A group of girls and women, survivors of trafficking and domestic violence worked during the period February – April 2020 to realize the awareness raising campaign “From the beginning” with the support of the project “Cooperation between CSOs and groups of former victims of trafficking and domestic violence for the economic empowerment of victims”, implemented by the organization “Different & Equal” in collaboration with “Family and Childcare Center”, financially supported by European Union. The idea for the campaign came from the survivors themselves with the desire to emphasize the importance of long-term and comprehensive reintegration services for any survivor of trafficking or domestic violence, to give them back the lost hope and the courage to build their lives after the experience they have passed through. The campaign targeted precisely those girls and women who are experiencing violence or abuse, or are in the clutches of trafficking. The awareness-raising activities and tools designed for the campaign were simple and direct to reach more easily the target group.
The women who worked for the awareness campaign "From the Beginning" also choose art as a tool to convey their voice and hope for a new beginning, a new life by organizing an exhibition with paintings made by them.

The exhibition took place in the premises of Europe House, on March 9th, becoming part of a full range of awareness-raising activities carried out in that day in the frame of International Women’s Rights Day, organized with the special care of the Delegation of the European Union to Albania, under the joint slogan “I Am Generation Equality - Realizing Women’s Rights”.

During the first week of March 9 Coffee-Bars of Tirana city joined the campaign “From the Beginning” by distributing to their customers small awareness raising cards with meaningful messages and expressions from survivors of trafficking and domestic violence.

Small maps of services were designed to help all girls and women living in the districts of Tirana, Dibra, Kukes and Saranda Municipality (the target areas of the project), which feel endangered as they are experiencing abuse, exploitation and violence of various forms. The main contacts of emergency numbers, of the main public and non-public service providers of the respective districts / municipality are part of the services maps.

In the frame of the campaign on March 3th, an information session was organized in the environments of the Faculty of Foreign Languages. The session focused on the dimensions of the phenomenon of domestic violence in Albanian society and the importance of provision of comprehensive reintegration services for victims of this violence. 61 students were active part of the session. Some students of this faculty decided to further join the campaign by realizing some awareness raising videos, based on stories of survivors of domestic violence and encouraging through them girls and women to not allow anyone to decide about their lives.
Very important was considered continuous information, day by day of the victims on the country’s pandemic situation, practical advices on how to protect health, how to cope with stress and anxiety due to social distancing, how to create a safely plan for themselves and their children, where to seek help in case of emergency, how to benefit from the government support packages etc.

As part of the campaign, motivational and messages of hope were conveyed for the survivors of trafficking and domestic violence to remind them that even in a period of pandemic, victims should not and cannot remain silent and that beyond the difficulties they face every day, they are not alone in their battle.

The audience reached through the awareness raising tools disseminated through the social media was 6684 individuals. During the period March-April through social media 23 girls and women victims of domestic violence or potential victims of trafficking contacted us to seek help due to the difficult situation they were facing due to pandemic. Their needs were immediately assessed and addressed by the staff of the organization ‘Different & Equal’.

To view the awareness raising tools of the campaign please visit our Facebook and Instagram pages:

@Different&Equal
@tendryshemdhetebarabarte