

# transforming social norms against gender-based violence



WHAT WORKS, WHAT DOESN'T & EVERYTHING IN BETWEEN

**Expert meeting**

**8th December 2016**  
**HIGHLIGHTS**

# OUR EVENT

"THE HARDEST  
THING TO CHANGE IN  
SOCIETY IS WHAT IS  
CONSIDERED  
NORMAL"

- A Mozambican woman speaks to  
Oxfam's ENOUGH campaign

52

PARTICIPANTS

20

ORGANISATIONS

10

SPEAKERS

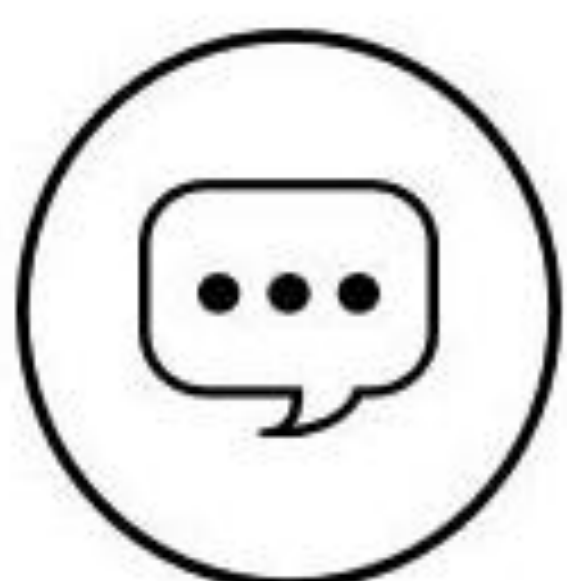
## OUR TAKEAWAYS



Social norm theory must be contextualised to the social problem it is trying to address. It needs to focus on the role of social expectations in determining behaviours.



Norm change needs to be part of larger programming and within this, access to and control over resources is a crucial preventive strategy



Social media can help change perceptions and acceptance of GBV using positive images and stories that publicly explore alternate masculinities.



*"As long as women keep fighting, this is also a reminder of their resistance to gender-based violence and their refusal to submit to unequal patriarchal gender norms."*

*- Heather Cole*

# HIGHLIGHTS



## Introductory speech: Setting the scene

- ☐ Norms are not an on-and-off switch, but interact in systems and have an (in)direct relationship with behaviour
- ☐ The type of intervention to implement depends on the nature of the norm and the reference group
- ☐ Game-theory based approaches within social norm theory may have limitations in addressing GBV and must be approached cautiously

## Panel discussion: What works & what doesn't?

The panel consisted of different perspectives - grassroots, international programming, political advocacy and research.

- ☞ Public awareness is about making the massive violence faced by women part of the collective memory
- ☞ Economic empowerment is a preventive strategy and advocacy and services are tightly connected to this
- ☞ To counter patriarchal state and political institutions, we must work with them to shape their practices and policies in the fight against GBV



## Workshops

How to leverage social media for change?

- 🕒 Offers anonymity from reference groups that determine norms
- 🕒 Taboo topics become subjects of social discourse
- 🕒 Can diffuse the power structures that enable norm acceptance
- 🕒 Must work in tandem with offline activities

How to measure impact of norm change?

- 🕒 Attitude-behaviour discrepancies signal presence of a social norm
- 🕒 Need to identify the reference group
- 🕒 Must measure empirical expectations and normative expectations
- 🕒 Need for a shared database with evidence of (programme) evaluations



# HIGHLIGHTS



Katja Iversen from Women Deliver highlighted the Deliver for Good campaign in an inspirational video message.



Kaouthar Darmouni urged us to harness the feminine capital that we possess using the Dance of the Goddesses as a tool of empowerment. She highlighted the need the need to focus not only survivors of GBV but also practitioners in field.



Oxfam's ENOUGH campaign was launched at the beginning of the day, with examples of local changemakers from across the world



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