

# Preventing Violence Against Women (PreViMujer III)

## Violence against women bears high costs for countries and societies

### Situation

Violence against women is a serious human rights violation, a public health problem and a social affliction. In Ecuador, it affects 65 out of every 100 women, according to official statistics (INEC, 2019). The negative impact on economic and social development caused by this violence is evidenced by its high costs: Ecuador loses USD 4,608 million annually, equivalent to 4.28 percent of its GDP (GIZ & USMP, 2020). At the same time, the country's universities assume an annual cost of USD 68 million due to violence against women, both from partners and other members of the university campus (GIZ & USMP, 2022).

Ecuador has ratified the Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW), as well as the Interamerican Convention on the Prevention, Punishment, and Eradication of Violence against Women (*Belém do Pará* Convention) and is committed to the Sustainable Development Goals (SDGs). The project contributes to the implementation of the 2030 Agenda.

At the national level, women and girls are explicitly guaranteed a life free of violence by:

1. the Constitution of 2008 (Art. 35 and Art. 66);
2. the Comprehensive Penal Code of 2014 (Art. 141 and Art. 155); and by
3. the Comprehensive Organic Law to Prevent and Eradicate Violence against Women (*Ley Orgánica Integral para Prevenir y Erradicar la Violencia Contra las Mujeres*, LOIV) of 2018 and its regulations.

Despite these legal advances, there are still many challenges for an effective implementation, focused on the prevention of this problem.

For this reason, the PreViMujer III project contributes to the application of existing legal norms in the area of prevention, especially the LOIV and its regulations.

Project title	Preventing Violence Against Women (PreViMujer III)
Commissioned by	German Federal Ministry for Economic Cooperation and Development (BMZ)
Regions	Azuay, Cañar, and Morona Santiago
Implementing body	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Duration	From January 2025 until December 2027
German contribution	6 million EUR
SDGs	  

### Objective

Regulations for the *prevention* of violence against women are implemented at the central level and in three provinces of Ecuador by state and non-state actors.

### Strategy

The project builds on the achievements of PreViMujer I and II, which have allowed the establishment of connections with numerous key actors in society and have provided experience in the creation, application, and dissemination of methodological and digital tools, development of evidence, systematisation of knowledge, as well as adaptation and transfer of equitable models for the primary prevention of violence against women. In particular, the lessons learned from training and awareness programmes for public officials, a systemic prevention model for companies and universities, as well as learning methods for children and adolescents, implemented with various counterparts, constitute the foundation for this project.

Additionally, the project strengthens the exchange of experiences between state and non-state actors, develops their capacities, transfers knowledge, and promotes campaigns, systemic models for universities and educational institutions, so that they can implement articulated, coordinated, innovative and sustainable measures to prevent violence against women.



Women participating in the campaign *Mujeres sin Violencia: ¡Así gana Ecuador!* ('Women Without Violence: This is How Ecuador Wins!'), launched by the office of the Ombudsman and the Quito City Council. Photo: © GIZ / PreViMujer

## Target group

The target group comprises women in all their diversity and throughout their entire life cycle. Men, children and young people are also included, as they play a role in preventing violence against women.

## Strategic lines of action

### Strengthening the articulation and coordination among key actors

For the effective prevention of violence against women, it is necessary to strengthen the coordination and articulation capacities of the Vice Ministry of Women and Human Rights (*Viceministerio de la Mujer y Derechos Humanos*, VMMDH), which is part of the Ministry of Government (*Ministerio de Gobierno*, MDG), with the different institutions that make up the National System for the Prevention and Eradication of Violence against Women (*Sistema Nacional para la Prevención y Erradicación de la Violencia Contra las Mujeres*, SNPEVCM), established in Ecuadorian regulations. Therefore, in coordination with the VMMDH and other institutions, public officials are trained, and the implementation of prioritised plans or policies in the field of prevention is promoted. Additionally, campaigns that contribute to the denaturalisation of gender-based violence are implemented.

### Capacity development of state and non-state actors at the local level

Strengthening the capacities, knowledge and exchange of experiences and learning of Municipal Decentralised Autonomous

Governments (*Gobiernos Autónomos Descentralizados*, GAD) and civil society is a key factor for the prevention of violence against women. For this purpose, guides, systematisation, exchange spaces and training that are effective and adapted to the local context are used. Furthermore, local multi-actor agreements that contribute to the implementation of regulations to prevent violence against women at a decentralised level are strengthened and facilitated.

### Capacity development of educational institutions

In the education sector, PreViMujer III provides advisory services to universities and educational institutions, as well as to the Vice Ministry of Higher Education, which is part of the Ministry of Education. The objective is to strengthen the capacities of actors in the educational sector by training disseminators to implement the methodologies 'Strong together. Stopping violence in its tracks' (for children) and 'Game Over, you don't play with violence against women' (for adolescents). Similarly, innovative measures adapted to local conditions and comprehensive educational concepts are implemented, such as: Safe University Communities (*Comunidades Universitarias Seguras*, CUS) and Safe Educational Environments (*Entornos Educativos Seguros*, ELI), which contribute to the primary prevention of violence against women.

### Sustained campaigns

*Mujeres sin violencia: ¡Así gana Ecuador!* is a campaign that promotes the commitment to zero tolerance towards violence against women, as well as the reflection for change. It involves athletes, national and local public institutions, media, the private sector, educational entities and women's organisations, among other actors.



Government Ministry officials improve their skills in preventing violence against women.  
Photo: © GIZ / PreViMujer

## Impacts

- The MDG, as the governing body of the SNPEVCM, has institutionalised model ordinances and regulations for the operation of the Cantonal Committees for the Prevention and Eradication of Violence against Women (*Mesas Cantonales de Prevención y Erradicación de la Violencia contra las Mujeres*, MCPEVcM). These public policy instruments are key to implementation at the local level (vertical coordination of the system).
- Based on the instruments transferred to the MDG in the provinces of Azuay, Cañar and Morona Santiago, six new local planning and coordination instruments have been approved:
  1. The ordinance on the prevention and eradication of Violence against Women in Huamboya.
  2. A replacement ordinance in Azogues that improves the functioning of the MCPEVcM.
  3. The regulations governing the establishment and coordination of the MCPEVcM in Gualaceo.
  4. The first annual operational plan for 2025 of the MCPEVcM in Gualaceo.
  5. The regulations for the establishment of the MCPEVcM in Macas.
  6. The regulations for the establishment and coordination of the MCPEVcM in Logroño.
- 9,000 women surveyed as part of the Third National Survey on Family Relations and Gender-Based Violence against Women (*III Encuesta Nacional sobre Relaciones Familiares y Violencia de Género contra las Mujeres*, ENVIGMU III) were informed and educated through the distribution of the new edition of the publication 'The Neighbors' Cookbook' (*El recetario de las vecinas*), in coordination with the MDG – VMMDH, and the GIZ's Resilient Intermediate Cities (*Ciudades Intermedias Resilientes*, CIREs) project.
- Nearly 8,000 public servants at the central and local levels (3,798 women and 4,115 men) have strengthened their knowledge and capacities for the prevention of violence against women through workshops and, primarily, through the certified online course 'Safe institutions free of violence against women', which has been institutionalised on the Ministry of Labour's e-learning platform since 2018.
- 35 educational institutions, with a total of 153 facilitators (120 women and 33 men, mainly teachers), have implemented innovative educational methodologies for the primary prevention of violence against women, such as 'Strong together. Stopping violence in its tracks' and 'Game Over, you don't play with violence against women'.
- The online course 'Safe universities free of violence against women' was completed by 17,351 participants (8,143 women, 9,201 men, 7 non-binary persons) at more than 45 institutions of higher education and has been institutionalised on the e-learning platform of the Vice Ministry of Higher Education. At the University of Azuay, the course remains a mandatory component of introductory courses for students in all faculties. Seven public and private universities have integrated the specialised digital library on violence against women into their digital repositories, making it accessible to students, faculty, and the general public. The digital library contains over 1,000 resources, documents, studies and materials in Spanish, English and German.
- The campaign *Mujeres sin violencia: ¡Así gana Ecuador!*, which has been running since 2018, was approved at the government level and successfully implemented by seven municipal GADs, three institutions of the SNPEVCM and seven higher education institutions, reaching more than 350,000 people through in-person events and social media.



Participants in a workshop organised by the Amazon Women's Network are discussing the legal requirements for the prevention of violence against women. Photo: © GIZ / PreViMujer



Disseminators of the methodology 'Game Over, you don't play with violence against women' – have been trained at national level. Photo: © GIZ / PreViMujer

# 65 out of 100 women in Ecuador are affected by gender-based violence



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Registered offices  
Bonn and Eschborn, Germany

Preventing Violence Against Women (PreViMujer III)  
Quito office, Ecuador  
Av. Isabel La Católica N24-430 y Luis Cordero  
T +593 2 3815 810  
F +593 2 3815 810 Ext. 200

[giz-ecuador@giz.de](mailto:giz-ecuador@giz.de)  
[www.giz.de/ecuador](http://www.giz.de/ecuador)

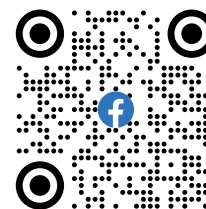
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Responsible/  
Contact Viviana Maldonado, [viviana.maldonado@giz.de](mailto:viviana.maldonado@giz.de)

On behalf of German Federal Ministry for Economic Cooperation and Development (BMZ)



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