

## EI-VRG21-002 - Awareness campaign to prevent gender-based violence

### Abstract

The Ljubljana Declaration on Gender Equality in Research and Innovation (2021) emphasizes that Gender-based violence (GBV) in higher education and research, including sexual harassment, is a serious and under-recognized issue with negative consequences for study and career outcomes in research and higher education. It declares that GBV should be a central thematic area to be addressed in gender equality plans and the advancement of women. Also, the HRK German Rectors Conference stresses that the experience of GBV can have far-reaching impacts on those affected, and can “significantly reduce health, quality of life and functioning and the realization of career prospects.” (24.4.2018) The University of Vienna aims to introduce an awareness campaign that focuses on preventing gender-based violence (GBV) and sexual harassment in higher education. The GBV awareness campaign is supposed to promote information and to raise knowledge on GBV and sexual harassment within diverse academic communities, internal stakeholders, such as decision-makers, management, researchers, lecturers and service staff. Following the 7P-Modell developed by UNISAFE (Prevalence, Policies, Prevention, Protection, Prosecution, Provision of services, Partnerships), the campaign tackles the predominant lack of awareness about different forms of power abuse, as well as the lack of information about points of contacts and procedures for those who are affected. Thus, awareness-raising activities and preventative measures foster cultural change towards gender equality on different organisational levels.

### Keywords:

gender-based violence, sexual harassment, awareness and prevention

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Principal Investigator: Lisa Appiano

Institution: University of Vienna

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Further links to the persons involved and to the project can be found under

<https://wwtf.at/funding/programmes/vrg/EI-VRG21-002/>