




# GOAL PROGRAMME INNOVATION FUND

Innovating for a World Beyond Humanitarian Crisis

Zim Men Connect in Zimbabwe



## State of innovation

-  Ideation and piloting ✓
-  Validation
-  Scaling

Zimbabwe has made significant progress in gender equality, but negative cultural attitudes and practices means that gender-based violence is still a critical issue. Levels of Gender-Based Violence (GBV) and child marriages have increased in the past two years as a result of the COVID -19 pandemic hard lockdown, regressive norms and values that condone violence and a general lack of respect for women's rights. The 2020 SAFE report on Violence Against Women and Girls during the COVID -19 crisis in Zimbabwe showed that there was a 38.5% overall increase in reports of violence since the beginning of the lockdown. Cases of physical violence increased by 43% and cases of emotional abuse by 80%. The most common types of abuse that were highlighted in the SAFE Report are intimate partner violence (IPV) and child marriages largely driven by economic insecurity and negative social norms.

There is growing concern about cases that are not reported through formal reporting channels thereby leaving several individuals, families and communities silently suffering. Culturally it is taboo in Zimbabwe for men to report abuse and as there are multiple initiatives to support female survivors of GBV, Zim Men Connect offers the development of a smartphone application for men experiencing GBV.



The intervention is set to be implemented in ten provinces in Zimbabwe but will be piloted in **Harare and Bulawayo** provinces.



## What is the innovation about?

The innovation involves the development of a smartphone application to provide information on GBV. The application will be both informative and interactive for men experiencing Gender Based Abuse and Violence to access services and referral pathways to get assistance. The development of the application will bring together the Mastercard Foundation and different stakeholders in the gender and protection sector in Zimbabwe to ensure that the application reflects the needs of our target population, and the resources and referral pathways are endorsed by all stakeholders. The concept is still at the ideation stage and one of the key activities within this innovation is having a national consultation which will help to define the problem and fine tune the objectives for the application.

During phase-one the application will provide information on the type of services available and the service providers. Phase two of the application will then be developed by the Mastercard Foundation into an interactive platform where users are able to interact with the different players offering the required services. This will be pre-tested during the development and validation stage of the innovation. Phase three would add an additional functionality where the application will be linked to the Community Feedback Mechanisms of the service providers, including the CFM for GOAL Zimbabwe programmes. This will allow tracking any cases and follow them through until they are closed.

The innovation has its focus on men as the primary targets because they have limited channels for reporting which reduces their access to assistance after surviving different forms of abuse. Due to services being inaccessible and the stigma attached to men reporting cases of abuse, especially when perpetrated by their spouses or other women, men do not usually report the cases.



## Why is it an innovation?

There are limited spaces for men to learn on GBV services and the referral pathway. Also, there has also not been any utilisation of digital platforms targeting men to access GBV services. The Zim Men Connect innovation will thus contribute to Government of Zimbabwe efforts of prevention and response mechanisms of reducing GBV.



Credits: GOAL Zimbabwe

## What is expected benefit of this innovation?

The application will provide a safe and decent method of accessing information on GBV services that can aid reporting of cases by men, their peers and community members. In Zimbabwe, there are several organisations whose work is centered on GBV response for boys and males and will thus be suitable partners to offer support.

This innovation can increase the number of reported cases while ensuring privacy and secrecy of the reporting process due to the stigma suffered by men survivors of GBV.



Credits: Azure AD

*In Zimbabwe, 48% of the total population constitutes of males (boys and men).*

## Potential to Scale

The application has potential for scale within Zimbabwe and to other countries. Once the information on available services and referral pathways is developed, the application can be promoted by any of GOAL's projects and/or by other organisations. Involvement of different players within the Protection cluster at the ideation stage will ensure that any programmes run by these organisations will also be using the same application for awareness raising any IEC materials developed in country by GOAL projects will contain the link to the application and this can be the same with other partners that would have shown interest in being part of the application development and using the application in their work.

This creates an exponential growth in number of beneficiaries that can access the application. Goal will retain the rights to the application, and these can be extended to any organisation and or GOAL country programme that shows interest in using the application.

Special thanks to:  
The Mastercard Foundation, GOAL, Ministry of Women Affairs, Gender, Community,  
Small and Medium Enterprise Development, Ministry of Public Service and Social  
Welfare, Padare Men's Forum on Gender, FOST, Musasa, Men for Equality, Childline, Zoe  
Counselling and Fathers Against Abuse.



### Innovating to Overcome Humanitarian Crisis

The GOAL Programme Innovation Lab is a dynamic and collaborative unit established by GOAL to foster innovation within GOAL's programmes and to promote this work both internally and externally with the wider development and humanitarian community.

To get involved or find ways to support our innovations, visit our website at

<https://www.goalglobal.org/innovation/> or contact us at: [resilience@goal.ie](mailto:resilience@goal.ie)



**The GOAL Humanitarian Innovation Fund** is designed as dynamic collaborative process through which strategic partners can engage and provide support to foster innovations which have the potential to enable marginalised populations overcome humanitarian crisis.

The Innovation Fund is a vehicle for strategic partners who are passionate about innovation and how innovation can be applied to overcome humanitarian crisis to support efforts to maximise the potential of innovation to transform Crisis to Resilience. Partners from across the full spectrum of society are invited to engage including from the private sector business, philanthropists, trusts and foundations, civil society organisations, academic institutions and government organisations.

**The Mastercard Foundation** works with visionary organizations to enable young people in Africa and in Indigenous communities in Canada to access dignified and fulfilling work. It is one of the largest, private foundations in the world with a mission to advance learning and promote financial inclusion to create an inclusive and equitable world. The Foundation was created by Mastercard in 2006 as an independent organization with its own Board of Directors and management. For more information on the Foundation, please visit: [www.mastercardfdn.org](http://www.mastercardfdn.org)



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