

**UN Action Against Sexual Violence in Conflict**

**GENERIC ANNUAL programme[[1]](#footnote-1) NARRATIVE progress report**

**REPORTING PERIOD: March 2009 – march 2010**

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| Programme Title & Project Number |  | Country, Locality(s), Thematic/Priority Area(s)[[2]](#footnote-2) |
| * Programme Title: Support to UN Action Advocacy Strategy * Programme Number *(if applicable):* UNA001 * MPTF Office Project Reference Number:[[3]](#footnote-3)00072560 | *(if applicable)*  *Country/Region*  Global |
| *Thematic/Priority*  Advocacy for Action on Sexual Violence in Conflict |

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| Participating Organization(s) |  | Implementing Partners |
| * Organizations that have received direct funding from the MPTF Office under this programme   Unifem/UN Action Secretariat | * National counterparts (government, private, NGOs & others) and other International Organizations   LuccaCo IT firm (Brazil) |

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| Programme/Project Cost (US$) | |  | Programme Duration | |
| MPTF/JP Contribution: $68,881   * *by Agency (if applicable)* |  |  | Overall Duration *(months)* 12 |  |
| Agency Contribution   * *by Agency (if applicable)* |  |  | Start Date[[4]](#footnote-4) *(dd.mm.yyyy)* 01.03.2009 |  |
| Government Contribution  *(if applicable)* |  |  | End Date (or Revised End Date)*[[5]](#footnote-5)* 01.03.2010 |  |
| Other Contributions (donors)  *(if applicable)* |  |  | Operational Closure Date[[6]](#footnote-6) |  |
| TOTAL: | $68,881 |  | Expected Financial Closure Date |  |

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| Programme Assessment/Review/Mid-Term Eval. |  | Report Submitted By |
| Assessment/Review - if applicable *please attach*  Yes No Date: *dd.mm.yyyy*  Mid-Term Evaluation Report *– if applicable please attach*  Yes No Date: *dd.mm.yyyy* | * Name: Letitia Anderson * Title: Advocacy & Women’s Rights Specialist * Participating Organization (Lead): UN Action * Email address: letitia.anderson@unwomen.org |

NARRATIVE REPORT FORMAT

# Purpose

* UN Action MDTF resources were used to support the implementation of UN Action’s Advocacy Strategy for 2009 – 2010. This included both the maintenance and further development of the website ([www.stoprapenow.org](http://www.stoprapenow.org)) and the production and distribution of a range of knowledge-based advocacy products.
* This project falls under the “Advocacy for Action” pillar of UN Action’s three-pillar framework: *to raise public awareness and generate political will to address sexual violence as part of a broader campaign to Stop Rape Now.*

# Resources

*Financial Resources:*

* The MDTF funds covered the entire project without additional sources of financial support.
* As agreed, funds were transmitted to LuccaCo in three disbursements: upon signing the contract, upon satisfactory mid-point performance, and upon completion of the contract.
* Funds for other advocacy materials were paid to vendors upon receipt of the products.

*Human Resources:*

* This project capitalized on the human resources and expertise of LuccaCo’s staff. The vendor contract included labour costs for website development and maintenance.
* The UN Action Advocacy and Women’s Rights Officer was paid out of the UN Action Secretariat budget. No funds from this project were applied to UN staff salaries.
* One part-time consultant was hired to support daily media monitoring activities, to promote the website and social media sites, and to respond to general inquiries received.

# Implementation and Monitoring Arrangements

* Both LuccaCo and the UN Action Secretariat monitor the traffic to the website and social media sites.
* LuccaCo has systematically collected and analyzed web statistics, which reflect increasing traffic from a diverse range of countries, as a proxy indicator of elevated public awareness.

# Results

* A key development to the website during this period has been the addition of an interactive global *Get Cross – Stop Rape Now* photomontage, which enables users to add their own images, comments and advocacy messages.
* LuccaCo has successfully undertaken search engine optimization initiatives to improve the number of visitors, and has updated the site to reflect the appointment and activities of the new Chair of UN Action, the SRSG on Sexual Violence in Conflict.
* The part-time consultant (working remotely) supported daily media monitoring activities, outreach to promote the website and social media sites, and to respond to general inquiries received.
* In addition, the UN Action Advocacy & Women’s Rights Specialist produced advocacy products as part of the *Stop Rape Now* campaign. These products are jointly owned and used by all 13 UN Action entities. Products include:
  + specially-designed pens with retractable banner,
  + enamel lapel pins, posters on key elements of Security Council Resolution 1820,
  + large pull-up banners,
  + laminated 2-pagers and tip sheets,
  + press/display folders and
  + a Public Service Announcement (PSA).
* These products have helped to spread the S*top Rape Now* message and drive increased traffic to the website. All advocacy products have been developed in consultation with UN Action entities and partners. They have been visibly distributed at numerous high-level policy and advocacy events, including events associated with the Secretary-General’s *UNiTE to End Violence against Women* campaign (of which the *Stop Rape Now* campaign embodies Goal 5), and to coincide with relevant Security Council sessions. They have also been distributed to UN and civil society partners in the field.

# V. Future Work Plan (if applicable)

In the coming year, UN Action will continue to pursue strategic advocacy initiatives under the network’s “Advocacy for Action” pillar of work, including further development and maintenance of the Stop Rape Now website as well as continued production and disbursement of advocacy products.

1. The term “programme” is used for programmes, joint programmes and projects. [↑](#footnote-ref-1)
2. Strategic Results, as formulated in the Performance Management Plan (PMP) for the PBF; Sector for the UNDG ITF. [↑](#footnote-ref-2)
3. 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](http://mdtf.undp.org) [↑](#footnote-ref-3)
4. 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](http://mdtf.undp.org/) [↑](#footnote-ref-4)
5. As per approval by the relevant decision-making body/Steering Committee. [↑](#footnote-ref-5)
6. All activities for which a Participating Organization is responsible under an approved MPTF programme have been completed. Agencies to advise the MPTF Office. [↑](#footnote-ref-6)