

Towards the realization of UN Women Moldova Strategic Note 2018 – 2022, and following a competitive selection process, UN Women has signed 10 Project Cooperation Agreements (PCAs) with non-governmental organizations from the Republic of Moldova. The NGOs will implement projects in one or more of UN Women's three impact areas: Women's political participation and decision-making; Women's economic empowerment; Ending violence against women.

NAME OF ORGANIZATION

Youth Media Center

ABOUT THE ORGANIZATION

The mission of Youth Media Center (YMC) is to give all children and young people opportunities to learn, develop critical thinking, and express their voices through multimedia tools. For over 14 years, YMC promotes youth's access to useful age-appropriate information, thus preparing them to take a responsible approach to their lives and grow as individuals with civic spirit and dignity. YMC launched and sustains suntparinte.md and voceatinerilor.md websites, and has partnerships with numerous media outlets.

PROJECT TITLE

"Promoting positive social norms and combating violence against women and girls through new media tools"

CONTRIBUTES TO:

UN Women's Strategic Note Output: *Target communities and institutions, including in the field of education, have knowledge and tools to combat stereotypes and gender discrimination and to advance favourable social norms that prevent violence against women and girls.*

OBJECTIVE

- Engage youth and parents to challenge existing social norms and stereotypes regarding violence against women and girls by applying new media tools.

EXPECTED RESULTS AND ACTIVITIES

- Informing and educating parents from the North, Center, and South of the country about gender equality, positive parenting, equal share of household and childcare responsibilities, non-discrimination, non-violent communication, through face-to-face meetings and through development and dissemination of media materials (articles, photo stories, and videos);
- At least 10 partnerships with associations of parents, local authorities, initiative groups, NGOs, public institutions established and involved in awareness raising campaigns on ending violence against women and girls;
- About 1,000 pupils from 22 communities, educational institutions, youth initiative groups from around Moldova, including Chisinau, will be informed about the ways to prevent violence against women and girls;
- Peer-to-peer information campaign by disseminating up to 40 video materials produced by youth about gender equality and preventing violence against women and girls.

TARGET GROUPS

Youth and parents from different localities of Moldova

TIMEFRAME

June 2018 – June 2019

GEOGRAPHICAL COVERAGE OF ACTIVITIES

National

BUDGET

USD 52,243

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