strengthen the technical capacity of local and national stakeholders, on Advocacy, Media & Communications Strategic Framework and Toolkit to prevent GBV aimed to enhance the strategic capacities to implement and increase awareness and train local partners. The project aimed at ensuring sharing of best practices and to strengthen networks, including providing financial support to local organizations.

To continue the dialog and increase the engagement of the medical community in the prevention of GBV, UNFPA continued to support the Georgian Association of Urological Surgeons in initiating the implementation of the local use of integrated technologies at the early stage of pregnancy up to 12 weeks, that was approved as an annex to the National Protocol on Antenatal care by the MOH in 2019.

Partnerships, Networking and Funding

A telecommunication company, Silkcoat, and an analytical platform, supported the “Women’s Report”.

The project committed and bountyed the value share of GBV, facilitated with partners and stakeholders.

In the last year, which is a guiding tool to plan and implement successful communication and advocacy campaigns, was formed with the UNFPA Partnership, which resulted in supporting professionals to enhance and develop their transparent and advocacy strategies in order to reach target audiences. An ambition, partners from different organizations have joined their forces in a guiding service of action as part of their annual programming agendas on gender.

Way Forward

- Intensively behavior change communication for social change focused on research data, countering & rigidity. Explicitly.

- Continue to focus programs on strong geographical pockets during the country, which is currently under progress and look forward to the future.

- Communication strategies for adolescent girls, to empower and strengthen their agency and self-esteem.

- Measuring communication framework to advocate equal gender equality in the society.

Institutional Change

- Policy framework for gender equality and empowering gender equality.

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