



Virtual Knowledge Centre to End Violence against Women and Girls 3rd Annual Monitoring Report (March 2012-March 2013)

This annual monitoring report presents findings and analysis from the Virtual Knowledge Centre's (VKC) third year in operation from the 4th March 2012 through 3rd March 2013. The report builds on previous monitoring surveys and analysis conducted, presenting trends in site usage and application of content over time.

The report is based on data gathered through the following sources:

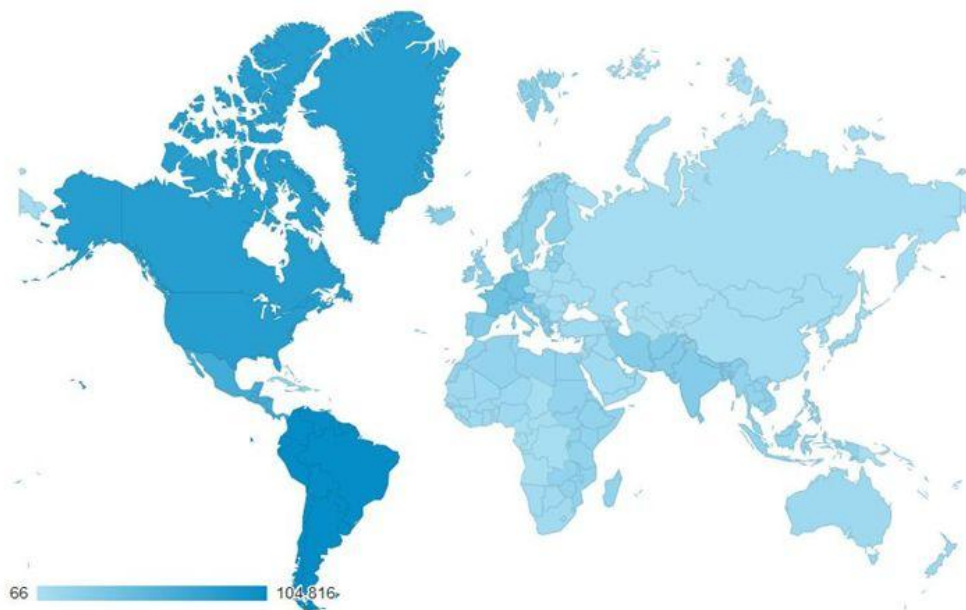
- Site statistics compiled by [Google Analytics](#).
- Survey responses (298 **total** — 158 English, 91 Spanish and 49 French)¹, distributed through Survey Monkey in English, French and Spanish to **approximately 5,000 contacts**, including **UN Women programme staff** and **registered users**.
- Analysis of **1,784 registered user profiles**.
- Ongoing discussions with the website developers, analysis of dissemination and outreach results and unsolicited feedback received.

General Visitors

The site has received a total of **921,144 unique visitors** from **229 countries** and **territories** representing at least **100 different language visitors** since its launch in March 2010.

Top 25 Visiting Countries

1. United States
2. Mexico
3. France
4. Colombia
5. Peru
6. Spain
7. India
8. Venezuela
9. Argentina
10. United Kingdom
11. Canada
12. Ecuador
13. Morocco
14. Chile
15. Philippines
16. Australia
17. Guatemala
18. South Africa
19. Dominican Republic
20. Kenya
21. Bolivia
22. Pakistan
23. Belgium
24. El Salvador
25. Malaysia



¹ The survey solicitation process was hindered by unexpected staffing transitions, resulting in a considerably lower response rate than in previous years.

There was an increase to 411,087 **visitors** in year three compared with 278,822 in year two. The top **25 countries** accessing the site have generally remained consistent with previous years and include: the United States, Mexico, France, Columbia, Peru, Spain, India,

"I am so impressed with the great work."

– Canadian NGO Respondent

"J'ai trouvé ce site très crucial"

– Comoros Police Officer

"Una fuente de consulta y de apoyo confiable y valissimas."

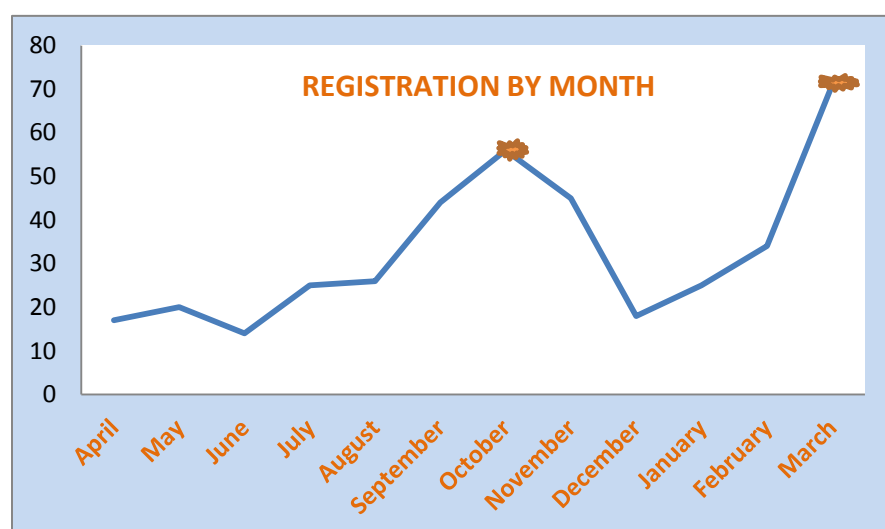
- Caribbean Survey Respondent

Venezuela, Argentina, United Kingdom, Canada, Ecuador, Morocco, Chile, Philippines, Australia, Guatemala, South Africa, Dominican Republic, Kenya, Bolivia, Pakistan, Belgium, El Salvador and Malaysia. Notable differences include the overwhelming representation of Latin American countries in the top 25. Compared with the last monitoring report, there has been an overall increase in visitors from all regions, with the greatest increases in visitors from Latin America which more than tripled, followed by Africa and the Pacific which nearly tripled. Also notable, is that two of the three MDG-F dedicated programmes on VAW (Colombia and Morocco) continued to figure in the top 20 list.

Registered Members²

There are a total of **1784 registered users** (1259 female, 525 male), marking 500 new members in 2012. The third year saw a rise of 42% in female registrants and a 33% rise in male registrants.

Trends in registration and access to the site followed the previous year pattern with **spikes around mass communications** and also in lead up to important events related to violence against women and girls, such as **November 25th** and the **Commission on the Status of Women**.

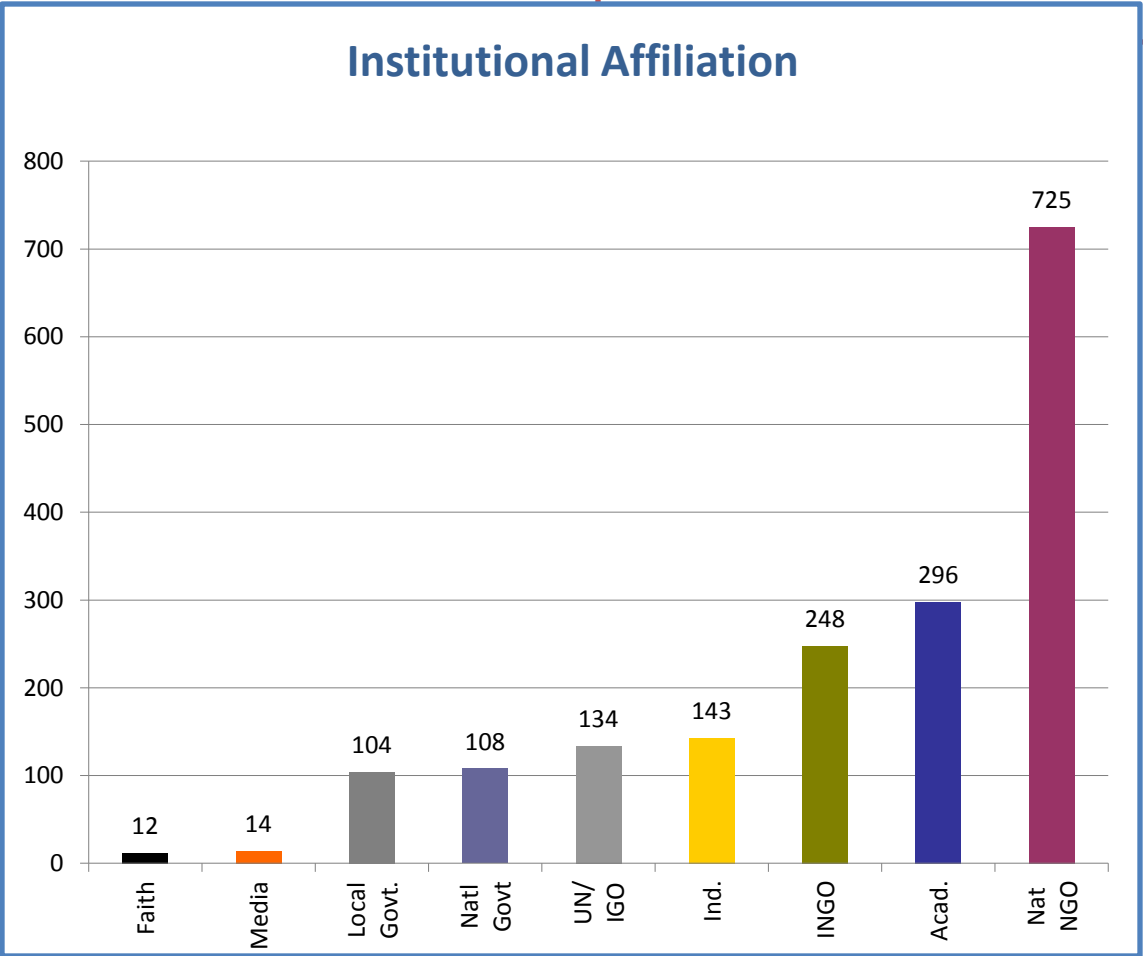
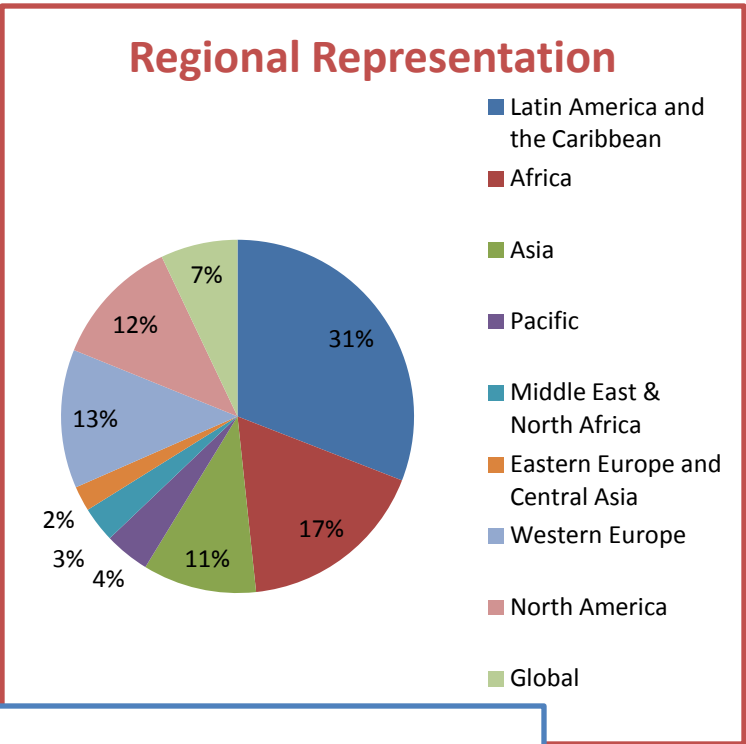


Registered members represent 50 languages, reflecting the overall diversity of visitors to the site. The **top languages** through 2012 remained **English (742)**, **Spanish (600)** and **French (189)**. The language patterns are reflective of accessibility to the site, as all content is available in English, French and Spanish. **Arabic and Russian language users continued to be weakly**

² Registered members are individuals who voluntarily sign-up to be members of the Virtual Knowledge Centre in order to receive updates, tailored information on self-identified topics of interest and to serve as a reference group for ongoing monitoring and feedback.

represented with 19 and 10 people respectively, indicating that the site’s reach is severely limited by these language barriers. Though tools are available in more than 65 languages, this seemingly had no effect on increasing the registered language users in Arabic and Russian.

Country representation of registered members rose to **144 countries in 2012**. Nearly **70% of the members represent low and middle income countries** with the greatest number of registered users from Latin America and the African Continent. There were increases in users across regions though overall representation from the Middle East and North Africa (58), Eastern Europe and Central Asia (41) and the Pacific (74) remained low. Regions with considerable increases in registered users include: Latin America (195) Africa (76) and Western Europe (60).

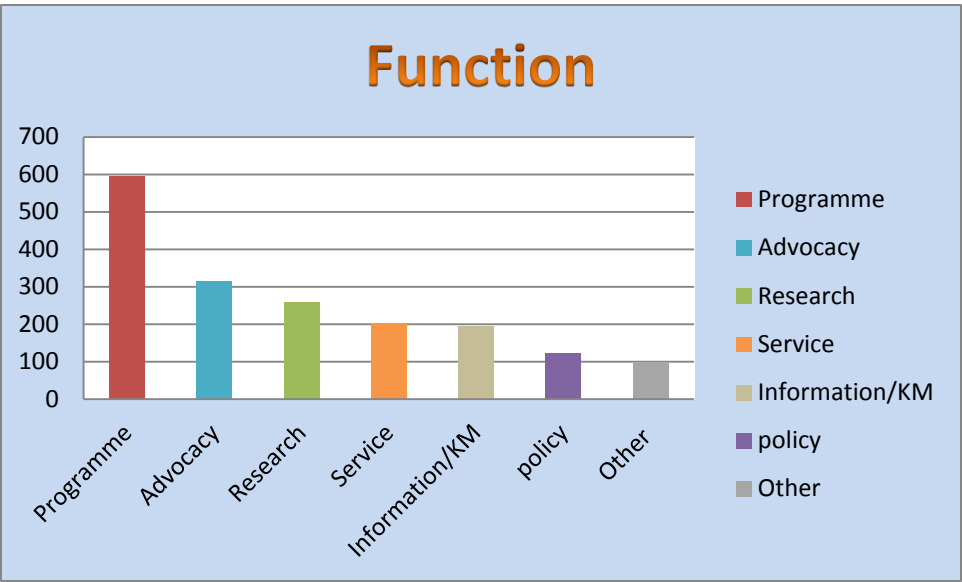


The majority of members (54%) are affiliated with **non-governmental and civil society organizations** – the bulk situated at country-level. Increases occurred across affiliations, with a noticeable increase in NGOs at the national level (from 512 in 2011 to 725 in 2012). National government users nearly doubled from the previous year. Modest gains were made with local government, United Nations and International governmental staff. Newer groups include media houses and faith-based organizations.

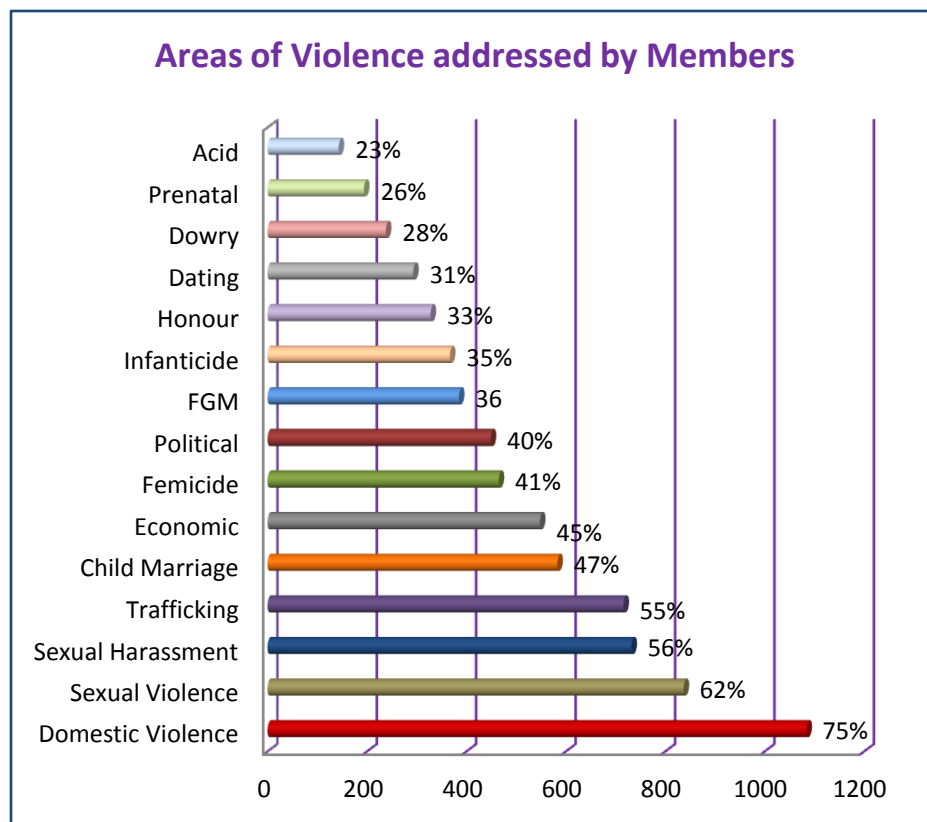
“Thank you very much UN Women VKC on EVAW...please keep it going! Truly a gem.”

– Pacific Survey Respondent

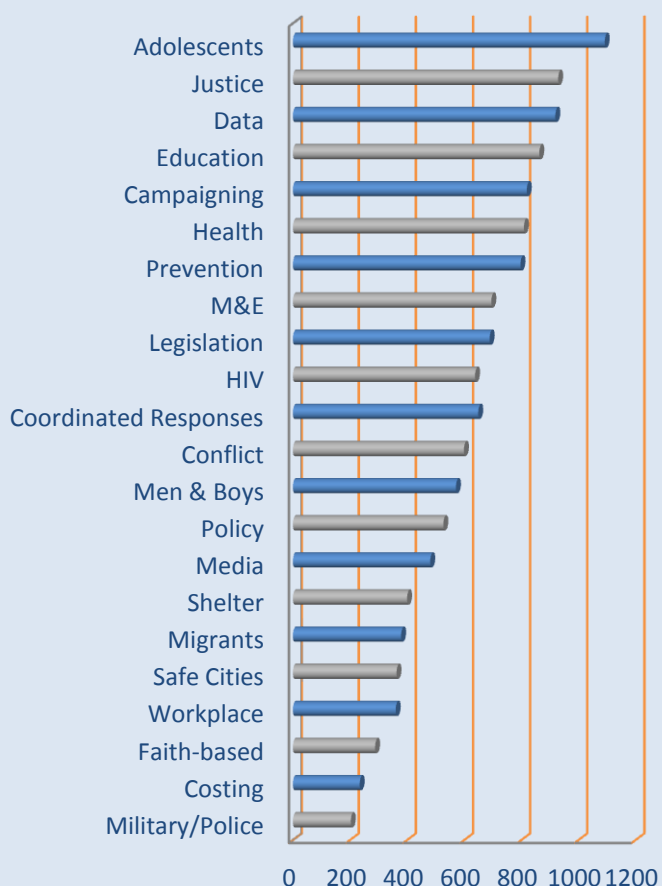
Registered members comprise a variety of key groups, with the greatest number identifying themselves as **programme implementers**, followed by advocates, researchers, service providers, knowledge managers and policy makers. Increases among the different functional areas were as follows: **knowledge and information managers** (80%), **programme implementers** (78%) and **service providers** (73%) followed by Researchers (44%), Advocates (40%) and policy-makers (30%). Other registered users included lawyers, social workers, media personnel, psychologists, development and human rights consultants and those working in the private sector.



In 2012, **domestic violence, sexual violence and sexual harassment** remained the main focus areas of work for new members. Trafficking, economic abuse, femicide and political violence also remained fairly constant with work on **child marriage, dating violence and acid violence increasing over the previous year**. The Virtual Knowledge Centre’s guidance and resources heavily address domestic and sexual violence in line with the majority of member’s areas of work. However, the **emerging areas and those gaining greater prominence, such as child marriage and dating violence** provide important background information for where to focus future efforts to expand the guidance and resources provided on the Virtual Knowledge Centre and through other complementary knowledge management endeavours (e.g. technical webinars/virtual workshops).



Member Topics of Interest



Topical interests of members have shifted slightly from 2011 to 2012. The **top five areas** identified include: **adolescents, justice, data, education** and **campaigning**, though **Health** and **prevention** were also considered topics of high priority. Of particular note, is the increased interest in shelter and the decreased interest in men and boys. Interest in police, costing, working with faith-based groups and violence in the workplace remained consistently low. All other areas remained fairly constant.

By March 2013, modules on justice, security (including police) and campaigns were available in French and Spanish in addition to English; and the shelters module was launched in all three languages to complement existing modules on men and boys, safe cities, legislation and monitoring and evaluation. Areas of interest identified by members that will inform future planning include: adolescents, education, data and prevention, areas that are particularly relevant to current global trends. Prevention (which includes working with the education system and adolescents as a key group) was one of the four main outcome areas of the 57th Commission on the Status of Women. By the end of 2013, programming modules on coordinated responses and addressing violence in conflict, post-conflict and humanitarian settings will be launched.

"What wonderful work you are doing! I really like how the modules are laid out and how the principles are discussed."

Site Usage and Satisfaction

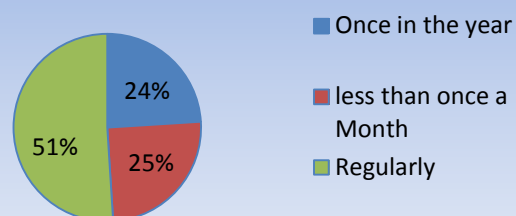
- WSCADV Personnel

Site statistics combined with survey responses provide valuable insights related to use, accessibility and, quality of experience/overall satisfaction of users with the Virtual Knowledge Centre, in addition to providing some highlights of results to which the site has contributed and indications of where to focus future attention.

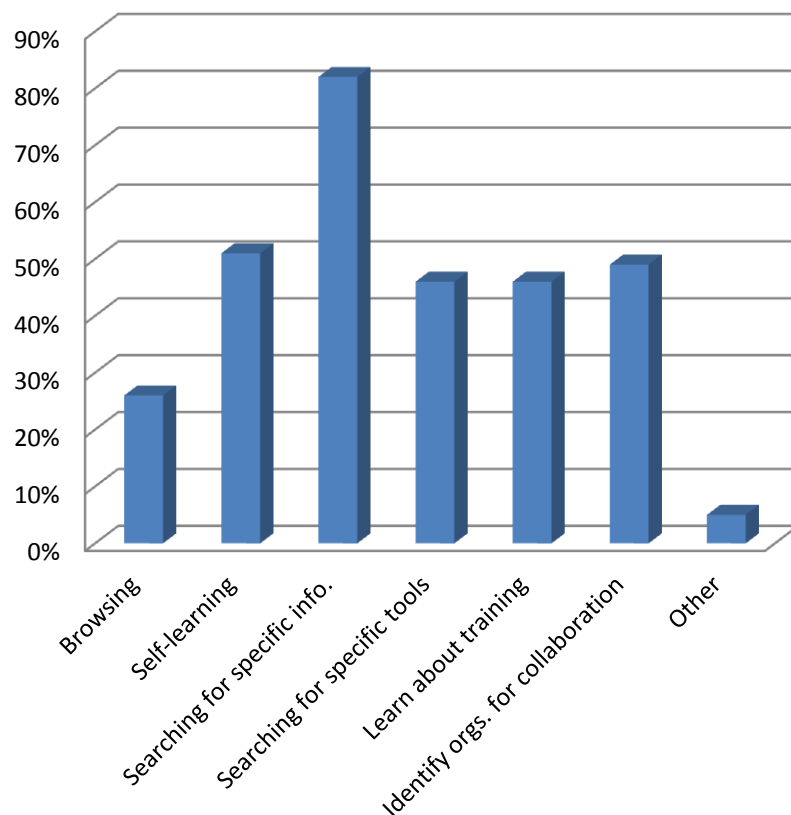
Frequency and Purpose of Use:

Based on site statistics, 56,100 practitioners used the site repeatedly within the year, with nearly 8,000 visitors that relied on the site **between 2 and 16 times or more a month**. Survey respondents corroborated the site statistics with more than half (51%) noting regular use (at least every month or more) and **76% having visited repeatedly**, an 8% and 7% respective increase from the previous year.

Frequency of Visits



Purpose for Accessing the VKC



The majority of users overwhelmingly continue to access the VKC to search for specific information. In contrast to the previous year, users are reporting numerous reasons for accessing rather equally, including: for self-learning; identifying organizations for collaboration; to learn about training opportunities; and to search for specific tools. Browsing increased by 10%, while searching for other organizations to collaborate with jumped from roughly 33% in 2011 to nearly 50% in 2012. The percentage marking other was 5%, though responses confirmed that the majority were accessing for self-learning and to inform programme development.

Access to the Site

Traffic Sources: The greatest percentage of users in 2012 reached the site through organic searches

(e.g. using Google or other search engines). Monitoring results from 2010 revealed that users searching for specific items on violence against women through search engines were not being directed to the Virtual

Knowledge Centre, but to other websites. This prompted a process of data gathering and analysis to undertake **search engine optimization in 2011, which resulted in a drastic increase in visitors using these engines** (from 35% in 2010 to 80% in 2011 and 86% in 2012). The remaining visitors went to the site directly or were referred through the UN Secretariat website, old UNIFEM website and new UN Women website.

“Great Site”
 - African NGO Personnel

Browser Preferences: Google Chrome surpassed Internet Explorer as the most popular browser used by visitors (34%) to locate content on the website. Chrome was followed by Internet Explorer (30%), Mozilla Firefox (23%) and Safari (8%).

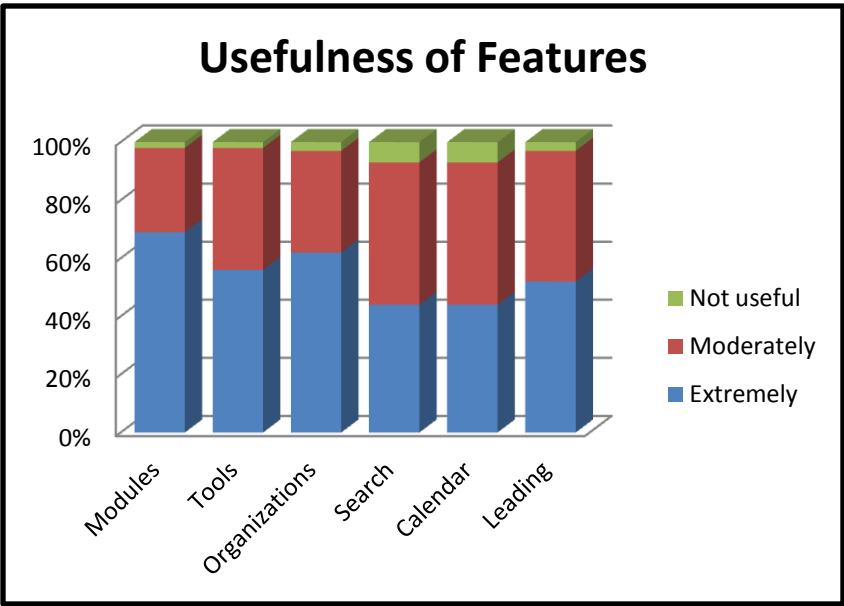
Time and depth of visits: Roughly **12,531 visitors spent 10 minutes or more on the site** with 2,698 visitors who spent over 30 minutes during their visit, an increase for both times from the previous year. A little more than 9,492 visitors viewed nine or more pages during their visit with **2,726 visitors who viewed more than 20 pages during their visit.** These statistics indicate almost 1,500 users who are engaging more deeply with the site in 2012 over the previous year.

“Muy Bueno!! Me encanta la pagina.... ÉXITO, ÉXITO.”
 – Government Official Latin America

Translation: Translation continued to be well regarded, with **98% of Spanish users and 100% of French users** reporting that the translations were of **good/excellent quality.**

Utility of Content and Experience using the site

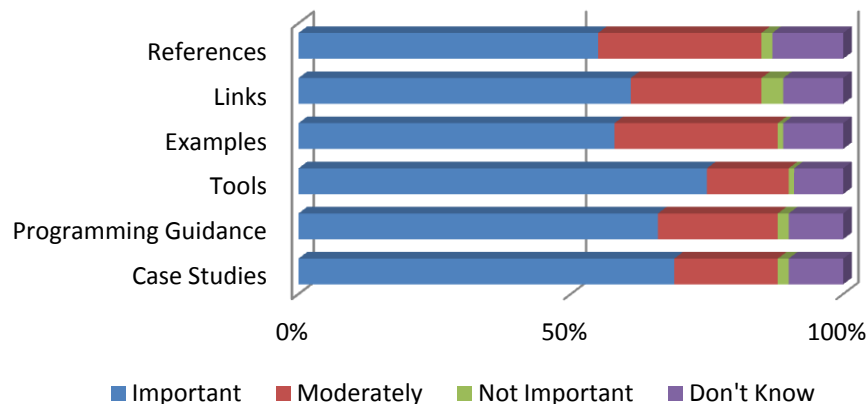
Nearly all of respondents across language users confirmed the usefulness of all key features available on the VKC. Programming Modules (98%), Tools (98%), Sources of Expertise (97%) and Leading Initiatives (97%) were given the highest ratings by respondents, indicating that the ‘how-to’ features are most valued. Following improvements that were implemented, the usefulness of the site search and calendar features improved considerably, with 93% of respondents finding them useful.



"Like the women we serve, working in this field can be very isolated and the centre permits a vehicle for sharing, connecting and learning."

- Canadian NGO Personnel

Value of Features within Programming Modules

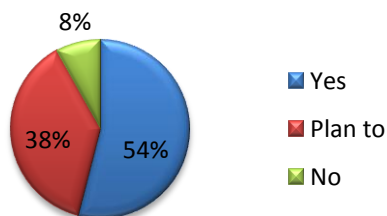


Programming Modules:

There are currently ten available programming modules, ranging in size from 110 to 1,050 pages each. Programming modules provide step-by-step implementation guidance with case study examples from different regions, recommended tools and links to other resources. Overall, features received ratings of usefulness between 96-

99%. In descending order of those ranked important: tools (75%), case studies (69%) and programming guidance (66%) were followed by links to internal and external websites (61%), examples (58%) and bibliographic references (55%).

Use of Content



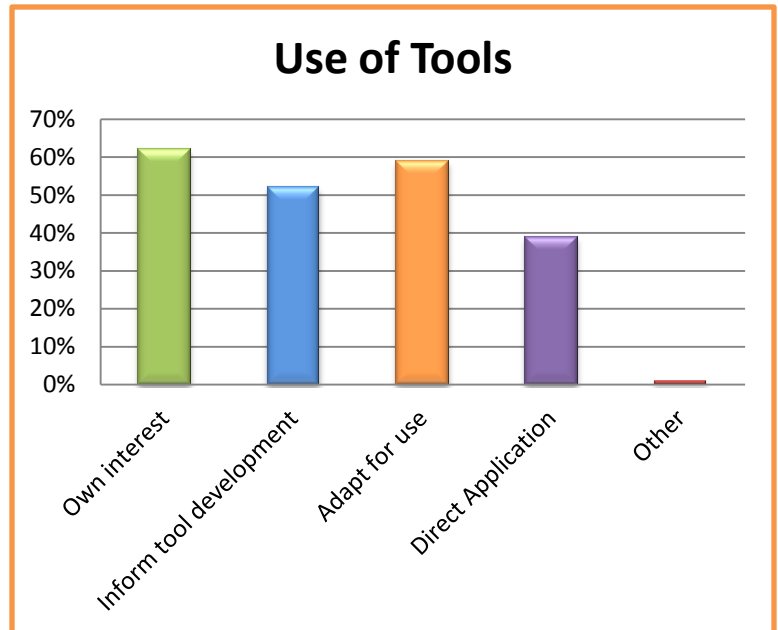
Over the previous year there was an 8% increase in those who reported they already have or plan to use the content, demonstrating an overall **high percentage of application at 92%**. Training jumped to the top use as reported by 66% of respondents. This was followed by research and academic publishing. Teaching figured prominently as well with nearly 60% reporting use for this purpose. On average, half of the respondents noted use of the content for programming (design, implementation, monitoring and evaluation).

How Data has been Used



Tools:

Ninety-nine percent (99%) of respondents reported finding tools that they were looking for, an improvement over the previous year. The majority reported “usually” finding the tools with no one reporting they “never find” what they were looking for.



Tools were most often used collectively for implementation (adaptation of tools, informing development of new tools or direct application). Singularly, the highest reported use was for one’s own information as reported by more than 60% of respondents. Adaptation was also reported at nearly 60% with direct application receiving the fewest. The findings related to the availability and use of tools parallels findings in 2010 and 2011. As one of the most important resources for our users, the findings validate the need to continually expand the database to include resources from various countries and contexts, in addition to diverse languages.



Sources of Expertise:

There was a steady increase in the percentage of **users who contacted organizations** for support from 20% in 2010 to 35% in 2011 to **49% in 2012**. The majority were seeking training support, followed fairly equally by technical assistance, consulting services and M&E support. Forty-three percent received free assistance; 11% hired the organization to provide services; 23% reported that the organization did not respond (down by 3% from the previous year) and 23% reported that they did not pursue contact. This resource will be expanded in 2013.

Consolidated examples of how content has been applied include:

- Legislative and policy reform in **Algeria, Argentina, Bolivia, Burma, Canada, Ghana, India, Laos, Mexico, Papua New Guinea, Seychelles, Spain, Swaziland** and **Turkey**.
- Programme design, development, monitoring and evaluation in **Australia, Cameroon, Cote d'Ivoire, Democratic Republic of Congo, Ghana, Indonesia, Jamaica, Pakistan, Peru, Somalia, Togo** and **Zambia**.
- Development of formal and non-formal education programmes in **Angola, Bosnia and Herzegovina, Costa Rica, Ecuador, Mauritania, Mexico, Philippines, South Africa** and **Venezuela**.
- To conduct trainings in **Chile, Colombia, Djibouti, Kenya, Lesotho, Nicaragua, Portugal, Turkey** and **the United Kingdom**.
- Informing the design of a regional campaign in the **European Union**.
- Referenced content in the *Domestic Violence Sourcebook, 4th Edition* distributed to 4,000 public, college and hospital libraries in the **United States**.
- Design of an International Federation of the Red Cross campaign in **Southeast Asia**.

Overall Impressions

In regards to whether the various objectives of the VKC were being met, there was an impressive increase across some categories, with others remaining consistently high: **bringing together the knowledge-base was maintained at 73%**; encouraging knowledge sharing and exchange rose from 69% in 2011 to 74% in 2012; developing capacity on programming to address violence against women and girls rose from 62% in 2011 to 65% in 2012; and providing easy access to quality tools that can be adapted and used for programming rose from 61% in 2011 to 67% in 2012. Only 1 person responded that none of these objectives were being met.

“Una propuesta excelente!”

– Latin American NGO Respondent

“C'est bon! Nous avons toujours les informations recherchées.”

– African NGO Respondent

“The Virtual Knowledge Center is particularly useful for people having little knowledge on programming with a gender perspective.”

– United Nations Personnel

“Excelente recursos virtual.”

- Latin American Survey Respondent

“Nous apprécions la qualité du travail”

– African NGO Respondent

“I have actually found the Virtual Knowledge Centre most useful....”

–UN Women Personnel

Respondent Suggestions

In order to continually meet the needs of users and maintain very high ratings, opportunities were given for open ended suggestions in the 2012 survey as in previous years. The responses echoed some of the suggestions shared in 2011 that continue to be a work in progress. Specific suggestions included:

- Providing more opportunities for interactive exchanges (e.g. dialogues, webinars, peer networks)
- Advancing the release of new programming modules.
- Continuing to build-in additional resources from developing country contexts and in additional languages.
- Expanding awareness of the VKC and its reach globally.

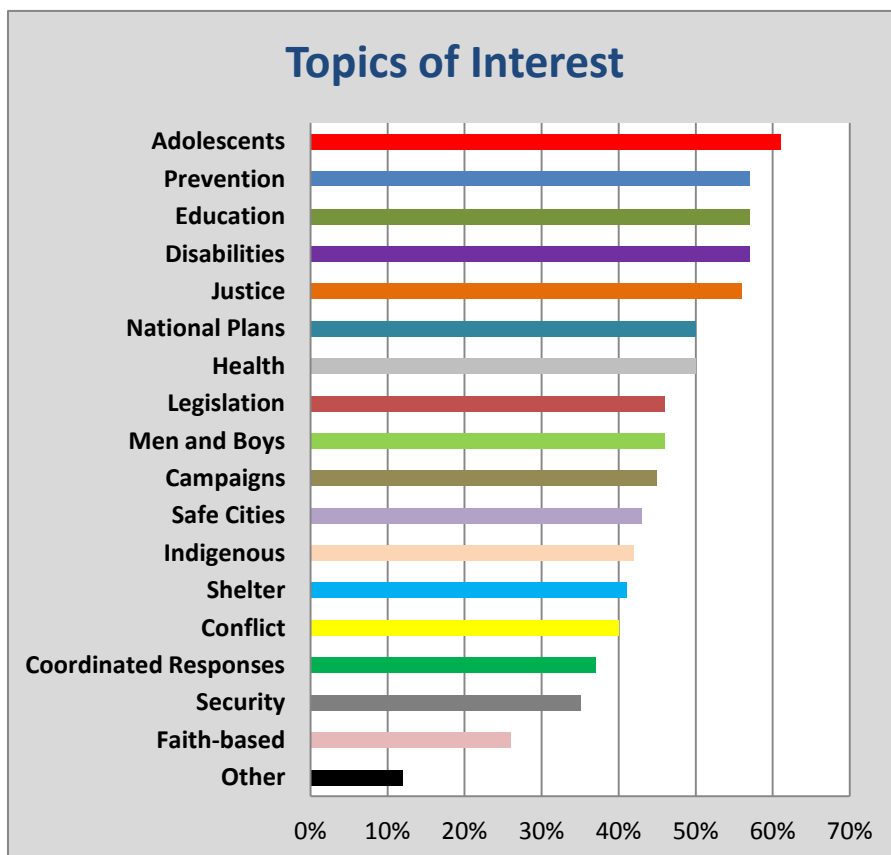
"Félicitation pour l'initiative de ce centre et espérer qu'il continuera de partager les ressources comme c'est le cas présentement."

-African NGO Respondent

Follow-up and Next Steps:

The analysis and findings outlined in the one-year monitoring report will inform the continued development and future planning of the Virtual Knowledge Centre. **Key actions to be undertaken in 2014-2015 pending resource mobilization** include:

- Production of **technical webinars** (as capacity and resources allow). An overwhelming percentage of respondents (88%) expressed interest in these interactive for a. Topics of greatest interest included: Adolescents, Prevention and Education, remaining fairly consistent with previous years. Campaigns dropped significantly, perhaps due to the launch of the campaign programming module. Interest in violence against women with disabilities grew as did interest in national planning processes.
- Finalization of **programming modules**, including: prevention, education, adolescents and policy-making and budgeting cycles. Translation of the coordinated responses and updated legislation module in French and Spanish.
- Development of **targeted mini-toolkits** in response to **new topical areas of interest** (e.g. child marriage, women with disabilities or economic abuse).



- Expansion and refinement of the **resource organizations database** to include an additional 50 organizations from different regions and follow-up with already included organizations to gain insights on experience to date (including capacity to respond to queries received).
- Launch of **peer networking spaces** for areas in high demand (e.g. shelter practitioners).
- Enabling easier access to existing **case studies** across modules and within the Tools Database, in addition to expanding the number of case studies.
- Making available select **country-specific or topic-specific literature** through the Help Desk and/or through the development of a search filter in the tools database.
- Enhanced **communications and outreach** to various events and populations, with particular attention to expanding outreach to French and Spanish-speaking audiences, and service providers across different sectors.
- Continued **assessment of site utility, relevance and effectiveness**, including ongoing monitoring of site analytics, monitoring of solicited and unsolicited feedback received, and implementation of the annual survey.