Leveraging technology to help survivors of Gender-Based Violence

January 28th, 2021
DIGITAL APPLICATION GBV, Mobile app in India & Tanzania

Report Incident
Street Crime
Road Accident
Violence Against Woman

Help
I'm in trouble; harassed by a man at google.com/maps/pla Esplanade, Kolkata /Latitude: 22.56N Longitude: 88.35E

Today 2:13 PM

Safety Message (optional)
Instant Automatic SMS to Family / Friends with Location Hints

Safety Communication
GPS Based Nearest Relevant Agency Discovery
Real-time Group Chat
Telephonic Communication

Auto-pairing
Multiple-form factors
Wearable BLE Device
Single-click, double-click & long-press to initiate Accident, Incident and Violence against Woman
INNOVATIVE APPROACHES FOR GBV – PERU

ONLINE COURSE FOR PREVENTION OF SH IN UNIVERSITIES

High levels of SH in universities · Alarming levels of tolerance to GBV · Adult-centered strategies · Cognitive overload

MOBILE APP TO RESPOND TO GBV: YANAPP

Confinement · Reduced mobility · Limited contact w/networks · Weak accessibility to overwhelmed services

1. Adaptation of the app (C6) to the Peruvian context
2. Validation of functionalities with local experts
3. Participatory workshops with potential users and GBV survivors
4. Final design including stakeholders’ feedback

- Based on students’ needs and previous evidence
- User-friendly with an attractive interface
- Edutainment with contextualized narratives
- Interactive and gamification components

Creating Markets, Creating Opportunities
Mapa do Acolhimento is a solidarity network that matches survivors of gender-based violence with pro-bono lawyers and mental health professionals as well as good-quality public service options near them. Mapa uses custom technology to train and match volunteers, and leverages the collective power of its base to push for relevant policy change.

Mapa believes that by unlocking the power of solidarity amongst women, it is possible to provide survivors of GBV with the necessary mental health and legal support they need to break the cycle of violence and regain their self-esteem, ability to engage as productive members of society, and ability to effectively advocate for themselves and others. This belief is rooted in research that shows that women who suffer from GBV and in particular IPV are at a significantly higher risk of suffering from mental health. In order to organize solidarity at scale, Mapa develops technological processes and platforms that connect victims and volunteers.

Mapa calls upon volunteers with specific skills and expertise, volunteers sign up through a digital platform, Mapa’s team does due diligence on the volunteers and training, and the platform matches survivors and volunteers by analyzing proximity and availability. Mapa relies on innovative digital tools conceived in house to scale these existing networks and to provide services that are not commonly available in low-income areas, in particular psychological and legal support.
Four pillars of tackling GBV by Safe YOU

Prevention

Protection

Prosecution

Professional Network

- Live 8 months, available in Armenia and Georgia
- 4000+ Active Users
- 2 lives saved (reported)
Thank you for joining!