

Preventing Violence Against Women (PreViMujer II)

Violence against women limits the full development of individuals, of societies and countries.

Situation

Violence against women (VaW) is a serious social, human rights and public health problem worldwide. In Ecuador, it affects more than half of women, approximately 7 out of 10, according to official statistics (INEC, 2019).

The negative impact on economic and social development is evident in the high costs that this violence causes. Ecuador loses USD 4,608 million annually, which is equivalent to 4.28% of its GDP. Universities of that country assume an annual cost of USD 68 million, a result of violence against women, mostly perpetrated by their partners (USMP-GIZ, 2020).

Ecuador has the **Organic Integral Law to Prevent and Eradicate Violence against Women (LOIV, 2018)** and its respective regulation. It ratified the Convention against all forms of discrimination against women (CEDAW), as well as the Inter-American Convention to prevent and punish violence against women (Belem do Pará Convention); and is committed to the Sustainable Development Goals (SDGs), especially goal 5 on gender equality. Despite these advances, the challenges to the implementation of effective measures, focused on the prevention of violence against women, remain.



The project PreViMujer II contributes to precisely this aspect, so that the different actors in society, through the development of their capacities, the transmission of knowledge and methodological instruments, and the generation of evidence, implement innovative and sustainable actions to prevent VaW.

Objective

To strengthen the contribution of state actors, the private sector and the civil society, of the universities and the media to the prevention of violence against women.

Strategy

The project, on the one hand, strengthens the exchange of experiences and cooperation between the public, private and civil society sectors. On the other hand, through campaigns, studies, training

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Duration	From June 2021 till December 2024
German contribution	EUR 3 million
SDGs	   

methodologies and equitable management models, it promotes processes of social change for a culture of zero tolerance for VaW.

Impacts

From evidence to action

Scientific studies of the costs of violence against women have been widely disseminated by the different actors. The worrying figures aroused, among other things, the interest and commitment of the private sector, which has resulted in the implementation of measures in which companies invest directly, and in the creation of the annual Seal 'Safe company, free of violence and discrimination against women'. More than 150 companies have applied, and 23 companies have obtained this recognition.

From evidence to incidence

Women's and feminist organisations use the results of the studies for political advocacy and have achieved: the signing of the 'Fiscal Pact for women's rights' with candidates for the Presidency of the Republic; the inclusion of a percentage of the revenues from the sale of oil to address this issue in the Amazon Law project; and the delivery of a bill for universities to the Assembly. In addition, they have achieved the approval of the evaluation report with recommendations for the implementation of the LOIV.



Winners of the 'Safe Company' seal present good practices to prevent violence against women in the 'Showroom'. Photo: © PreViMujer 2023



Ministries, Firefighters, the National Police and the Ecuadorian Institute for Social Security successfully completed the online course 'Safe Institutions'. Photo: © PreViMujer 2020

Step by step towards prevention and change

The Ministry of Labor has the course 'Secure Institutions, free from violence against women' on its E-learning platform, and since 2019 more than 259,000 public servers, including justice operators, have passed this course.

As part of this commitment, and with the technical assistance of the project, the Ministry of Labor promulgated in 2020 the Ministerial Agreement No. MDT-2020-244 'Protocol for the prevention and treatment of cases of discrimination, harassment and all forms of violence against women in the workplace', which is of mandatory compliance for the public and private sectors.

The online course for the private sector has been approved by more than 24,000 collaborators of more than 34 companies, and currently this course is also available on the E-learning platform of the Ministry of Labour.

More than 11,500 teachers, administrative staff and students from 10 universities have become aware of the issue and three of them have incorporated the online course as part of their students' study plan.

A sustained campaign 'Women without violence: This is how Ecuador wins!'

This is the most sustained campaign over time, from 2018 to the present, and welcomed by multiple actors. For example, two business groups, a government institution, and a university have creatively implemented the campaign with their own investments. In addition, it has reached close to 800,000 people through the campaign's fan page on Facebook, and more than 175,000 people through other social networks.

Learning paths with children and adolescents

More than 3000 children and adolescents have participated in the 'Strong together. Stopping violence in its tracks', and in 'Game Over, with violence against women you don't play'.

300 multipliers have been trained in educational and civil society institutions, such as the Ecuadorian Red Cross. Currently, both methodologies have mobile applications and one chatbot, which sent more than 24,000 messages of advice and information on the subject.

So far, the 'Participatory Route' has been implemented in Ecuador, Bolivia, Paraguay, and Peru, as well as in other regions such as Central America, Africa and Europe. The learning path is a good example of South-North cooperation (from Ecuador to Germany) and has reached more than 41,000 children worldwide since 2012.

The 'Safe Company' Seal

The 'Safe Company, free of violence and discrimination against women' seal has been anchored in the official registry of the Ministry of Women and Human Rights (MMDH) as a ministerial agreement since November 15, 2024. The MMDH has taken the lead and coordinates the initiative together with the Chamber of Industry and Production (CIP), the Ministry of Labor, the Ministry of Production, Foreign Trade, Investment and Fisheries (MPCEIP) and the National Public Procurement Agency (SERCOP).

54 companies have been classified for the 2024 edition, which can obtain this recognition by investing in and implementing prevention measures. The MPCEIP has valued the seal as a unique and positive selling point for export-oriented companies wishing to access other market segments.

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