Ministry of Foreign Affairs

Activity: D4D - She Runs Project (25-0001631)

Id	25-0001631
Date	18-08-2025
SAP application number	

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Key data

Activity basics

Type	Standard
Short name	D4D - She Runs Project
Contract party	D4D - Democracy For Development (30021995)
ODA	Yes
Amount EUR	71500
Start date	01-09-2025
End date	31-08-2026
Full name	She Runs: Combating Hate Speech and Promoting Women in Local Leadership
Summary	Women's political representation and leadership in proportion is crucial for justice, equality, and sustainable development. In Kosovo, patriarchal mindsets and a democratic deficit limit women's participation in politics and policymaking. This project aims to promote women's involvement in local politics and decision-making. In partnership with the The Center for Equality and Justice (CEJ), it will organize workshops to ensure ethical media practices and sensitive reporting. Success will be measured through sessions held, attendance, and improved compliance, aligning with stakeholders' goals for accountability.

Activity details

Date of receipt of proposal	22-01-2025
Proposal's reference number	
Budget holder	Ambassade Pristina (8231PRI)
Limit access	Yes
Related activity	

Accounting data

SAP application number	
Funds center	PRI Human Rights Fund ODA grants (0501U02040054)

Policy data

Aid modality	Project support
Technical assistance	100% of the activity budget
Beneficiary location	Country
Country	Kosovo
Location type	Territory
Specific location	
CRS code	72050 Relief co-ordination and support services
Policy Keywords	
Refugees & host communities	No
Team Europe Initiative	No
Policy Markers	
__Trade & The Economy	Not targeted
_Security & Stability	Principal
Biodiversity	Not targeted
Climate change: adaptation	Not targeted
Climate change: mitigation	Not targeted
Desertification	Not targeted
Equality between men & women	Significant
Migration	Not targeted
Good Governance / participation	Significant
Human rights	Significant
Skills development	Significant
Explain your choices	Women are still inadequately represented in local politics. While the quota has ensured 30% representation in municipal councils, their real power is very limited. Women are the main victim of online violence and harassment (90%) of hate speech comments. Hence the project support, to addresses issues pertinent to gender issues, aim to reduce the amount of hate speech towards women in the public life, strengthen proactive monitoring mechanisms and research-driven advocacy to combat hate speech and discriminatory language in traditional and digital media, and mobilize public support to condemn such content, increase the environment to boost the number of women participation in political sphere.

Policy Appraisal

Policy relevance

- What policy objectives, as set out in the annual plan, policy notes etc., will this activity contribute to?
- Strengthening womens rights, combating hate speech

Rationale

- What issue/problem will be addressed by the activity
- Why does the activity help to address the issue/problem?
  For ODA activities over EUR 250.000, please explain the Theory of Change
- Women are still inadequately represented in local politics. One of the key reasons for under-representation is the patraiarchal mentality and the unfair treatment that women receive in the public space. Women are the main victim of online violence and harassment (90%) of hate speech comments as proven by the . This is a trend which negatively affects women's role in decision-making.
- It is critical to raise awareness, while working closely with media outlets and grass-root NGOs to build their capacities and promote gender-sensitive and equitable reporting, aligns with our shared goals and to encourage local parties to reflect women's priorities in their platforms and main priority messages. With local elections scheduled for 2025, this project is a critical opportunity to strengthen practices and ensure fair and inclusive coverage and equal space for women in politics.

Contextual analysis

- Who is/are the target group(s) and why?
- Who are the other main stakeholders?
- To what extent have stakeholders been involved in formulating the proposal?
- Is the intervention aimed at a specific geographical location, and if so, why?
- Media outlets which operate portals and in social media; Woman in Politics; Political Parties; Citizens and civil society organizations (CSO)s; Academia and researchers; Central Election Commission
- The initial idea for the project is based on the extensive experience in election analysis, monitoring online platforms, and efforts to enhance the role of women within political parties and public life that the organization D4D has. Their successful collaboration with the Center for Equality and Justice (CEJ) has addressed the issue of low level of woman participation in politics and public life, and also discriminatory speech against women by various societal groups further highlights the urgency of this initiative.

Additional remarks (if applicable)

Results

Human Rights

Monitoring and evaluation

Monitoring

- Specify what reporting information is required for this activity, based on the activity analysis decision tree (see Help).
- This activity requires the regular, midterm narrative and financial reporting, and the final financial, narrative reports together with an external audit report.

Type of report	Period covered	Deadline
Combined Midterm narrative & Financial report	*01/09/2025-28/02/2026*	***30/03/2026***
Combined final Narrative & Financial report	*01/09/2025-31/08/2026*	***30/09/2026***
Audit Report	*01/09/2025-31/08/2026*	***30/09/2026***

Additionally, the activity will also be followed closely by monthly meeting for project implementation updates.

Finance

Budget breakdown

- Include an overview of the activity budget, including overhead costs.
- Is the budget arithmetically correct?
- Are the amounts/rates in the budget acceptable?
- Briefly explain the structure of the budget.
- Are overheads proportional to outputs? What is included? What is recharged?
- Is implementation conditional on the budget being amended in an inception phase? (Specify the requirements that the budget must satisfy and the date by which the budget must be amended)
-
- See table below. As it is a trusted partner and a 12-month project, the prepayment percentage will be 95% of the total project cost.

Earmarking

- Is the Dutch contribution to the program earmarked (i.e. reserved for a specific purpose)? If so, specify the reasons why.

Prepayments

- Based on the prepayment decision tree (see Help), do the payments need to be entered as prepayments and why? In the case of a lump sum, assess this against the applicable criteria and give the reasons for your choice.
- What is the maximum percentage that can be paid as prepayment, and why?
- Which are the reporting obligations on the basis of which prepayments can be closed?
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Budget Breakdown			
Overview of Budget (EUR)	74,500,00		
Activity Budget requested amount from the Netherlands Contribution (EUR)	**71,500,00**		
Own organization contribution (money, material, work, etc.) (EUR)	3,000.00		
Budget Arithmetically correct	Yes		
Are the Amounts/Rates in the budget acceptable in relations to the activity	Yes		
Date milestone payment	Currency and Amount payment		
1st installment - Start of the project 09/2025 To be paid after signing of the contract	EUR	47,005,00	
Midterm report submission 02/28/2026 and second installment	EUR	20,925,00	
3nd installment – 09/30/2026 To be paid upon approval of the final reports.	EUR	3,575.00	