

2018



Gender Equality Council of the Parliament of Georgia

COMMUNICATION STRATEGY 2018-2020



ბრიტანეთის საელჩო
თბილისი

Strategy was developed as part of the program of
National Democratic Institute supported by the UKaid.

Table of Contents

| | |
|---|---|
| Executive Summary | 2 |
| 1. Gender Equality Council of the Parliament of Georgia | 3 |
| 2. Communication Mission and Vision | 3 |
| 3. Communication Principles..... | 4 |
| 4. Main Goals..... | 5 |
| 5. Target Audience and Communication Channels | 5 |
| 6. Major Issues | 7 |
| 7. Main Activities..... | 8 |
| 8. Monitoring and Evaluation | 9 |

Executive Summary

This strategy document¹ was prepared as part of National Democratic Institute's program "Building more Inclusive and Responsive Governing Institutions in Georgia" which is financed by UKaid. One of the core aims of the program is to support and institutionally strengthen Gender Equality Council of the Parliament of Georgia.

Strategy defines the communication vision and mission of Gender Equality Council, as well as its goals, principles and tasks. Existing situation, including media environment, was analyzed during drafting of this document, as a result of which, GEC's communication challenges and opportunities were also identified.

This strategy emphasizes on main issues, outlines communication channels and measures in order to effectively communicate with different target audiences and all the interested parties/stakeholders.

Three-year Action Plan of Gender Equality Council (2018-2020) was drafted based on the findings of communication strategy in regards to existing gaps and needs. Action Plan includes specific objectives and respective activities, the implementation of which will support the effective communication of Gender Equality Council.

¹Existing strategy and action plan is the document, which will be reviewed and renewed based on the needs of GEC at least once a year.

1. Gender Equality Council of the Parliament of Georgia

Gender Equality Council of the Parliament of Georgia works since 2004 in order to ensure systemic and coordinated work on gender issues. Gender Equality Council became the Standing Body of the Parliament in 2010 as a result of the adoption of the Law of Georgia “on Gender Equality”² and introduction of respective changes to the Rules of Procedure of the Parliament.

Council’s work is guided by the Constitution of Georgia, Law of Georgia “on Gender Equality”, Rules of Procedures of the Parliament of Georgia, other normative acts, Regulation³ of the Council and other Acts of the Chairman of the Parliament. Gender Equality Council is also entitled to represent Parliament of Georgia in international affairs in regards to gender issues⁴.

According to the Regulation, main functions of the Council are the following:

- Setting of the main directions of state policy in gender sphere by the Parliament of Georgia;
- Creation of legislative base in the sphere of gender equality and elimination of gender inequality in the legislation;
- Oversight of the work on gender issues by bodies accountable to the Parliament of Georgia.
- Awareness raising on gender equality and implementation of activities supporting women’s empowerment.

Since January 2017 Gender Equality Council is chaired by the first Vice Speaker of the Parliament of Georgia as suggested by the Chairperson of the Parliament. The new, extended composition of [17 members](#) of the council was also comprised in the same period. Council is comprised by the representatives of all the political parties in the 9th convocation of the Parliament of Georgia. The organizational and technical support is provided by the staff/secretariat of the first Vice Speaker of the Parliament of Georgia.

2. Communication Mission and Vision

Mission: The (communication) mission of the Gender Equality Council of the Parliament of Georgia is to support the awareness raising on gender equality among wider public, implementation of supporting initiatives for women, as well as the popularization of subject in outside and inner

Constitution of Georgia Article 11. Right to Equality

*„Everyone is equal before the law.
Discrimination based on race, colour, sex,
origin, ethnic belonging, language, religion,
political and other opinions, social belonging,
social belonging, property and title, place of
residence or other belonging is restricted.*

*3. State ensures equal rights and opportunities
for men and women. State takes special
measures to ensure essential equality between
men and women and eradicate inequality.*

² Law of Georgia “on Gender Equality”. Source: <https://matsne.gov.ge/en/document/view/91624>

³ <http://www.parliament.ge/en/saparlamento-saqmianoba/komisiebi-da-sabchoebi-8/genderuli-tanasworobis-sabcho/sabchos-debuleba>

⁴ Regulation of the Gender Equality Council II article, source: <http://www.parliament.ge/ge/saparlamento-saqmianoba/komisiebi-da-sabchoebi-8/genderuli-tanasworobis-sabcho/sabchos-debuleba>

audiences. Mission of the council also is to unite the work of different interested or involved parties and ensure effective and result-oriented communication.

Vision: Gender Equality Council of the Parliament of Georgia is trustworthy, transparent and competent body, which plays a leading role in the formation of national gender policies and in the effective and correct communication on the positive achievements by country in the sphere of gender equality.

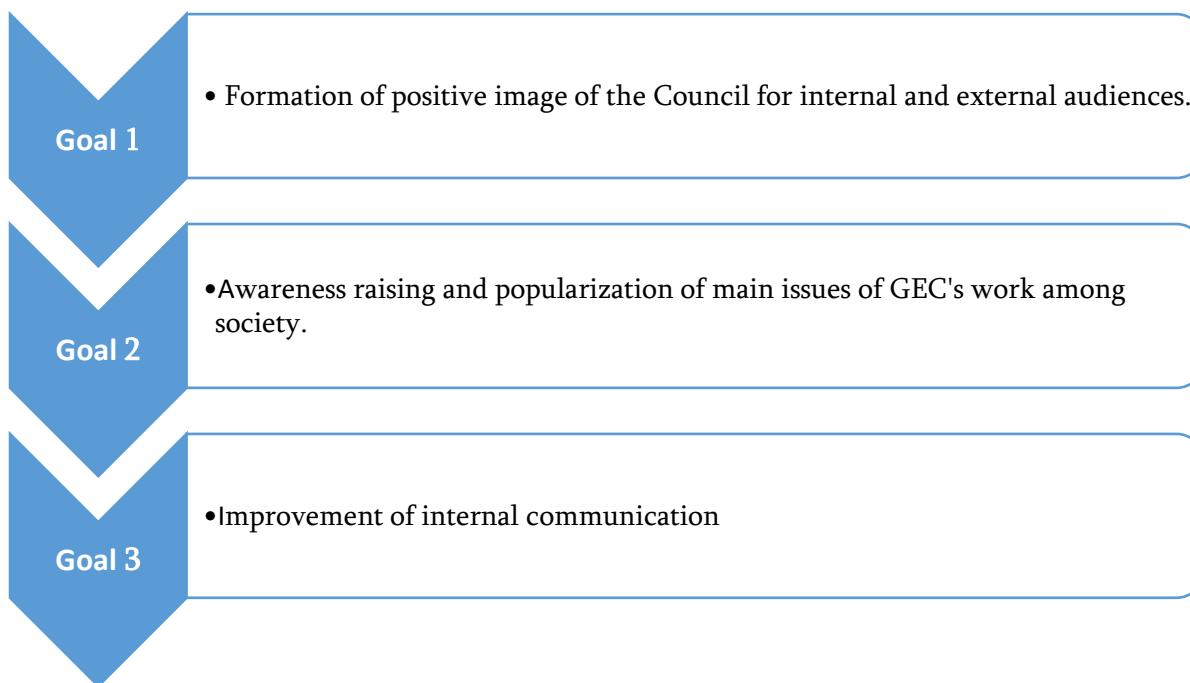
3. Communication Principles

Members of the Gender Equality Council agree that the values listed below are the major communication principles of Council's work. Members of the Council are loyal to these principles and work based on these values.

- **Professionalism and accountability** - timely delivery of professional, accountable and precise information is one of the pre-requisites of effective communication. Correctly chosen messages and communication channels based on the specific needs of target audiences ensure effective implementation of Council's goals.
- **Openness, Transparency, Publicity** – It is essential to have open and transparent dialogue with society. Having an open and transparent communication with the public is one of the prerequisites for gaining trust of the society and the formation of bilateral dialogue.
- **Support and acknowledgement of the importance of gender equality** - members and leadership of the Council recognize their important role and mission in bringing forward the subject of gender equality among all the target audiences of the society and in establishing positive attitudes through correct messages and communication.
- **Strategic planning and approach** - strategic approach is essentially important for the successful implementation of Council's work. This approach includes long-term, result oriented strategic communication and effective usage of local or international resources (human, financial).
- **Coordinated Work** - it is of utmost importance to ensure that inner/internal coordination is well planned and carried out. Successful relations with the society is often depended on how well is the work coordinated among internal structures, departments, committees, staff members or other units.
- **Innovation and Creativity** – increasing involvement of wider society, interested parties and interest groups in Council's work and decision making process through new technologies and innovative approaches.

4. Main Goals

As a result of the analysis of existing situation, following goals were defined for Gender Equality Council's communication strategy:



5. Target Audience and Communication Channels

Gender Equality Council of the Parliament of Georgia has a wide internal and external audiences due to its institutional importance and mandate. In order to ensure effective and result-oriented communication it is important to correctly identify communication channel(s).

Communication channels for internal and external audiences are the following:

| External Audience | Internal Audience | Communication channels |
|---|--|--|
| <ul style="list-style-type: none">• Population• Media and educational institutions• Foreign partners• Interest groups• Government, inter-agency commission, local | <ul style="list-style-type: none">• Members of the Parliament• Leadership and members of staff of the Parliament• Donor and international organizations working with GEC, projects | <ul style="list-style-type: none">• TV, Radio and online media• Webpage• Social media• Direct communication• Events• Publications |

| | | |
|--|--|---|
| <p>municipalities, Gender Equality councils at Sakrebulo, Gender advisors in local governments/Gamgeobas, President/s/President's administration, Ombudsman /Ombudsman's Office, court and others.</p> | <ul style="list-style-type: none"> • Other councils of the Parliament and existing Parliamentary groups | <ul style="list-style-type: none"> • Electronic communication • Thematic campaigns • Coordination meetings |
|--|--|---|

6. Major Issues



Violence

- Harassment, Sexual Harassment
- Domestic Violence (Femicide)
- Early Marriage



Women's Political Empowerment

- Temporary special measures
- Women's rightful representation on decision-making level



Women's Economic Empowerment

- Employment (Managerial / Decision Making positions)
- Agriculture
- Equal pay
- Labour rights(Discrimination, parental leave reimbursement in private sector, issue of paternal leave, justification of refusal to employment, regulation of reimbursing overtime work, sexual harassment at workplace, non-discriminative terminology in job announcements.



Peace and Security

- Conflict affected regions; people living at ABL: raising awareness about violence against girls and women, reproductive health, economic and political empowerment.



Identity

Gender Identity



Education/Awareness Raising on Gender Equality Issues

- Discrimination, forms of discrimination
- Gender Identity
- Violence, Harassment, Sexual Harassment
- Labour rights
- Early Marriage
- Reproductive health, women's health
- Parents' rights

7. Main Activities

Goal 1

- Formation of positive image of Gender Equality Council among internal and external audiences

- **Creation of visuals for the council image**
- **Creation and distribution of electronic and printed publications**
- **Ensuring media coverage**
- **Production and distribution of information and educational material (electronic, printed or digital)**
- **Production and distribution of marketing material**
- **Planning and organizing of different events**
 - Celebration and participation in international days
 - Organizing and planning of high-level international conferences
 - Organizing and planning of regional parliament-level forum with the participation of Eastern partners (Azerbaijan, Belarus, Moldova, Georgia, Armenia, Ukraine)
 - Organizing and planning of local forum with the participation of all institutions working on gender equality
 - Presentation of annual report
- **Creation and management of social media channels**
 - GEC page on Facebook
 - GEC page on Instagram
 - GEC channel on Youtube

Goal 2

- Awareness raising and popularization of main issues of GEC's work among society.

- **Creation and distribution of thematic publications (electronic or printed)**
- **Creation and distribution of thematic informational and educational (electronic, printed or digital)**
 - Thematic articles, blogs, interviews, infographics, videos, photo collages and other materials.
- **Organizing of thematic meetings with the population**
 - Consultative meetings with population
 - Discussions in regions – including those with ethnic minorities and mountainous regions
- **Organizing and planning of informational -educational campaigns**

- **Educational events**
 - Organizing and planning of the cycle of public lectures
 - Media seminars
 - Seminars with professors and teachers
- **Annual contest for youth**
- **Annual contest for media**
- **University level conference**
- **Creation of electronic web portal on gender equality**

Goal 3

- Improvement of internal communication

- **Creation and distribution of electronic calendar**
- **Gender Equality Week in the Parliament**
- **Thematic luncheons with high-level guests**
- **Thematic meetings in a roundtable format**
- **Organizing of special trainings.**

8. Monitoring and Evaluation

Monitoring and evaluation is the important part of strategic planning and implementation. M&E component ensures the adequate use of resources, and fundraising for additional resources if needed. It also ensures effectiveness and identification of needed changes in planning and implementation.

Communication strategy is a living document and its review and renewal should take place at least once a year. Responsible person/staffer should be identified for the monitoring of the implementation of the strategy.

It is recommended to carry a baseline assessment before implementing activities defined by this strategy. In case such study doesn't exist, public opinion polls, reports from media monitoring, social media data or other statistics can be used as baseline data. Following techniques are mainly used for the implementation of the assessment:

- Carrying out baseline study (early stage of implementation)
- Focus groups (early stage of implementation)
- Interviews with stakeholders (any stage of implementation)
- Comparison of the public opinion poll data/results (middle or later stage of implementation)
- Dynamic of public involvement
- Mediamonitoring – for example: frequency of subject coverage, repetition of main messages, dynamic of population reach and etc. (any stage of implementation)
- Comparison of the statistical data from online and social media (any stage of implementation)
- Comments from stakeholders (any stage of implementation);
- Other.