

The ON-OFF Project

ON-OFF aims to develop a model containing intervention strategies that will contribute to prevent and respond to cyber sexual and gender-based violence, such as online harassment/bullying. It focuses on: capacity-building of teachers/educators, awareness-raising of young and adult participants and the general public, education and empowerment of girls and boys. The goal is to combat the belittlement of these kind of abuse: indeed, "ON-OFF" acronym wants to highlight offline, concrete, negative implications of online violence.

ON-OFF aims to fight against gender stereotypes, supporting participants to become more aware and conscious of prejudices and their effects, promoting lower tolerance towards GBV and highlighting their interconnection.

The project will focus on cyber GBV, as it is a new phenomenon, particularly spread among young people, it is still underestimated and under-condemned, also by adults. For this reason, the project involves both youngsters and teachers/educators, as professionals responsible for their education. Also, the project will develop an online platform, with workshop traces and material, open and free to everyone interested.

Project Partnership



Contact Information

Would you like to learn more about the ON-OFF Project?

If so, do not hesitate to contact us!

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ON -OFF Project

Preventing Cyber
Gender-based violence

ID-Number: SEP-210557615



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Information about the ON-OFF project

Objectives

- to prevent cyber GBV violence among young people
- to highlight its offline concrete consequences and end tolerance
- to tackle gender stereotypes, promoting behavioural changes
- to raise awareness and empower young people and adults responsible for their education
- to increase the capacity of teachers/educators
- to prevent online GBV, reducing the n. of victims
- to spread the rights of girls and women, combat victim-blaming and educate to empathy and respect

Target Group

The 1st target group is the teachers/educators, as professionals involved in educating children to respect everyone, overcome stereotypes, and possibly support in case of (cyber) GBV.

The 2nd target group is young people aged 12-17: they are mature enough to deal with project topics and are particularly affected by the problem.

Expected Results

- empowered participants to actively prevent and fight against GBV
- increased capacity of critical understanding of gender stereotypes
- lowered tolerance towards any form of GBV and victim-blamings
- stimulated respectful and responsible relations among teenagers
- decreased the n. of harmful episodes
- promoted active engagement and stimulated responsiveness of entities/territories



The Problem

Gender-based violence (GBV), one of the oldest crime of human history, is based on gender stereotypes and inequalities. Now it is exacerbated by new technologies, which strengthen over-generalisations, offer anonymity to perpetrators and make abuse proliferate very fast. Young people are frequent users of internet, but are often unable to have responsible/respective relations.

01 INTERVENTION MODEL DESIGN

The objective of ON-OFF Intervention model is to design an educational and awareness model to prevent online GBV

02 INTERVENTION MODEL IMPLEMENTATION

The implementation of the model, will sensitise and empower young people to avoid and react to this kind of harassment and help teachers/educators to raise awareness and assume an educational role in this sector, supporting thousands of young people in changing social attitudes.

03 ANALYSIS OF THE BEHAVIORAL CHANGE

The analysis of the effectiveness and the impact of the ON-OFF model, especially in terms of change of social attitudes of participants, behavior and relationships.