

GENEVA CHALLENGE 2024

# THE CHALLENGES OF YOUTH EMPOWERMENT

## EMPOWERING VOICES:

A Network-Based  
Approach to Raising  
Awareness and  
Support on Gender-  
Based Violence



THE  
GRADUATE  
INSTITUTE  
GENEVA

**Abstract:** Team MAKY’s project, called ‘OliveBridge’, aims to address the global challenge of gender-based violence (GBV), particularly targeting youth and women. Through a comprehensive literature review, the paper first highlights the multifaceted nature of GBV, including sexual harassment and its socio-economic impacts. It emphasizes the importance of sharing experiences, drawing insights from the #MeToo movement to demonstrate the potential positive outcomes of digital platforms in empowering victims and raising awareness. Hence, OliveBridge further explores capacity-building through network collaboration, advocating for a networked approach to enhance the capacity of individuals and organizations to combat GBV effectively. Thus, by leveraging technology and fostering mutual trust within networks, OliveBridge aims to create a supportive environment where survivors can share their experiences, learn from each other, and collectively advocate for change. OliveBridge’s strategic approach incorporates SWOT and stakeholder analysis to identify key factors and stakeholders influencing GBV interventions, emphasizing the need for targeted, context-specific strategies to reduce the incidence of GBV.

**Keywords:** Youth Empowerment, Gender-based Violence (GBV), Sexual Harassment, #MeToo Movement, Digital Platforms, Community Collaboration, and Network-based Capacity Building

**Word Count:** 8,458 words

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# INTRODUCTION

## The Global Challenge of Gender-Based Violence (GBV)

Sexual violence has been a growing issue worldwide especially targeting the most vulnerable population: women and youth. According to United Nations Development Programme (UNDP), Sexual harassment is defined as “a form of harassment and is any unwelcome sexual advance, request for sexual favor, verbal or physical conduct or gesture of a sexual nature, or any other behavior of a sexual nature that has or that might reasonably be expected or be perceived to cause offense or humiliation”. This definition includes both verbal and nonverbal and physical harassment such as repeated requests or pressure for a sexual relationship and remarks on one’s sexual history. Women are often at greater risk than men of sexual harassment both in public and private settings.

One of the significant hardships in conceptualizing sexual harassment is the inherent ambiguity of sexual harassment. Because it includes nonverbal and verbal actions, the boundaries between offensive and non-offensive actions are vague (Hardt et al., 2022). Due to the lack of clarity, coupled with varied definitions across different countries, it poses a challenge for distinguishing what constitutes sexual harassment. Hardt et al. (2022) identify the power dynamics between perpetrators and victims of sexual harassment and prevailing social norms as the major barriers to addressing this discourse. Hardt et al. (2022) state female beer promoters in Cambodia example that these women often face pressure to engage in sexual relationships with managers in exchange for money, which shows how the unequal power dynamics in the workplace put women in a vulnerable position and lead to exploitation due to the structural and institutional norms that reinforce women as sexual objects. Furthermore, Hardt et al. (2022) also point out age and socio-economic status as other key elements putting women at risk of sexual harassment. Young girls and women who work as domestic workers in upper and middle-class families in Mexico, for instance, frequently experience sexual harassment from their male employers, highlighting how socioeconomic status and age reinforce the established sexual oppression and can exacerbate the vulnerability of women (Hardt et al., 2022).

Hung and Shagzatova (2022) found that large infrastructure projects in developing countries often fail to combat sexual harassment and abuse effectively. Even though many development projects attempted to improve infrastructures, many of those failed to consider all the potential factors and impacts on sexual violence and pre-existing gender dynamics. They suggest that those projects must aim to incorporate risk factors into account when designing the projects because of the complexity underlying women’s empowerment and sexual violence have many underlying complexes. Hung and Shagzatova also point out that changing the perception and attitudes towards the survivors of sexual violence is essential, suggesting adopting a survivor-centered approach. They argue that creating a supportive environment for the survivor should be prioritized, which could be realized by enhancing government and contractor capacities and building a supportive environment for survivors to report and seek help more easily (Hung & Shagzatova, 2022).

Ranganathan et al. (2021) further explores the prevalence of sexual harassment especially in low- and middle-income countries from Asia and Latin America countries. Their research found that Gender harassment was the most common type of sexual harassment such as verbal insult and nonverbal behavior that convey hostility and derogatory behavior towards women based on their gender. They found significant associations between sexual harassment and various outcomes such as poor mental health, risky sexual behaviors, work-related life satisfaction or stress, student's quality of life, and loss of trust in other religions. Despite the challenges in defining and measuring sexual harassment, their findings illustrate that sexual harassment is more prevalent in higher educational institutions than in the workplace (Ranganathan et al., 2021).

## **Positive Impact of Sharing Experiences of GBV: Insights and Implications**

For our project to be of any relevance, it must first and foremost be able to produce a tangible and, most importantly, a positive impact. How can we establish whether enabling people to share their experiences of GBV will produce positive outcomes for society, while also empowering youth?

Without necessarily focusing on online practices, sharing one's experiences of GBV with like-minded individuals has already been widely researched and documented as producing positive externalities. Morales-Campo & al (2008), for example, investigated support groups for women suffering from GBV and highlighted that by sharing their knowledge, experience and tools with others in similar situations, participants gradually empowered themselves and were able to distance themselves from their abusers. These member-led groups are proven to have positive effects on the physical and psychological well-being of their constituents (Konya et al. 2020). There is, however, a downside represented by the sheer challenge of being able to evoke painful feelings in person at a given time and place (idem).

In the face of these obstacles, technology can act as a facilitator. Not only does it build bridges, but it can also create a space where one feels less vulnerable and therefore more capable of evoking painful topics. Solid research on the matter has shown, for instance, that people have a much easier time opening up to one another online than in face-to-face encounters (Joinson 2001). Barak & al (2008) have coined this phenomenon "online disinhibition". In addition, exchanges can occur more frequently. This higher frequency helps create a sense of community and support, even though members do not physically meet (Bresnahan & Murray-Johnson 2002).

The permeability of online groups to the rest of the world is equally positive, enabling marginal voices to be heard much earlier than before. Mitra (2001) suggests that in the case of marginalized groups such as immigrants, the establishment of online communities enables the renegotiation of hierarchically based identities. Recent events linked to feminist movements such as #MeToo demonstrate that this is also true of GBV.

The "Me Too" movement traces its roots back to 2006 with Tarana Burke's founding of the nonprofit organization dedicated to supporting victims of gender-based and sexual violence, "Just Be Inc." (Fessler 2018). The latter was based on the sharing of experiences between victims to help in their recovery. The movement underwent a major overhaul in 2017 when

actress Alyssa Milano first used the hashtag #MeToo on her Twitter account (Hosterman & al. 2018). The latter called upon her followers to reply to her tweet if they had also been sexually assaulted or harassed. 3 months later, 6.5 million Tweets made use of the latter (Chou 2018). Technology and the internet have therefore made it possible for this movement, hitherto limited to targeted actions that couldn't reach a wide audience, to become a global phenomenon. But is it a good development? We could argue that by becoming increasingly mainstream, the movement might become less relevant, incisive and purposeful, thus losing its utility.

Faced with these questions, it's worth looking at the figures attesting to the implications of the popularization of the #MeToo movement. Levy & Mattson (2024) took a look at the latter. Their study considered data from 31 OECD countries on gender-based and sexual violence to gauge the impact of the movement's outbreak. An initial short-term analysis revealed an 11% increase in the number of reports of sexist and sexual violence in the six months following Alyssa Milano's tweet. A second, longer-term analysis still revealed an increase of around 9% in the period 25 to 27 months after the movement started. #MeToo was thus more than just a passing fad; the movement's momentum had tangible repercussions outside the online sphere, and these appear to be enduring.

This short section reassures us that our project is well-founded. Using digital channels to enable victims of sexist and sexual violence to share, help and support each other can yield some positive results.

## **Building Effective Capacity through Network Collaboration**

Capacity building, which emerged as a field of practice in the late 1950s, aims to empower individuals, societies, and organizations to effectively manage, develop, and utilize the resources at their disposal to solve problems (Hawe et al. 1997; Organization for Economic Cooperation and Development 2006). This approach represents a significant shift in development strategies, moving away from traditional models of technical assistance and knowledge transfer typically facilitated by external agents. Instead, it emphasizes a domestic process where local entities, those who stand to benefit most from changes, drive the change efforts and consequently sustain them (Organization for Economic Cooperation and Development 2006). This transformation underscores the importance of local ownership and initiative in development, ensuring that solutions are tailored to the unique contexts and needs of the community involved.

A strand of literature on capacity building advocates for the use of networks to achieve these goals. In this method, a networked group of individuals, societies, and organizations collaborate to accomplish objectives that cannot be achieved in isolation. By "building relationships for sharing knowledge, goods, and experiences and... learning from each other" (Philbin and Linnell 2013; Keijzer, Engel, and Ornemark 2006), these networks become powerful mechanisms for collective action. Such collaboration not only enhances the capacity of each member but also fosters a shared understanding among a broad group of stakeholders. This collective approach facilitates the transfer and establishment of knowledge about the root causes of problems and their potential solutions, creating a more resilient and informed community (Keijzer, Ornemark, Engel 2006).

Chandler and Kennedy (2015), in their exploration of how nonprofit organizations can leverage network capacity building to achieve their goals, identify four key principles for this method. First, understanding the priority involves recognizing and focusing on the most pressing issues that need addressing. Second, learning from peers underscores the importance of drawing on the experiences and insights of others who have faced similar challenges. Third, utilizing technology highlights the role of modern tools in enhancing communication and coordination within the network. Finally, building a durable network that rests on mutual trust between participants is crucial, as trust forms the foundation for effective collaboration and sustained effort. By adhering to these principles, nonprofits can effectively harness the power of network capacity building to drive meaningful and lasting change.

These principles can be utilized to construct a durable network of capacity building in any context. Whether applied in local communities, national initiatives, or international collaborations, the foundational elements of network capacity building that includes understanding priorities, learning from peers, leveraging technology, and fostering mutual trust are universally applicable. By methodically applying these principles, organizations and communities can create robust networks capable of addressing complex challenges, adapting to changing circumstances, and achieving sustainable development outcomes. This adaptable framework ensures that capacity building efforts are not only effective but also resilient and enduring, capable of evolving with the needs and goals of the entities involved.

Regarding the first principle, Chandler and Kennedy explain that due to the scarcity of resources, it is crucial to determine the main challenge that capacity building aims to address. The emergent nature of the network plays a pivotal role in helping its builders assess the priority of competing objectives. In other words, participants within the network can share their knowledge and experiences to collectively identify the most pressing challenges that an entity faces. This collaborative approach ensures that resources are allocated efficiently and effectively, addressing the most urgent needs first. In other words, the ability of a network to bring together diverse perspectives and insights makes it uniquely capable of prioritizing objectives in a way that isolated efforts cannot. This point is closely related to the second principle, which emphasizes co-learning.

Co-learning refers to a process in which participants within a network not only learn from each other but also gain a deeper understanding that the challenges they face are not unique to themselves. This mutual exchange of experiences fosters a sense of solidarity and shared purpose, revealing commonalities that might otherwise go unnoticed. By listening to each other's stories and struggles, participants recognize that their issues are part of a larger, collective experience. This realization can significantly reduce feelings of isolation and stress, providing substantial mental health benefits. Furthermore, this collaborative learning environment enables participants to arrive at innovative solutions that they might not have discovered individually. By pooling their knowledge and perspectives, they can tackle problems more effectively and creatively. In this regard, Krebs and Holley (2006) argue that "the culture of collaboration creates a state of emergence, where the outcome—a healthy community—is more than the sum of the many collaborations." The synergy produced by these local interactions generates results that no single participant could achieve alone. The collective effort magnifies the impact of each individual contribution, leading to more comprehensive and sustainable solutions. This emergent property of co-learning networks underscores the



importance of collaboration in capacity building, as it creates a robust and adaptive community capable of addressing complex challenges holistically.

On utilizing technology, Chandler and Kennedy (2015) explain that while direct human interaction is often the preferred method for constructing networks, the role of technology in facilitating this process cannot be overlooked. Technology can bridge geographical distances and bring together a diverse range of participants, enhancing the inclusivity and reach of the network. It provides platforms for communication, collaboration, and resource sharing that might otherwise be limited by physical constraints. However, for technology to be effectively integrated into the learning process, it must support the establishment and maintenance of mutual trust among participants—a core principle that ensures the network's durability.

A perfect learning process, whether in-person or online, occurs when participants in the network experience a high degree of mutual trust. This trust is foundational for encouraging open and honest communication, allowing members to share even sensitive subjects without fear of judgment or reprisal. Such openness accelerates the process of co-learning and fosters the development of innovative solutions.

Furthermore, mutual trust creates a reinforcing loop within the network. As trust builds, it leads to stronger, more lasting relationships among participants. These durable relationships, in turn, enhance the effectiveness and sustainability of peer-learning activities. The longer and more consistently participants engage in co-learning, the deeper their mutual trust grows. This cyclical enhancement of trust and learning solidifies the network's foundation, making it more resilient and capable of evolving over time.

## **TACKLING GBV: A STRATEGIC AND STAKEHOLDER-CENTRIC APPROACH**

### **Overview**

The OECD's Social Institutions and Gender Index 2023 Global Report highlights that over 70% of women in certain regions have experienced sexual harassment in public spaces, indicating a widespread problem that significantly impedes progress towards gender equality (OECD 2023). GBV, particularly sexual harassment, remains a pervasive issue in many developing countries. According to estimates from the World Health Organization (WHO), approximately 35% of women and girls worldwide have suffered physical or sexual abuse by an intimate partner or non-partner sexual violence during their lives (Ding 2024). Although these statistics are alarming, they only provide a partial view of the problem. Due to stigma and fear of retaliation by abusers, many victims do not report their experiences, suggesting that the true prevalence is likely higher than 35%. These findings underscore the necessity of addressing this issue comprehensively and make a compelling case for analyzing the impacts of denouncing such violence.

The project of the paper aims to explore whether speaking out against GBV effectively reduces its incidence. In doing so, the paper will examine key findings from two robust empirical evidence through the lens of Strengths, Weaknesses, Opportunities and Threats (SWOT) and

Stakeholder analysis that will help understand the hypothesis. As studies have shown mixed but predominantly positive results regarding the effectiveness of denouncing GBV, it is important to consider how changing gender attitudes can influence behaviors and societal norms. Hence, case studies will help demonstrate the widespread nature of GBV in developing countries, the impacts of denouncing such violence, and ultimately the effectiveness of networked capacity-building strategies.

## **Parental Influence on Children's Gender Attitudes**

Dhar, Jain, and Jayachandran's (2018) paper provides a nuanced understanding of how entrenched gender attitudes are perpetuated across generations, emphasizing the pivotal role of parental influence. The study reveals that parents' discriminatory attitudes towards gender significantly shape their children's views, with an 11-percentage point increase in the likelihood of children adopting similar attitudes when their parents hold such beliefs (Dhar et al. 2018). This intergenerational transmission underscores a critical barrier to achieving gender equality and addressing GBV for individuals. Therefore, this situation emphasizes the need for interventions that can disrupt this cycle of discrimination and provide valuable insights that align with the strengths of both SWOT and Stakeholder analysis.

The paper (Dhar et al. 2018) investigates the transmission of gender attitudes from parents to children in the state of Haryana, India, using a large survey panel dataset collected from nearly 5,500 adolescents and their parents. One key finding is that parents significantly influence their children's gender attitudes, with mothers having a more substantial impact than fathers. In doing so, this highlights the critical role of identifying key stakeholders, particularly parents, in shaping gender norms and attitudes in the transmission process.

Second, the study shows that discriminatory attitudes are more prevalent in specific communities, such as 'Scheduled Castes', indicating that social and cultural contexts are significant factors influencing gender attitudes (Dhar et al. 2018). This aligns with the SWOT analysis framework, which can systematically identify such contextual strengths, weaknesses, opportunities, and threats that affect gender attitudes. Furthermore, SWOT analysis can help delineate the strengths and weaknesses within familial and community structures that influence such attitudes. For instance, recognizing the strong role of parental attitudes as a strength can guide the development of family-centered interventions. Conversely, identifying the deep-rooted cultural norms as a weakness can help in strategizing long-term educational programs aimed at altering these perceptions.

Third, Dhar et al. (2018) also find that changing these deep-seated attitudes requires understanding the underlying cultural, economic, and social incentives. This complexity underscores the importance of a stakeholder analysis approach, which can map out the different actors, their interests, and influences on gender attitudes. Thus, stakeholder analysis provides a framework to map out the various actors involved, including parents, educators, community leaders, and policymakers. Thus, by understanding their roles, interests, interactions, and influence, the research can develop comprehensive strategies that engage these stakeholders effectively to promote gender equality.

Aforementioned findings are instrumental in supporting the hypothesis that speaking out against GBV can reduce its incidence. By publicly denouncing GBV, individuals and organizations can challenge and change these deep-seated discriminatory attitudes. The act of

speaking out serves to raise awareness, shift societal norms, and reduce the social acceptability of violence against women. Thus, this shift is crucial because, as the study indicates, societal and parental attitudes significantly influence behavior. Therefore, changing these attitudes through public denouncement can lead to a reduction in the incidence of GBV.

## **Addressing Gender Based Violence in Higher Education settings**

The study by Gordon and Collins (2013) conducted at a South African university provides robust empirical evidence on the prevalence and impact of GBV among female students. Through unstructured interviews with 12 female residence students, the research revealed that the fear of GBV constrains the daily activities and social interactions of women, underscoring the pervasive nature of this issue in higher education institutions (Gordon and Collins 2013). This suggests that current interventions are insufficient and that new strategies, including advocacy and vocal opposition to GBV, may be necessary to create a safer environment. Thus, by speaking out, survivors and advocates can challenge the normalization of GBV, potentially reducing its incidence by raising awareness and promoting institutional changes. Thereby, the fear, deeply rooted in the possibility of victimization, strongly highlights the urgent need for effective intervention strategies, including speaking out against GBV.

In light of the aforementioned findings, a SWOT analysis in this context allows researchers and practitioners to systematically evaluate the factors influencing GBV interventions. The strengths identified include the presence of active GBV awareness groups and existing security measures at the university, which provide a foundation for enhanced interventions. The strong research community and supportive academic environment can foster advocacy and support for speaking out against GBV. However, despite these strengths, significant weaknesses persist. The normalization of GBV and underreporting due to fear and distrust in the system highlight the need for better support systems and trust-building measures within the institution.

There are substantial opportunities to leverage media attention and public concern to advocate for stronger policies and more comprehensive support for GBV survivors. Educational programs and workshops can be developed to empower students to speak out against GBV. Nonetheless, potential backlash from perpetrators and cultural resistance to change pose threats to these initiatives. Additionally, the persistence of GBV despite existing measures can lead to skepticism and reduce engagement from the student body.

Furthermore, identifying and engaging key stakeholders is crucial for the success of interventions aimed at reducing GBV through speaking out. Students, both survivors and advocates, are central to driving change. Their experiences and voices are powerful tools in raising awareness and advocating for policy changes. Support from university leaders is essential for implementing and enforcing policies that protect students and support those who speak out against GBV. Enhanced training and resources for security staff can improve their ability to prevent and respond to GBV incidents effectively. Collaboration with local and national advocacy groups can provide additional resources, expertise, and support for university-led initiatives.

The empirical evidence from Gordon and Collins (2013) underscores the pervasive impact of GBV on female students and the need for effective interventions. By applying SWOT and stakeholder analysis, the project can develop a comprehensive strategy to support speaking out against GBV. This approach not only addresses the internal and external factors affecting GBV

interventions but also identifies and engages key stakeholders essential for creating a safer and more supportive environment for all students.

## **PROJECT: MAKY**

### **Overview of “OliveBridge”**

#### What are the Goals?

The prevalence of GBV and sexual harassment remains a critical issue affecting countless individuals worldwide, hindering youth empowerment. Addressing this problem necessitates innovative solutions that empower those impacted to actively engage in their own advocacy and support. To this end, we propose the development of an application designed to enable individuals to share their experiences of GBV and sexual harassment. This platform will function as a dynamic network for capacity building, where users can connect, share, and learn from each other, fostering a community committed to mutual support and collective action against these issues.

#### Why are we building “OliveBridge”?

The concept of capacity building, which emphasizes empowering local entities to drive and sustain change, forms the foundation of our proposed platform. Traditional models of addressing social issues often rely on external agents providing technical assistance and knowledge transfer. However, our approach focuses on creating a self-sustaining community where those directly affected by GBV, and sexual harassment take the lead in shaping and implementing solutions. By facilitating the sharing of their personal experiences, the platform will enable participants to take control of their narratives and contribute to a collective resource that benefits the entire community.

A key aspect of capacity building is the formation and utilization of networks to achieve objectives that are challenging to accomplish in isolation. Our platform will create such a network, connecting survivors, allies, and experts to share knowledge, support each other, and collaborate on addressing GBV and sexual harassment. This networked approach ensures that solutions are not only more comprehensive but also more resilient and tailored to the specific needs of the community.

To ensure the effectiveness of this network, our platform will adhere to several core principles derived from capacity building strategies. First, we will focus on understanding the priority issues that need addressing. By enabling participants to share their experiences and challenges, the platform will help identify the most pressing concerns, ensuring that resources and efforts are directed where they are most needed.

Second, the platform will emphasize peer learning. Participants will be encouraged to draw on the experiences and insights of others who have faced similar challenges. This mutual exchange

of knowledge fosters a sense of solidarity and shared purpose, helping individuals realize that their struggles are part of a larger, collective experience. This understanding not only reduces feelings of isolation but also enables the development of innovative solutions through collaborative problem-solving.

Third, the platform will leverage technology to enhance communication and coordination within the network. Digital tools will bridge geographical distances, allowing a diverse range of participants to connect and collaborate. By providing a space for continuous interaction and resource sharing, the platform ensures that the network remains inclusive and far-reaching, capable of adapting to the evolving needs of its users.

Finally, building mutual trust among participants will be a cornerstone of the platform. Trust is essential for effective collaboration and sustained engagement. By fostering an environment of openness and honesty, the platform will encourage participants to share even sensitive topics without fear of judgment. This trust-based interaction will accelerate the process of learning and innovation, creating a reinforcing loop where stronger relationships lead to more effective and enduring solutions. In addition to these principles, the platform will offer substantial mental health benefits by creating a supportive community. The mutual exchange of experiences will help reduce feelings of isolation and stress, providing participants with a sense of belonging and validation. By listening to and learning from each other, participants will build a stronger, more resilient community capable of addressing the complex challenges of GBV and sexual harassment.

In conclusion, our proposed platform aims to empower individuals affected by GBV and sexual harassment by creating a network for capacity building. By focusing on understanding priorities, promoting peer learning, leveraging technology, and building mutual trust, the platform will foster a resilient and adaptive community dedicated to combating these issues. This innovative approach ensures that the capacity-building efforts are effective, sustainable, and capable of evolving with the needs of the community, ultimately driving meaningful and lasting change. Moreover, this platform will also raise awareness among those who have not yet been victims of sexual harassment, educating them on how to avoid exposure to such experiences and how to overcome the aftermath if exposed. By raising this awareness, the platform will not only help potential victims but also contribute to reducing the number of individuals who might engage in such harmful behavior. This dual approach of supporting victims and preventing future incidents will enhance the platform's impact, creating a safer and more informed community.

## **Key Challenges in Ensuring a Safe and Effective Solution**

This is an ambitious project; its implementation needs to be very carefully supervised. We're dealing with a sensitive subject and our core target audience are people in fragile situations. That's why we need to consider the limitations of our proposals as well as all considerations relating to the safety of the users so that we can offer them a safe and effective experience. To guide us along this path we need to address three main constraining factors: Legal aspects, data protection and finally, the application's moderation.

## Legal Aspects

If we were to consider producing a centralized app, we would first of all face a number of legal constraints depending on the region in which the application would be deployed. India for example requires that users can be identified directly at the request of the authorities (Ministry of Electronics and Information Technologie 2021). In contrast, since 2014 the European Union has guaranteed all its citizens the right to be erased from the internet and can therefore order the destruction of data (Eu-Lex 2022).

As our mission is to help people who have suffered sexist and sexual violence to speak out freely without taking risks, guaranteeing the anonymity of users who request it seems to us to be a component of the utmost importance. We therefore face major hurdles in cases where online anonymity is not allowed. Russia obliges any messaging operator to store all metadata (including the user's name and location) for up to three years and to provide it on request (Galperin 2016). Although this law is intended to combat terrorism the generalized nature of its provisions risks greatly reducing users' sense of safety. Elsewhere, some countries simply prohibit apps from operating in their countries unless they file a case acceptable to the authorities. This is notably the case in China (Huld 2023) and the United Arab Emirates (UAE Government 2023).

## Data Protection

Data protection is certainly one of the legal challenges we'll be facing given the differences in legislation mentioned above. Some countries are much more flexible than others in this respect.

Data protection is also a key aspect of our project. Since the latter deals with the sensitive subject of sexist and sexual violence we need to take the most conservative approach possible. That is, by making the data collected as unobtrusive as possible. Arief & al (2014) examined the specific case of data management for victims of gender-based and sexual violence. In their study, they note that the main reason preventing victims from using online platforms is the risk that their tracks will be found by their abusers, ultimately causing them far more harm than good (ibid. 202). Faced with this situation, they develop the concept of "sensitive privacy". Recollected data must be sufficiently protected and easy to erase in order to guarantee user security while at the same time being accessible to the appropriate stakeholders.

Implementing this sensitive privacy is a big challenge for a project as modest as ours. If our aim is to deliver a centralized app it has to be impenetrable since a single breach would put all our users at risk as their data is all hosted on the same operating system.

## Cyberbullying

In addition to threats from outside, our moderation system must also be able to neutralize threats from within the user community. The threat of cyberbullying being a major concern on online social media.

The first and main danger is that people who have nothing to do with our target audience enter the system to stir up trouble. The most common forms of harassment in such cases are "*flamings*" (gratuitous insults), but they can also be far more perverse and dangerous. We're

referring in particular to the possibility of "*Masquerading*". A malicious person may attempt to impersonate another in order to obtain information from users who have faith in the latter. If the malicious user succeeds, they can then undertake "*outing*" actions by publishing the data obtained online. To limit these actions as much as possible, Masinde & Graffi (2020) recommend creating a healthy balance between anonymity and privatization in order to increase user accountability. This first phase should therefore incorporate filtering mechanisms when users register as well as when they are put in contact with each other.

In a second phase moderation should ensure that discussions remain courteous. Deep disagreements between users can still arise even if the platform's initial filtering has eliminated all malicious elements. Moderation is a double-edged sword. The more restrictive the moderation the greater the impact on traffic. The most conservative approach consisting of controlling messages before publication slashes network traffic by around 45% (Veglis 2014). We therefore need to find a way to reconcile safety and efficiency.

### Solution: A Federal System

Faced with these challenges, it quickly becomes clear that setting up a centralized application based on P2P interactions is beyond our current means and capabilities. To overcome this, we suggest developing a federal system. In other words, an application that would not be linked to a centralized host but rather a turnkey solution that we could entrust to trusted third parties. This approach greatly lightens the load of the three aforementioned challenges by dividing the workload into several sub-groups.

### **Targeted Area: Higher Education Settings**

We have chosen the higher education setting as the target area for our platform because it comprises a population of open-minded individuals who are more likely to engage in progressive discussions about GBV and sexual harassment. This demographic is typically more receptive to new ideas and change, making it an ideal environment for implementing our capacity-building approach. Additionally, higher education institutions have a unique structure where each institution can set its own regulations for utilizing the platform, allowing for tailored solutions that meet specific community needs. This flexibility aligns with our platform's federal nature, which will be explained in the subsequent section, ensuring that interventions are relevant and effective. Moreover, universities are microcosms of larger society, meaning successful implementation here can serve as a model for broader societal change. They also offer existing support systems and resources, such as counseling services and student organizations, which can be leveraged to enhance the platform's impact. By focusing on higher education, we aim to create a ripple effect, empowering young adults who will carry these values into their future professional and personal lives, thereby fostering a culture of respect and safety that extends beyond campus boundaries.

### **Description of the Project**

#### “OliveBridge” Platform Project Plan

‘OliveBridge’ is designed as a peer-to-peer (P2P) platform enabling users to share their lived experiences of GBV. The application will operate within a relatively federal system, ensuring

decentralized control and enhanced user privacy. This section will encompass a detailed description of the prototype, ‘OliveBridge’s’ key features, user experiences, the project implementation timeline and budget, and an outline for a pilot study aimed at collecting feedback and iteratively improving the ‘OliveBridge’.

### “OliveBridge” Logo Explanation

To bring our project to fruition, it seemed important for us not only to write down our visions for our app on paper, but also to come up with a visual identity. Thereby, we first opted for a minimalist style on our logo. The latter is proven to have the keenest impact on younger (i.e., Generation Z) users (Edang & al 2024). However, minimalism must not be devoid of meaning. The choice of purple is made in reference to the feminist movement. Purple was designated by British suffragette Emmeline Pethick Lawrence as the color of dignity and the movement's leading banner color in 1908 (Hagemann 2024). As for the logo, it represents multiple grassroots (representing users) pooling their strengths and experiences to give birth to a plant whose leaves are reminiscent of those of an olive tree. As well as being a symbol of peace, the olive tree is also associated with the Greek goddess of wisdom, Athena (Voyaitzi & al 1999). As the aim of our application is to enable users to gain experience through collaborative knowledge-sharing, this symbolic use of the olive tree appeared to be a natural fit.



**Figure 1.** Logo of OliveBridge

We also produced some preliminary designs of what the application could look like.<sup>1</sup> The images below are intended to illustrate the latter. These include the possibility of posting anonymous messages, contacting support groups or editing one's own profile. These images should be considered with a grain of salt, as they do not reflect the final product. They're more

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<sup>1</sup> We would like to mention that these renderings were produced with the assistance of computer tools incorporating artificial intelligence features. The artistic direction adopted is our own, but they were realized with the help of [Ulzard](#) and [Dall.E3](#) AI software tools.



like an early prototype, allowing us to showcase a somewhat more tangible version of our project.

## “OliveBridge” Main Prototype

OliveBridge is a supportive digital platform where individuals can share their personal experiences with GBVs and receive peer support. This user-friendly application will feature customizable profiles with robust privacy settings, ensuring that users can manage their visibility and interactions securely. Furthermore, OliveBridge’s interface will have a clean, intuitive design with navigation tabs at the bottom for easy access to primary functions such as "Experience Sharing," "Peer Support," "Resources," and "User Profiles." Most importantly, calming colors will create a safe and welcoming environment. Outlined below are the descriptions and the initial design of the OliveBridge.

### **User Registration and Profiles**

User profiles will offer customization options, allowing users to create and manage profiles with adjustable privacy settings. High emphasis will be placed on privacy, providing users with the option to remain anonymous or use pseudonyms. An activity log will help users track their interactions, shared experiences, and the support they have received, enhancing their overall experience.

### **Home Screen**

The home screen of the app will feature a clean and intuitive design with easy navigation tabs located either at the bottom or side of the interface. The main features of the home screen will include icons and links to primary functions such as "Experience Sharing," "Peer Support," "Resources," and "User Profiles." The color scheme will be composed of soft, calming colors to create a safe and welcoming environment for users.

### **Experience Sharing**

In the "Experience Sharing" section, users will have the ability to share their experiences related to gender inequality or sexual harassment through text, audio, or video. To protect their identity, users can choose to share their experiences anonymously or with a pseudonym. The interface for this section will feature simple input forms with options to attach media files, ensuring ease of use and accessibility.

### **Peer Support**

The "Peer Support" section will facilitate secure P2P networking for direct communication between users. This section will include features such as chat functionality, private messaging, and group support forums. To ensure the safety of users, tools for reporting abuse and blocking malicious users will be integrated into the platform.

### **Support Resources**

The "Resources" section will serve as a centralized location for accessing counseling services, legal advice, educational materials, and helplines. Resources will be organized into categories such as "Counseling," "Legal Help," "Educational Materials," and "Emergency Contacts." The content in this section will be regularly updated with vetted information to ensure users have access to reliable and relevant resources.

## Main Features of “OliveBridge”

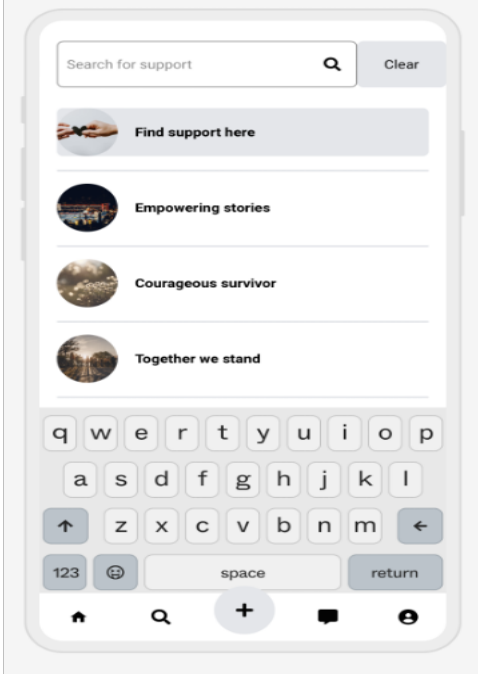
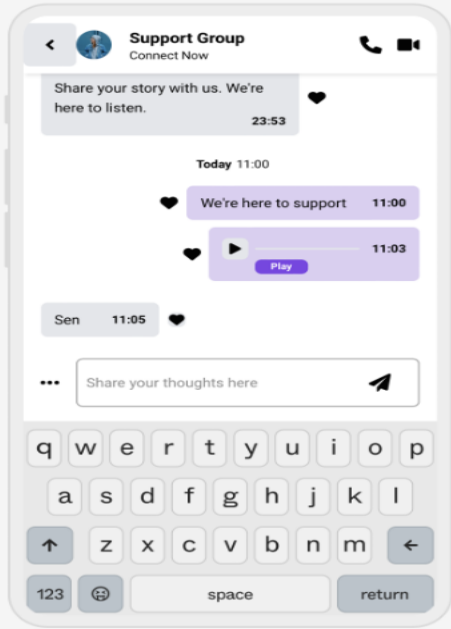
This section will provide a conceptual design of the OliveBridge prototype design. Furthermore, it will display a detailed visual explanation of the key features of the OliveBridge prototype.

<b>Login Screen: Simple login and registration page with options for anonymity</b>	
<b>Header</b>	Fields for email/username and password, with a toggle for anonymity
<b>Input Fields</b>	Fields for email/username and password, with a toggle for anonymity
<b>Buttons</b>	‘Login’ and ‘Register’ buttons at the bottom
<b>Links</b>	‘Forgot Password’ and ‘Privacy Policy’ links below the buttons
<b>Privacy Settings</b>	High emphasis on user privacy.
<b>Home Screen: A dashboard showing recent posts, support resources and notifications</b>	
<b>Header</b>	Welcome message with the user’s name.
<b>Navigation Tabs</b>	Icons for Home, Share, Groups, Resources, and Profile located at the bottom of the screen for easy access.
<b>Feed</b>	Scrollable feed showing recent posts with text, audio, or video snippets.
<b>Layout</b>	Clean and intuitive design with easy navigation tabs at the bottom.
<b>Color Scheme</b>	Soft, calming colors to create a safe and welcoming environment.

**Tables 1 and 2.** Login and Home Screen of “OliveBridge”

<b>User Profiles:</b> User profile page with settings for privacy and account management.		
<b>Header</b>	Title 'Profile'.	
<b>User Information</b>	Display of username, email, and anonymity settings.	
<b>Settings</b>	Options for privacy settings, account management, and logout.	
<b>Customization</b>	Users can create and manage profiles with options to adjust privacy settings.	
<b>Activity Log</b>	Track interactions, shared experiences, and support received.	
<b>Experience Sharing:</b> Users can share their experiences of gender inequality or sexual harassment incidents through text, audio, or video formats.		
<b>Header</b>	Title 'Share Your Experience'.	
<b>Text Area</b>	Large text area for typing the experience.	
<b>Anonymity Option</b>	Checkbox for sharing anonymously or with a pseudonym (Users can choose to share anonymously or with a pseudonym to protect their identity).	
<b>Functionality</b>	Allows users to share their experiences related to gender inequality or sexual harassment through text, audio, or video.	

Tables 3 and 4. User Profile and Experience Sharing of “OliveBridge”

<b>Support Groups:</b> A section for users to join or create support groups. Access to support resources, such as counseling services and legal advice.		
<b>Header</b>	Title 'Support Groups'	
<b>Resource List</b>	Categorized list of groups (e.g., counseling, legal advice) with descriptions and contact links.	
<b>Quick Access</b>	Icons for centralized location for accessing counseling services, legal advice, educational materials, and helplines.	
<b>Categories</b>	Organized into "Counseling," "Legal Help," "Educational Materials," and "Emergency Contacts."	
<b>Update Content</b>	Vetted information regularly updated.	
<b>Peer Support (P2P Networking):</b> Direct, decentralized communication between users to enhance privacy and data security.		
<b>Header</b>	Title 'Peer Support'.	
<b>Group List</b>	List of available groups with join buttons.	
<b>Search Bar</b>	Search functionality to find specific groups.	
<b>Chat Functionality</b>	Secure P2P networking for direct communication.	
<b>Features</b>	Chat functionality, private messaging, and group support forums.	
<b>Safety Measures</b>	Tools for reporting abuse and blocking users.	

Tables 5 and 6. Support Groups and Peer Support of “OliveBridge

## Additional Features of the “OliveBridge”

To enhance user experience and foster a supportive community, “OliveBridge” incorporates several additional features designed to promote safety, engagement, and accessibility. These functionalities not only ensure a secure environment but also encourage active participation and feedback from users, ultimately contributing to the app's overall effectiveness.

<b>Moderation and Reporting</b>	Users can easily report inappropriate content through an intuitive interface. This feature empowers the community to maintain a safe and respectful environment. Reports can be submitted for various issues, including harassment, misinformation, or any content that violates community guidelines.
<b>Community Building</b>	The app offers dedicated spaces for users to create and join support groups or discussion forums. These features encourage peer support, foster connections, and provide a platform for sharing experiences and resources among users facing similar challenges.
<p data-bbox="245 925 544 958"><b>Feedback Mechanism</b></p> <p data-bbox="293 1055 496 1088"><b>User Feedback</b></p> <p data-bbox="264 1234 525 1305"><b>Bug Reporting and Surveys</b></p> <p data-bbox="264 1402 525 1435"><b>Survey Integration</b></p>	<p data-bbox="639 925 1358 996">Integrated system for users to provide feedback on their experience with the app.</p> <p data-bbox="624 1016 1374 1155">Feedback Forms: Users can easily access integrated forms to share their thoughts on app features, usability, and overall satisfaction. This ensures user voices are heard and valued.</p> <p data-bbox="619 1200 1378 1346">Issue Reporting Tools: Users can quickly report bugs or technical issues through straightforward tools designed for simplicity and efficiency. This fosters a proactive approach to app maintenance.</p> <p data-bbox="635 1384 1362 1529">Periodic Surveys: The app conducts regular surveys to gather detailed user feedback and suggestions for improvement. These surveys help the development team understand user needs and preferences.</p>
<b>Secure Authentication</b>	To protect user accounts, the app implements multi-factor authentication, adding an extra layer of security beyond just passwords, ensuring user data remains safe from unauthorized access.
<b>Content Moderation</b>	Utilizing advanced AI algorithms, the app actively monitors content to detect and prevent cyberbullying and inappropriate material. This proactive approach helps maintain a positive community atmosphere.
<b>Notification System</b>	Users receive timely updates through push notifications regarding new messages, support requests, and app

	updates, ensuring they stay informed and engaged with the community.
<b>Search Functionality</b>	The app features an advanced search tool that enables users to find specific resources, discussions, or personal experiences quickly, enhancing navigation and accessibility within the app.
<b>Accessibility Features</b>	<p><b>Text-to-Speech:</b> To accommodate users with visual impairments, the app includes a text-to-speech feature that reads content aloud.</p> <p><b>Adjustable Text Size:</b> Users can modify text size to suit their reading preferences, promoting comfort and usability for everyone.</p> <p><b>High Contrast Modes:</b> High contrast visual modes are available to assist users with color vision deficiencies, ensuring inclusivity and ease of use.</p>

**Table 7.** Additional features of “OliveBridge”

By integrating these additional features, “OliveBridge” not only enhances user engagement but also prioritizes safety, accessibility, and community support.

### “OliveBridge” User Experience

The app is designed to provide a seamless and supportive experience for users, prioritizing both functionality and emotional well-being. The interface will be intuitive and user-friendly, featuring clear prompts and instructions that guide users through every step of their journey. This thoughtful design enhances usability, allowing users to navigate the app effortlessly without confusion or frustration.

#### **Ease of Use**

Intuitive navigation is at the forefront of the user experience, with clearly labeled buttons and straightforward pathways to access features. Each section of the app is organized logically, ensuring users can quickly find what they need, whether it’s joining a discussion group or reporting an issue.

#### **Accessibility**

The app incorporates essential accessibility features to cater to users with diverse needs. This includes a robust text-to-speech option, which allows visually impaired users to engage with content easily. Adjustable text size ensures that all users can customize their viewing experience for comfort, while high contrast modes enhance visibility for those with color vision deficiencies. These features collectively promote inclusivity, making the app usable for everyone.

#### **Support**

To further enhance the user experience, the app provides a 24/7 in-app support chat feature that allows users to receive immediate assistance whenever they need it. Whether users have questions about app functionalities or require help with technical issues, the support chat ensures that help is always just a click away, fostering a reassuring environment.

### **Immediate Assistance**

The commitment to providing continuous support means users can access immediate assistance at any time. This responsiveness not only addresses user concerns swiftly but also helps to build trust within the community. By ensuring users feel supported at all times, the app cultivates a safe space where individuals can share their experiences and seek guidance without hesitation.

By integrating these elements, the app aims to create an enriching user experience that fosters connection, safety, and community engagement.

### “OliveBridge” Implementation Stages

The successful development and launch of the app will be achieved through a series of structured stages, ensuring a systematic approach to project management. This comprehensive timeline outlines each phase of the project, from initial planning to final deployment, highlighting key activities and milestones that will guide the team throughout the implementation process. By following this structured framework, we can ensure that all aspects of the app are meticulously addressed, facilitating a smooth transition from concept to execution and ultimately leading to a successful product launch. Below is the detailed project development timeline.

#### **Project Development Timeline**

<b>Steps</b>	<b>Duration</b>	<b>Timelines</b>
Step 1: Conceptualization and Planning	2 Weeks	<ol style="list-style-type: none"> <li>1. Define project scope and goals</li> <li>2. Draft initial design of the app</li> </ol>
Step 2: Developing the Design of the App Prototype	1 Month	<ol style="list-style-type: none"> <li>1. Design user interface (UI) and user experience (UX) flows</li> <li>2. Create wireframes and prototypes</li> <li>3. Develop the backend architecture for P2P communication</li> </ol>
Step 3: Initial Internal Testing	2 Weeks	<ol style="list-style-type: none"> <li>1. Implement core features (user registration, experience sharing, P2P networking)</li> <li>2. Set up database and decentralized storage</li> <li>3. Conduct initial internal testing</li> </ol>
Step 4: Project Implementation [Pilot Study]	2 Months	<ol style="list-style-type: none"> <li>1. Launch pilot version to a selected group</li> <li>2. Collect feedback and identify bugs</li> <li>3. Analyze feedback to prioritize improvements</li> </ol>
Step 5: Iterative Improvement	1 Week	<ol style="list-style-type: none"> <li>1. Address feedback and improve features</li> <li>2. Finalize features and performance optimization</li> </ol>

		<ol style="list-style-type: none"> <li>3. Enhance security and privacy measures</li> <li>4. Expand the user base for broader testing</li> <li>5. Prepare for full-scale launch</li> </ol>
Step 6: Full launch and Monitoring and Evaluation	Ongoing	<ol style="list-style-type: none"> <li>1. Launch the app to the public</li> <li>2. Provide continuous support and updates based on user feedback</li> </ol>

**Table 8.** Project Completion Timeline

### **Step 1: Conceptualization and Planning of Initial Design of “OliveBridge”**

In the initial phase, the project team will define the project scope and establish clear goals. This involves identifying the target audience, understanding user needs, and outlining the core functionalities of the app. Collaborative brainstorming sessions will lead to the drafting of the initial design concepts, ensuring alignment with the mission of empowering individuals affected by GBV. By the end of this step, a comprehensive project plan will be in place, serving as a roadmap for subsequent phases.

### **Step 2: Develop Design of Prototype**

This phase focuses on creating a detailed design of the app's user interface (UI) and user experience (UX). Designers will develop user flows to map out the entire user journey and create wireframes that visually outline the app's layout. Prototyping will allow for the testing of design concepts in a more tangible form. Additionally, the backend architecture will be designed to support peer-to-peer (P2P) communication, ensuring robust functionality and scalability. This foundational work sets the stage for a functional and user-friendly application.

### **Step 3: Initial Internal Testing**

With a prototype in place (discussed in the 3.4.4 Main Features of “NAME OF THE APP”), the focus will shift to implementing core features such as user registration, experience sharing, and P2P networking. During this period, the database and decentralized storage solutions will be set up to maintain user privacy and data security. Internal testing will involve team members rigorously testing the app to identify any technical glitches or usability issues, ensuring that the application operates smoothly and effectively before broader testing begins.

### **Step 4: Project Implementation [Pilot Study]**

This phase involves launching a pilot version of the app to a selected group of users for real-world testing. The pilot study will facilitate the collection of user feedback and identification of bugs, providing invaluable insights into the app’s performance and user experience. Analyzing this feedback will help prioritize necessary improvements, ensuring that the app meets user needs and functions optimally. This iterative process will inform further development and refinement.

### **Step 5: Iterative Improvement**

Following the pilot study, the development team will address the feedback received, focusing on improving features and optimizing performance. This quick turnaround will involve finalizing key functionalities, enhancing security and privacy measures, and ensuring a



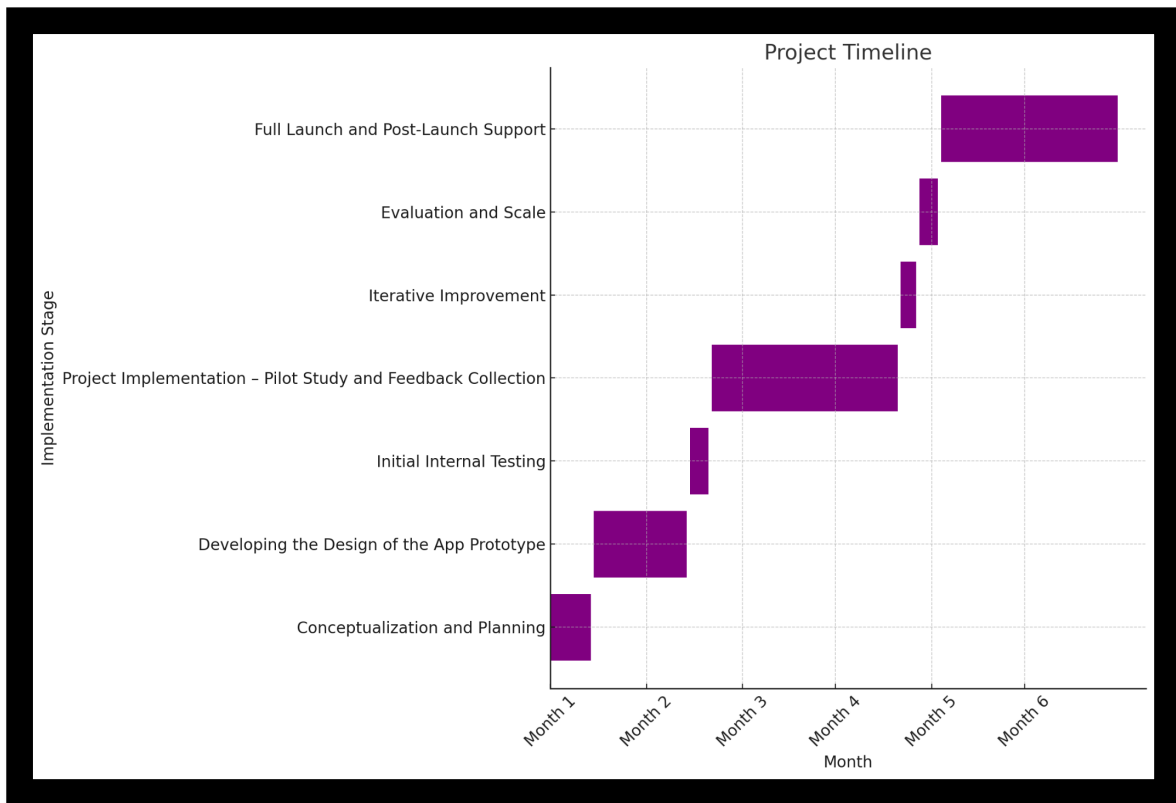
seamless user experience. The goal is to expand the user base for broader testing, gathering additional insights that will prepare the app for a successful full-scale launch.

### Step 6: Full Launch and Monitoring and Evaluation

In this final step, the app will be launched to the public, accompanied by a comprehensive marketing strategy to raise awareness and encourage adoption. Post-launch, the project team will provide continuous support, actively monitoring app performance and gathering user feedback. This ongoing evaluation will inform regular updates and enhancements, ensuring the app remains relevant and effectively serves the needs of its community over time.



Figure 2. OliveBridge Implementation Stages



**Figure 3.** Gantt Chart of the OliveBridge Implementation Stages

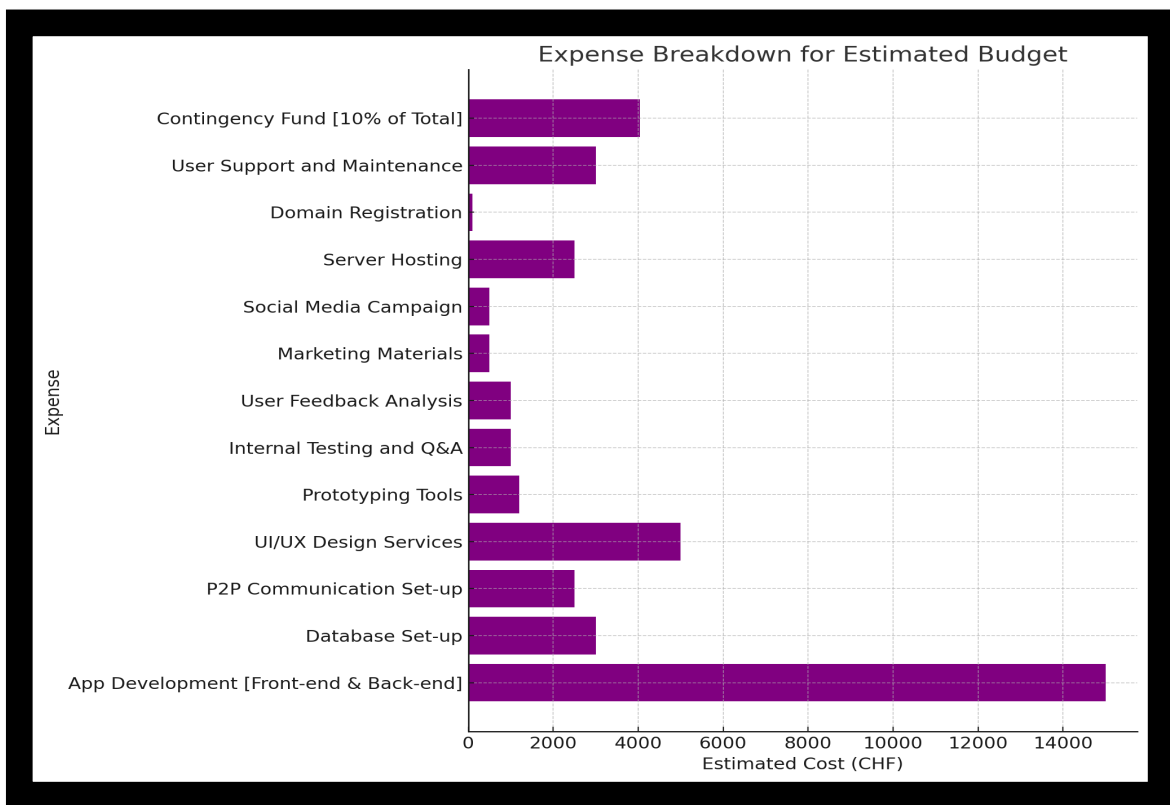
### Estimated and Itemized Budget of “OliveBridge”

This section outlines the projected costs associated with the development, launch, and ongoing maintenance of the platform, this comprehensive budget is designed to ensure effective allocation of resources while maintaining transparency and accountability throughout the project. By categorizing expenses and providing detailed descriptions, we aim to create a sustainable financial framework that supports the app’s mission to empower individuals affected by GV and sexual harassment.

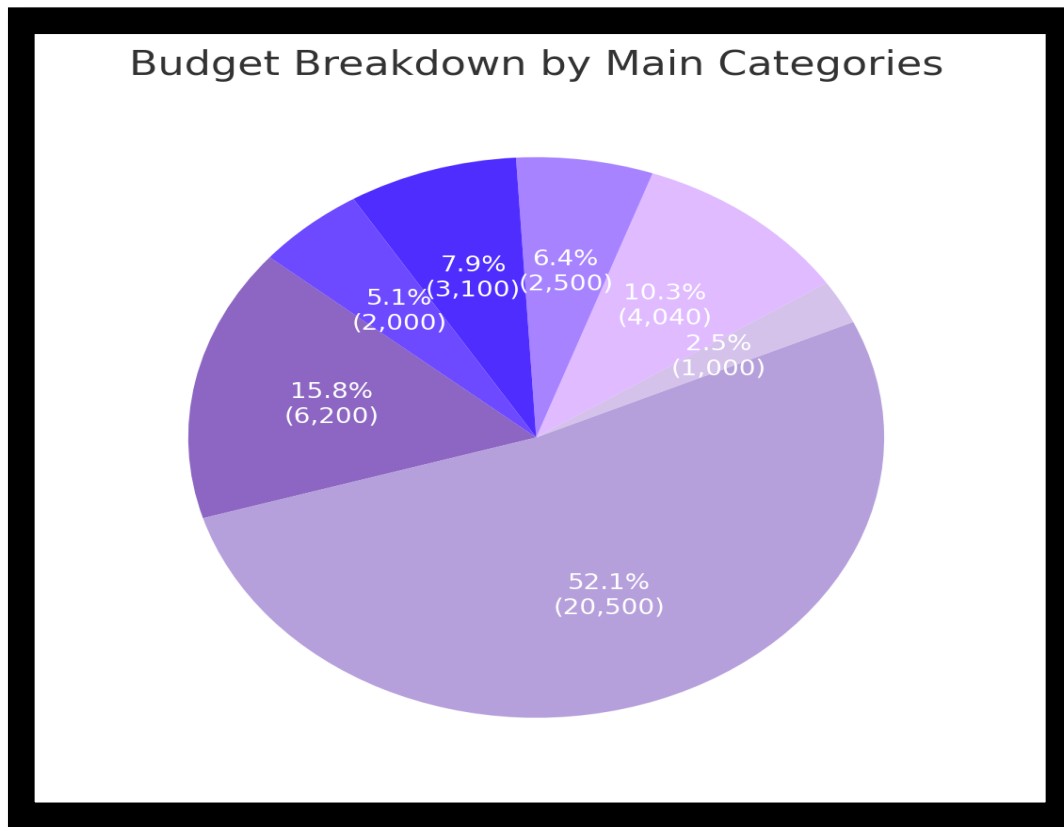
<b>Expense</b>	<b>Quantity</b>	<b>Estimated Cost (CHF)</b>
<b>Development</b>	App Development [Front-end & Back-end]	15,000
	Database Set-up	3,000
	P2P Communication Set-up	2,500
<b>Design</b>	UI/UX Design Services	5,000
	Prototyping Tools	1,200
<b>Testing</b>	Internal Testing and Q&A	1,000
	User Feedback Analysis	1,000
<b>Marketing</b>	Marketing Materials	500

	Social Media Campaign	500
<b>Operational</b>	Server Hosting [Annual]	2,500
	Domain Registration	100
<b>Support</b>	User Support and Maintenance	3,000
<b>Miscellaneous</b>	Contingency Fund [10% of Total]	
<b>Total Estimated Budget</b>		40,400

**Table 8.** Table of OliveBridge’s Estimated and Itemized Budget



**Figure 4.** OliveBridge’s Full Expense Breakdown



**Figure 5.** OliveBridge’s Expense Breakdown by Main Categories

### Pilot Study and Sustainability of “OliveBridge”

To ensure “OliveBridge” evolves in alignment with user needs, a comprehensive pilot study will be implemented as a foundational step in the app's development process. This pilot study will involve a small, diverse group of users selected from our target demographic, primarily university students. By launching a beta version of the app in Month 7, we aim to gather initial feedback that will inform critical enhancements and identify any significant issues that may arise during actual usage. Participants will engage with the app in real-world scenarios, providing invaluable insights into its functionality, usability, and overall impact on their experiences with GBV and harassment.

Throughout the pilot study, feedback collection will occur through various methods, including surveys, interviews, and in-app mechanisms that allow users to submit their thoughts directly. This multi-faceted approach will facilitate a deeper understanding of user experiences, ensuring that we capture a wide range of perspectives. Following the feedback collection, a thorough analysis will be conducted to identify common themes and prioritize issues that need immediate attention. This structured analysis will guide our development efforts, enabling us to focus on the most pressing concerns highlighted by users.

The pilot study will be followed by iterative development cycles, with adjustments made based on user feedback over a span of several months. From Months 8 to 11, the app will undergo continuous refinement, addressing identified issues and enhancing features through short development sprints. Each sprint, lasting between 2 to 4 weeks, will culminate in user testing to validate changes and gather additional insights. This agile methodology fosters a responsive development environment where user input is paramount, ensuring that each iteration brings the app closer to meeting the community's needs.

As the pilot study progresses, the user base will gradually expand to include more participants, further testing the app's scalability and robustness. This phased approach not only allows for the identification of potential challenges in a controlled setting but also prepares the application for broader implementation. By the end of the pilot study, final refinements will be made based on the accumulated feedback, ensuring that the app is well-equipped to launch publicly with the utmost effectiveness.

Ultimately, by following this structured and iterative approach, we aim to develop a robust, user-centric application that empowers individuals affected by GBV and sexual harassment. “OliveBridge” will facilitate connection, support, and access to vital resources, ensuring that users feel heard, validated, and equipped to share their experiences within a safe community.

## SWOT Analysis

Strengths	Weaknesses
<p><b>Empowerment Focus:</b> The app empowers users by giving them a platform to share their experiences and connect with others.</p>	<p><b>Technical Dependence:</b> Reliance on technology means potential issues such as bugs or server downtime could disrupt service.</p>
<p><b>Community Building:</b> Fosters a supportive community where users can learn from each other's experiences.</p>	<p><b>User Engagement:</b> Initial user engagement may be challenging; sustaining active participation over time can be difficult.</p>
<p><b>Privacy Features:</b> Strong emphasis on user privacy and security through anonymous sharing and robust data protection measures.</p>	<p><b>Resource Limitations:</b> Limited funding and resources could impact the development and maintenance of the app over time.</p>
<p><b>Innovative Approach:</b> Utilizes a peer-to-peer model that encourages active participation and collective action against GBV.</p>	<p><b>Market Competition:</b> There are existing platforms addressing similar issues, which could dilute the user base.</p>

Opportunities	Threats
<p><b>Growing Awareness:</b> Increasing global attention on GBV and harassment creates a favorable environment for the app's adoption.</p>	<p><b>Cybersecurity Risks:</b> Potential threats from malicious actors attempting to compromise user data or the platform's integrity.</p> <p><b>Regulatory Changes:</b> Changes in laws or regulations regarding data privacy and online communication could impact app operations.</p> <p><b>User Misinformation:</b> Potential spread of misinformation or harmful behavior among users, affecting community dynamics.</p> <p><b>Cultural Resistance:</b> In some communities, there may be resistance to discussing GBV openly, affecting app usage.</p>
<p><b>Partnership Potential:</b> Opportunities to collaborate with universities, NGOs, and advocacy groups to expand reach and resources.</p>	
<p><b>Technological Advancements:</b> Advancements in technology can enhance app features, improve security, and expand functionality.</p>	
<p><b>Diverse User Base:</b> Potential to expand user base to different demographics and regions, promoting broader impact.</p>	

**Table 9.** OliveBridge's SWOT Analysis

## Stakeholder Analysis

Stakeholder	Role	Interest	Influence	Engagement Strategy
End Users	Primary users of the app	Seeking support, community, and resources	High influence on app development and features	Conduct surveys, focus groups, and user testing to gather feedback.
Universities	Institutional partners	Promote student welfare and safety	High influence in facilitating access and adoption	Collaborate on initiatives, workshops, and training sessions.
NGOs	Support organizations	Advocate for victims and promote awareness	High influence in outreach and credibility	Partner for campaigns and resource sharing, ensuring alignment with goals.
Developers	Technical team	Build and maintain the app	High influence on app functionality and reliability	Regular meetings for updates, progress reports, and iterative feedback.
Investors	Financial supporters	Ensure return on	Moderate to high	Provide regular

		investment (ROI) and sustainability	influence on project direction	updates on progress and impact ensuring transparency.
Mental Health Professionals	Advisors for support services	Improve community well-being	Moderate influence on resource content	Involve in content creation and provide insights on user needs.
Government Agencies	Regulatory bodies	Ensure compliance and promote public safety	High influence on legal frameworks	Maintain open communication regarding compliance and partnership opportunities
Media	Awareness and promotion	Increase visibility and engagement	Moderate influence on public perception	Engage in PR campaigns and provide updates on app developments.

**Table 10.** OliveBridge’s Stakeholder Analysis

By thoroughly understanding the SWOT and stakeholder dynamics, “OliveBridge” can strategically position itself for successful implementation and lasting impact in combating GBV and supporting affected individuals.

## CONCLUSION

Many youths continue to struggle with sexual harassment exacerbated by cultural stigma and a lack of platforms to discuss their experiences freely. Youth empowerment cannot be achieved without addressing the critical questions of equality, freedom, and opportunity. Given the barriers that many young people face in speaking up about their experiences, it is crucial to provide a safe and supportive platform where young people could speak up and share their stories without fear of social stigma or pressure. Many countries still lack robust sexual harassment prevention measures and platforms to share experiences in gender-based violence. Creating a space where young people and survivors of sexual violence can openly discuss their experiences and plights would foster solidarity and unity, reaffirming that they are not alone in the situation. By building a collective network, our project aims to provide a space where individuals, regardless of race, gender, or age, can choose to speak up, empathize, resonate, and support one another. This collective empowerment and mutual trust would support and empower youth to overcome the challenges and produce a positive social change in combating gender-based violence.

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