

# Sustainable Development Goals - Frederick University: Re-imagining the future



# Frederick University and SDGs

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**The Sustainable Development Goals are incorporated in Frederick University's Strategic Plan and directly match and overlap with the core values and goals of the University.**

Frederick University plays a leading role in Cyprus tackling the SDGs in four ways:

- research impact,
- learning and students,
- public engagement activity and
- responsible campus operations.

# FREDERICK UNIVERSITY & GENDER EQUALITY



# The role of Frederick University in gender equality issues

## Research

- Research on gender equality
- Gender mainstreaming in research
- Finding practical solutions to various problems related to the issue



## Education

- Integrate relevant issues into course curriculum
- Promote class activities, projects, etc relevant to gender equality
- Promote activities that will help students gain the knowledge, skills and mindsets needed to challenge gender stereotypes and encourage equality in general and within their specific field of study



## Responsible Campus Operations

- Administration and procedures aligned with gender equality
- Gender equality policy
- Code of Conduct for Harassment and Sexual Harassment
- Staff and student training



## Public Engagement Activity

- Raise awareness through campaigns, conferences, etc)
- Sign MOUs with relevant bodies (Governmental organisations, NGOs, etc)
- Scholarships to vulnerable groups



# Example of Gender Equality Awareness Campaigns



# Campaigns Philosophy & Themes

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## We believe that

especially undergraduate students are at the appropriate age where they challenge their familiar stereotypes and are **ready** and **open** to **listen** and **experience new behaviours**.



# Red Card Campaign – Dating Violence

## Red Card Campaign:

- Dating Violence is unfortunately something that is very common among university students.
- The University decided to investigate the problem further and organized a specific campaign on the issue.
- The campaign lasted 2 years and a series of actions were carried out throughout this time. Students personal experiences provided the data for the campaign.
- Since the campaign achieved the experiential involvement of students, it managed to open a dialogue on this difficult subject.
- During the campaign the Counselling Center of the University saw an increase in the number of students reporting cases of dating violence.



# > 300 students personal experiences shared

## Common abusive behaviour

- Jealousy,
- Isolation,
- Emotional abuse,
- Victim blaming,
- Stalking,
- Sexual coercion,
- Coercion,
- Physical Abuse.



# Red Card Campaign – Measuring the problem

A questionnaire was given to students to measure the problem amongst them.

The goal was to record:

- The % of students who were victims in each dating violence category,
- The % of students who have been perpetrators and
- The degree of recognition of each kind of violence as violence

The results of the questionnaires showed that dating violence is a very big problem among the University students.

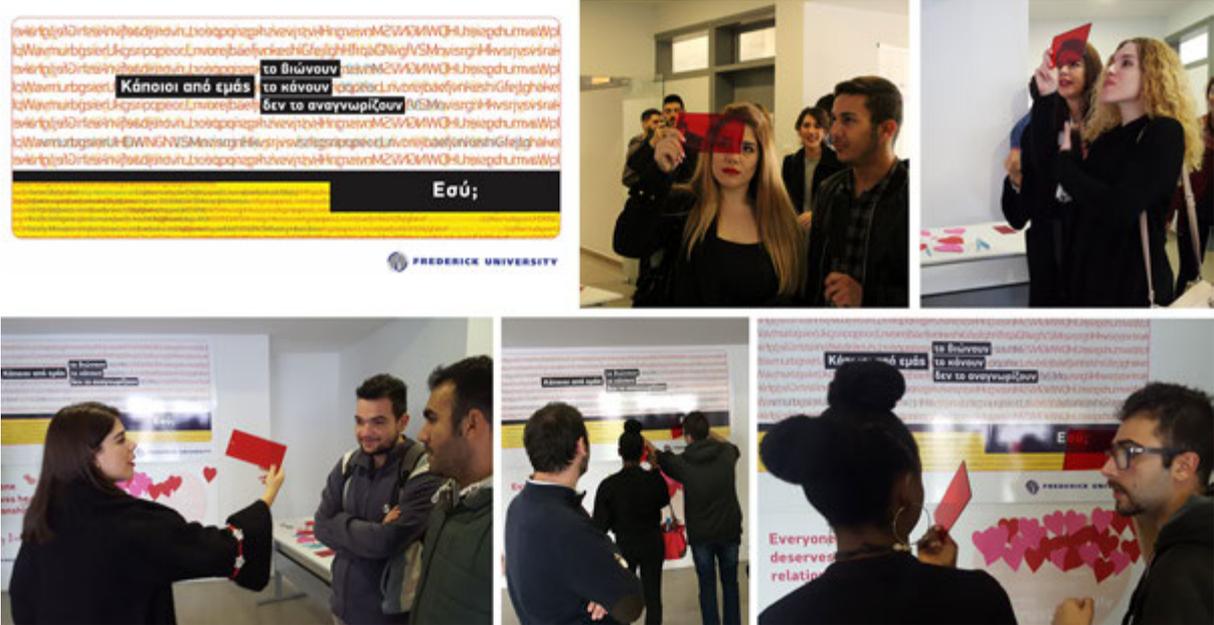


# Some of us experience it, some do it, some do not recognize it. You?

A large print was created at the entrance of the University that presented the results of the questionnaires.

Those present at the site could not see these percentages because the printing concealed them through a visual illusion. The only way they could see them was if they would put a translucent red card in front of their eyes.

This creative approach emphasized that the various forms of violence are there in front of us but we do not see them. They only appear if someone enters an action process.



# Red Card Campaign – Healthy Relationships

The day of this particular event was Valentine's Day.

An NGO specialising in sex education and the Cyprus Youth Organization informed students about their services.

Students were invited to write on small hearts and place them forming a large heart messages that express positive behaviors in a relationship (respect, communication, trust, equality, honesty, etc).



# Workshops developed as a result of the campaign



- Communication and Interpersonal Relationships
- What is Dating Violence? / Preventing Dating Violence.
- How to spot unhealthy behaviours?
- Self-Esteem and Healthy Relationships
- Healthy Vs Unhealthy Relationships
- The jealousy monster
- My bruises are real. You just can't see them (emotional abuses in relationships)



# Red Card Campaign: 1<sup>st</sup> national place for contribution to Society



> 1000

students participated  
experientially

A successful campaign that  
managed to open a  
dialogue on a taboo subject

increased student attendance at  
the Counselling Centre with  
some students mentioning the  
campaign as a reason



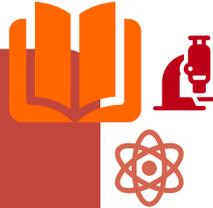
# Examples of helping vulnerable & underrepresented groups

## The effects of the Pandemic



# Providing scholarships to increase participation of women in STEM

**At the moment the University is developing a Scholarship Scheme that will help girls gain access to Engineering, Technology and Science Programs**



Engineers and scientists play a pivotal role in addressing challenges for the planet and people, and the COVID-19 pandemic has created new challenges and opened up new opportunities for engineering / science professionals.

At the same time, women engineers/scientists are grossly under represented. Ensuring equal opportunities for all will enable a more representative cross-section of people to join the engineering workforce and thus contribute to a fairer, more resilient and more sustainable world.

# Providing scholarships to victims of Trafficking

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The University has close links with NGOs that are supporting trafficking victims and offers scholarships to a number of victims of commercial sexual exploitation.

Women and girls are among those groups whose vulnerability to trafficking and exploitation has been exacerbated and intensified by the COVID-19 pandemic.

While women and girls constituted the majority of detected victims of trafficking before the outbreak, it is likely that they will be specifically targeted by traffickers during and in the aftermath of the pandemic.



We need to prepare strategies for the after covid era.



**Let's be the change the world needs**

**THANK YOU**