

# Reversing the roles for changing the attitudes

Participatory theatre for young  
people to challenge gender-related  
stereotypes in Serbia

## Final Evaluation Report

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## List of acronyms and abbreviations

CSO	Civil society organizations
EC	European Commission
GIZ	Gesellschaft für Internationale Zusammenarbeit (German international cooperation)
IP	Innovation Programme
IPPF	International Planned Parenthood Federation
LGBT	Lesbian, Gay, Bisexual, Transgender
NGO	Non-governmental organization
SRHR	Sexual and Reproductive Health and Rights
TBI	Theatre-based interventions

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# Executive Summary

Will be completed after review of the draft

## Introduction

### A brief overview of the Serbian context

Young people in the republic of Serbia (*hereinafter referred to as Serbia*) today were confronted with decades of instability with the post-communist time and the post-conflict transition in the nineties and early 2000 where issues regarding youth and gender were not the highest priority and this shaped the people they are today. Issues such as poverty, unemployment, aging of the society and emigration of qualified youth are very much present in Serbia. Regarding the legislative environment, the government of Serbia has made important progress in recent years by developing policies and strategies to support young people's concern and reduce gender inequalities. The national strategy for Gender Equality 2016-2020 highlights key policies to reduce gender stereotypes and change some harmful cultural norms. It also sets the framework to develop policies that promote equal opportunities between women and men. Despite this growing enabling environment, young people in Serbia are still very much influenced by traditional gender stereotypes which also influences their perception of Sexual and Reproductive Health and Rights (SRHR).

The country still has a long way to go to reach gender equality as confirmed by the Gender Equality Index (GEI)<sup>1</sup> which allows to measure the gender gap in different domains with the best score being 100%. The GEI for Serbia<sup>2</sup> (40.6%) is below the EU average (52.9%), which is the second lowest score compared to all EU member states. Conservative attitudes towards gender equality can be observed particularly amongst men and a drift to re-traditionalization values was confirmed by a recent study about men in Serbia<sup>3</sup>. The same study shows that 18.8% of the sampled men agree with the statement that "there are situations in which a woman deserves to be beaten" and about two-thirds of men disagree with the statement that "a woman should be the one who takes care not to get pregnant".

An assessment<sup>4</sup> conducted in 2013 by SRH Serbia, with UNFPA support, shows that the level of knowledge on SRHR and sexuality education among young (and older) people is inadequate. As sexuality education is not part of the educational curriculum, knowledge on contraception is very low (15.9% of young people aged 15-19 do not know what contraception is<sup>5</sup>) and only 18% of women married or in a union use modern contraception<sup>6</sup>, whereas 40% of women use traditional methods of contraception (most popular being withdrawal). In Serbia, gynecologists are mostly responsible for family planning counselling which by default very often excludes young men and boys. WHO reported in 2010 and more recently in 2018<sup>7</sup> that no specific SRH care was provided for young men at primary health care level and men in Serbia report a higher unmet health need than women.

The acceptance of non-traditional sexual orientations (other than heterosexuality) is also very low with only 25% of young people considering it as acceptable to a certain extent and 54% of young people

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<sup>1</sup> The Gender Equality Index was developed by the European Institute for Gender Equality and covers six domains: knowledge, work, money, health, time and power. In addition, it covers sub-domains: violence and intersecting inequalities

<sup>2</sup> Data from 2014

<sup>3</sup> *Men in Serbia: Changes, Resistances and Challenges - Results of Research on Men and Gender Equality*, IMAGES Serbia 2018, <https://promundoglobal.org/wp-content/uploads/2018/06/IMAGES-Srbija-ENG-print-1.pdf>

<sup>4</sup> *Assessment of the Family Planning Services in the Republic of Serbia*, November 2013,

[https://serbia.unfpa.org/sites/default/files/pub-pdf/FINAL\\_REPORT\\_Family\\_Planning\\_Assessment\\_Serbia-Report.pdf](https://serbia.unfpa.org/sites/default/files/pub-pdf/FINAL_REPORT_Family_Planning_Assessment_Serbia-Report.pdf)

<sup>5</sup> *Young people in Serbia 2015*, Development initiative group, <https://library.fes.de/pdf-files/bueros/belgrad/12066.pdf>

<sup>6</sup> MICS 2014: [http://www.stat.gov.rs/media/3528/mics5\\_report\\_serbia.pdf](http://www.stat.gov.rs/media/3528/mics5_report_serbia.pdf)

<sup>7</sup> *The health and well-being of men in the WHO European Region: better health through a gender approach*, WHO 2018, [http://www.sundmand.dk/WHO\\_mens%20health-report-eng.pdf](http://www.sundmand.dk/WHO_mens%20health-report-eng.pdf)

have a negative attitude towards homosexuals and lesbians<sup>8</sup>. Values such as patriarchy, authoritarianism and nationalism are still very much supported by the general population in Serbia and are challenging to change. Research confirms that the level of homophobia among young people is significantly high.

## Project description

In the context described above, the Serbian Association for Sexual and Reproductive Health (*hereafter: SRH Serbia*) developed the project '*Reversing the roles for changing the attitudes*' which was implemented over a period of 3.5 years from August 2016 until March 2019. The goal of the project was to encourage young people, with a focus on boys and men, in Serbia to challenge and question traditional gender roles to enable more gender equitable attitudes and behaviors through a theatre-based methodology with an expected impact to increase engagement and participation of men and boys in SRH services as clients, partners and agents of change.

The project combines a theatre-based intervention (TBI) method with a gender-transformative approach to encourage critical thinking of traditional gender roles and stereotypes and raise awareness that gender is a socially constructed category that can be de- and reconstructed to prevent and reduce gender-related discriminations.

The project was selected under the Innovation Programme (IP) initiative of the International Planned Parenthood Federation (IPPF) which objective was to respond to the following question: '*Can you think of a new way to partner with men and boys to increase their participation in and access to sexual and reproductive health services?*'. Projects selected under the IP have as objective to test new ideas and approaches to address sexual and reproductive health and rights challenges. Expert SRHR NGOs partner with researchers to build an evidence-base of successes or failures when working on SRHR.

For the research component of the project, SRH Serbia partnered with the IPAK.Center<sup>9</sup> during the first phase of the project (Output 1). The research center was in charge of providing gender-related context analysis, conduct summative research to empirically and independently measure the extent to which the theatre-based educational approach has achieved its goals through a theory-based, mixed methods impact evaluation.

### Theatre-based intervention (TBI)

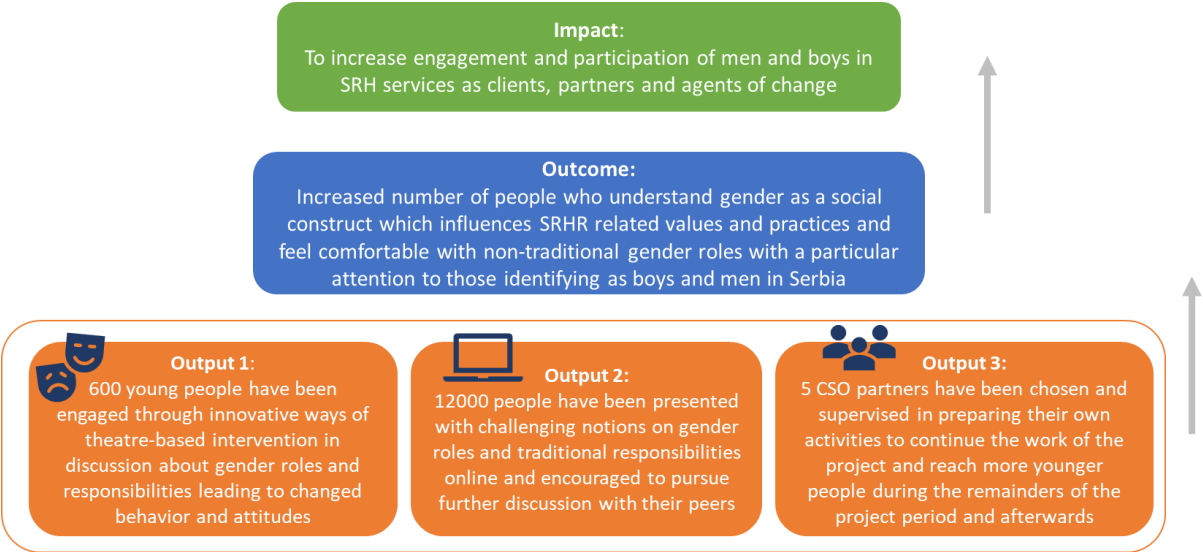
Participatory theatre or TBI engages the target group to interact in selected scenes with a basic script. The scenario is open, and its development and performance depend solely on the audience. Participants put themselves in a variety of roles, trying to understand the different viewpoints, challenge attitudes and roles through personal experience. It engages the target group on two levels: affective (direct experience of the participants in the play) and cognitive (the audience observes, enters into mutual relations during the play and participates actively in the discussions).

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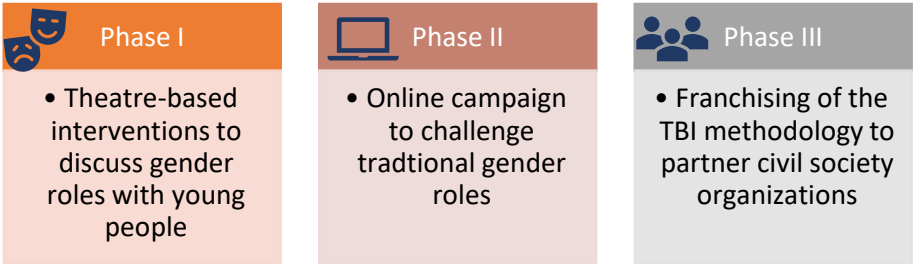
<sup>8</sup> *Young people in Serbia 2015*, Development initiative group, <https://library.fes.de/pdf-files/bueros/belgrad/12066.pdf>

<sup>9</sup> Research Center for Cultures, Politics and Identities <http://www.ipakcentar.org/>

The figure hereunder shows the expected impact, outcome and outputs of the project.



The project was implemented in 3 different phases and at 3 different levels:



- I. **Direct intervention** towards young people through theatre-based interventions to challenge and discuss gender roles as they are perceived in Serbia
- II. **Online interaction** with young people through a campaign challenging gender roles and traditional gender perceptions
- III. **Capacity building** of local CSOs and franchising of the methodology to replicate the work within other structures

In addition to the specific project outputs, the innovation programme imposed a common innovation programme output: *‘Results of the project are shared both internally and externally, during and on completion of the project, to contribute to learning and decision-making’.*

Annex 2 outlines the detailed output indicators and related activities.

When the project was designed, the main target group of the project were high school and university students and their peers, young people between 14 and 27 years of both sexes.

## Evaluation context

This report represents the results and findings regarding the relevance, sustainability and effectiveness of the theatre-based education methodology and the implementation strategies of the project 'Reversing the roles for changing the attitudes' to assist SRH Serbia in future programming and strategic positioning. The evaluation report is meant to draw lessons learned and formulate key recommendations based on the findings.

## Evaluation Objectives

The overall purpose<sup>10</sup> of this evaluation was to assess:

- **Overall relevance of the project:**
  - Progress of the Programme in achieving the outputs.
  - Relevance of the outputs in consideration of the national context and results achieved
  - The extent to which the proposed methodology has been responsive to the emerging needs of the participants
  - The extent to which a gender perspective has been taken into consideration vis-à-vis project proposal
  - Needs for SRH Serbia to possibly align its scope of interventions in line with emerging priorities, taking into consideration the key report points and feedback received from implementing partner.
  
- **Sustainability strategies implemented in the project**
  - Sustainability of the activities for capacity development of the national partners.
  - Assess how the capacity development methodologies are adequate and effective.
  - Extent to which the support and technical assistance provided to SRH Serbia added value to the overall outcome
  - Whether the level and nature of methodology in the implementation of the theatre-based education contributes to sustainability and ownership.
  
- **Effectiveness of the overall management of the project:**
  - Whether the current oversight and management structures are effective;
  - Flexibility, creativity and responsiveness demonstrated by SRH Serbia to respond to emerging needs and priorities of the partners involved, including research partner;
  - Quality, timeliness and adequacy of project reporting and monitoring;
  - Identify factors that limited project effectiveness and suggest remedial measures.
  - Quality of coordination with other bilateral donors supporting the theatre-based education
  - Adequacy of funds for programme implementation up to 2019 and opportunities for resource mobilization interventions.

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<sup>10</sup> Information from the Terms of Reference developed by SRH Serbia.



## Evaluation limitations

This report is the final evaluation of the project ‘Reversing the roles for changing the attitudes’. Whereas the report aspires to be as comprehensive as possible, the following limitations have to be considered:

- The project was implemented by SRH Serbia in close partnership with the research partner IPAK.Center (particularly for Output 1). The evaluation focuses on the activities implemented by SRH Serbia and does not review the activities implemented by IPAK.Center. All reports produced by the research center which include focus group reports, quantitative analysis and impact evaluation report have been reviewed and the relevant findings are incorporated into this document.
- Given the time constraint and resources available for the evaluation, the impact level of the project cannot be assessed. The report will focus on the results linked to the output level of the project (Output 1, 2 and 3). The outcome of the project has partially been evaluated by IPAK.Center for the activities related to the TBI. These results are embedded into the report.
- This report goes hand in hand with the impact evaluation report produced by IPAK.Center which analyses in detail the TBI, its impact on the participants and the gender-transformative potential of TBI.
- The evaluation report focusses on relevance, sustainability and effectiveness regarding project management. It does not look at the cost-efficiency of the project and budget management of the project.

## Methodology

The evaluation took place in June 2019 and the process used for this review is based on a mixture of desk review and in-depth interviews with SRH Serbia.

**Desk Review** – The consultant reviewed all relevant documents shared by SRH Serbia and linked to the project. These included progress reports of the project, evaluation reports produced by IPAK.Center, monitoring documents, minutes of meetings, focus group discussion reports, etc. In addition, key reference documents regarding youth and gender in Serbia have been reviewed.

**In-depth interviews** – The consultant recruited for this assignment used to work for IPPF and had already a very good understanding and knowledge of the project as she used to provide support for the project. Given the limited time available for conducting the evaluation and the availability of numerous notes from previous interviews and focus group discussions, it was decided to hold only interviews with SRH Serbia to get their insight on the project regarding the results achieved as well as the overall management of the project.

SRH Serbia wants this report to use accessible language and highlight clearly the results, achievements, lessons learned and possible recommendations for future actions.

## Evaluation findings

The following section summarizes the findings of the project based on various reports produced by SRH Serbia and IPAK.Center as well as in-depth interviews with SRH Serbia. The findings are organized by output considering the evaluation questions.



### Output 1

600 young people have been engaged through innovative ways of theatre-based intervention in discussion about gender roles and responsibilities leading to changed behavior and attitudes

Output indicators	Target	Result
Number of young people who have been engaged in theatre-based interventions (gender disaggregated)	600	324 Male: 101 (31.8%) Female: 216 (67.9%)
Number of people that were reached with theatre-based interventions who feel comfortable with non-traditional gender roles	n/a <sup>11</sup>	n/a

The theatre-based interventions were conducted in 2017 and 2018 in 9 towns of Serbia (Belgrade, Čačak, Kragujevac, Novi Pazar, Novi Sad, Pirot, Vršac, Zaječar, Zrenjanin) and a total of 324 young people participated to the sessions. Each intervention was facilitated by moderators and consisted of 3 different parts: an introduction where basic concepts regarding gender and sex were explained; a theatre intervention in which the participants acted on three predefined scenarios; and the last part was a discussion about

TBI interventions	Date
Belgrade	September 29-30, 2017
Zajecar	October 23, 2017
Novi Pazar	November 24, 2017
Cacak	December 13, 2017
Zrenjanin	February 24, 2018
Novi Sad	March 20, 2018
Krusevac	March 30, 2018
Pirot	April 24, 2018
Vrsac	May 17, 2018

the scenes the participants performed. Besides participating to the 'acting' part of the session, the participants reported their views on gender roles and gender equality, as well as perception of their own gender identity in a pre- and post- questionnaire. A focus-group discussion followed the intervention with some volunteers. The methodology used was highly participatory and gender sensitive.

#### Characteristics of the TBI participants:

	N	%
Gender	Male	31.8
	Female	67.9
Average age	21.66	
Average number of years spent in formal education	12.86	
Perceived economic situation on the scale 1 to 5	3.34	
Religiousness on the scale from 1 to 5	3	

Source: Impact Evaluation (IPAK.Center)

<sup>11</sup> 'n/a' in this report reports to 'not available'

Originally SRH Serbia planned to organize 12 TBI in 12 towns with 12 partners. When going through the process of selection of NGO partners, 13 applied but only 9 complied with the selection criteria. Hence it was decided to organize 9 TBI instead of 12 which explains the lower number of young people reached compared to the expected target.

The age group of the participants also slightly changed compared to the original proposal where SRH Serbia wanted to target 14-27-year-old men and women. During the inception meeting of the project, it was jointly decided with the research partner and IPPF that it would not be realistic to include the age category of 14-18 years old. This would have implied the need for parental consent or conducting the TBI directly in high schools which would have considerably slowed down the process and a smaller number of young people would have been reached. The project implementers commonly agreed to target young people between 18-30 years old from universities and different communities.

The indicator *‘Number of people that were reached with theatre-based interventions who feel comfortable with non-traditional gender roles’* has not been assessed as such, but IPAK.Center largely analyzed the result of the TBI which can be found in the Impact Evaluation report they produced. Several key findings linked to the indicator are described in the section hereunder.

The analysis of the TBIs through various reports and discussions with key stakeholders of the project, show that the following findings can be drawn:

**SRH Serbia developed a highly innovative, participatory and relevant methodology to trigger a reflection on gender roles in society for young people** – To develop the methodology of theatre-based interventions, SRH Serbia partnered with a professional director, producer and script writer. The tool details the objective of participatory theatre, the structure of an intervention and outlines the basic scenarios to trigger discussions on gender roles. A selection of 4 scenarios is included in the methodology. These have been selected because considered as highly relevant to young people living in Serbia.

SRH Serbia partnered in this project with IPAK.Center (research institute) to conduct the impact evaluation of the project to empirically and independently measure the extent to which the project achieved its goals and contributed to the desired changes in youth perception of gender roles and gender norms. The main research objective was to measure if the theatre-based education methodology could have a gender transformative effect on those identifying as young men (and women) in Serbia. The research looked at 3 outcome indicators: gender identity, gender roles and gender equality in partnership. A mixed method was used with quantitative survey data (via a pre- and post-test questionnaire) to measure the change and qualitative methods (via focus group discussions and interviews) to give guidelines and inform the TBI methodology and implementation, as well as to complement the quantitative data in the final analysis.

The research conducted on the project confirms that TBI approaches allow for more effective learning and transformation thanks to the pleasure and joy acting procures. This is particularly relevant for young people. Participatory theatre also

*“We have initiated issues through acting, but then we talk about it and come to some kind of understanding and conclusion. I haven’t been to this kind of workshop before, but this combination of activities works greatly for me, and for most of us, as I could notice.”*

*FG participants, Vrsac*

offers, through high level of interaction and dynamic setting, a predisposition for higher impact as it also involves physical, rational and affective dimensions. The feedback collected from the participants

in the 9 towns through the questionnaires and focus group discussions show that they liked the mixed method using acting and debating. They also felt that the duration of the intervention (3-4 hours) did not feel as too long as young people were very active during the sessions. The methodology allows for a lot of flexibility, for instance in Belgrade and Zaječar, young people took the initiative to play characters with less traditional sexual orientations being in non-heteronormative relationships. This showed that young people felt in a safe space and comfortable to debate on sensitive issues.

**Reversing gender roles, discussing gender norms and responsibilities through TBI is successful and very promising** – Research and literature review show that gender is a structural issue and in Serbia the perception of gender is rather traditional and conservative.

*“Even though I am aware of the stereotypes, especially those that are based on gender, when I act as the ‘other gender’ I notices that I myself am using exactly those stereotypes and even intensifying them further. This, in itself, is a lesson learned.”*

*Focus group participant from Novi Sad*

The impact evaluation conducted by IPAK.Center confirms that young people feel that there is a strong inter-relation between their gender and how they are expected to behave in their context. The topic is sensitive and rarely debated in

schools and/or at home. During the play, men were playing women’s roles and vice-versa. The feedback collected from the participants clearly confirms that gender-related topics are very relevant for youth in Serbia particularly in a context where conservatism, discrimination and inequality between genders is very present. They also found that the TBI is an interesting way to tackle the issue of violence against ‘non-traditional’ genders. For the young people who are already trying to raise their voices against gender discrimination, the intervention has given them additional tools and substance to build stronger messages. For the ones with more traditional and conservative positions (mostly men), the intervention challenged some of their beliefs and triggered potential re-thinking of gender roles and norms.

**Theatre-based intervention has a transformational potential in challenging traditional gender norms among Serbian youth, particularly for young men** – This was the initial hypothesis at the beginning of the project and the impact evaluation conducted by IPAK.Center has partially confirmed it. The research conducted have confirmed that TBI can:

- a. Challenge the traditional perception of gender identity as fixed and naturalized and understand better how their sex strongly determines the character and the way people behave.
- b. Raise awareness of importance of gender equality in different spheres: partnership, sex, professional sphere, decisions and behavior related to sexual and reproductive rights and health, behavior in partnership and professional equality has been better understood after the TBI.<sup>12</sup>

The impact evaluation could not measure the extent to which young men have been influenced by the TBI as there was no gender disaggregated data available in the post-test. Nevertheless, the experience during the sessions and the discussions have shown that men had more traditional perceptions regarding gender and it can be expected that the impact of the TBI on them was significantly higher. Through discussions with SRH Serbia and the research conducted by IPAK.Center, the findings clearly

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<sup>12</sup> From Impact Evaluation Report, IPAK.Center

show that TBI methodology is a promising way for better including young men and boys in gender-related initiatives.

**The moderators of theatre-based interventions are key players of success** – The critical element of the methodology is the moderators whose roles are to create a pleasant and safe atmosphere, introduce the scenarios, challenge the participants and, guide and frame the discussions. When the project started, SRH Serbia worked with moderators with acting expertise (semi-professional actors) but who had limited knowledge on gender. Very quickly they realized that the moderators needed support and training to increase their understanding of gender-related issues to ensure relevant topics are discussed after the play. After the second TBI, SRH Serbia decided to change the moderators and work with people with gender knowledge and experience in facilitating workshops. It turned out that it was much easier to gain the necessary ‘acting’ skills for this type of intervention rather than the ‘gender’ skills. As a result, the preparation and rehearsals were more effective and the TBI were much more efficient with stronger gender-related discussions.

**Strong partnerships with local NGOs contributed to attract young people from various communities for the TBI sessions** – The TBI sessions were organized in 9 towns of Serbia and, to promote the play and motivate young people to assist to the interventions, SRH Serbia created strong partnerships with local NGOs. The announcement of the play was on purpose ‘vague’ with little information on the content to avoid attracting only young people already sensitized to gender (*see poster*).

The local partners were not only crucial for reaching out to young people, they were also the ones providing an appropriate space to perform the workshops. To ensure complete buy-in and motivation from the local partners, SRH Serbia, together with IPAK.Center, adopted a very transparent and participatory approach with them. Project documents were regularly shared to collect feedback and a mutual trust relationship was established. The feedback from the NGOs is very positive and they appreciate the professional relationship they have with SRH Serbia.



**Involving primarily young men as a target group for TBI remains a challenge** – The target group of the project were young people but given the patriarchal and conservative dominance in Serbia, SRH Serbia wanted to particularly focus on boys and men. The results show that the TBI reached more women (67.9%) than men (31.8%). SRH Serbia recognizes that it is more difficult to reach young men. Young women seem to be more motivated and open to participate to such initiatives. Whereas the project wanted to target men particularly, the project implementers realized that women also play the gatekeepers of patriarchal traditions, hence the project should not exclude one or the other gender. According to SRH Serbia, the process works at its best when both, women and men are included.

*“Just a few months ago, there was an open call for a fashion designer. I applied because I would love to do that. But my parents were not happy at all. They kept persuading me that fashion design is not a male profession and that I should let it go. I did at the end. Let go of it.”*  
Focus group participant from Pirot



## Output 2

12000 people have been presented with challenging notions on gender roles and traditional responsibilities online and encouraged to pursue further discussion with their peers

Output indicators	Target	Result
Number of people that were reached with the online discussion (disaggregated by gender)	12000	14386 Male: 4603 (32%) Female: 9783 (68%)
Number of people that actively participated in the online discussion (disaggregated by gender)	n/a	1354 Male: 19% Female: 81%
Number of young people who changed their unfavorable/indifferent attitudes towards non-traditional gender roles during the online discussions	n/a	n/a

Phase I of the project ended with the finalization of the TBI in the 9 towns, the second phase of the project started with a 3-months online campaign on social-media called *'Usudi se, promeni se'* ('Dare to change').

The material for the campaign was developed by an external consultant and a staff from SRH Serbia was in charge of communicating about the campaign and interacting with the young people on social media. Facebook (including partners' Facebook), Twitter, mail-chat, website and email were the channels used to publish the campaign material. SRH Serbia developed short videos<sup>13</sup> from the footages they collected during the TBI and posters with statements and questions. The campaign focused mainly on traditional gender roles and LGBT populations.



The results of the campaign show that SRH Serbia reached more people than targeted. This shows that the campaign was attractive for people to click on and interact with.

<sup>13</sup> Available on SRH Serbia Facebook page

The following findings can be drawn from the campaign:

**Investing in a social media campaign focusing on Gender was relevant** – SRH Serbia rates its campaign as very successful and relevant to the Serbian context. Whereas most of the comments received were supportive and positive (63%), some were very conservative or intolerant. For each of these ‘negative’ attitudes, SRH Serbia redirected the interaction via private email in order not to contaminate the post. When analyzing the discussions and various opinions, it shows that gender is a topic that does not leave people indifferent, as also confirmed earlier under output 1. The discussions confirm that women are the main gatekeepers of the patriarchal traditions in Serbia and that there is little tolerance for LGBT people. Even though it is very difficult to measure, the active interactions SRH Serbia had online and/or offline created a change in attitude from most of the opponents and the acceptance of a more tolerant approach toward gender equality. During the campaign, in addition to the viewers and the ones actively commenting, a total of 862 emails were received which shows the high interest of people on the topic.

**Creating the campaign with the videos, pictures and quotes from the TBI helped create powerful messages** – The videos and pictures used for the campaign were all drawn from the TBI conducted during the first phase of the project. This puts a very human face to the campaign. The audience can easily identify with the young people and the messages are very close to their realities. It is expected that this contributed to the success of the campaign.

**The partnerships established through the project contributed in reaching a higher number of people with the online campaign** – SRH Serbia created new partnerships in the first phase of the project which allowed them to have a widened network in different regions of the country. The campaign material was shared with the partners and published on their websites, Facebook pages and other communication channels. This facilitated the reach of a higher number of viewers which contributed to provide the campaign a higher impact.



Output 3

5 CSO partners have been chosen and supervised in preparing their own activities to continue the work of the project and reach more younger people during the remainders of the project period and afterwards

Output indicators	Target	Result
Number of CSO partners chosen and supervised	5	5
Number of theatre shows staged by CSO partners	n/a	n/a
Number of people reached by theatre shows from CSO partners	n/a	n/a

As part of the sustainability strategy of the project, the third phase consisted in franchising the theatre-based education methodology and allow other partners to use it and adapt it to their local context.

The original plans of the project slightly changed during its implementation. SRH Serbia and the NGOs identified a need for additional tools to better equip the partners when duplicating the methodology to allow sustainability of the activities. It was hence decided to reallocate the funds for the development of two training tools (described further hereunder).

The third phase of the project is the one that sets the milestones for ownership and sustainability of the actions. The findings focus on the collaboration and partnerships with the NGOs and overlap at times with activities derived from output 1:

**A Transparent and trust relationship were crucial for the establishment of strong partnerships** – To select the local NGOs, SRH Serbia developed a very transparent process including a public call for interest, detailed terms of reference and an application form. They set basic evaluation criteria which helped them in the selection process:

- The organization has to have its head office registered in the Republic of Serbia for at least one year before the date of this announcement;
- The organization carries out activities in one of the following areas: human rights protection, improving the position of vulnerable population, improving systems and services, health and social protection, gender equality, the rule of law, improving the status of young people, etc.;
- The organization has experience in planning and organizing events in the local community (preferably with cultural and education institutions), as well as good communication with the local institutions and the media;
- The organization has to have a pool of its own volunteers;
- The organization has to have at least one member of staff who has affinity for using creative and innovative tools (theatre-related work is an advantage);

From the 13 applications they received, 9 complied with the criteria. SRH Serbia partnered with the 9 selected NGOs to conduct the TBI in their towns (phase 1 of the project). In the last phase of the project 5 NGOs were selected amongst the ones most motivated to be further trained on the methodology for them to perform TBI on their own in the future.


**Local NGOs have developed new skills and have been motivated to apply TBI in their work and address more the topic of gender** – The selected NGOs for the TBI in their towns were provided with an induction training on TBI and, were included in the preparation and realization of the sessions. This contributed to building their capacity on TBI and gender-related topics. According to interviews IPA.K.Center conducted with them, the participation in this project clearly gave them the wish to further focus on gender-related topics in their future work, particularly for the 5 franchised NGOs.

**A financial compensation for the local NGOs was needed to get their full engagement** – When SRH Serbia launched the call for application, they received a lot of interest with 13 NGOs that applied. Through discussions with the NGOs, SRH Serbia realized that it would be very difficult to get the participation of the NGOs without any minimum compensation fee. Given the context in Serbia where resources for NGOs are very scarce, this was not surprising. SRH Serbia decided to reallocate some funds to provide a small support to their partners (up to 300EUR) for their work (organization of the play, gathering of young people, etc.). As a result, the partner organizations felt valued in the partnership and showed high commitment.



**Adequate tools, close support and mentorship are needed to successfully franchise TBI** – In the first phase of the project, SRH Serbia developed the TBI methodology which details the concept of TBI, the scenarios and the logistical information to organize a session. After consulting with the NGOs, SRH Serbia realized that there was a need to develop a more comprehensive package of tools to allow partners to benefit from the methodology to its fullest.

The efficiency and success of the methodology relies a lot on the moderators who need an adequate skillset on gender and interactive theatre techniques. To further support the franchised NGOs, SRH Serbia developed two key tools: a training module on theatre moderation techniques and a training module for gender sensitization of moderators.



**Training Module**  
**Theatre moderation techniques**

The aim is to introduce participants to interactive theatre techniques with exercises, tools, hints and good practices.



**Training Module**  
**Gender sensitization of moderators**

The aim of the training module is to provide moderators, volunteers and partner NGOs knowledge on gender-sensitive approaches and how these can be used in theatre-based interventions. The module is structured in a very practical way with exercises, step by step approach and general workshop setting.

The training foresees 2 days on gender and 1 day on moderation techniques. SRH Serbia is planning to compile the tools they developed during the project to create one comprehensive package of tools for the implementation of TBI. In addition to the tools, SRH Serbia provides close mentorship to the franchised NGOs and keeps close contact with them.

**A pool of trained moderators has been established** – Thanks to the training organized for the 5 franchised NGOs, SRH Serbia managed to establish a pool of 25 (5 per organization) trained moderators for TBIs on gender-related issues. The idea of the pool of moderators is to have skilled people per organization who are ready to perform sessions and hence reduce the cost of hiring an external person.

**SRH Serbia developed new partnerships thanks to the project** – Through the open call for interest SRH Serbia published to select partner NGOs for the project, they also created a unique opportunity to get to know better NGOs working on gender and/or with vulnerable communities in Serbia. Thanks to the project, SRH Serbia enlarged its partner network which allows them to reach areas in Serbia where they have not yet been active. The partnerships developed with the 5 franchised NGOs continue beyond the project as SRH Serbia is pursuing the collaboration on TBI with them through a project funded by GIZ<sup>14</sup> and one by the Merck foundation<sup>15</sup>.

**The franchised NGOs show potential for sustaining TBI in Serbia** – SRH Serbia managed to create an enthusiastic momentum with their partner NGOs around TBI and the topic of gender. The trust, capacity building and mentorship SRH Serbia provided have opened new topics of work for the franchised NGOs. In interviews conducted with IPA.Center they shared that they clearly plan to replicate the methodology and adapt some of the scenarios to address additional topics such as economic empowerment of women, gender-based violence, etc.

<sup>14</sup> Name of the project  
<sup>15</sup> Name of the project



## Common Innovation Programme Output

Results of the project are shared both internally and externally, during and on completion of the project, to contribute to learning and decision-making

Output indicators	Target	Result
Number of regional MA members to have shared learning experience and where peer support was provided	5	1
Number of national and regional conferences where project results have been shared	6	5
Number of stakeholders where cooperation has been established for continuation and/or scaling up of activities and identifying potential funding sources	15	12

The project and its methodology aroused a lot of attention from various partners and donors. The results are very promising and show that the project has a lot of replication potential. Regarding results compared to the targets, SRH Serbia reached mostly its goals. Whereas the methodology was only officially shared with one IPPF Member Association (MA) during the framework of the project (Portuguese MA), the methodology was largely discussed and presented to other IPPF members (*more information in the section hereunder*). Project results and good practices were presented in one international conference and 4 national conferences organized by GIZ. Thanks to the project, SRH Serbia established 12 new partnerships which include GIZ, 10 national NGOs and one school.

While analyzing the results, the following additional finds can be highlighted:

**The project sparked a lot of interest among IPPF members in the European Network region** – During IPPF regional management meeting in Gent (June 2017), SRH Serbia organized a short induction session to the TBI methodology. IPPF members showed a lot of interest in the methodology and the Portuguese member association contacted SRH Serbia to discuss further the concept. SRH Serbia shared the methodology and the Portuguese member included it in a project proposal. SRH Serbia also received some support from IPPF through the Gender Equality Fund to transfer the methodology to other IPPF members in the region. They will train the members from Albania and Bosnia and Herzegovina on the methodology from June to December 2019 and the tools will be translated into Albanian language. IPPF network offers many opportunities for SRH Serbia to share their experience on the project.

**SRH Serbia was invited to present the project at an international conference –** SRH Serbia presented the project at the International Social and Behavior Change Communication Summit in 2018 (Indonesia). This forum offered international visibility to the project. The poster<sup>16</sup> was viewed by more than 500 people and over 100 people asked questions about its implementation. It was also an opportunity for SRH Serbia to learn experiences from other countries using participatory theatre techniques. Being selected for such an international event shows the interest the project raises.

## REVERSING THE ROLES FOR CHANGING THE ATTITUDES

Dragana Stojanovic (SRH Serbia, Executive Director)  
Milka Vasiljevic (SRH Serbia, Project Manager)

### Participatory Theatre as Educational Method for Challenging the Gender Related Stereotypes (Attitudes and Behavior)

The project Reversing the Roles for Changing the Attitudes is a three-year project implemented by SRH Serbia, supported by IPPF under the Innovation Program. The project is implemented in 9 towns across Serbia.

**The objectives of the project:**  
Objective 1: to engage 1000 young people in discussion about gender roles and traditional responsibilities through theatre-based education.  
Objective 2: to challenge notions on gender roles and traditional responsibilities by reaching 12,000 online.  
Objective 3: to franchise the theatre-based education to 5 civil society partners in order to continue the work of the project in reaching more young people.

Participatory theatre represents a form of theatre in which the audience takes active part in the development and performing the play, the audience are actors/actresses, removing the barrier between the audience and the performers that exists in classical theatre, tending to put the "observing" audience in passive position.

Through performative participation, audience experiences, both cognitively and affectively, situations that challenge their existing values and learned patterns of behavior.

Although all young people (18-30) are invited to participate, the focus is slightly more put on men/boys.

Only scene sketches are given, while the audience/participants develop the full scenarios.

**The play has three scenes:**

1. Commercial (from media reproduce gender related ideals and wishes);
2. Toast for 21st birthday (how society, relatives and friends define desirable "future" to individuals depending on their gender);
3. TV Show (how gender roles and stereotypes influence partner relationships).

**The only rules:**

1. No violence!
2. Those who identify as females should act male characters and vice versa.



**The objectives of the theatre based intervention:**

- To enable youth (18-30 years old) to understand difference between sex and gender.
- To recognize gender as a social construct, agreement, intertwined with other social relations (economic, cultural, political, etc.)
- To question, challenge internalized gender norms and reproduce/performed gender roles
- To understand gender (norms and roles) as something that could be deconstructed and reconstructed - changed.

**The methodology:**

1. Participatory theatre
2. Moderated debates after each performed scene



After each performed simulation, the collective discussion starts, facilitated by the moderators, aiming to reflect on the performance, choices made while developing roles and scenes of the script.

Moderators should be skilled enough to tackle all the important topics using understandable and receptive language:

- Why did participants play their roles and created their narratives the way they did? How did different characters in the play act and according to what rules (social, communal, group)?
- Did they reproduce traditional gender roles or subverted them and why?
- Were the roles they have played based on their own lives and experiences and if yes, to what extent?

• How much did participant rely on the gender stereotypes during the simulations?

- Did reversing the roles in the theatre play increase participant's awareness of the gender performativity?
- How participants see traditional perceptions of femininity and masculinity after they have performed them in the play?
- Did participants re-question their existing perceptions of the equality and inequality among partners during the simulation (home chores, decision making, gender-based violence, etc.)?
- Did participants accept and understand that different social relations (economic, professional, national, etc.) that constitute a community or society are mutually conditioned with gender norms?
- How did social expectations regarding gender identity and gender roles reflect on the personal relationships (partnership or family context) enacted in the performance?

**TBI opened new funding opportunities for SRH Serbia –** Since the methodology was developed, SRH Serbia managed to attract 3 new donors (GIZ, EC and Merck Foundation) for projects supporting TBI. In these projects, SRH Serbia uses the methodology developed under the Innovation Programme but revised and/or adapted the scenarios to focus on young Roma returnees, comprehensive sexuality education and gender-based violence. GIZ clearly recognized, during their conference 'Returnees Integration under the Readmission Agreement', the methodology developed by SRH Serbia as an innovative way to address gender-related topics with different vulnerable groups and shared the approach as a good practice.

**Some schools showed interest in applying the TBI methodology –** While conducting the TBIs, many high schools in Pirot and the university in Vrsac showed interest in applying the methodology in their premises. Some young people who participated in the play took the initiative to organize, with the support from SRH Serbia, a TBI session in their school on the topic of HIV. Whereas the project did not implement its activities directly in schools, SRH Serbia recognized that there were opportunities to develop their concept further.



### Overall management of the project

SRH Serbia (the Serbian Association for Sexual and Reproductive Health and Rights), member of IPPF, was founded in 2002 and aims at improving the SRHR of young people, vulnerable groups and hard-to-reach groups through advocacy and direct service delivery. The project 'Reversing the roles for changing the attitudes' was the first time SRH Serbia received funding under the Innovation Programme initiative of IPPF.

Overall the project was managed in a professional and effective manner. Reports were qualitative and submitted on time. The availability and responsiveness of SRH Serbia throughout the project was highly appreciated by its partners and donors.

<sup>16</sup> Link to the Poster presentation: [https://drive.google.com/file/d/1Fz3ws8C42\\_N7BdwZlyjiN-JytlWpZfkb/view](https://drive.google.com/file/d/1Fz3ws8C42_N7BdwZlyjiN-JytlWpZfkb/view)

The following observations can be highlighted regarding the overall project management:

**The continual learning process offered by the Innovation Programme initiative contributed to the success of the project** – The innovation Programme initiative allows for continual learning and offers unique flexible conditions for the implementation of the project. Some of the planned activities have been revised during the implementation phase as well as some of the original timelines. These changes all impacted the project in a positive way and will probably contribute to better sustain the achievements (e.g. change of moderators, development of additional tools, revision of number of TBIs, etc.). SRH Serbia used the flexibility offered by the innovation programme adequately and reoriented its activities to better reach its goal.

**Adequate management and responsiveness of SRH Serbia Team led to successful results** – SRH Serbia is a very small team with a total of 7 staff. Two staff members (including the executive director) were in charge of managing the project and decisions were always taken in a very consultative process. The team was highly responsive regarding challenges they encountered in the project. For instance, at the beginning of the project they very quickly realized that working with professional actors was not the right strategy to adopt. After internal consultation and discussion with partners and donors, they decided to change their approach in the project which was one of the decisions that allowed for such a successful project. SRH Serbia has the ability to question themselves and adapt their actions to the context they evolve in, which is highly valuable. Staff feel very comfortable to discuss issues and find adequate solutions.

**SRH Serbia gained new skills and competencies regarding scientific research on gender** – The partnership with the research center IPAK gave SRH Serbia the opportunity to learn a lot about the academic and scientific side of gender. Through their partner they built their capacity regarding qualitative and quantitative analysis and measurement of results. They applied the learnings to the online campaign conducted in the second phase of the project.

**The respectful and honest collaboration between SRH Serbia and IPAK.Center contributed to compelling achievements** – SRH Serbia and IPAK.Center come from very different backgrounds and operate in different ways. At times, the cooperation between field experts and research experts was challenging as the needs and expectations were not always the same. At the very beginning of the project, both signed a Memorandum of Understanding setting the basic principles of their relationship:

- Mutual respect for each partner's contribution and responsibilities;
- Recognition that each partner has different skills, strengths and attributes, but that they have also a lot to learn from each other;
- The relationship is dependent upon the commitment of both organizations to be honest, open and frank in all communication at all levels of interaction.

Both partners shared common values regarding gender and SRHR-related issues, which was highly valuable, and as the project progressed, the relationship improved. They managed to share and learn from each other which contributed to the success of the TBI and the data collected on it.

## Conclusions

The objective of this report was to analyze the relevance, sustainability and effectiveness of the project. A very interesting feature of the project is that it includes on one hand a very innovative methodology and on the other hand addresses the topic of gender which is particularly sensitive and complex. The combination of both results in very interesting and promising achievements.

### **Relevance of the project**

Regarding overall relevance, it can be concluded that the project highly responded to a need in Serbia. The growing conservative environment, the traditional patriarchal context and the lack of knowledge on gender compared to sex show that projects addressing the topic of gender stereotypes and gender norms are necessary in the Serbian context. SRH Serbia used a gender-sensitive approach to create the project and developed a well-structured 3-year project where the different phases complement each other. The methodology of theatre-based education was at the same time a bold choice, as SRH Serbia did not yet have any experience on such methodology before starting the project, as well as a very adequate choice, as shown by the results achieved. The flexibility offered by the methodology allows to adapt each TBI session to its audience and consider the needs of the young people. The achievements on the three outputs and on the common innovation programme output can be rated as successful. An important number of young people were reached with the project through the TBI, the online campaign and the newly established partnerships with local NGOs. SRH Serbia has gained a lot of knowledge on gender, quantitative and qualitative research as well as on participatory theatre which will influence their future work and a lot of it can be embedded in other projects they implement.

### **Sustainability strategies**

Sustainability was an integral part of the project design and particularly present in phase III of the project. Through the establishment of strong partnerships and capacity building (on gender and TBI) provided to the local partners, SRH Serbia created a pool of gender-sensitized organizations and qualified moderators to perpetuate and reinforce the outcomes. The collaboration with the franchised NGOs (5) continues beyond the project as they are partnering on other projects supported by different donors. The partner NGOs seem to have taken ownership of the methodology as several of them want to adapt some of the scenarios to address additional topics related to gender and women's rights. To sustain the activities in the long run, financial support will always be needed to organize sessions and support the NGOs which implies continuous fundraising and promotion of the results.

### **Effectiveness of overall project management**

SRH Serbia is a very committed, passionate and professional organization. Despite their very small size and the limited financial and human resources available, they effectively managed the project. Some of the planned activities might have been revised, some of the targets not fully reached, but there was always a valid explanation and it did not affect the overall outcome of the project. During the project they seized various opportunities to find new donors to replicate the activities and in which they succeeded.

## Lessons learned and recommendations

### Lessons learned

As reported in the sections above, the project ‘Reversing the roles for changing the attitudes’ has clearly used an innovative approach to address the complex topic of gender. Several lessons learned can be drawn from the findings:

**Theatre-based education is an innovative way to address complex issues with various communities and target groups** – This project used TBI to address issues related to gender, but the methodology is very flexible, and the scenarios can be adapted as needed. For NGOs working on SRHR, women’s rights, LGBTI rights and or other relevant areas, TBI has the potential to reach vulnerable populations by using a methodology that is perceived as ‘fun’ and which is thought-provoking and raises important questions amongst the audience. SRH Serbia has already adapted the methodology to address topics linked to contraception and early marriage and will continue developing additional scenarios for different target groups (e.g. young Roma).

**Skilled moderators of the TBI are the major pillar of success** – SRH Serbia’s experience has shown that the success of TBIs sits mostly within the moderators that will introduce and lead the sessions. Under this specific project, gender-related knowledge was needed to effectively guide the discussions. As the methodology can be easily adapted to different topics, the replication will need to consider working with moderators that have firstly the necessary technical knowledge in the subject dealt with and secondly be trained on theatre moderation techniques.

**Targeting young people for the TBIs can also lead to attract new volunteers for the organization** – Some young people who participated in the sessions contacted SRH Serbia after the play to get to know more the organization and decided to join SRH Serbia as volunteers. For small organizations that rely a lot on their volunteer network, this kind of activities can be a way to attract new volunteers from different regions and backgrounds. It also induced a cascade effect as some of these young people, on their own initiative and with the support of SRH Serbia, organized TBIs in their schools on the topic of HIV.

**Working with a research partner contributes to strong evidence-based results** – In the innovation programme initiative, SRHR organizations always partner with a research institute. This collaboration needs to set the basic principles of cooperation and it is highly recommended to set these down in a formal document (e.g. memorandum of understanding). Once the framework of the relationship established, working with a research institute can be very beneficial for the SRHR organizations and particularly for structures with limited resources. The expertise and insights brought by the research partner are very valuable and contributes to building strong evidence-based results for the SRHR sector.

**The project created opportunities for growth for SRH Serbia** – Through the project, the new partnerships and the collaboration with the research center, SRH Serbia gained new skills on gender and expanded its network. The organization has largely been influenced by the project and gave them opportunities for growth and resource mobilization.

## Recommendations

As already highlighted throughout the report, the project 'Reversing the roles for changing the attitudes' can be assessed as highly relevant and generally achieving successful results. To ensure future sustainability and further improvement and; based on the findings, the analysis conducted and the discussions with SRH Serbia, the following recommendations should be considered:

### Recommendations for the Theatre-based interventions

- **Reflect on a way to involve even more young boys and men** – The findings show that attracting young men is challenging and that women are more inclined in participating in gender-related initiatives. Whereas it is crucial to work with both, women and men, it would be relevant to think about strategies to increase boys' and men's participation. There may be opportunities to partner with organization working with men or other relevant organizations.
- **Consider targeting young people under 18** – The original design of the project planned to target 14-27 years old young people. For reasons mentioned earlier in the report, the age category has been revised. For future actions, it would be interesting to reach out to younger people which has also been recognized by some TBI participants during the project. There might be a need for partnering with schools and advocating towards local authorities to access schools and/or other premises as seemed relevant. Not only would this allow to target a very diverse group of young people (including a more balanced women/men group), it would also help sustain the activities by making it part of a formal system.
- **Consider involving parents, teachers, educators, in the process** – To change attitudes and reach a long-term impact, it is crucial to involve as many people as possible in the thinking process related to gender. Whereas TBI seem to be a perfect match for young people, it would be beneficial to think how parents, teachers and/or educators could be sensitized as well. Targeting adults will probably need a different approach and SRH Serbia could consider reflecting on possible strategies.
- **Consider developing specific sessions addressing the topic of LGBT** – The Serbian context is clearly conservative and tolerance for LGBT communities is low, particularly in rural areas. TBI has proven to be an interesting way to introduce and discuss sensitive issues. Given SRH Serbia expertise on LGBT-related issues, it could be considered to develop specific scenarios on the topic.
- **Consider a repetition of TBI for one same group** – To increase the results and reach a more long-term impact, TBI should not remain a one-off activity. As also highlighted by TBI participants and IPA.K.Center impact evaluation, several TBI sessions with the same group would most probably increase the impact on the participants.
- **Maintain the momentum created around TBI and nourish the partnerships developed thanks to the project** – The project has created a very positive momentum around TBI and SRH Serbia built the capacity of 10 local NGOs. To sustain these gains, it is highly recommended to continue the close collaboration with the franchised NGOs and other partners in the future.
- **Compile all developed material and tools for the TBI methodology into one comprehensive package** – SRH Serbia has currently 4 tools related to TBI: TBI methodology including the scenarios, guiding questions for the moderators, gender sensitization training for moderators and training on

theatre techniques. It is recommended to compile all these documents into one comprehensive package with a roadmap briefly explaining each one of them.

### **Recommendations for SRH Serbia in general**

- **Consider developing a Theory of Change of a project prior to its implementation** – This project did not have a comprehensive theory of change (ToC) considering all elements of the project. The ToC was only focusing on the research component. It is considered a good practice to develop a sound theory of change for all parts of the project as it will help to effectively track and monitor the results.
- **Consider integrating the TBI methodology in the training modules of SRH Serbia peer educators** – SRH Serbia is a volunteer-based organization and has a network of young volunteers who conduct peer trainings on SRHR-related topics. Training the peer education on TBI would be highly beneficial and would provide the peer educators new tools to reach their peers.
- **Continue promoting the methodology among IPPF members, donors and other relevant stakeholders** – As mentioned earlier in the report, the methodology raised a lot of interest among partners and donors. SRH Serbia has been pioneering this approach in Serbia and should continue promoting it as it offers a potential for growth and could be further developed on other topics such as comprehensive sexuality education, gender-based violence, sexual diversity, consent, etc.
- **Consider working with the formal education system using TBI** – SRH Serbia is already formally accredited by the Ministry of Education to train teachers on sexuality education. It could be considered to include elements of the TBI in the work they are already conducting with teachers and/or develop a new agreement with the education sector to further develop TBI in schools.



## Annexes

### Annex 1 – References

#### Project documents

- Narrative progress reports (5 in total)
- Logical Framework
- Project Proposal
- Inception Meeting report
- NGO partner assessment
- Training module for gender sensitization of moderators, March 2019, SRH Serbia
- Training module on theatre moderation techniques, March 2019, SRH Serbia
- Quantitative evaluation of the Theatre based intervention – Final Report, IPAK.Center
- Reversing the roles for changing the attitudes – Impact evaluation report, October 2018, IPAK.Center
- Focus Group discussion reports, IPAK.Center

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## Annex 2 – Project outputs, output indicators and activities

Output	Output Indicator	Activities
<p><b>Common IP Output</b> Results of the project are <b>shared</b> both internally and externally, during and on completion of the project, to contribute to learning and decision-making</p>	<p><b>Common IP Output indicators</b></p> <ul style="list-style-type: none"> <li>- Number of regional MA members to have shared learning experience and where peer support was provided / Target: 5</li> <li>- Number of national and region conferences where project result have been shared / Target: 6</li> <li>- Number of stakeholders where cooperation has been established for continuation and /or scaling up of activities and identifying potential funding sources / Target: 15</li> </ul>	<ul style="list-style-type: none"> <li>• Learning exchange – MA staff member to travel to another MA to share learning and provide peer support</li> <li>• Results dissemination - attendance at national or regional conferences to share results</li> <li>• Meeting with stakeholders to establish expectations for continuation and or scale-up of successful projects, and identify potential funding sources</li> <li>• Increasing SRH Serbia's staff capacity in the area of research through attending organised seminars, meetings, conferences, workshop</li> </ul>
<p>1. 600 young people have been engaged through innovative ways of theatre-based intervention in discussion about gender roles and responsibilities leading to changed behavior and attitudes</p>	<p>1.1. Number of young people have been engaged in theatre-based interventions (gender disaggregated) / Target: 600</p> <p>1.2. Number of people that were reached with the theatre-based intervention who feel comfortable with non-traditional gender roles (assuming that this can be derived from research that will be implemented) / Target: n/a</p>	<ul style="list-style-type: none"> <li>• ToR for partner NGOs developed and selection criteria clarified</li> <li>• "Organizing a networking meeting with NGOs (with a common HR position) to introduce the topic and discuss the ToR</li> <li>• Organize a two-day seminar with the 12 partner NGOs</li> <li>• selection of script writer</li> <li>• creation of script through consultative process</li> <li>• Selection of actors/actresses (5 professional + volunteers from the local NGOs)</li> <li>• selection of proper space for rehearsals (venue costs)</li> <li>• recruitment of a professional director and executive producer</li> <li>• creation of the scenery (theater props)</li> <li>• mapping local media, collecting contacts for advertisement of the plays</li> <li>• Developing promotional materials and event announcement for local media</li> <li>• Rehearsing the play</li> <li>• developing guidelines for the discussion following the play</li> <li>• sessions on sexual pleasure and promotion of the theatrical play</li> <li>• performing the play and conducting the debate after which will be</li> </ul>

		<p>moderated discussions lead by trained professionals in sex positive approach and with wide knowledge on reproductive health and reproductive rights about the topics covered by the play and the challenges to gender status quo in Serbia provoked by the play</p>
<p>2. 12000 people have been presented with challenging notions on gender roles and traditional responsibilities <b>online</b> and encouraged to pursue further discussion with their peers</p>	<p>2.1. Number of people that were reached with the online discussion (disaggregated by gender) / Target: 12000</p> <p>2.2. Number of people that actively participated in the online discussion (disaggregated by gender) / Target: n/a</p> <p>2.3. Number of young people who changed their unfavorable/indifferent attitudes towards non-traditional gender roles during the online discussions / Target: n/a</p>	<ul style="list-style-type: none"> <li>• creation of film</li> <li>• online social marketing campaign with the movie</li> <li>• investigating the different (MA) online platforms that could be used to engage 12.000 people</li> <li>• online teaser campaign for the movie to gain public traction and launching the movie once interest has been raised</li> <li>• Professional moderation of the online debate - prevention of hate speech, discrimination and verbal violence, promotion of tolerance, mutual respect in productive debate using the online MA media channels</li> </ul>
<p>3. 5 CSO partners have been chosen and supervised in preparing their own activities to continue the work of the project and reach more younger people during the remainders of the project period and afterwards</p>	<p>3.1 Number of CSO partners chosen and supervised Target: 5</p> <p>3.2 Number of theatre shows staged by CSO partners / Target: n/a</p> <p>3.3 Number of people reached by theatre shows from CSO partners / Target: n/a</p>	<ul style="list-style-type: none"> <li>• Selection of the 5 CSO partners (who have shown the greatest motivation for the cooperation on the theatre based intervention during the previous phase and with relevant resources for successful usage of the received franchise and further production)</li> <li>• Professional assistance and guidance for the 5 CSO partners - close cooperation with CSO partners which have received franchise in order to continue it through their own productions, in order to reach more young people, ideas and voice ensuring its longevity and good targeting</li> <li>• Standard operative procedures for the partners are developed and checked yearly</li> <li>• Monitoring the results of their work and timely provision of support and advice following these monitoring visits</li> <li>• Reporting guidelines and formats developed and shared with partners</li> </ul>

