

# SUMMARY OF PROJECT



Challenging Gender Roles  
for Prevention of Trafficking

## Challenging Gender Roles for Prevention of Trafficking

A Central Baltic INTERREG IV A Project

A joint project of the Åland Islands Peace Institute and Resource Center for Women “Marta”

# Summary of the Project

The project has been aiming at preventing gender based violence and promoting gender equality, with a focus on youths in the two partner countries, Åland/Finland and Latvia. Annually about 2,000 women from the Baltic States become victims of trafficking. Finland is both a destination and a transit country for trafficking victims. Gender inequality and gender norms in both countries of origin and countries of destination, provide a favourable environment for gender based violence including trafficking. This is why the root causes of trafficking have to be dealt with-in countries and through cross-border co-operation. An effective way to prevent trafficking is to adopt methods that help young people to resist the influence of traditional gender roles and to make their own choices based on knowledge and individual beliefs. The project has highlighted the importance of empowerment as a tool for promoting gender equality and thereby reducing the risk of gender based violence.

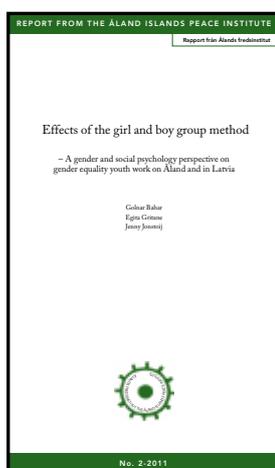
The project idea was first discussed more than one year before the project started. Both partners (ÅIPI and Marta) worked extensively to plan the project and finalize the application. Both organizations attended project development seminars on Åland, respectively in Latvia, to learn more about the Interreg Programme and the application process and to discuss the goals and methods of the project. More work than expected was needed to finalize preparations, in particular the application. Several persons from each partner organization were involved in planning the project and making a detailed activity plan and budget. Representatives from both partners visited each other in order to be able to discuss the main components of the project and ensure effective work and strengthening the team spirit. However most of the work was done with help of communication over email, phone and Skype.



# Objectives and final results of the project

The objectives of the project was to develop a sustainable cooperation between partners and apply a joint strategy for promotion of gender equality and prevention of trafficking, to create a network of girl groups (GG) and boy group (BG) leaders in Latvia and on Åland, to challenge power relations between women and men through involving young people from Latvia and Åland in empowering GG and BG activities, to assess the personal development and the change in attitudes among the GG and BG members compared with control groups and to raise public awareness and put the issues of gender equality and gender based violence on the public and political agenda through information and communication activities. The results from the project are in line with the objectives and expected results. Several of the expected quantitative results have even been exceeded: 65 leaders were trained (target: 40), 27 groups run (target 14), approximately 200 youths participating in a group (target: 105).

Other results fulfilled are: method manual published in Swedish and Latvian, research report assessing the effects of the GG and BG's published in Swedish, Latvian and English, public awareness of gender equality increased due to information and communication activities (mainly information campaigns, newsletters, media coverage, digital media, seminars and networking). The original plan for the project has been followed and only minor adjustments have been made during the project (for example a budget change). The original plan was for one partner (Marta) to develop both information campaigns and then only smaller adjustment would be done (local adaption) by the other partner (ÅIPI). This however has proven very difficult since one type of campaign which works in one country doesn't necessarily work in another country/context. This was an unexpected experience, which resulted in a lot of extra work from both partners when trying to make solutions that would work in both countries.



# Work Package 1:

## Project management and coordination

### Results

The results from WP1 are in line with the project application. There have however been some problems, mainly in the project's first year, in connection to management. The structure of the reporting system has been found too heavy, with three reports to be sent annually to three different actors (FLC, JTS and national co-founders/local authorities) in three different formats (i.e. nine different reports each year). In addition, the recovery of expenses from the JTS has in general been time consuming so that the partner organizations have been under enormous financial and liquidity stress. The previous project manager had some health problems, which affected the job performance, and in October 2010 the project manager left the project and the project was without a PM until mid December 2010. Due to the problem in management some delays occurred in regard to for example reporting procedures.

Over all the objectives have been met with regards to efficiently managed resources, effective information flow between the partners, optimized dissemination of the project results, well-planned and carried out Steering Group meetings, functioning monitoring mechanism. One task that wasn't mentioned in the application was reporting procedures, which in reality has been the most demanding work task within WP1. The members of the SG felt originally that they were not able to contribute much if discussion focuses on administrative details. This was improved in the second project year through amendments in the rules for approval of reports by the JTS. The fact that the budget needed to be extremely detailed already at the time of the application with little flexibility between budget lines and since changes during the project time are difficult, there have been considerable limitations to the possibility to adapt to the evolving needs of the project.

### Outputs

Outputs of WP1 are in line with the project application and plan. On a concrete or quantitative level the outputs are connected to: Steering group meetings and decisions; submitted reports in form of partner reports, PR/PC's and reports to national co-founders, Interim and final reports; budget change request; budget change reallocation request; management and planning meetings and communication between the project manager and project coordinator as well as meetings between them and the financial managers in regard to for example budget related matters. Furthermore the project manager has been responsible for personnel management and guidance. Since the project manager was located on Åland the project coordinator took much of the responsibility in regard to the Latvian staff, although the project manager for example was very involved in staff management and coordination of the researchers in WP5.

One result is that it has become clear to us that the Interreg IVA-programme is not very user-friendly, and that despite generous funding that can be granted for important projects and aims, the programme is simply too demanding. In a "small" charitable project, such as ours, it is not ethically defensible that a huge part of the means have to be allocated to pure administration. More money should be spent for achieving the goals and less for fulfilling project requirements.

# Work Package 2:

## Communication and information

### Results

The results from WP2 are in line with the objective “awareness is raised on the importance of empowerment of youth as a tool for achieving more respectful gender relations and thus reducing the risk of gender based crimes”. The objective has been achieved by different information and communication activities, mainly on the subject gender equality and youths. What has become clear throughout the project is the difficulty to have the exact same information campaign in two different countries. One type of campaign which works very well in one country doesn’t necessarily work in another country/context, especially when the subject is gender equality which is a very broad and at the same time context situated question. Furthermore, campaigns directed towards youths are automatically vulnerable to trends and how the message is presented. Because of this it became clear we needed slightly different campaigns in Latvia/Åland, in order to make sure our message was well received.

Both information campaigns were successful in both countries; they received media attention and started discussions related to the topics on a local level. The first campaign on Åland was a print campaign on the subject “what is gender equality”. One of the newspapers on Åland wrote a positive editorial about the campaign. The first campaign in Latvia focused on prostitution and buying of sexual services and included two movies and homepages ([www.seksapolicija.lv](http://www.seksapolicija.lv), [www.meitenes24.lv](http://www.meitenes24.lv)). The Latvian campaign received a lot of media attention and started a vast discussion in the community regarding prostitution and trafficking. The second campaign targeted youths and focused on empowerment, although it had slightly different focus in respective country. The Latvian campaign focused on empowering youth to dare to be different and be themselves, while the Ålandic campaign, Fair Sex, focused on empowerment and prevention of sexual violence among youths.

---

### *From information campaign 1, Åland:*

TELL MUMMY THAT  
TOMORROW SHE NEEDS TO  
SEND RUBBER BOOTS WITH  
YOU TO KINDERGARTEN!

Is it mothers or fathers who most often fill in the vacation lists and schedules at kindergarten, make sure that there are extra clothes, and that the kindergarten staff are informed of time schedules and illnesses? If staff is not informed, who is to blame?

Picture by My Longley

Campaign to be found at [www.peace.ax](http://www.peace.ax)



## Outputs

The Fair Sex campaign was well received among both youth and adults on Åland. The school psychologists wanted to make the campaign into an annual workshop for all second grader in upper secondary school. The idea was supported by the Ålandic government and has been developed since. The activities and outputs of WP2, such as information campaigns, petitions, debate articles, media coverage, press conferences, round table discussions, information materials, seminars, lobbying and meetings with government officials and stakeholders as well as networking, presentation of the project externally, social media and homepages has really contributed to public awareness and putting the issues of gender equality on the public and political agenda, in both countries. As an example two round table discussions can be mentioned. The subject of the Ålandic discussion was “do boys also need gender equality” and the one in Riga focused on the direct link between prostitution and sex trafficking.

Most of the quantitative targets for the information and communication activities have been exceeded, as shown in the communication and information report. Some examples on quantitative targets that have been exceeded are: number of hits in media in Latvia (target 32/result 96), visits to websites in Latvia (target 32000/result 42000), number of hits in media on Åland (target 15/result 28), visits to project website on Åland (target 700/result 814). 6 homepages and 3 Facebook pages was produced within the project (<http://peace.ax/en/challenginggenderroles>, <http://peace.ax/sv/challenginggenderroles>, [www.izglabvalsti.lv](http://www.izglabvalsti.lv), [www.seksapolicija.lv](http://www.seksapolicija.lv), [www.meitenes24.lv](http://www.meitenes24.lv), [www.lielaskirba.lv](http://www.lielaskirba.lv)). The different homepages are good sources of information, since the project and its activities are presented and summarized there, also after the project has ended. For further information please see the information and communication report.



PICTURE BY HANNA STENMAN

CAMPAIGN TO BE FOUND AT  
[WWW.PEACE.AX](http://WWW.PEACE.AX)

# Work Package 3 – Training activities

## Results

The results from WP3 are in line with the objectives. More groups than expected were initiated in Latvia with a good coverage of the entire country. The leaders of the GG and BG have been given trainings by the trainer Mia Hanström. The leaders of both the GG/BG's have been, with only a few exceptions, female. On Åland 3 male leaders started groups while no male leaders was involved in the project in Latvia. A result of the project is therefore that it is hard to find men willing to work with gender equality/boys (for a relatively small economic compensation). This result was expected but still shows the need to take measures, both on Åland and in Latvia, to ensure men's involvement in gender equality work. The activities within WP3 have been of special importance to the project and the possibility to fulfill the project objectives such as "to create a network of GG and BG leaders in Latvia and Åland and to develop their competence in the field of gender equality work with youth".

The activity in WP3, as trainings, support meetings and the method manual are essential to meeting the mentioned objective. The method manual, with theory and methods/exercises, are important to help the leaders understand the girl and boy group method, how to run the group and how to maximize results in regard to gender equality and empowerment. Although the manual wasn't completed until the groups finished, the process of making the manual has been open. This means that the trainer has given the theoretic parts of the manual on trainings as well as methods and exercises. The leaders have after testing the perspectives and methods given feedback to the trainer on how well it worked in their groups. The entire partner team on Åland has been involved in commenting and discussing the manual. All the feedback has been essential in finalizing the method manual and making it as useful as possible.



*Joint training for leaders from both countries in Riga in August 2011*

## Outputs

The expected quantitative results of WP3 have been exceeded. 65 leaders were trained, 19 on Åland and 46 in Latvia (target: 40). It was planned that previously educated GG leaders on Åland would receive deepening training, instead of basic training. Since the number of previously educated leaders willing to have groups was not sufficient, the GG and BG leaders on Åland had a joint basic training and later separate deepening training. In Latvia the original plan was realized with separate basic and deepening trainings. Furthermore the leaders had support meetings throughout the project. Some of the leaders were selected to participate in trainings of trainers (TOT), 6 leaders from Åland and 10 leaders from Latvia. TOT was an important training to ensure sustainability of the GG and BG activity and giving deeper knowledge about the method and how GG and BG leader trainings can be arranged, so that the method can be spread further in both countries after the end of the project.

The TOT was, according to the leaders, one of the most appreciated activities in the project. For the first time the leaders had the possibility to meet up and share experiences as well as thoughts on leadership and how to work with the girl and boy group method. Another important outcome besides the trainings is the method manual book. The trainer has, in cooperation with the project manager and project assistant, prepared and finalized the manual. A lot of working hours from the trainer as well as project manager and project assistants (in both countries) were needed to finalize, edit, proof read and translate the manual. Although the time schedule was delayed due to the heavy workload the final result was very successful, as many concrete exercises and methods are included in the manual to ensure fruitful discussions during the GG and BG meetings. The manual is published in Swedish and Latvian, and also available as PDF on the partners homepages.



# Work Package 4 – Girl and boy group activities

## Results

The results from WP4 are in line with the objectives and expected results. Both in Latvia and on Åland there has been a great interest from the youths to participate in a girl or boy group. In fact, it would have been possible to have had a lot more groups in both countries if there would have been more people interested in becoming leaders. A slightly surprising result was that the boys were as interested as the girls in joining a group. There is a general, although old fashioned, understanding of girls as more interested in talking about issues in general and gender related matters in particular. However, our experiences and results show – in line with other girl and boy group projects – that boys have the same interest in and “need” to talk about feelings and matters related to their life.

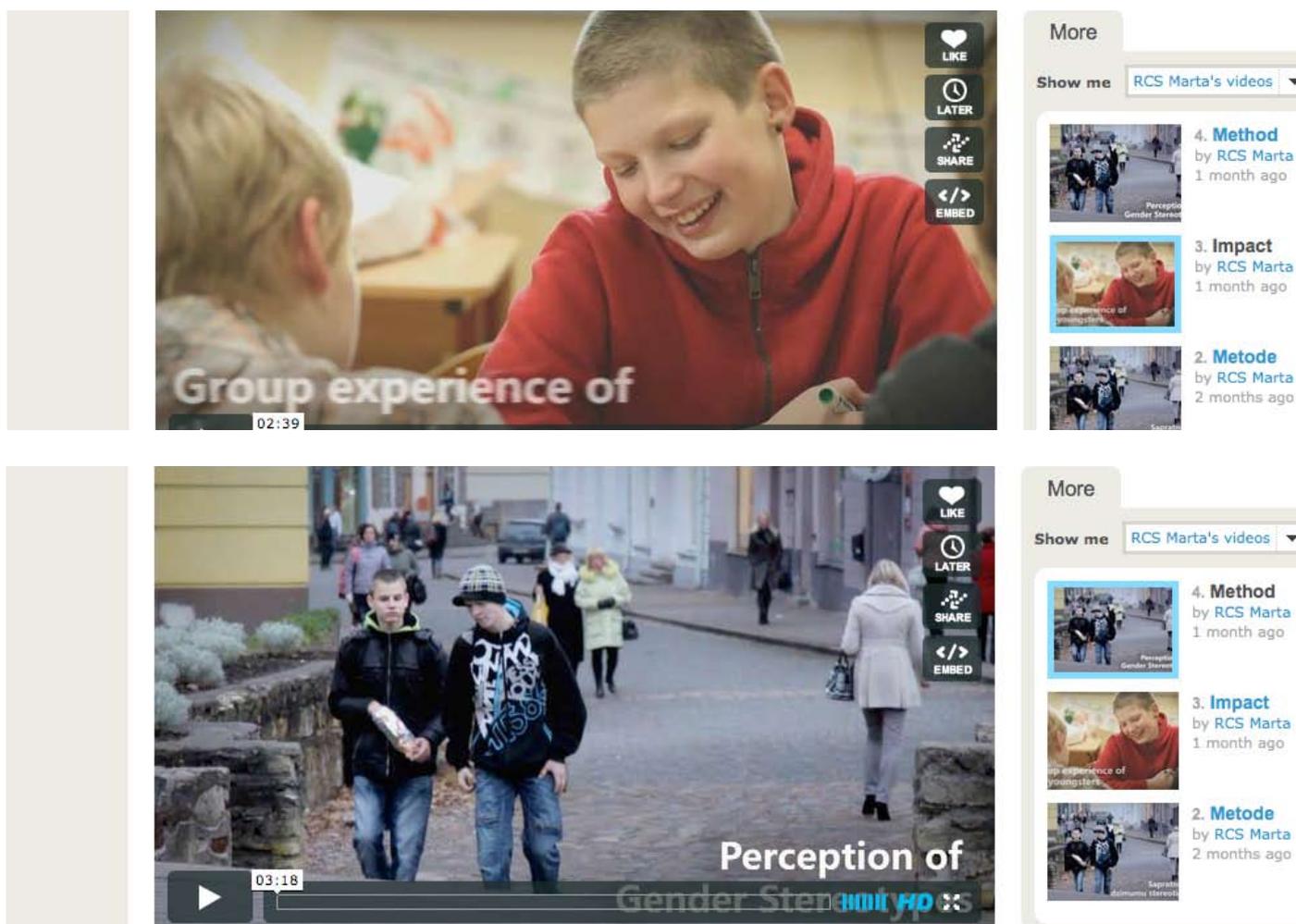
The activities within WP4 have been of special importance to the project and the possibility to fulfill the project objectives such as 80% of the GG and BG members “have become aware of the existing gender stereotypes and power relations in society” and “feel comfortable in discussing different issues and feelings related to their lives”. At the core of this project lie the girl and boy groups, and particularly the activity/work in the groups towards achieving greater gender equality and prevention of gender based crime and discrimination. Therefore it is exciting that the girl and boy groups have been working so well in both countries and at all stages of the project. The geographical spread of the girl and boy groups have also been good, particularly in Latvia, which also is important in regard to giving different youths in the two regions the possibility to take part in an empowering activity.



## Outputs

Also in WP4 the quantified targets have been exceeded due to more groups than anticipated in Latvia. In total 27 groups have been run within the project, 4 GG and 2 BG on Åland and 11 GG and 10 BG in Latvia (target number: 14). As a consequence the target of youths participating in a group also has been exceeded. The target number was 105, but in fact around 200 youths between the ages of 13-16 have been taken part in a girl or boy group. The groups run for only 6-7 months (not 10 months as originally planned in the application). The girl and boy groups have had regular meetings once a week, with exceptions for school holidays, and the project has been covering costs such as snacks and materials in relation to the groups. The control groups that were needed for making comparisons in the research were not arranged by the personnel in WP4. Instead it was considered more effective to give the task of the control groups to the researcher, since it is a research related matter.

The activities in the groups have been appreciated among the youths and just to be part of a girl or a boy group has been highly valuable for the participants, according to the leaders. All the leaders have also given positive feedback on the experience of being a girl or boy group leader and furthermore that they have seen big changes in most of the participants, related to for example their views on gender equality, their self-esteem and behaviour. The project assistants in both countries have been communicating and cooperating extensively throughout the project. All activities in WP4 as well as WP3 have been dependent on effective and tight cooperation between the organizations. Although it has sometimes been both difficult and time consuming, the project assistants' tight communication between Åland and Latvia is to be recognized as one reason behind the successful results achieved related to girl and boy groups, the leaders, the trainings and the method manual.



The image displays two screenshots of YouTube video player interfaces. The top screenshot shows a video titled "Group experience of" with a duration of 02:39. The bottom screenshot shows a video titled "Perception of Gender Stereotypes" with a duration of 03:18. Both videos are by RCS Marta and have a "More" sidebar on the right listing other videos: "4. Method", "3. Impact", and "2. Metode".

Two short films about the girl and boy group activities, produced by project partner Marta, can be found at <http://vimeo.com/33983825> samt <http://vimeo.com/35127100>

# Work Package 5:

## Research, analysis and documentation

### Results

The results are in line with the project objectives such as “to assess the personal development and the change in attitudes among the GG and BG members”. The research has been conducted with two theoretical and methodological approaches, social psychology and gender theory. The two folded approach has been both an asset as well as a challenge. To combine the perspectives proved to be demanding for the researchers, since they both are experts in their respective field at the same time as they have very limited insight in the other approach. Too little time and resources were allocated in the project design for early meetings in person between the researchers. This fact, together with a very heavy workload, put a lot of pressure on both researchers and it became clear that the researchers working time had been underestimated. In order to guarantee that the research would be completed before the project ended we requested to increase the lead researcher’s working time.

The research result clearly shows that the girl and boy group method have had several effects on the participants. First of all, the results document the great need expressed by group participants as well as by the leaders, in both countries, to have forums and regular opportunities to discuss in a group of peers questions about gender norms and gender based violence. When comparing first and second interviews it became clear that the participants, after participating in the group, had gained a vocabulary in regard to gender, violence and power structures. A vocabulary is a precondition to be able to discuss and in the long run challenge gender norms. Furthermore the participants showed change towards understanding gender rather as socially constructed than biological given. The results also indicated that the participants had become empowered, as shown by increased critical thinking, increased tendency to speak freely their mind and taking active part in society.

### Outputs

Research has been conducted on the effects of the girl and boy group method and a research report has been published in Swedish, Latvian and English (the report is also available in PDF at the partners’ homepages). Included in the research was first and second time interviews with one representative from each group as well as questionnaires that all participants of the girl and boy groups filled out. The first interview was done in the beginning of the meetings of the group and the second round of interviews was done at the end of the group activity. Furthermore, interviews with the group leaders were conducted one time, at the end of the group activity. The questionnaires and interviews with the participants were conducted twice in order to detect changes in the way the participants thought and talked about gender equality, gender norms and expectations, and changes in social identity structure, self-esteem, attitudes towards gender sensitive groups and signs of empowerment.

There were also control groups who filled in the questionnaire in order for the researchers to compare the girl and boy group member’s answers to the control group’s answers. Other outputs, besides the research report, are the (transcribed) interviews with participants and leaders as well as the questionnaires the participants filled in. The groups run for only 6-7 months (not 10 months as originally planned in the application), therefore it was rather surprising that some of the research results were as apparent as they were. At the same time some of the results were inconclusive why it would have been good if the groups would have continued longer, in order for the researchers to be able to make further conclusions.

# Highlights from the project

One highlight was the request from government officials on Åland regarding a written statement on how the sexual crime legislation should be changed, having a gender perspective in mind. Most of the statement from the PM was included in the bill the Ålandic parliament sent to the Finnish parliament regarding precisely changes in the sexual crime legislation. In regard to highlights and results that have been more successful than anticipated the second information campaign on Åland, Fair Sex, can be mentioned as it was requested to be developed into an annual workshop for all second graders in the upper secondary school on Åland. The idea was also supported by the Ålandic government. The preparation started during the end of the project with developing the workshop material and arranging workshops in some schools. The activity will continue in 2012 and the ÅIPI has applied for further funding. The effort of combining the practical work with research is a highlight in itself.

Another highlight was the lobbying work Marta carried out in Latvia. Marta engaged in two global petitions that brought a lot of media and political attention to trafficking, prostitution and gender equality issues in Latvia. In 2010 the provocative campaign “Buy a Girl – Save the Country!” was launched digitally. The campaign reached many people in Latvia and was also spread to other countries. Marta engaged in the campaign “Stop Sex Trafficking of Children & Young People” by spreading the campaign and for example arranging informative events in schools in Latvia. In total the petition gathered 16 000 signatures for criminalization of buyers of sexual services. An opening event was organized in October 2010, where representatives from the largest and most influential NGO’s and politicians openly asked the inhabitants to sign the petition. The event was widely displayed in the mass media. Signatures were handed to the Human Rights and Public Affairs Committee.



*Marta campaigning and ÅIPI:s Ulrika Navier in a workshop on fair sex in a local upper secondary school*

# Sustainability

Since there is very little research on the effects of the girl and boy group method, the research conducted in this project should be of interest and benefit several organizations, particularly organizations working gender equality and youths. Also the method manual will be useful for the same organizations. Already shortly after the method manual and the research report were finalized we received emails from people/institutions asking us if they could have access to the manual/report. Since both of them also are available electronically the can be spread for several years to come. The homepages are also a useful source of information including all project activities. The general awareness about ERDF funds has probably increased, particularly in the civil society since our project is one of few in the program run by smaller non-profit NGO's. However, to be a small non- profit organization has proven extremely difficult in relation to the reimbursement procedures within the program.

Training of trainers (TOT) was included in the project to ensure sustainability. The leaders that participated in TOT will be able to train and recruit new girl and boy group leaders as well as be ambassadors for the method, after the project has ended. As stated in the application the partners would, during the project, apply for new funding with the aim that at least one GG and one BG in each country would have funding to continue after the end the project. This goal has been met since Marta has obtained funding to continue with 10 groups for at least 2,5 years in Latvia. Several youth leaders which participated in TOT have already trained 10-15 new girl and boy group leaders in Latvia and several youth centers are interested in implementing the girl and boy group method. On Åland at least 1 group have continued (with funding from Folkhälsan). ÅIPI has also received funding to analyze how the girl and boy group activity could be organized in a sustainable and long term way on Åland.

The Fair Sex campaign has been developed into a workshop, which also ensures sustainability of project aims. The ÅIPI will give the workshop to all second graders in the upper secondary school on Åland during 2011-2013, which means that the project outcome will reach a large amount of youths this year and hopefully every year. Both partners will further the knowledge gained through the project by for example use the research results in their coming activities and sharing them, as well as the method manual, with other relevant organizations and institutions. ÅIPI will try and use its contacts in the research field for dissemination of research results after the project has ended. The research reports will also be available for ordering and downloading on the websites. Furthermore the partners will serve as experts for other institutions, politicians, youth organizations etc, in the field of the GG and BG method, empowerment and gender equality youth work.



*Politicians, civil society workers and civil servant participating in a public discussion on how to provide occasion for all Ålandic youth to participate in a girl or boy group. Discussion continues in 2012.*

# Project personnel

The personnel structure of the project was that at least two people from each partner worked together in each work package. We have had some changes in personnel which have affected the project in relation to increased stress or work load over a period of time. The PM and coordinator has worked in all Work packages from time to time and also other personnel has engaged in other WP than their main one, for example in WP2 helping out with the information campaigns. In WP1, the project manager, first Denis Nazarenko and from December 2010 Jenny Jonstoj, worked together with the PC Dita Lace. Furthermore in WP1 the financial manager, Ann-Louise Idman/Gunilla Bob-Björkman worked together with the book keeper Lolita Borovska. In WP2 the information officer Susann Simolin worked together with PR specialist Gundega Tenter. In WP3 and WP4 the two project assistants, Ulrika Navier and Mariona Baltkalne, worked and in WP5 the two researchers, Egita Gritane and Golnar Bahar, worked.

The cooperation between personnel within each work package has worked very well and overall the personnel have had close communication on a regular basis to avoid double work and misunderstandings. As already mentioned the cooperation between the project assistants, Ulrika Navier and Mariona Baltkalne, can be highlighted as very successful. The nature of the work tasks in WP 3 and 4 was demanding a tight communication which the assistants managed to uphold throughout the whole project. Overall we have succeeded in avoiding an overlap of functions. Some work task in for example WP3 and 4, such as keeping contact with the leaders and arranging support meetings, have been the same in both countries why the project assistants have carried out the same work task. In a similar way the project manager and coordinator have sometimes done the same task, such as preparing partner reports. This is however unavoidable and in line with the project application.

LÖRDAG 15 JANUARI 2011 | ÅLANDSTIDNINGEN | 9



Här är kvinnorna som genom att få ungdomar att utmana könsrollerna vill få ett slut på sexslaveriet. Sittande från vänster nya stygruppsmedlemmen Gun-Mari Lindholm, projektkonon Gunilla Björkman-Bobb, informatör Susann Simolin och nya projektledaren Jenny Jonstoj. Bakom dem står från vänster projektassistent Ulrika Navier och volontären Jeanette Maurício. FOTO: JORDI PERDIGÓ

## De jobbar mot sexslaveriet

Fredsstitutets projekt för att motverka sexslaveri är nu halvvägs. Över hundra ungdomar deltar i 21 rustade kill-

visa på sambandet mellan könsstereotyper och våld, framför allt i form av sexslaveri.

få de unga att tänka till, stärka individen och skapa respekt mellan könen – allt för att förebygga sexslaveri, prostitution och männi-

ska följa med och utvärdera hur tjej- och killgruppsverksamheten påverkar gruppsmedlemmarna, bland annat hur de ser på sig

Resultatet av forskningen presenteras i december 2011 när projektet avslutas. Projektet mot sexslaveri har en budget på totalt drövt 655.000

# How the project has contributed to the community

The project is, as anticipated, contributing to the horizontal objectives in general and to the gender equality objective in particular. The project is in line with the target as it focuses on seeing the society from a gender perspective and helps to highlight structural injustices that lead to gender based cross-border crimes on a global level, and to gender in-equality/violence on a local level. We have chosen to work with the girl and boy group method as it aims to strengthen youth's self-esteem, empower them and problematize socially constructed gender norms. The groups, as well as the trainings of leaders, have been a big success on both a quantitative and qualitative level. More leaders than anticipated have received training. Furthermore the trainer, who has worked with the method in the Nordic and also other Baltic countries, has expressed that she is very impressed with the quality of the leaders and the way the method has been grounded in the Latvian civil society.

The fact that Marta has received funding to continue having GG and BG for at least 2,5 more years is another output that ensures sustainability in achieving the horizontal objectives. The results or effects from participating in a girl or boy group have been presented in the research report. In regard to gender equality the research shows that a majority of the participants have gained more knowledge about what gender (in) equality is and also received a vocabulary, which they didn't have in the first round of interviews. In regard to gender norms the research shows that a majority of the participants, in the second round of interviews, have become more aware of gender norms and expectations. The participants talk about gender norms as socially constructed rather than biological given, to a higher extent in the second round of interviews. Furthermore they also express that certain expectations exist and that these are different depending on if you are a girl or a boy.

To talk about gender norms and gender equality, understand that the norms are changeable and that individuals can choose to do or be in other ways are necessary if the youths are to become empowered and able to challenge gender norms. This in turn will in the long run lead to greater gender equality and anti-discrimination. Other information activities have also helped the project fulfill the horizontal objectives. The media coverage about the project has been extensive in both countries which together with public events as seminars and round table discussions have ensured that gender equality has been discussed at a local level both in Åland and Riga (for more details see the information and communication report). Both organizations have through this project profiled themselves as gender experts in their civil society, which has led to requests from governmental officials as well as other actors in need of a gender perspective.



*Project manager Jenny Jonstoj was invited to write an editorial in local paper Tidningen Åland, 4.8.2011*