

ABD

Asociación Bienestar y Desarrollo



GRUPO

ABD

Asociación
Bienestar y
Desarrollo



+2,000
people

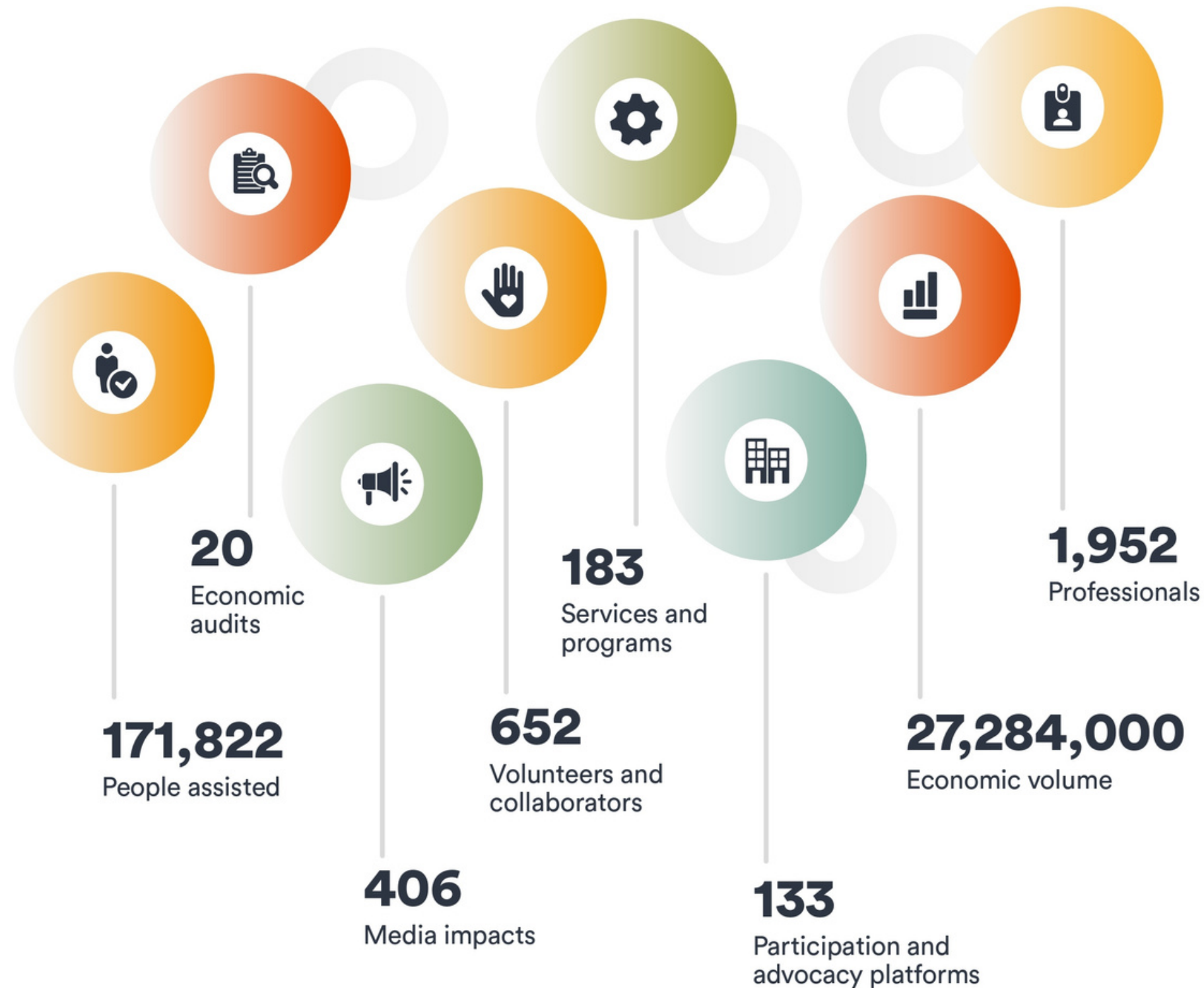
1,952 professionals
652 volunteers and
collaborators

133
platforms

Present in multiple
platforms,
11 of them international

40
years

of community
service



More than 1,950 specialized professionals & 650 volunteers supporting people in vulnerable contexts with a transformative approach based on community-based interventions.

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Action Areas



EUROPEAN PROJECTS

Role	Program	Project
Coordinator	CERV	CRISSCROSS Intervention program in nightlife, leisure and socialization venues to raise awareness and prevent GBV behaviours - including LGBTIphobia - linked to sexual violence and substance use
Coordinator	AMIF	POWGEN Strengthening Labor Market Integration in Europe through Sustainable Employment Opportunities for TCN in the Renewable Energy and Refurbishment Sectors
Coordinator	Erasmus +	Home4Health
Coordinator	Erasmus +	EU Food Security Hub Tackling food insecurity promoting sustainable and socially inclusive food and agriculture ecosystems
Partner	CERV	POWER Promoting Organisations' empowERment to guarantee women's human Rights and stop gender violence

EUROPEAN PROJECTS

Role	Program	Project
Partner	JUST	Care4Trauma Improving GBV victims support services and the access to justice through Trauma-informed care
Partner	Erasmus+	EDU4SDGS Building a Comprehensive Educational Ecosystem for Sustainable Development Goals
Partner	DEAR	Global Districts Localised and Informal Critical Global Citizenship Education for Wider Inclusion and Engagement of European Youth in Local and Global Challenges
Partner	H2020	CoolToRise Rising summer energy poverty awareness to reduce cooling needs
Partner	EU4H	Boost Project BOOST access and quality of community-based communicable disease services for PWUD in the EU and neighbouring countries

PRESENTATION CONTENTS

1. What is gender mainstreaming

2. Gender mainstreaming in ABD's organization culture

- Equality Plan
- Protocol for Prevention and Action Against Sexual Harassment and Gender-Based Harassment in the Workplace
- Training to promote gender mainstreaming in the organization

3. Tools and tips for Gender Mainstreaming in Projects

- ABD's Gender Mainstreaming Procedure in Project Diagnosis
- ABD's Gender Mainstreaming Procedure in Project Design
- ABD's Gender Mainstreaming Procedure in Project Implementation
- ABD's Gender Mainstreaming Procedure in Project Evaluation

4. ABD's CERV-Funded Project Showcase

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1. WHAT IS GENDER MAINSTREAMING

- Gender mainstreaming is an strategy.
- It involves integrating a gender perspective into the design, implementation, monitoring, and evaluation of policies, programs, and projects.
- It does not only aim to avoid the creation or reinforcement of inequalities, which can have adverse effects on both women and men. It also implies analysing the existing situation.
- It is not:
 - “Adding women and stirring”
 - Focused or limited to “women’s issues”
 - Simply mentioning “men and women”
 - Ignoring intersectionality

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1. GENDER MAINSTREAMING IN ABD'S ORGANIZATION CULTURE

ABD'S EQUALITY PLAN

AREAS

1. Organisational culture

Institutional Documents Committed to Gender Equality (ethic code, internal regulations...)

Equality Commission - Monitoring and evaluation

2. Working conditions and remuneration

Conducting gender-sensitive job evaluations for comprehensive gender pay gap reporting by job position

Complementing the analysis of the gap with the analysis of salary supplements

3. Access to the organisation

Implementing Competency-Based Analysis and Blind CVs in Selection Processes

Employing Inclusive Language in Job Advertisements

4. Professional development and promotion

Training and empowering service managers to challenge and reverse gender-related team beliefs hindering promotion

1. GENDER MAINSTREAMING IN ABD'S ORGANIZATION CULTURE

ABD'S EQUALITY PLAN

AREAS

MEASURES

5. In-house training

Gender training plan in the welcome manual, to ensure that people joining the organisation are aware of its commitment to gender equality and equity

Specific annual training on equality for all staff

6. Working time and co-responsibility

Implementation and promotion of work-life balance measures: schedule flexibility, extension of work permits, reduction of working hours

Periodic analysis of employee leave requests and utilization, categorized by leave type and gender

7. Non-sexist communication

Use and promotion of inclusive language in all the communication activities

Specific training for the communication team

8. Workplace health

Periodical work climate surveys to find out the satisfaction and opinions of employees

Study of occupational risks with a gender perspective with the aim to incorporate specific risks

1. GENDER MAINSTREAMING IN ABD'S ORGANIZATION CULTURE

PROTOCOL FOR PREVENTION AND ACTION AGAINST SEXUAL HARASSMENT AND GENDER-BASED HARASSMENT IN THE WORKPLACE

Objective:

To provide information and guidance to know and understand what sexual harassment and gender-based harassment are, how to prevent them and how to articulate effective ways of protection and response within the organisation.

Structure:

- Guiding principles
- Composition of the Commission
- Definitions
- Obligations and guidelines
- Operating standards
- Sanctions and corrective actions
- Confidentiality of investigations

TRAINING TO PROMOTE GENDER MAINSTREAMING IN THE ORGANIZATION

Staff

Volunteers

- Knowledge and tools for volunteers to incorporate a gender perspective.
- Inclusive, sensitive, and non-sexist language and communication in volunteer interventions.
- Analysis of practical situations to identify and correct gender inequalities in volunteer practice.

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1. Gender Mainstreaming Procedure in Project Diagnosis

1. Framing Societal Challenges with a Gender Perspective

How does the gender social hierarchy intersect with our target population and other forms of inequality?

Do we detect inequalities perceived as natural but result from societal norms related to masculinity and femininity?

How do we consider the distinction between formal equality and effective equality?

How do we take into consideration the distinction between the practical needs of women and gender-related strategic interests?

2. Diagnosis

How are men and women* affected by the social issues we quantify through data?

Do we consider domestic or community aspects, or do we solely focus on labor and sociopolitical information?

What are the economic resources of men and women? What other resources do we consider?

What inequalities exist in critical well-being areas like leisure, health, transportation, and education access?



2. ABD's Gender Mainstreaming Procedure in Project Design

Project Management Tips for Incorporating Gender Mainstreaming

PIF: specific questions related to gender

Partner's Institutional Documents (i.e. Equality Plan)

1. Definition of objectives

Do we know who the project is aimed at and who is expected to benefit?

How do we propose to modify gender inequalities in the field of intervention?

2. Activities

How do we prevent gender roles and stereotypes from being reproduced in our activities?

How do we ensure the participation of all the groups in the activities?

3. Methodology

Do we expect to involve gender experts in the project?

Are we considering that the roles of the team regarding users should not be stereotyped based on gender?

Do we actively promote participatory methodologies, ensuring the active involvement of men and women from diverse groups?

4. Communication

Do we know if the channel we are using reaches all the people we want to reach?

Is our communication respectful and non-stereotypical?



[Recommended source for consultation](#)

3. ABD's Gender Mainstreaming Procedure in Project Implementation

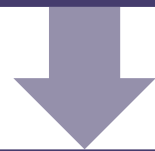
Project Management Tips for Gender Mainstreaming Monitoring in Consortia

1. Agreed Common Methodological approach

2. Monitoring framework



Indicators



Corrective measures

How many people are receiving the services? Is there any profile that is not accessing as expected?

Are all the planned activities being carried out, or have some been eliminated?
Does this elimination affect everyone equally or some more than others?

Are the project's intended users benefiting from it as expected, and are gender-related changes contributing to this benefit?

Does the timeline adhere to the expected timing for the beneficiaries' changes to mature?

Has the intervention's context changed from what was anticipated? Does this change have a gender impact?



4. ABD's Gender Mainstreaming Procedure in Project Evaluation

Project Management Tips for Evaluating Gender Mainstreaming

1. Project Advisory Board

2. Quantitative and qualitative indicators related to gender mainstreaming

Process evaluation Indicators

The use of services or participation in activities has been equitable and diverse?

Is user satisfaction uneven among groups of women and men?

Impact evaluation Indicators

Has the project changed the inequalities in access to economic resources/key areas of well-being such as culture, education, relational network or health?

Has the project reinforced sexist stereotypes or gender roles?

% of women who declare to have increased their social support

perception of improvement in the quality of life

% of participants who change their beliefs about GBV

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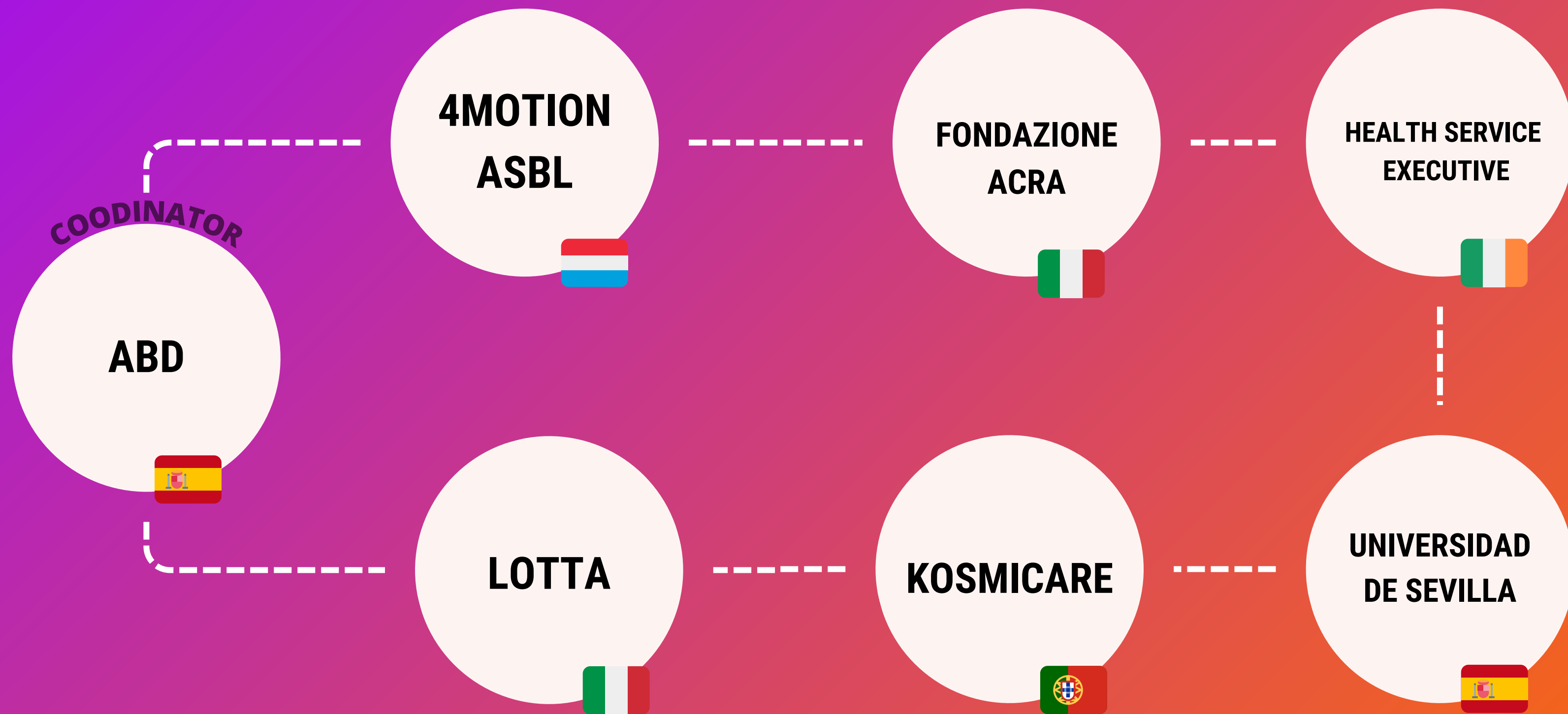
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Intervention program in nightlife,
leisure and socialization venues to raise awareness
and prevent GBV behaviours – including LGBTIphobia –
linked to sexual violence and substance use

 <https://crisscrossproject.org/>

CONSORTIUM



MAIN OBJECTIVE

Fight gender-based violence in nightlife, leisure and socialization venues frequented by youngsters and young adults (16-24 y/o)



Through the design, testing and evaluation of **innovative pilots** based on the behaviour change wheel methodology, with the aim to raise awareness, change attitudes and prevent GBV behaviours -including LGBTIphobia- linked to sexual violence and substance use

METHODOLOGY OF APPROACH



BEHAVIOUR CHANGE WHEEL FRAMEWORK

Steps to be followed:

1. Outcome identification and behaviour selection
2. Behavioural COM-B diagnosis



DESIGN AND IMPLEMENT THE PILOT INTERVENTIONS



YOUNG-CENTERED

Placing the **adolescents and young adults** at the centre as a **subject of rights**, actively listening to their perceptions and thoughts



BYSTANDER BEHAVIOUR

Focus on the **role and responsibility of members of the community** as a whole in order to go beyond individual changes



POSITIVE APPROACH AND HARM REDUCTION

Promoting **more positive and healthier relational frameworks**



It will enable youngsters to develop **freer, safer and more egalitarian ways of socializing** in leisure and entertainment contexts

CRISSCROSS' EXPECTED RESULTS



Reduction of 10% in associated risk behaviours related to alcohol and substance consumption



Reduction of 10% on opinions, attitudes and beliefs that support GBV and specifically sexual and physical violence among youngsters in leisure contexts.



Reduction of 10% on LGBTQI+ phobic opinions, attitudes and beliefs that support violence against LGBTQI+ population.



Increase of 20% on the intention to intervene as a bystander **to prevent or act in situations of violence** against women or LGBTQI+ population.

CRISSCROSS' MAIN ACTIVITIES



WP2: PARTICIPATIVE RESEARCH BASED ON EU BEST PRACTICES AND NEEDS ANALYSIS

- **Needs analysis.** Focus groups in each territory with:
 - Professionals.
 - Youngsters 18-24 y/o
- **Desk research:** best practices identification in all the territories
- **CRISSCROSS Training Program and Toolkit for professionals**

WP3: DESIGN AND TEST THE PILOTS

- **Design of local pilots:** activities, time planning, monitoring and communication plan.
 - 2 co-design workshops: one with in-house practitioners and one with stakeholders
 - Validation with local practitioners-communities and stakeholders
- **Creation of practitioners communities:** 25-50 practitioners in each territory
- **Local/National advocacy meetings and events**
- **Training of practitioners with the CRISSCROSS Training program**
- **Implementation of the pilots** in Barcelona, Luxembourg, Milano, Lisbon and Dublin throughout a period of 6 months
- **Practitioners European Exchange of Knowledge Visits**

CRISSCROSS' MAIN ACTIVITIES

WP4: PROGRAM EVALUATION

- **Process evaluation** to assess the implementation process of intervention in terms of coverage and quality of the implementation (completeness, fidelity to activities planned, satisfaction and sustainability) in order to identify positives, negatives and improvements.
- **Impact evaluation** to assess the **impact** of the interventions on:
 - the opinions, attitudes and beliefs about sexual and physical violence on youngsters and young adults.
 - the behaviour about sexual and physical violence on youngsters and young adults affective-sexual relationships
 - the promotion of Active Bystander behaviors in preventing sexual and physical violence among peers.

WP5: COMMUNICATION AND ADVOCACY

- **CRISSCROSS Communication Campaign** with the aim to communicate the pilot development as well as the projects' results. 3-10 ambassadors will be engaged in each territory to contribute reaching 50.000 citizens.
- **CRISSCROSS Advocacy Campaign** to contribute to project's sustainability
 - Local/national level: engage at least 1 public authority and 5-10 stakeholders
 - European level: Online European Stakeholder's Networking event & Final Conference in Lisbon

CRISSCROSS' STATUS OF IMPLEMENTATION

ACTIVITIES ALREADY CARRIED OUT

WP1 Management and coordination

- Kick-off meeting (Barcelona, April)
- Project advisory board definition
- Monthly coordination meetings

WP3 Design and test local pilots

- Participatory co-design
- Training of professionals

WP2 Participative research based on EU best practices and needs analysis

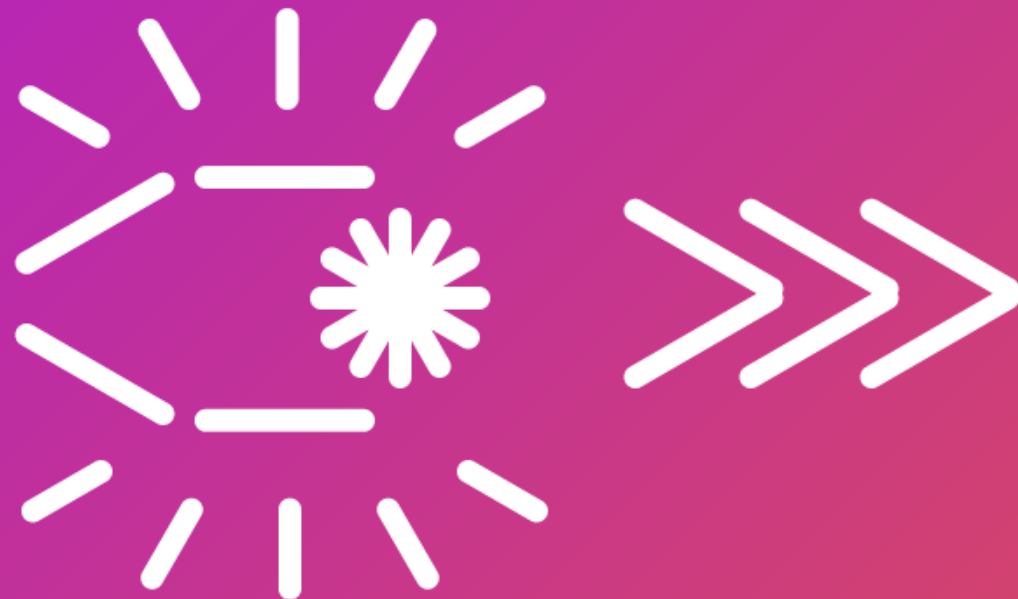
- [Best practices identification](#)
- Training program design

WP4 Evaluation

- Draft Evaluation design, University of Sevilla

WP5 Communication and advocacy

- Co-design and development of project graphic design
- Development of projects social media channels





SPAIN - Ana Burgos García,
Fundació Salut i Comunitat.
Observatori Noctàmbul@s &
Malva



PORTUGAL - Miguel
Martinho, Ravers Care
Corner / Kosmicare



LUXEMBOURG - Viviane Lima,
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IRELAND - Dr Sarah
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PROJECT ADVISORY BOARD

Thank you!

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