

TEMPLATE FOR REPORTING ON RECENT INITIATIVES ON SPORT FOR DEVELOPMENT AND PEACE

Title of Initiative

Raise awareness on inadmissibility of Violence against Women and Girls in partnership with the Georgian Rugby Union

Provide a summary of the initiative, including a brief overview, proposed/actual outcomes and an assessment of any lessons learned and the way forward.

Please provide more details on the initiative below:		
Objective(s):	<i>Please indicate which, if any, of the following fell among the main objectives of the initiative:</i>	
	<ul style="list-style-type: none"> Ensuring that no one is left behind 	<ul style="list-style-type: none"> Eradicating poverty and promoting prosperity in a changing world
	<ul style="list-style-type: none"> Transformation towards sustainable and resilient societies 	<ul style="list-style-type: none"> Empowering people and ensuring inclusiveness and equality
	<ul style="list-style-type: none"> Research development, data collection and/or data dissemination 	<ul style="list-style-type: none"> Preventing and fighting corruption in sport
	<ul style="list-style-type: none"> Conflict prevention/peace building 	<ul style="list-style-type: none"> Strengthened global framework on sport for development and peace
	<ul style="list-style-type: none"> Policy development for mainstreaming and integrating sport for development and peace in development programmes and policies 	<ul style="list-style-type: none"> Resource mobilization, programming and implementation
	<ul style="list-style-type: none"> Research, monitoring and evaluation 	<ul style="list-style-type: none"> Other (please specify) Raise awareness on inadmissibility of Violence against Women and Girls
Implementation mechanisms:	<p><i>What are the means/processes of implementation of the initiative? What are the main deliverables/activities involved?</i></p> <p>In 2010, when members of the Georgian Rugby Union in discussions with UN Women learned how prevalent domestic violence was in the country, they became eager to be part of the solution. In 2012 UN Women has officially established its partnership with the Georgian Rugby Union. The partnership is implemented under the aegis of the United Nations Secretary General’s UNiTE to End Violence against Women Campaign and later under UN Women’s solidarity movement for gender equality -HeforShe. The popular Lelos (rugby players) devote several international matches every year to inadmissibility of violence against women and girls. During programme implementation, in total 30 rugby matches have been dedicated to this cause.</p> <p>Popular rugby players have also starred in videos condemning violence against women and girls, which millions of people watched on television and social media.</p>	

	<p>Next, the players started a series of meetings with young men and boys across Georgia, especially in rural areas where they train them in rugby, and on the principles of equality, mutual respect and support that are the foundation of rugby. They urge and lobby young men and boys for zero tolerance to violence against women. Girls' involvement in rugby and their empowerment through sport is also actively promoted. To date, over 4500 boys and girls have been reached out through the meetings.</p> <p>It shall be particularly underlined that hosted by Georgia, the World Rugby U20 Championship 2017 saw its participating teams and the World Rugby Organization declare their support for HeForShe, the UN Women solidarity movement for gender equality. An official ceremony, which took place on 10th of June, 2017 at the premises of the Ministry of Justice National Archives, served as a venue to affirm the partnership between UN Women and World Rugby within the framework of the championship. Special report regarding the event was made by World Rugby social media and posted on their website, which was seen by more than 20 million viewers over the course of the World Cup. During the finals of the Championship, a fan zone was organized at the stadium promoting gender equality and women's empowerment through sport.</p> <p>The Georgian rugby players have also inspired other athletes beyond the borders of Georgia to engage in the fight against DV/VAWG. In 2016 the Spanish football club Valencia invited UN Women's Specialist on Sport and Youth issues to share his experience with the Spanish athletes, as part of the partnership between UN Women HQ and FC Valencia to promote gender equality through sports. Moreover, the Samoan rugby team has followed the Georgian national team's example by expressing their support to the UNiTE campaign.</p> <p>UN Women has also supported GRU to mainstream GE/VAWG issues into the manual for rugby players and the management designed by the Rugby Academy as well as in the media guide for the Rugby players.</p> <p><i>What is the time frame of implementation?</i></p> <p>The partnership between UN Women and the Georgian Rugby Union is implemented in the framework of UN Joint Programme for Gender Equality, funded by the Government of Sweden. The initiative will be implemented throughout the programme i.e. until the end of 2020.</p>
<p>Target Audience(s):</p>	<p><i>Who are the beneficiaries of the proposed/implemented initiative?</i></p> <p>The population at large with the special focus on young men and boys and girls</p>

Partners/Funding:	<p><i>Who are the main organizations/entities involved in the initiative and what are their roles in development and/or implementation?</i></p> <p>The initiative is implemented in the framework of the cooperation between UN Women and the Georgian Rugby Union.</p> <p><i>What are the main sources of funding of the initiative?</i></p> <p>The initiative is implemented in the framework of UN Joint Programme for Gender Equality, funded by the Government of Sweden. The initiative will be implemented throughout the programme i.e. until the end of 2020.</p>
SDG Alignment:	<p><i>To what SDG goal/target/indicator is this initiative targeted?</i></p> <p>Goal 5/Target 5.1 Reduce all forms of discrimination against all women and girls everywhere Goal 5/Target 5.2 Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation Goal 16/Target 16.1 Reduce all forms of violence and related death rates everywhere</p> <p>Please indicate any other national or internationally agreed goals/commitments to which this initiative is aligned.</p> <p>Article 5 of the CEDAW Convention and (paragraph 35.b) of General recommendation No. 35 on gender-based violence against women, updating general recommendation No. 19 related to awareness raising Article 13 of the Istanbul Convention regarding obligation on awareness raising Article 6 of the Law of Georgia on the Elimination of Violence against women and domestic violence and protection of victims/survivors related to preventive measures to be carried out inter alia the awareness raising campaigns Outcome 3 - Promote zero tolerance in society with respect to violence against women and domestic violence - of the 2018-2020 National Action Plan on Combating Violence against Women and Domestic Violence and Measures to be Implemented for the Protection of Victims (Survivors)</p>
Alignment with global frameworks:	<p><i>How does this initiative align with/contribute to the objectives of the Kazan Action Plan *, WHO Global Action Plan on Physical Activity or other related internationally agreed frameworks on sport and/or physical activity? norms and attitudes</i></p> <p>The initiative contributes to the Goal 1 Create an active society – social norms and attitudes- create a</p>

	<p>paradigm shift in all of society by enhancing knowledge and understanding of, and appreciation for, the multiple benefits of regular physical activity, according to ability and at all ages.</p>
<p>Alignment with United Nations Action Plan on SDP:</p>	<p><i>Which of the four thematic areas of the UN Action Plan on Sport for Development and Peace is this initiative designed to align? To which action area(s) of the Plan is this initiative designed to contribute?</i></p> <p>The initiative is aligned and contributes to the area -3. Resource mobilization, programming and Implementation namely paragraph - c) need to identify and address key thematic areas in sport for development and peace, as well as cross-cutting issues such as human rights, gender, disability, integrity, transparency and health.</p>
<p>Outcomes:</p>	<p><i>What are the expected/actual outcomes of the initiative?</i></p> <p>Initiatives like the present one significantly contributes to positive shifts in the societal perceptions of and attitudes towards gender equality and VAW/DV. Such positive shifts are obvious in Georgia. The percentage of women who believe that domestic violence is a private matter and that no one should interfere has decreased from 78% in 2009 to 33% in 2017. Men and women in the younger generation show more non-discriminatory attitudes. There has been a decrease in the rate of women who stayed with violent husbands because they believed the violence to be normal. There has been a significant increase in the percentage of women who have experienced intimate partner violence who have reported it to the police (from 1,5 per cent in 2009 to 18 per cent in 2018). All of this suggests that the concerted efforts to raise awareness and promote women’s empowerment and rights in the country over the past years are having a positive impact.</p>
<p>Mechanism for monitoring and evaluating implementation:</p>	<p><i>What are the mechanisms for monitoring and evaluating the implementation, outcomes and impact of the initiative? What are the specific monitoring and evaluation tools involved?</i></p> <p>The impact can be measured by the positive shifts in the societal perceptions and attitudes towards equality and VAWG/DV described above.</p>
<p>Challenges/Lessons learned</p>	<p><i>What have been/were the main challenges to implementation? What lessons learned have been/can be utilized in the planning of future initiatives?</i></p> <p>The practice has vividly illustrated that involvement of the figures associated with one of the country’s most beloved sports – rugby is rather efficient while using the nuanced method of giving masterclasses in rugby and applying the approach that centres around the values that rugby espouses and then make the transition towards deeper, more serious topics like violence against women. The method gives possibility to actively involve participants in the discussion and make them contemplate about the topic and understand why</p>

violence against women is inadmissible.

*Please in replying use the definition of sport of the Kazan Action Plan of 2017 : “ [...] Noting that, for present purposes and unless specified otherwise, the term “sport” is used as a generic term, comprising sport for all, physical play, recreation, dance, organized, casual, competitive, traditional and indigenous sports and games in their diverse forms;2.Highlighting that sport for all, including traditional sport and games, is a fundamental field of intervention for governments to achieve the full potential of physical activity for personal and social development; 3.Recognizingthat the United Nations’ 2030 Agenda / Sustainable Development Goals form the overarching policy consensus on development priorities, goals and targets that guide international and national policy design, implementation and monitoring;4.Stressing that the preamble of the 2030 Agenda acknowledges sport as an important enabler of sustainable development and peace; [...]“