

**ACCESSING THE CORPORATE INSTITUTION WITH.....
WE CAN END VIOLENCE AGAINST WOMEN!
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Background

In the last two years, **RECONCILE** has been working with the stakeholders in the flower growing companies of Naivasha Kenya on campaigning against the socially accepted forms of violence. The choice was informed by the fact that most companies don't focus on advocacy but infrastructure within their Social Cooperative Responsibility. Specifically the gender education and awareness has not been in the centre of focus, a lot of focus has been given to HIV/AIDS. However the direct and hidden cost to the companies as a result of gender violence in terms of absenteeism from work, injuries as a result of GBV, social issues such as culture and family breakages take serious company wages. Through *WE CAN ALLIANCE (We Can) project with financial support from Oxfam Novib*, a campaign to end socially accepted forms of violence in the society. A breakthrough has been registered by RECONCILE in the project's pilot phase, a company executive from May Flower said in an interview on the project success said; ***we have increased the company profit as a result of the campaign creating gender awareness.*** RECONCILE has managed to recruit over 5000 change makers with 15 alliance organizations. The campaign being an advocacy activity with a unique approach each Change Maker¹ recruited has a role to recruit 10 more people, it is averaged that at the end of this year 50,000 people shall have been recruited. From advocacy perspective, the campaign has prepared a critical mass for action against the social acceptance of violence against women and consequently prevent it. The campaign has demonstrated that people have the capacity to change themselves and others; hence people can change attitudes and behavior that encourage violence and discrimination against women. RECONCILE is contributing to a global campaign that is also creating an impact to the UN campaign to end violence against women.

The strategies

The campaign provides a platform for interactive engagement and learning on issue of violence against women. Three main strategies for implementation; change maker recruitment, Alliance building, and Visibility through public outreach and campaign visibility. The project implantation is participatory and all change makers and Alliance members recruit and support change makers, disseminate communication materials, organize campaign events, engage in collective actions on violence against women and build campaign networks through knowledge and skills sharing and talking to others about the campaign strategy.

The role of RECONCILE;

RECONCILE supports these initiatives through coordination and training of new CMs and alliances. The trainings are made in relation to various experiences that people observe and opportunities that come with gender sensitive interaction.

Way forward,

The project support from Novib has come to an end, however the CMs need to engage in a more institutionalized campaigns. Such approach will ensure that there is a structured way on the interventions. There is need to engage the process

¹ A Change Maker is any person who commits to publicly renounce all forms of violence against women and to reach out to and recruit ten other people.

through local, national, regional and global policy advocacy. The need to linking the alliances with relevant policy and instruments highlighting key areas for engagement. Identifying gaps that have contributed to the continued GBV at the different levels. The change makers still lack adequate coordination and follow, the fact that the individuals are discussing openly the issues of different forms of violence at the household and other levels such as workplace, social places etc, there is need to ensure that issues are reflected and discussed for cross learning purposes lessons documented. This is the only strategic way of ensuring that the CMs and the alliances remain relevant to the changes envisaged. RECONCILE calls upon partners to support the next level to make the campaign reach its logical conclusion.