



[Name of Fund or Joint Programme]

**GENERIC ANNUAL PROGRAMME<sup>1</sup>**  
**PERIOD: 1 JANUARY – 31 DECEMBER 2012**

<p style="text-align: center;"><b>Programme Title &amp; Project Number</b></p> <ul style="list-style-type: none"> <li>• Programme Title: <b>16 days campaign</b></li> <li>• Programme Number <b>DG 2.3.7 Gender and Human Rights, UNDP 20,000</b></li> <li>• MPTF Office Project Reference Number:<sup>3</sup> <b>00080994</b></li> </ul>	<p style="text-align: center;"><b>Country, Locality(s), Thematic/Priority Area(s)<sup>2</sup></b></p> <p><i>Country/Region</i>  <b>Montenegro</b></p> <hr/> <p><i>Thematic/Priority</i>  <b>Violence in family</b></p>																				
<p style="text-align: center;"><b>Participating Organization(s)</b></p> <ul style="list-style-type: none"> <li>• Organizations that have received direct funding from the MPTF Office under this programme</li> </ul> <p><b>UNCT / Democratic Governance / Working Group on Gender and Human Rights</b></p>	<p style="text-align: center;"><b>Implementing Partners</b></p> <ul style="list-style-type: none"> <li>• National counterparts (government, private, NGOs &amp; others) and other International Organizations</li> </ul> <p><b>Department for Gender Equality, NGOs, Parliamentarian Committee for Gender Equality</b></p>																				
<p style="text-align: center;"><b>Programme/Project Cost (US\$)</b></p> <table border="0"> <tr> <td>MPTF/JP Contribution:</td> <td><i>by Agency</i> UNDP 20,000</td> </tr> <tr> <td>Agency Contribution</td> <td><i>No contribution</i></td> </tr> <tr> <td>Government Contribution</td> <td><i>No contribution</i></td> </tr> <tr> <td>Other Contributions (donors)</td> <td><i>No other contributions</i></td> </tr> <tr> <td><b>TOTAL:</b></td> <td><b>20,000</b></td> </tr> </table>	MPTF/JP Contribution:	<i>by Agency</i> UNDP 20,000	Agency Contribution	<i>No contribution</i>	Government Contribution	<i>No contribution</i>	Other Contributions (donors)	<i>No other contributions</i>	<b>TOTAL:</b>	<b>20,000</b>	<p style="text-align: center;"><b>Programme Duration</b></p> <table border="0"> <tr> <td>Overall Duration</td> <td><i>(6 months)</i></td> </tr> <tr> <td>Start Date<sup>4</sup></td> <td><i>(Jun 1<sup>st</sup> 2012)</i></td> </tr> <tr> <td>End Date</td> <td><i>(Dec 15<sup>th</sup> 2012)<sup>5</sup></i></td> </tr> <tr> <td>Operational Closure Date<sup>6</sup></td> <td><i>(Dec 20<sup>th</sup> 2012)</i></td> </tr> <tr> <td>Expected Financial Closure</td> <td><i>(Dec 25<sup>th</sup> 2012)</i></td> </tr> </table>	Overall Duration	<i>(6 months)</i>	Start Date <sup>4</sup>	<i>(Jun 1<sup>st</sup> 2012)</i>	End Date	<i>(Dec 15<sup>th</sup> 2012)<sup>5</sup></i>	Operational Closure Date <sup>6</sup>	<i>(Dec 20<sup>th</sup> 2012)</i>	Expected Financial Closure	<i>(Dec 25<sup>th</sup> 2012)</i>
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<sup>1</sup> The term “programme” is used for programmes, joint programmes and projects.

<sup>2</sup> Strategic Results, as formulated in the Performance Management Plan (PMP) for the PBF; Sector for the UNDG ITF.

<sup>3</sup> The MPTF Office Project Reference Number is the same number as the one on the Notification message. It is also referred to “Project ID” on the [MPTF Office GATEWAY](#)

<sup>4</sup> The start date is the date of the first transfer of the funds from the MPTF Office as Administrative Agent. Transfer date is available on the [MPTF Office GATEWAY](#)

<sup>5</sup> As per approval by the relevant decision-making body/Steering Committee.

<sup>6</sup> All activities for which a Participating Organization is responsible under an approved MPTF programme have been completed. Agencies to advise the MPTF Office.

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Date
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<b>Programme Assessment/Review/Mid-Term Eval.</b>
Assessment/Review - if applicable <i>please attach</i>
<input type="checkbox"/> Yes <input type="checkbox"/> No Date: <i>dd.mm.yyyy</i>
Mid-Term Evaluation Report – <i>if applicable please attach</i>
<input type="checkbox"/> Yes <input type="checkbox"/> No Date: <i>dd.mm.yyyy</i>

<b>Report Submitted By</b>
○ Name: <b>Kaca Djurickovic</b>
○ Title: <b>Gender Programme Manager</b>
○ Participating Organization (Lead): <b>UNDP</b>
○ Email address: <b>kaca.djurickovic@undp.org</b>

## **NARRATIVE FORMAT**

### **I. Purpose**

One of the most radical violations of women's human rights, reported by CSOs, happens in the family sphere. NGO studies show that every third woman is exposed to physical violence. Every second woman experienced some other forms of violence. Low level of support provided by institutions to victims of violence resulted in their reluctance to report violence, while the number of deaths occurring as a consequence of long-term family violence has increased. Policy and legislative developments in the last few years (National Action Plan for Gender Equality and Law on Gender Equality) are welcomed, and have created a solid ground to address these problems. It is now important to ensure that these laws and policies are implemented. This will require not only political will, human and financial capacities and continuous monitoring, but also an institutional and cultural transformation process that should include the elimination of gender bias in national development frameworks, as well as the incorporation of gender awareness into broader policies, programmes and institutional reforms. Herewith gender awareness work seems to be most required and often mentioned by all partners involved but still significantly underfunded.

UN Working Group on Gender and Human Rights featured campaigns addressing male role-models in previous few years. Such campaigns have reached high level of visibility and, although has discontinuation of two years now, it has been often memorized and attached to UN agencies' work in this regard. From that point it is evident that it is programmatically, politically and socially needed that UN Working Group on Gender and Human Rights continues awareness raising work.

### **II. Resources**

The UN Country Fund resources (20,000 USD) will be spent on designing and production of public campaign materials which will be used to communicate this year's message to wider audience, victims of violence and decision makers. Key messages and campaign focus will be discussed and defined by the UN Working Group on Gender and Human Rights.

Resources will not cover any personnel hired for this task, but for the contracting of the company which will conduct /campaigning activities within the Project.

The EFW funds were received in January 2012. These funds are still not operational due to technical issues in GSSC in applying deposit towards project budget. It is expected that the issue will resolved soon and funds operational by the end of March 2012 and thus available for spending.

### **III. Implementation and Monitoring Arrangements**

There are two modalities for the implementation of the awareness raising campaign. First one is that campaign is conducted with commercial agency based on public procurement process winner according to UNDP regulations where best suggested campaign modality would be selected by UNCT GTG commission. This was the practice in earlier 16 days campaigns conducted by UNCT GTG. Second option, based on UN Working Group on Gender and Human Rights opinion might be to implement campaign in partnership with NGOs where based on Open Call, interested NGOs would be invited to suggest campaign design and implement selected activities. This would mean that UNDP would issue a Micro Capital Agreement for the selected NGOs.

Monitoring mechanism would be set by UNCT GTG in accordance with selected campaign modality. Having in mind that IPA gender Programme conducted by UNDP will implement CAP evaluation of their work with institutions, it is expected that 16 days campaign impact is captured with this specific survey in 2012.

#### **IV. Results**

##### **Outcome**

Social norms are changed in order to facilitate age and gender sensitive inclusive attitudes and practices towards vulnerable and excluded populations (SI Pillar Outcome 1.2.)

##### **Output 1**

Generated public support in combating domestic violence

##### **Output 2.**

New, more efficient system for the protection of victims of domestic violence communicated

##### Indicators:

- No of reported cases of violence increased during and after campaign implementation.
- No of family violence cases supported by the multidisciplinary teams increased during and after campaign implementation.
- No of media reports increased.
- An increase of 5% in the awareness and support of citizens to combating domestic violence – source: KAP survey 2012 and KAP survey 2013

##### **Key partners**

Ministry of Justice, Department for Gender Equality; Ministry of Labour and Social Welfare, Social Welfare Centers Ministry of Health, Police Directorate, Local government, parliamentary political parties, Parliamentary Committee for Gender Equality, NGOs, police and judiciary.

Awareness-raising on violence in family is at the very core of the project which also articulates related aspects of this problem such as lack of trust in institutions, adequate support and understanding of victims' position by professionals, poor institutional cooperation etc. This is the reason for bringing together all partners to support the process of awareness raising. In addition, although 16 days campaigns have been annually defined globally, in Montenegro we do not necessarily match campaigns with them but we put them in national context in accordance with local demands and priorities.

#### **V. Future Work Plan (if applicable)**

Project activities will focus on communication actions that will target defined audience using adequate communication channels and tools.

## VI. INDICATOR BASED PERFORMANCE ASSESSMENT

	Performance Indicators	Indicator Baselines	Planned Indicator Targets	Achieved Indicator Targets	Reasons for Variance (if any)	Source of Verification	Comments (if any)
<b>SI Pillar Outcome 1.2.</b> <b>Social norms are changed in order to facilitate age and gender sensitive inclusive attitudes and practices towards vulnerable and excluded populations</b>							
<b>Output 1.1</b> Generated public support in combating domestic violence	Indicator 1.1.1 No of reported cases of violence increased for 10% during and after campaign implementation	Police data to be compared in November, December and January 2012				Official police reports on violence cases	
	Indicator 1.1.2 No of family violence cases supported by the multidisciplinary teams increased during for and after campaign implementation	Multidisciplinary data to be compared in November, December and January 2012				Multidisciplinary teams reports on cases supported	NA
<b>Output 1.2</b> New, more efficient system for the protection of victims of domestic violence communicated.	Indicator 1.2.1 At least 20 media reports with the campaign key messages are published during the campaign	Few media reports annually on violence in family				Media press clipping	NA
	Indicator 1.2.2 An increase of 5% in the awareness and support of citizens to combating domestic violence.	Findings to be compared from the 2012 KAP survey and 2013 KAP Survey				KAP survey 2012 and KAP survey 2013	