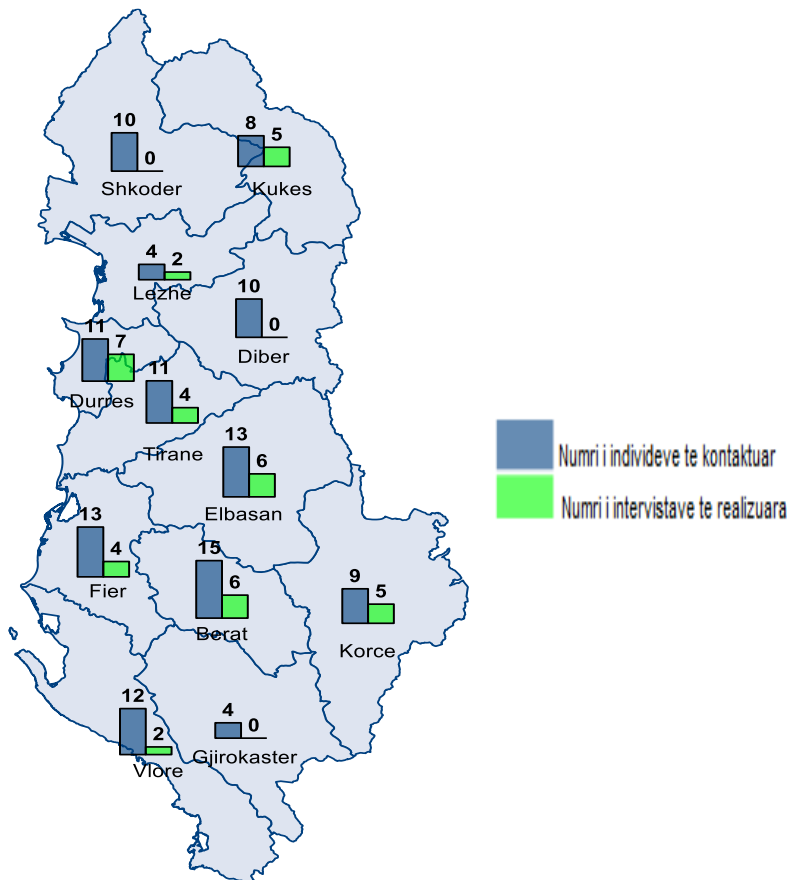


INTERNATIONAL CAMPAIGN “HEFORSHE”!

Newsletter no. 8, November 2, 2015

Summary

Mobile campaign “Boys and Men for Gender Equality”



Observatory for the Children’s Rights, an initiative of UNICEF Albania, is a structure of Albanian civil society with a focus on protection of children and youth s’rights. Through its presence in 12 districts of the country, Observatory’s network offices engage actively with public, private and civil society key stakeholders to assemble and record disaggregated data and information and develop comprehensive analytical reports on children’s rights; to monitor and evaluate the legal framework and policy implementation and to contribute to improvement of policy and programs development.

UNWOMEN

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implementation and to contribute to improvement of policy and programs development.

Over the past years, Observatory has taken a number of commitments to promote gender equality, to prevent and combat girls and women violence .

Recently, Observatory voluntarily was involved in the solidarity movement HeforShe. This international movement for gender equality aimed to engage men and boys, decision making officials, activists, representatives of local and central government, as advocates and agents of change for the achievement of gender equality and women's rights.

The process of video production HeforShe, provided the opportunity to reach and inform a significant number of men and boys in every region. Many of them joined the initiative through their own strong messages and stood up to violence against women and girls in Albania.

The hallmark of this campaign was the involvement of Deputy Prime Minister- Mr.Niko Peleshi; Mayor of Korca - Mr. Sotirag Filo and the Prefect of Korca- Mr. Ardit Konomi followed by different Leaders at local level , local government representatives, youth activist, etc.

120 persons across the 12 districts of the country were approached; they embraced the messages and were willing to share with others. The youngsters were enthusiastic to join and quickly shared the experience with peers, mainly through social media. The decision makers and executive officials demonstrated friendly attitudes emphasizing the crucial role of women throughout the Albanian history, naming the most prominent ones. And the general public emphasized the love and admiration for the significant ones, mainly family members.

Observatory's movement successfully produced 41 HeforShe videos.

Observatory for the Children's Rights has developed and introduce a state of the art mechanism to facilitate collection & processing of the information on child rights situation based on various data source by going further in deeper analysis at any given time. The graphs in the map evidence the obvious fact that in certain cities there were no video produced. Despite the persistent and friendly approach of the reporters it was impossible to have the persons speak out in front of the camera. They tried politely to excuse themselves but the whole truth cannot be found on the reasons stated by them. This fact doesn't imply that they were absolutely not willing to speak or to stand up for the cause. Apart from some objective widely accepted reasons such as personality features, shying away from a camera, the lack of having similar experiences, there might be those related with the mentality of the region which triggers a silent attitude to conform with the mainstream other than loudly present your views. It might be explained as well by the fact that this regions are somehow affected by rudiments of the ancient "Dukagjini Code" which used to impose a lot of constraints & barriers to women equality. However, the above situation reinforces the necessity to further work on promoting women rights and dignity, especially focused on boys and men who should become close allies during such campaigns.

Fragmented messages quoted from video recording

Deputy Prime Minister, Mr. Niko Peleshi - "the battle for an equal society between men and women, boys and girls has not come to an end yet. Therefore, is the right of women and girls complemented by the obligations of men and boys, to consistently fight for an equal society where everybody enjoys equal chances and opportunities"

Chairman of the Youth Council of Kukes, Mr. Rubin Omuri- "I am talking to all men and boys of Kukes region to support our mothers and sisters and give them what they deserve-equal rights ... "

" gender equality necessitates to be primarily understood by us, boys and men, to ensure equal rights to women and girls " - Erti Bejdo

