



## Name of the action

English Title: Technical assistance for the implementation of the program in support of women's emancipation and the fight against gender-based violence

French Title : Assistance technique à la mise en œuvre du programme en appui à l'émancipation de la femme et lutte contre la violence basée sur le genre

## Project description

The project specifically aims to improve the political and social emancipation of women and the fight against Gender-Based Violence (GBV). It will directly benefit women and girls who are victims of GBV, vulnerable women and girls through income-generating activities and women involved in political life and associations. Indirectly, it will benefit people living in extreme poverty and vulnerability. The supervisory institutions responsible for drawing up policies and implementing action plans to promote gender equality will also be direct beneficiaries of the project. The actions will be developed in the Republic of Madagascar and in particular in the following regions: Ihorombe, Diana, SAVA, Analamanga, Boeny, Sofia.

## Overall objective

To improve the empowerment of women in Madagascar, including addressing the lack of voice, choice, means and gender-based violence. "Choice, Empowerment & Gender-Based Violence"

This contract aimed to

- The prevention of and fight against all forms of violence against women and girls are improved
- Increased participation of women in the political, social, economic and public spheres.

## Beneficiaries

Women and girls who are victims of GBV; women and girls who are through income-generating activities, and women involved in political life and associations in the intervention regions.

## Partners

B&S Europe  
European Union of Madagascar

## Beneficiaries

Women and girls who are victims of GBV; women and girls who are through income-generating activities, and women involved in political life and associations in the intervention regions.



### Donor

The European Union



### Project countries

Madagascar



## EarthEcho Communication Intervention

EarthEcho conducted 3 different campaigns within the framework of this project:

### Campaign 1

The specific objectives of this action are:

EarthEcho was responsible for producing communications content for the "16 Days of Activism" campaign and managed the distribution of the products via the coalition of radio stations. The actions needed were:

- Production, direction and editing of the interview with the EU Ambassador
- Production, direction and editing of the animated graphic video on the 4 types of GBV
- Production, direction and editing of a radio play on the 4 types of GBV
- Production, direction and editing of the play's radio trailer
- Production, direction and editing 8 event posts and 4 educational posts on Facebook



#### Project duration

November 2022-January 2023



#### Project budget

16.896,37€



#### Project duration

March – April 2023



#### Project budget

8.350,50€

### Campaign 2

The specific objectives of this action are:

EarthEcho was responsible for producing communication content for the "8th of March" 8 campaign, the following was conducted:

- Production of a French voice-over
- Production of a Malagasy voice-over
- Editing of the French video produced as part of the "16 Days of Activism" campaign, with synchronization of the French voice-over
- Editing of the Malagasy video produced as part of the "16 Days of Activism" campaign, with synchronization of the Malagasy voice-over

### Campaign 3

The specific objectives of this action are:

EarthEcho was responsible for producing communication content for the "8th of March" 8 campaign. The following was conducted:

- Production of a designed poster and comic for a campaign addressing Gender-Based Violence.



#### Project duration

March – April 2023



#### Project budget

8.350,50€