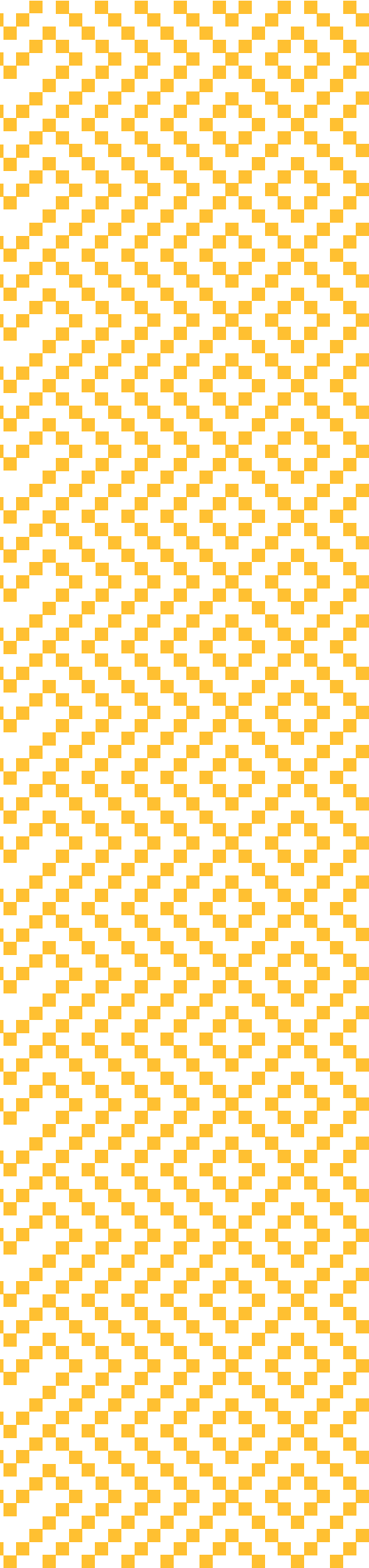


Case study: Movilizadorio

Colombia





The peace accord signed in 2016 between the FARC (Revolutionary Armed Forces of Colombia) and the Colombian government is a historic milestone in the country as it ended an internal armed conflict of more than 60 years. In addition to seeking to end the armed conflict through the reincorporation of former combatants into civilian life, the Accord focused on comprehensive reparation for victims and addressed the underlying causes of the conflict, such as social inequality, excluding democracy, and the violence associated with illegal drugs.

During the negotiation process that took place in Havana, the women's movement played a fundamental role in achieving the creation of the Gender Subcommittee, an unprecedented initiative in peace accords. This subcommittee included representatives of both the government and the FARC and succeeded in embedding a gender perspective and women's rights across the six agreed points. Specifically, they were responsible for including 122 measures aimed at women and girls, to respond to the different effects that the context of the conflict has in them and recognizing their fundamental role in building peace.¹ Additionally, the Accord recognized the importance of promoting the equitable and meaningful participation of women as

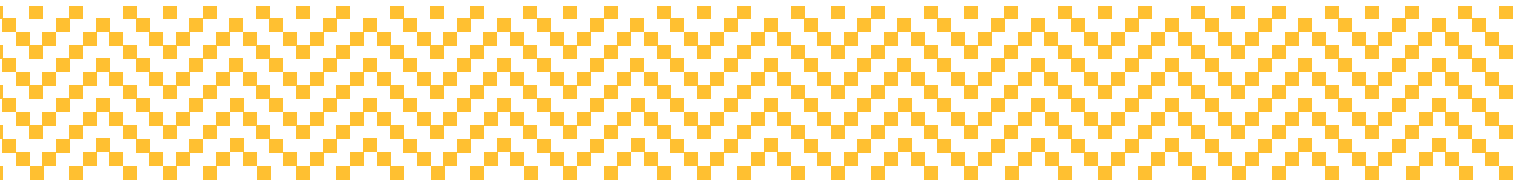
an essential way to build democratic and sustainable peace in the country. These advances have led to the Accord being widely praised by the academic and international community for the successful inclusion of the gender approach, placing Colombia as a benchmark for peace and gender on the international scene.²

However, six years after signing the Peace Accord, its implementation progress continues to be limited and slow. As of November 2022, 18% of the gender provisions had not seen their implementation start, 52% were in a minimal state of progress, 18% in an intermediate state, and only 12% had been completed.³ This shows that, despite the notable efforts of the women's movement, the national government and the FARC to include gender provisions in the Accord and establish a new institutional architecture for its implementation, it still faces challenges when it comes to enforcement in the territory. For this reason, it is necessary to lead specific actions to guarantee the completion of the gender commitments of the Accord and to promote true democratic inclusion of women in the territories most hardly hit by the armed conflict.

For this reason, the initiative “¡Nuestras

Voces!” led by Movilizadorio and supported by the Rapid Response Window (RRW) of the Women's Peace and Humanitarian Fund (WPHF), stands out as a timely and necessary project. Using innovative technologies, Movilizadorio promoted the creation and positioning of ¡Nuestras voces! political agenda which includes 16 proposals from women victims of the armed conflict and former combatant women from 4 territories: Serranía del Perijá, Medellín, Montes de María and Bogotá. With this agenda, Movilizadorio was able to position the issues of interest to women victims of the armed conflict and former combatant women in high-level political decision-making spheres such as the Congress of the Republic of Colombia, the Presidency, and important peace entities in the country⁴, thus contributing to open paths of dialogue between decision-makers at national level and community-based women victims and ex-combatants. Below are the main achievements, best practices and opportunities for the future produced by this initiative.

Major accomplishments



First off, Movilizadorio **reached isolated, forgotten territories with the presence of illegal armed groups that constantly threatened peacekeeping.** In the words of Movilizadorio, these are territories “*not reached by the promise of democracy and peace.*”⁵ These communities require priority and urgent attention to ensure the sustainability of peace. In fact, a participant in the initiative expressed her gratitude by stating: “*I am very grateful that Movilizadorio will reach our municipality of Chalán, Sucre. I felt that I was heard for the first time as a resilient victim of the armed conflict.*”⁶ There is evidence of strong state absence that prevents social, political and community building in these micro-territories. Although one of the objectives of the Peace Accord is to close “the gaps between rural cities and the Capital city by creating conditions of well-being and good living for the rural population”⁷, development-related gender measures are those most lagging in implementation.⁸

For this reason, the contribution made by Movilizadorio by amplifying the voices of rural

women acquires great importance for rural development as established in the Peace Accord.

In addition, the process of building ¡Nuestras voces! allowed women, both victims and ex-combatants, to recognize that they have similar needs and desires for an effective implementation of the Peace Accord, which is essential to strengthen the women’s movement for peace from different regions and ideological positions. This was stated by the mobilization manager of Movilizadorio when she shared the process to prioritize issues: “*it was very interesting because even as women victims and signatories to the accord, they shared points about things required in order to have good implementation of the Peace Accord.*”⁹

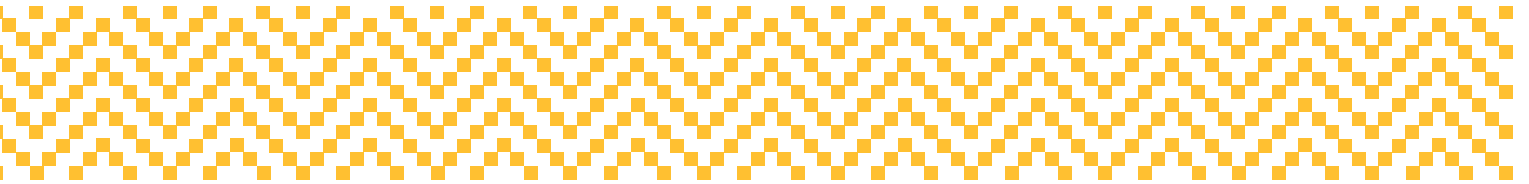
Secondly, ¡Nuestras voces! **used innovative advocacy technologies to achieve accession to the local agenda built with a diverse national citizen base.**

Regarding this, the Senior Mobilization and Communications Consultant of Movilizadorio

Used innovative advocacy technologies to achieve accession to the local agenda built with a diverse national citizen base.

also acknowledged: *“I would congratulate us for implementing technologies in peace-building campaigns. That is one of our differences and we did it very well.”*¹⁰ Specifically, Movilizadorio developed a platform that allows collecting signatures from citizens to support “¡Nuestras voces!” agenda. Through this platform, formal requests are automatically raised through emails addressed to decision-making bodies. Therefore, it is a tool that allows not only to amplify the voices of community women, but also to seek support in other sectors and civil society movements in a simple, fast and effective way. In fact, thanks to this methodology, Movilizadorio achieved access by a representative to the chamber from Medellín, which was very significant considering that one of the prioritized territories was precisely Medellín.

Best practices



In short, the Mobilizatorio initiative demonstrated its ability to capitalize on strengths and mitigate weaknesses to give the process a unique identification. This ability was key to position ¡Nuestras Voces! in spheres that were almost unimagined for the women whom the agenda represents. For example, a female participant shared: *“Through you, our voices will be heard around the world, mainly by the president and senior officials.”*¹¹

Firstly, its strengths include strategic communications ability to create and implement innovative methodologies and, above all, capacity for political influence to reach high-level political scenarios. Regarding strategic communications, Movilizatorio put its knowledge and skills into practice to publicize the agenda on a massive scale, and with this, the needs of women in the territories. With an eye-catching design of the agenda and a communication campaign that reached more than 370,000 people, it clearly

multiplied the scope of visibility that women can have in their communities. On the other hand, the *“methodology on prioritization skills was tested with more than 600 people and serves to reach consensus without the feeling that they are setting their own experience and banner aside”*¹², and led to consensus of 16 specific points after identifying more than 100 proposals by participating women.

However, **recognizing the political advocacy capacity of Movilizatorio** is key to the success of the process. Although it makes sense to think that if women themselves bring their proposals and interests to the decision makers, under a principle of reality, it is key to acknowledge that, unfortunately, the women who participated in the initiative face different access barriers to make an impact at such high political levels as the Presidency and the Congress of the Republic. Although it is essential to work to strengthen political and representative involvement of all women in the country, while these actions are taking

Openly acknowledges the areas in which they still lack experience and knowledge.

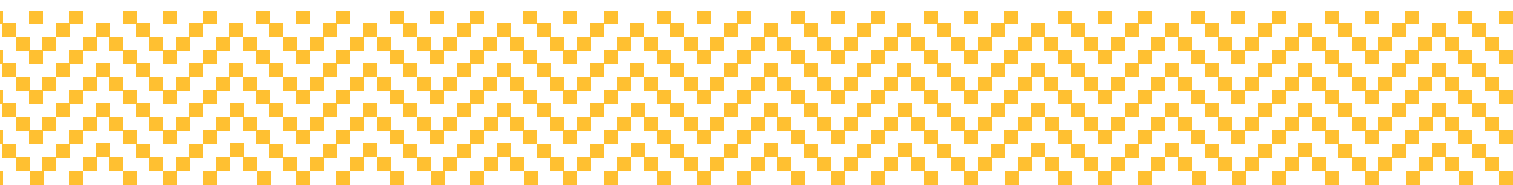
place in the long term, organizations such as Movilizadorio play a key role by prioritizing the needs of women in their own territories, to then act as a spokesperson and amplifier for their messages. Participating women themselves recognize and value this role of Mobilizadorio. One of them stated: *“I participated in this project because it was an appetizer for something great, to ensure that our proposals go directly where they need to go, which is the senior government.”*¹³

It is important to note that in these advocacy actions, Movilizadorio always acts respectfully, making it clear who they are representing, as the Mobilization Manager said: *“When we position the agenda, we do it for them, so we try to be very precise with the words we use and to pay tribute to these women.”*¹⁴

Secondly, regarding its weaknesses, it is important to note that Movilizadorio **openly acknowledges the areas in which they still lack experience and knowledge**. In this case, it was a good practice for Movilizadorio to

recognize that its trajectory has not focused on gender, and to mitigate this, it sought out experts and feminist groups to correct and adjust gaps or technical flaws that the agenda might have. In addition, to avoid staying in the same bubbles and broaden their reach, they were aware that by speaking with feminists movements they would have the opportunity to reach other people and networks with whom they generally do not work.

Opportunities for the future



The main area of opportunity contributed by ¡Nuestras voces! for Movilizadorio is to **build politically closer ties with women and their organizations in territories. In other words, to take a step towards local and collective advocacy in the short, medium and long terms** between Mobilizadorio and the women with whom they started this process. To do this, Movilizadorio has envisioned holding national meetings in the short term, and leaving installed capacity for advocacy in the long term, about which the mobilization Manager stated: *“I think it is important that these women come to Bogotá, that these women live first-hand processes and build installed capacity so that regardless of whether or not Mobilizadorio is present, they can carry out processes on their side and have the tools to create an impact.”*¹⁵ However, it is also essential to recognize the importance and effectiveness of advocacy at the local level, since many entities responsible for the implementation of the Peace Accord measures have greater influence at local level than at national level, which is why it is more strategically effective to create alliances

and rapprochement with said actors and responsible institutions from the territories. Therefore, the installed capacity of political advocacy should also have a territorial approach from the perspectives of theory and practice.

On the other hand, Movilizadorio has an important opportunity to continue **strengthening its commitments within the framework of the women, peace and security agenda**, not only with the Peace Accord with the FARC, but also within the framework of the current negotiation with the National Liberation Army (ELN in Spanish). For example, with this experience it can look for channels to get involved, together with the women participating in the initiative, in the process of building the National Action Plan of Resolution 1325 that is currently being carried out in different territories of the country.



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9. Interview of the mobilization manager of Movilizadorio. (June 2023).
10. Interview of the Senior Mobilization and Communications Consultant of Movilizadorio. (June 2023).
11. Interview of victim woman from Montes de María who participates in the initiative. (June 2023).
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