

# Generation Equality

## Asia Pacific Design Challenge

### Report



“

**I realized how much more vocal we need to be about violence against women to make it visible and how much more violence there is than most people think. I also realized how much the harmful stereotypes that perpetuate VAW can also hurt men, not just women and girls.**

”



# Table of Contents

<b>Background</b>	<b>Page 4</b>
<b>Understanding Violence Against Women and Girls (VAWG)</b>	<b>Page 5</b>
<b>Design's impact on ending gender-based violence</b>	<b>Page 8</b>
<b>Building collaboration through remote action</b>	<b>Page 9</b>
<b>Acknowledgements</b>	<b>Page 15</b>
<b>Contact us</b>	<b>Page 16</b>



# Background

Established in response to the global lockdowns due to the COVID-19 pandemic in 2020, WDO sought to develop an innovative new programme that would safely and effectively engage the global design community in a virtual environment. Drawing from its design workshop experience, WDO's World Design Challenges have already become a significant opportunity for designers to collaborate with peers and other disciplines on initiatives of local relevance and international appeal.

The following report, aims to present an overview of the **Generation Equality Asia Pacific Design Challenge** - a virtual design workshop hosted by World Design Organization (WDO)<sup>®</sup> in collaboration with UN Women Asia and the Pacific, which was held over a two-week period from 10-21 August 2020.

What began as a conversation around a complex social issue, concluded with an opportunity and a unifying, global experience that brought together 112 participants, facilitators and thought leaders from 29 countries and across varied sectors and disciplines to brainstorm and identify human-centric design solutions to support the prevention of violence against women and girls.



# Understanding Violence Against Women and Girls (VAWG)

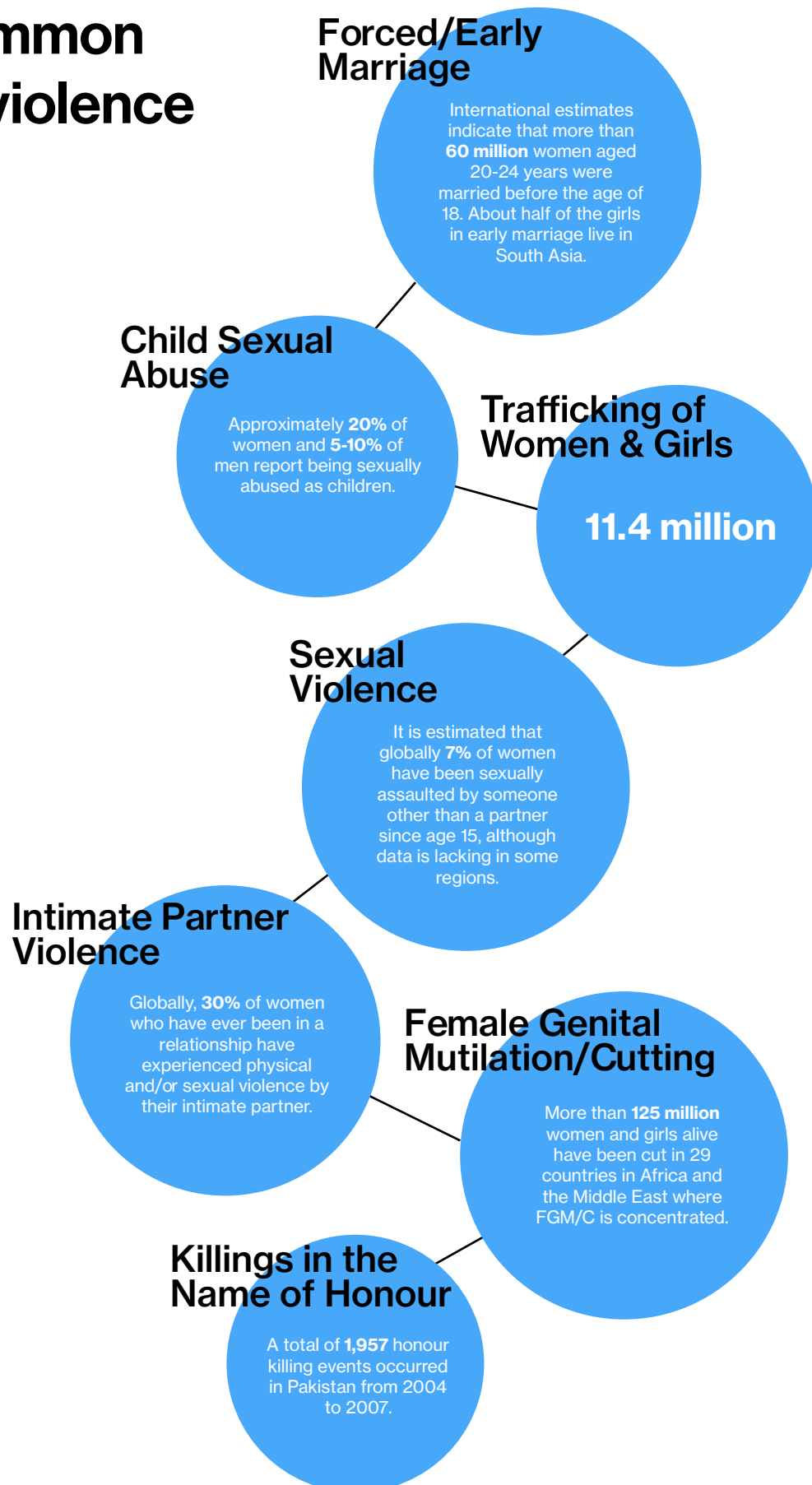
Global estimates published by World Health Organization indicate that 1 in 3 women worldwide have experienced physical or sexual violence at some point in their lifetime. As noted by Mohammad Naciri, Regional Director, UN Women Asia and the Pacific, “violence against women and girls is one of the greatest injustices of our time, which crosses all borders, generations, nationalities and communities.” Recognizing that VAWG is a learned behaviour, rooted in the wrongful assumption of gender inequality, preventing its spread necessitates not only the adoption of international policy, but also multidisciplinary efforts that bring awareness to the issue and give legitimate voice and resources to victims and survivors.

## Definition of Violence Against Women and Girls

**VAWG is any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life.**

UN 1993

## A few common types of violence



# What do we mean by prevention of Violence Against Women and Girls (VAWG)?

**Preventing VAWG means stopping new episodes of violence before they occur.**





## Design's impact on ending gender-based violence

By taking a human-centric approach, design offers new opportunities for breaking the cycle of violence where designers can work to deconstruct and address the social and economic implications of VAWG, while building tools and resources that empower and protect vulnerable individuals.

As stated by WDO President Srini Srinivasan “our intent with this design challenge is to encourage government, industry and community to look at the issue of violence against women and girls through a new lens and to apply the design process to drive plausible, innovative, and replicable solutions.”



**Industrial Designers place humans in the centre of the process. They acquire a deep understanding of user needs through empathy and apply a pragmatic, user-centric problem-solving process to design products, systems, services, and experiences. They are strategic stakeholders in the innovation process and are uniquely positioned to bridge varied professional disciplines and business interests. They value the economic, social, and environmental impact of their work and their contribution towards co-creating a better quality of life.**



# Building the Generation Equality Design Challenge

During the planning phase, WDO and UN Women Asia and the Pacific identified 122 initial challenge statements, which were then clustered by themes and evaluated based on potential impact (i.e. level of efficacy or greatest number of people touched) and relevancy (i.e. alignment to the objectives to design more effective engagement to promote behaviour change and reduce and prevent violence against women). Common themes that emerged from this exercise included:

- **Communications**
- **Social norms change**
- **Data**
- **Engagement/Partnerships**
- **Education**
- **Policy/Legislation**
- **Outreach**
- **Measuring change**
- **Services**
- **Other**

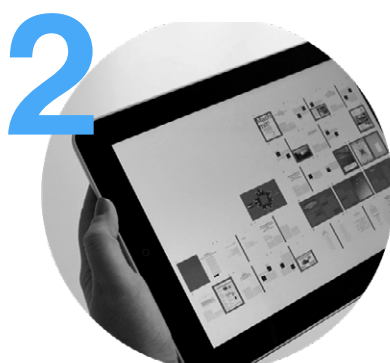


Ultimately, the main objective identified for the design challenge was to better understand how we can reduce VAWG through targeted behaviour change. Challenge organizers narrowed in on a set of six challenge statements that reflected this goal.

## How can we reduce VAWG through targeted behaviour change by:



Enlisting community leaders and influencers



Leveraging media to challenge stereotypes



Moving people emotionally and empathically to act



Transforming men's sense of entitlement



Changing the mindset that VAWG is normal



Influencing parents to raise children to reject harmful gender stereotypes and violence

Following a global and open call for participation, 112 participants were selected and divided into six teams, each tasked with addressing one of the above mentioned challenge statements. Each team was led by two facilitators, one with expertise on the subject matter and one with experience in design and the design thinking process. The design challenge also involved various 'thought leaders', who offered teams their ongoing support and shared resources and information relevant to the subject matter.

Leadership and guidance was also provided by the in-house teams at WDO and UN Women.

## Building collaboration through remote action

Over the two-week period, participants, facilitators and members of the leadership team participated in a variety of virtual conference and workshop sessions, which included informational sessions on the subject matter, facilitator check-ins, a coaching session on design thinking, as well as two playback sessions at the end of each week that invited all participants to present progress and outcomes in exchange for collective feedback and recommendations.

Given the sensitive nature of the subject matter, a content information session entitled Gender, Power and Violence was also held during the first week of the design challenge. Open to all participants, this session aimed to provide more context and information about VAWG, clarifying relevant terminology and exploring the institutional factors at play.

Teams communicated regularly through shared remote platforms such as Slack, where they were able to work collaboratively, assign tasks and coordinate meetings. Teams made use of MURAL - a virtual whiteboard application as a way to brainstorm ideas and advance their proposed solutions. A shared Google folder was also utilized by all participants to access general design challenge resources and information, as well as share and upload team specific documents and archive group presentations and meeting recordings.



**Playbacks gave a clear view of how and what process other teams followed. Getting feedback from everyone was good and insightful.**



**“ I really found the trainings insightful, especially the data around prevention, response methods and their impact. It helps inform my current advocacy work and I’ve expanded my research areas as a result of my participation in this design challenge. ”**



# Next steps towards creative solutions

Participants presented their final solutions during the playback session on 21 August 2020. Embracing the provided challenge statements with creativity and sensitivity, teams were allocated time to explain their process and their proposed projects, which varied to include innovative technological development, supportive infrastructure and thoughtful education campaigns.

In order to accommodate the realization of these projects, WDO and UN Women Asia and the Pacific have committed to exploring subsequent and future phases of the Generation Equality Asia Pacific Design Challenge.

**Phase 1:** In this first phase of the design challenge, teams were asked to run empathy interviews, create persona profiles, brainstorm big ideas, and work on storyboarding to present concepts.

**Phase 2:** Looking to the future, WDO and UN Women Asia and the Pacific have already begun to identify those projects that will move forward into the next phase to assess feasibility and develop an implementation plan, including quantifiable functional and performance specifications to determine industrialization and cost.

## Design Thinking Process

### Phase 1

#### Empathize

Conduct research to develop understanding of users



#### Define

Combine all research and observe where user problems exist



#### Ideate

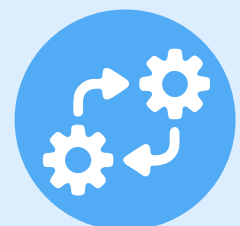
Generate a range of diversified & creative ideas



### Phase 2

#### Prototype

Build real, tactile representations for ideas



#### Validate

Field testing and impact assessment



#### Implement

Drive change in the community



# Reflections

Since closing the design challenge, several participants have written online reflections about their experience and lessons learned throughout this process.



— **What I learned about violence, gender equality, and myself through a global design challenge**

*Author: Lauralyn Silva*

[Read the article](#)



— **All women are survivors of violence**

*Author: Khodeja Sultana Lopa*

[Read the article](#)



— **Young designers and experts imagine innovative solutions to prevent violence against women in Asia and the Pacific**

*Author: Aijamal Duishebaeva*

[Read the article](#)

# Acknowledgements

WDO and UN Women Asia and the Pacific would like to recognize and thank the following participants, who gathered remotely across 29 countries to creatively contribute to the fight to end violence against women and girls through design.

## Leadership Team

Melissa Alvarado  
Bertrand Derome  
Aijamal Duishebaeva  
Angie Fahlman  
Sue Garvey  
Thomas Garvey  
Wenny Kusuma  
David Kusuma  
Birat Lekhak  
Lyndsay McLean  
Oda Misje Haug  
Isobel Rivera  
Ashma Shrestha  
Andréa Springer  
Srinu Srinivasan  
Martha Zarza

## Thought Leaders

Melissa Alvarado  
Sue Garvey  
Patricia Moore  
Surya Vanka

## Production Team

Marie-Andrée Couture  
Natalie Dutil  
Jessica Hanson  
Andréa Springer  
Sarah Virgini

## Facilitators

Sara De la Pena Espin  
Aijamal Duishebaeva  
Mike Drach  
Angie Fahlman  
Deepak Gupta  
Naeemah Khan  
Anna Kirah  
David Kusuma  
Lyndsay McLean  
Oda Misje Haug  
Phuong Thi Lan Le  
Claudia Piaza  
Francisco Platas  
Silla Ristimaki  
Ashma Shrestha  
Veena Sonwalkar  
Janet Wong

## Participants

### Team 1

Saqib Chowdhury  
Bryan Delgado Tabaco  
Melis Dizdar  
Md. Azmal Hossain  
Rongmin Huo  
Aditi Khodke  
Zhazira Kul-Mukhammed  
Rita Kumari Sah  
Archie MS  
Thi Lan Huong Phan  
Tanushree Pillai  
Suchada Sangmas

### Student Participants

Tinna Hongngam  
Samira Manzur  
Nuha Pabony  
Harsh Shah

### Team 4

Sucharita Beniwal  
Jiehae Choi-Blackman  
Aishwarya Jare  
Calum Jeacle  
Roberto Juárez  
Karolin Larsson  
Geetha Pandey  
Aimi Ramlee  
Net Supatranij  
Meru Vashisht  
Mithra Zahedi  
Deniz Zileli

### Student Participants

Vrundar Patil  
Sharayu Rani Joshi  
Aakanksha Sharma  
Roopam Sonpethkar  
Vincent Spera

### Team 2

Nashra Balagamwala  
Takbir Fatima  
Disha Kaushal  
Nitin Malhotra  
Antonella Porfido  
Maria Lauralyn Silva  
Nejra Spahic  
Khodeja Sultana  
Goldaneh Torkamani  
Adriana Vargas  
Amparo Vázquez

### Student Participants

Tanaya Nirpharake  
Nawara Shanoon  
Sneha Subramaniam  
Priyavarshini  
Thiruselvam  
Nana Wongsawang

### Team 5

Jitna Bhagani  
Simge Canbek  
Sanmitra Chitte  
Lauren D'Souza  
Vibha Deshpande  
Maham Farooq  
Pooja Jain  
Shilpy Lather  
Korrapin Lertkittisuk  
Ana Mengote Baluca  
Sarah Tanishka Nathan  
Ksenia Poncet  
Nilay Zambak

### Student Participants

Sonalika Anand  
Purav Bhardwaj  
Isha Deosthali  
Sakshi Gaggar  
Kriti Sinha

### Team 3

Wajeehah Aayeshah  
Bernard J Canniffe  
Tuğba Çelikten  
Salomi Christie  
Saneera Dev  
Lorena Garcia Giron  
Triana Gonzalez  
Uditi Jaiswal  
Piraya Puapanichya  
Julie Sane-Pezet  
Pragati Shrivastava

### Student Participants

Kopal Gangrade  
Nimisha Parab  
Anu Paul  
Betul Sahin  
Akanksha Singh

### Team 6

Danielle Aron  
Zenab Bastawala  
Maria Bates  
Isadora Candian Santos  
Ralitsa Diana Debrah  
Simran Kamboj  
Neha Mann  
San Teresia Penglipurati  
Emilia Pucci  
Julie Sauerwein  
Doris Tulifau  
Shazia Uzman

### Student Participants

Tauqeer Ahmed  
Anna Kim  
Prateek Kushwaha  
Shivangi Vashisth  
Vividha Vividha

## Counsellor

Robin Mauney

### About World Design Challenge

Held over two weeks, World Design Challenges are virtual **Interdesign™** workshops that bring together volunteer groups of participants, facilitators and a leadership team that can be based in any region in the world. Supported by thought leaders and subject matter experts, a World Design Challenge is an opportunity for designers to collaborate with peers in other disciplines and regions on an initiative that can benefit from their immediate, focused support.

### About World Design Organization

**World Design Organization (WDO)®** is an international non-governmental organization and the international voice for industrial design. It advocates for Design for a Better World, promoting and sharing knowledge of industrial design-driven innovation that enhances the economic, social, cultural, and environmental quality of life. Today, WDO services over 185 member organizations, representing thousands of industrial designers around the world.

### About UN Women

**UN Women** is the **United Nations** entity dedicated to gender equality and the empowerment of women. A global champion for women and girls, UN Women was established to accelerate progress on meeting their needs worldwide. UN Women has a universal mandate to provide, through its normative support functions, operational activities and coordination role, guidance and technical support on gender equality, women's empowerment and women's rights, across all levels of development and in all regions. Under this mandate UN Women leads the work on elimination of all forms of violence against women and girls (VAWG) within the United Nations system.

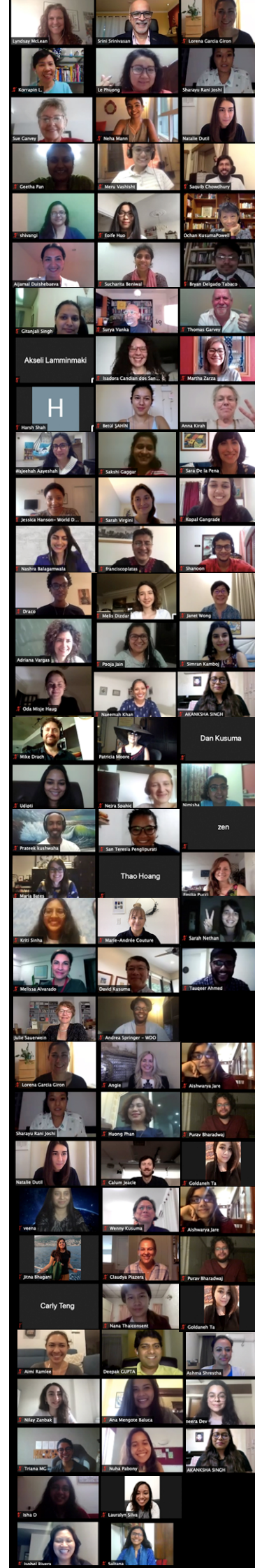
### For more information

Interested in World Design Challenges? Learn more about **WDO's World Design Challenge Programme** and previous World Design Challenges.

### Contact us

Interested in hosting a World Design Challenge? Reach out to [communications@wdo.org](mailto:communications@wdo.org) and let us know what you're thinking. Our team would be delighted to hear more about your initiative!

World Design Organization  
455 St-Antoine Street West, Suite SS10  
Montreal, Quebec Canada H2Z 1J1  
Tel: +1 514 448 4949  
[wdo.org](http://wdo.org)





“

**Such an inspirational  
learning journey to discover  
how design can be about  
social transformation.**

”