

Combatting Intimate Partner Violence Modelling Scalable Pathways for Sustainable Interventions in South Africa:

The private sector as a critical ally to promote women's well-being, economic empowerment, and inclusion in the advancement of gender equity.

A Dissertation
presented to

The Master of Philosophy (MPhil)

Graduate School of Business
University of Cape Town

In fulfilment
of the requirements for the Degree of
Masters of Philosophy in Inclusive Innovation

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August, 2021

Financial assistance in support of the Masters in Inclusive Innovation research thesis was generously provided by the Bertha Centre for Social Innovation and Entrepreneurship and the National Research Fund.

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Acknowledgements

There is my reflection in front of the mirror, but there is another (there are many) behind the mirror. - Saleem Kausa.

Although this dissertation has my name on it, this verse speaks for all the people, mentors, research participants, thinking partners, family, and friends, who helped me bring it to life.

I would not have had the privilege to pursue this research study without the financial support of the Bertha Centre for Social Innovation and Entrepreneurship and the National Research Fund.

I want to acknowledge the following people:

My Father (Late) and Mother, thank you for your prayers and unwavering support; they continue to sustain me.

My Writing Team:

My Supervisors, Who believed in me, when I did not believe in myself.

- **Martin Hall**, I am sincerely grateful for the continuous support during my research study. Your guidance and advice carried me through all the stages of this journey. You challenged me to make a difference in the best way I saw fit, with lots and lots of PATIENCE. Despite the many obstacles faced, you constantly guided, supported, motivated, and encouraged me. I appreciate your immense knowledge, critical guidance and essential feedback on the development process of this study. I will forever be grateful for all your support.
- **Francois Bonnici**, you brought the calm to the storm after the challenging process of securing a suitable supervisor. You made the process worthwhile. Thank you for your insightful supervision, constant encouragement, and your availability despite the geographical barrier.

- **Warren Nilsson**, you provided the necessary feedback and guidance needed to conclude my dissertation. I, thank you.

I could not have imagined having a better writing team for my dissertation.

Research Participants, My appreciation extends to all the research participants that graciously shared their knowledge, insights, and experiences with me, as well as numerous others who have offered insights through conversations and informal interviews. Without you, this work would not be possible.

Lorenzo Davids, You were there throughout the journey and challenged me to go beyond. I appreciate your consistent support, mentorship, and encouragement throughout.

Gabi Nudelman, for your timeously feedback, motivation and encouragement throughout my writing journey.

Chantelle Wyley, for your holistic support to ensure my well-being and ability to deliver valuable work to the world.

MPhil Class, I thank you for your endless support and love throughout this process. I will forever be thankful for all your motivation and inspiration.

University of Cape Town Graduate School of Business, GSB Staff, especially Nuraan Isaacs for the technical and administrative support.

World Economic Forum, Selecting me to attend the Sustainable Development Summit that gave me the opportunity to attend the HeforShe Impact Summit, which further fuelled my excitement and inspiration to pursue this research. (Being part of the Global Shapers community and also access to all your other content has increased the depth of my knowledge to support the findings of this paper.)

- My heart is filled with gratitude.

“...Empowerment is contagious. I see it lighting up the faces of our youngest girls. It is what I call, the reverse domino effect...Lift up one woman, and she will lift up others, who lift up the world.”

-Queen Rania

**This dissertation is dedicated to the many
bold and courageous women,
past, present, and future
who will contribute to
a more just, safe, and equitable world for women.**

Abstract

Intimate partner violence (a subset of violence against women) is a large-scale and complex social, public health, and economic problem that has existed for many decades, primarily enabled by systemic gender inequality and rooted in patriarchal gender norms. This study focuses on the design and scalability of interventions that address intimate partner violence targeted at mothers. The emphasis on mothers was chosen given the high prevalence of intimate partner violence perpetrated by men against women across the social spectrum and the more significant impact and sustainability intervening at this level presents to advance social and economic progress in South Africa.

The existing interventions and funding to address violence against women are predominantly directed to post-violence responses related to the effects of violence. Despite these efforts to tackle violence against women in South Africa, the challenge persists, and many gaps remain, exacerbated by the COVID-19 pandemic. The equal demand, importance, and effectiveness of pre-violence prevention interventions were evident in this study. However, the demand for and the dominance of the post-violence position underscores prevention as a critical priority. The study, therefore, revealed a limitation in the thought processes that inform the design, sustainability, and scalability, of prevention interventions which impedes the capability to bring about the large-scale systemic improvements and changes to combat violence against women in the medium to longer term.

There has been minimal evidence of strategic, innovative, sustainable, long-term, and workable prevention pathways. This has made evident the significant need for alternative pathways and innovative business models to build additional designs and scalability pathways to address the problem. Therefore, the study endeavoured to identify alternative scalable pathways to prevent violence against mothers in Cape Town.

In the context of this study, social and inclusive innovation principles and practices have been used to foreground this study to inform a new narrative to address the challenge more efficiently and effectively. Social innovation has been used as a lens to inform scalability and

sustainability as well as inform the building of new innovative pathways and business models in the violence against women prevention ecosystem.

The study adopted a qualitative research approach. Data was collected via semi-structured expert interviews and meetings on the topic area and analysed using content analysis.

The study's findings revealed two fundamental priorities that include seven key practices. They are integral to influencing the design and scalability of interventions to catalyse large-scale change and bring about substantial systemic improvements in this ecosystem. These priorities encourage a new narrative to approach intimate partner violence and are indicative that violence against women can be changed if we approach it with a new intelligence. The fundamental priorities outlined in the findings include:

- (i) Reframing mental models to address violence against women.
- (ii) Developing scalable pathways and business models to influence systems change and combat violence against women.

The two fundamental priorities outlined in the study's findings point to the need for a necessary social innovative legislative change in the private sector's role in supporting sustainable and scalable pathways to combat intimate partner violence and advance social and economic progress.

Key Words: Social innovation, Intimate Partner Violence, Prevention, Alternative Scalable Pathways, Mothers, Cape Town

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CHAPTER 1: Introduction

1.1 Statement of the problem

There are many definitions of Gender-based violence. In total, it is the term used to “capture violence that occurs as a result of the normative role expectations associated with the gender assigned to a person at birth, and the unequal power relations between the genders within the context of a specific society” (Bloom, 2008, p. 1). It includes sexual, physical, emotional, and psychological abuse and economic or educational deprivation, which further results in physical, sexual, psychological, or financial harm (Fraser & Jewkes, 2019; Kerr-Wilson et al., 2020; South African Government, 2020a; UN Women, 2015; UN Women, 2020a; What Works to Prevent Violence, 2014). Gender-based violence is disproportionately directed against women and girls (Decker et al., 2015; Kerr-Wilson et al., 2020; UN Women, 2015; UN Women, 2020a; WHO, 2019). For this reason, some definitions use gender-based violence and violence against women interchangeably (Bradbury-Jones & Isham, 2021). This study will use the term “violence against women”.

Violence against women is “a gross violation of human rights and a pervasive manifestation of gender inequality throughout the world” (Hackett et al., 2016, p. 1). In Africa, between half and two-thirds of all women have experienced violence at some point in their lives, physically, emotionally, or financially (Fulu et al., 2017; Kerr-Wilson et al., 2020; WHO, 2017a; WHO, 2019; World Economic Forum on Africa, 2019). In Southern Africa, the extent of violence against women renders it a national pandemic and among the world’s most severe and prevalent human rights violations (Khumalo et al., 2014; South African Government, 2020a). The President of South Africa, Cyril Ramaphosa, emphasised this fact: “South Africa holds the shameful distinction of being one of the most unsafe places in the world to be a woman” and that “...as many as 51% of women in South Africa had experienced violence at the hands of someone they were in a relationship with” (South African Government, 2020b, p. 1).

Violence by an intimate male partner is the most common form of violence against women (Decker et al., 2015; Field et al., 2018; UN Women, 2020a; WHO, 2019). The predominance of this form of violence reflects the high level of inequality between women and men in society. The context of COVID-19 is said to have exacerbated the risk factors of violence against

women (UN Women, 2020a; UN Women, 2020b). Toxic social norms and gender inequalities that have existed before the pandemic, which includes “economic and social stress, food insecurity caused by the pandemic, coupled with restricted movement and social isolation measures”, have led to an exponential increase in violence against women (UN Women, 2020a, p. 1). This was spotlighted on a global level when United Nations Secretary-General Antonio Guterres stated that “since countries imposed restrictions worldwide to contain the coronavirus, women and girls were increasingly facing violence where they should be safest, in their homes” (Koshan et al., 2020, p. 3).

Violence against women, therefore, is an extreme form of gender inequality that undermines democracy, impedes development, ensuring healthy communities and sound economic growth, and compromises the quality of life of people across the social and economic spectrum of society (Abrahams et al., 2017; Hwenha, 2014; Koraan & Geduld, 2015; WHO, 2019). Guterres (South African Government, 2020b) mirrored the detrimental effect of violence against women in a statement, “Violence against women erodes the moral fibre of our society. It sinks its insidious roots in families and communities, causing the cycle to be repeated across generations” (p. 1). The economic and financial implications reported by a study conducted by KPMG found that violence against women costs South Africa between 0.9% and 1.3% of its gross domestic product annually, which is disturbingly in line with global estimates (Khumalo et al., 2014). These costs are predominantly directed to post-violence responses (Khumalo et al., 2014). Budgets and resources are allocated “towards goods and services related to the effects of violence, thereby diverting resources from their optimal use, resulting in lower economic growth and reduced standards of living” (Khumalo et al., 2014; p. 3). This indicates the negative implications of violence perpetrated against women, preventing an economy from realising its full potential.

At a session on Advancing Gender Parity at Davos¹ 2021, the United Nations Women Executive Director Phumzile Mlambo-Ngcuka stated, “Violence against women is a shadow pandemic. It was there before the health pandemic. It will be exacerbated beyond the health pandemic. Unless we make decisive choices as we deal with the pandemic” (World Economic

¹ Davos is the informal name of the annual four-day conference held by The World Economic Forum in Davos-Klosters, Switzerland. The non-profit organization aims to "engage the foremost political, business, cultural and other leaders of society to shape global, regional and industry agendas" (World Economic Forum, 2020).

Forum, 2021a, 23:87). Eliminating this scourge in South Africa is therefore critical to the well-being of women, children, families, businesses, the economy, and society.

Although substantial ongoing efforts have been made to tackle violence against women in South Africa, the high prevalence and destructive impact socially, psychologically, and economically indicates that the design of the current ecosystem to address violence against women has not influenced significant systemic improvements and changes to mitigate its occurrence in the medium to longer-term. The pandemic has magnified this prevalence as the high risks that drive violence against women are said to “be amplified in the aftermath of COVID-19 with loss of income, livelihoods, potential increases in generalized crime and violence, and the intensified abuse children will have been exposed to during isolation” (UN Women, 2020a; p. 1). Thus, the pandemic has accelerated the need to address violence against women more efficiently and clarify what needs to be done.

Regardless of emerging literature and data highlighting that violence against women can be prevented using evidence-based strategies for prevention, the demand for and the dominance of the post-violence position, underscores prevention as a critical priority (Kerr-Wilson et al., 2020; Pawlak & Sachdeva, 2015; UN Women, 2020a; What Works to Prevent Violence, 2014; WHO, 2019). The existing prevention interventions and strategies are limited in their design and scalability, which inhibits the capability to bring about the systemic transformation required to combat violence against women. The study, therefore, revealed a limitation in the thought processes that inform the intervention design to address violence against women at the scale and depth required. Accepting the severity of the risks socially and economically demands an alternative response that addresses the large-scale and complex problem. This is the focus of this study.

1.2 Social and inclusive innovation

Social and Inclusive Innovation is a powerful construct for understanding and producing scalable and sustainable social change (Phills et al., 2008). It calls for new paradigms and new theoretical perspectives to move forward, ultimately resulting in new social practices (Cajaiba-Santana, 2014). These new social practices have the potential and power to lead to more effective social and large systems change, which is the overall objective of this study (Moore

et al., 2015). From this perspective, large-scale change will necessarily involve changes to rules, resource flows, cultural beliefs, and relationships in a social system at multiple spatial or institutional scales (Moore et al., 2015).

The need for social and inclusive innovation to influence the design of interventions to promote scalable pathways and business models to combat the existing systems that perpetuate violence against women was prevalent throughout the study. The findings of this study indicated that to build these new business models and pathways, the thought processes that influence these designs must be altered. Therefore, in this study's context, social innovation principles and practices have been used to foreground this research and inform the study's findings. Social innovation has been used as a lens towards scalability and sustainability and informed the building of new innovative business models in the violence against women prevention ecosystem.

1.3 Scope and limitations of this research study

The complexity of violence against women, the sheer scale of the problem, and the need for alternative prevention pathways positioned the study to focus exclusively on exploring alternative scalable pathways to prevent violence against mothers in Cape Town, South Africa. The greater City of Cape Town was selected to circumscribe the scope of the research. While violence against women is an issue throughout the country and globally, this more localised investigation sought to increase the depth of knowledge within the area and reduce the research's complexity as the local demographics and inequality vary enormously from city to city in South Africa.

Cape Town is South Africa's second-largest economic centre and second-most populous city (World Population Review, 2021). It has a population estimated at 4,4 million, with a gender breakdown of 50,4% female and 49,6% male (World Population Review, 2021). The ethnic and racial composition of Cape Town is 42.4% "Coloured", 38.6% "Black African", 15.7% "White", 1.4% "Asian or Indian," and 1.9% other (World Population Review, 2021). Cape Town has also been reported as having the second-highest number of reported violence cases against women in the country, which further motivated this geographical focus (Lepule, 2019).

It is envisioned that the study's findings will be relevant for, and can be adapted to, other contexts.

For this study, violence against women will mean violence by an intimate male partner against women, namely mothers. This relationship which presents overlaps between violence against women, intimate partner violence, and violence against mothers, is graphically illustrated in the Venn diagram in figure 1 below. The term mother will refer to a woman who has one or more children under 18 years old or is currently expecting a child. This is the core focus of this study. This focus was chosen because intimate partner violence is the most common manifestation of violence against women and is more prevalent across all socio-economic groups than other forms of violence, increasing the demand for attention (Decker et al., 2015; Field et al., 2018; UN Women, 2015; UN Women, 2020a; WHO, 2019).

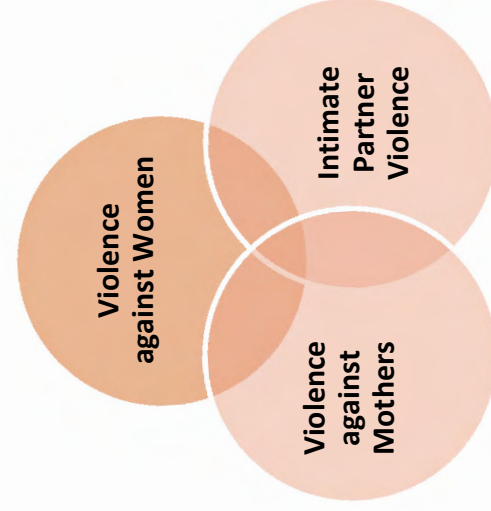


Figure 1. A Venn diagram presenting the overlaps between violence against women, intimate partner violence, and violence against mothers.

The study undertook a pre-violence approach, focusing on the potential for interventions ahead of the crisis. It focuses on violence against women prevention interventions, allowing for a more in-depth thought process of how this violence can be prevented from happening in the first place. Prevention entails efforts to address the underlying causes of violence against women to prevent its (re)occurrence and decrease the number of new incidence cases (Pawlak & Sachdeva, 2015; UN Women, 2020a, UN Women, 2020b; USAID, 2015).

For this study, intervention is defined as a singular mechanism that addresses an aspect of violence against women, for example, a jobs skill training programme or a women's shelter. Pathways are defined as an intervention with a scalable capacity when combined with other mechanisms, such as an educational programme that uses technology to reach a larger audience.

There was limited literature on violence perpetrated against mothers explicitly. However, the study adopted the literature on violence against women and applied it to working with mothers. The motivation for directing interventions at mothers was influenced by the accepted wisdom that the empowerment of mothers is a key lever for change. It has multiple long-term benefits on different segments of society and has an additional scalability factor that has a generational advantage. This is demonstrated in figure 2, which presents a graphical presentation of the impact of targeting interventions and pathways at mothers.

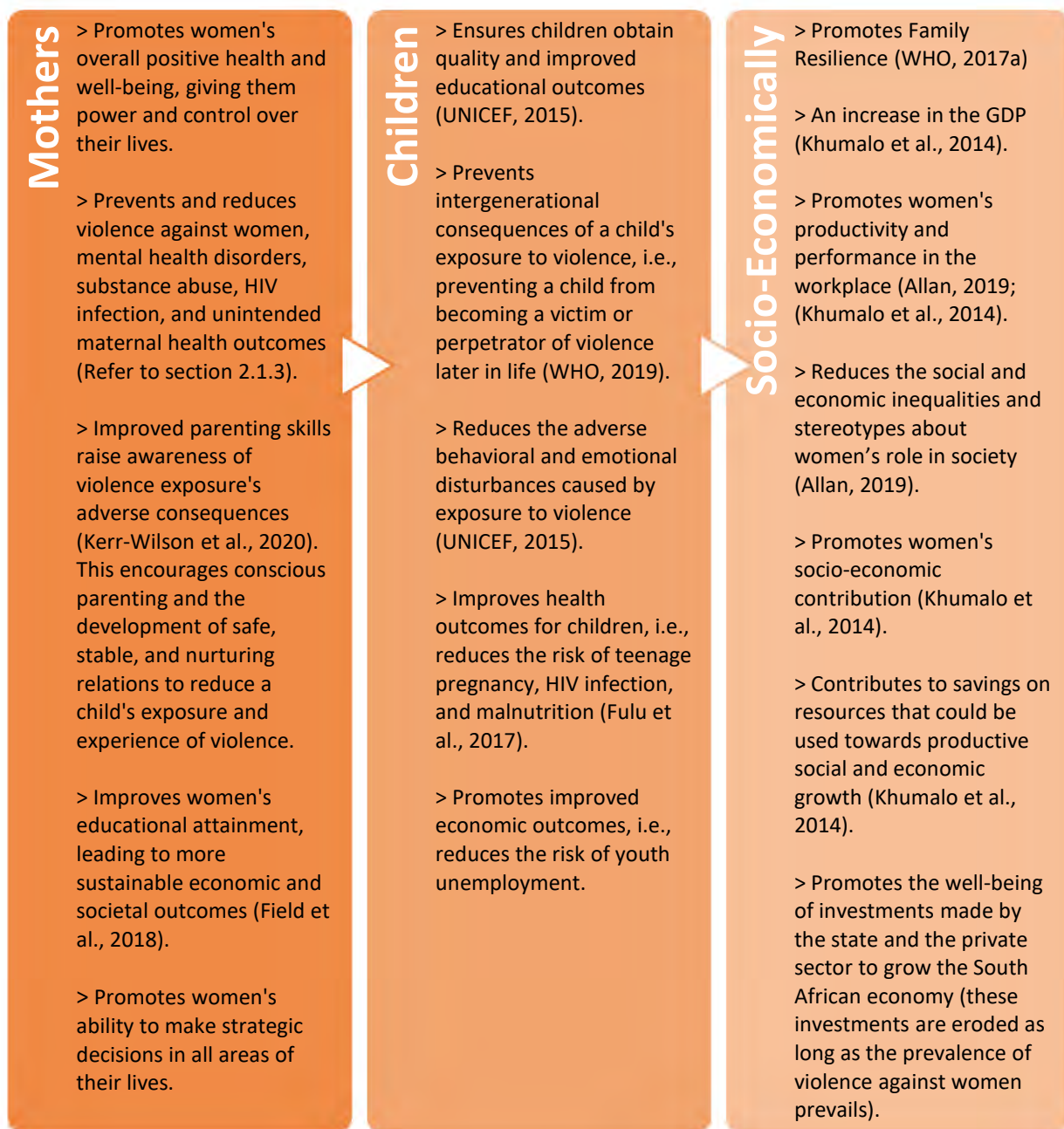


Figure 2. The impact of targeting interventions at mothers

Targeting interventions and pathways at mothers leads to improved education, health, and economic outcomes for women, children, families, communities, businesses, and society (Dunkle & Decker, 2013; Fulu et al., 2017; UN Women, 2020a; WHO, 2017a; WHO, 2019). UN Deputy Director-General Amina Mohamed stated that “If you get information to mothers, you begin to change outcomes” (A. Mohamed, Personal Communication, 25 September 2019), further supporting this standpoint. This position promotes the protective factors that prevent violence from occurring (refer to figure 3). Working with mothers and raising awareness of the harmful effects of violence can significantly impact an entire generation and reduce the

negative impacts, as outlined in section 2.1.3. It not only enables intervention at a preventative level, but it allows for a profound effect on the physical and mental well-being of the generation of their children. It prevents the intergenerational consequences of a child's exposure to violence, preventing them from becoming victims or perpetrating violence later in life (Fulu et al., 2017; Guedes et al., 2016). Educating mothers to ensure the holistic well-being of their children further leads to improved education, health, and economic outcomes. This can reduce mental health disorders, HIV infections, teenage pregnancy, and youth unemployment (WHO, 2017a).

As mothers are generally the main heads of the household and caregivers in South Africa (close to 50%) and are disproportionately affected by violence, the strong correlation between the head of the household and family resilience supports the study's focus on working with mothers (Statistics South Africa, 2018a). The awareness of the multiple impacts of working with mothers is integral when designing and developing prevention pathways for scale. This focus is further intended because intervening at this level ensures a more significant impact and sustainability at multiple levels.

1.4 Objective of the study

This research study grounded in social and inclusive innovation explores, identifies, and proposes an alternative pathway to combat intimate partner violence at scale, yielding more sustainable impact and systemic change. The strategic intent is to address the sheer scale of the challenge to mitigate the destructive impact on women, reduce intergenerational violence and promote social and economic progress.

1.5 Research contribution

Violence against women is a critical issue in South Africa and the world. Thus this research study is offered in the hope that it contributes to the efforts of the state, private sector, civil society, academia, and citizens, working tirelessly to curb the occurrence and effects of such violence. This study proposes an alternative perspective to the global conversation about moving beyond binary choices in crafting a response to violence against women. Fundamentally, it proposes a new narrative for the approach. It seeks to promote more scalable,

sustainable, and equitable strategies to accelerate progress towards shifting the systems that perpetuate violence against women in Cape Town, reducing the adverse social and economic impact on women, businesses, and society.

The findings of this study are intended to contribute to policy-making and practice outputs. They can support the realisation of the Western Cape Safety Plan, The National Strategic Plan on Gender-Based Violence and Femicide², UN Sustainable Development Goals³, and the UN Generation Equality Policy Areas⁴.

The design of a Praxis Model is a key aspect of the Masters in Philosophy in Inclusive Innovation at the University Of Cape Town Graduate School Of Business. The Praxis Model is outlined in more detail in this study's practical output, which takes the form of a proposed legislative change presented in Appendix 1 of this research paper. It is offered as a social innovative pathway to address violence against women at scale in South Africa.

1.6 Research Questions

1.6.1 Main Question

What are the alternative scalable pathways to prevent violence against mothers in Cape Town?

1.6.2 Sub Questions

- What are the critical elements to include in designing a scalable pathway to prevent violence against mothers?
- What are the existing scalable pathways to prevent violence against mothers in Cape Town and their routes to scale?

² National Strategic Plan on Gender-Based Violence and Femicide aims to provide a multi-sectorial, coherent strategic policy and programming framework to strengthen a coordinated national response to the crisis of gender-based violence and femicide by the government of South Africa and the country as a whole (South African Government, 2020a).

³ Sustainable Development Goals (SDG's) are a collection of 17 interlinked global goals designed to be a "blueprint for achieving a better and more sustainable future for all" (United Nations, 2020).

⁴ UN Generation Equality Policy Areas demands equal pay, equal sharing of unpaid care and domestic work, an end to sexual harassment and all forms of violence against women and girls, health-care services that respond to their needs, and their equal participation in political life and decision-making in all areas of life.

- What are the alternative scalable pathways to prevent violence against mothers in Cape Town and their routes to scale?
- How can the research outcomes in the context of Cape Town be developed and applied to have a meaningful impact in other cities in South Africa and other parts of the world?

1.7 Researcher Reflexivity

The study was influenced by the researcher's professional and personal experience, which serves as the foundation for conducting this research. According to Maxwell (2012), when the researcher ignores or suppresses their knowledge and understanding about the phenomenon studied, this ignorance can compromise their ability to understand the phenomenon. Several aspects contribute to the lens through which the research was viewed and conducted, informed by the researchers' background and experiences.

As a qualified social worker and the founder of a women's rights and well-being social enterprise, The Social Makeover⁵, the researcher holds more than a decade of experience working in the social sector advocating for women's rights, well-being, inclusion, and advancement. Her experiences stem from a conservative religious, traditional South African - Indian family, working at a local level for the government of South Africa Department of Social Development, and as an affiliate of the World Economic Forum Global Shapers Community, which have allowed her to observe and experience the secondary trauma of violence in diverse forms.

Through these varied opportunities and experiences, she witnessed and admired the power and resilience of women at multiple levels. This frequently left her with a burning desire and determination to do more. Her empathetic nature, skills, and creative energy as a social worker who daily innovates to combat the many social challenges faced in South Africa; from a human-centred approach strengthened the depth of her understanding of working with social

⁵ The Social Makeover is a women's rights and well-being social enterprise working to advance the female agenda with the strategic intent to combat violence against women.

systems and wicked problems. This constantly exposed her to confront the plight that many women face locally, and on a global level.

She continued to immerse herself in the field to understand better the challenge she was up against, committing herself to the cause, a pursuit greater than herself. This allowed her to observe and identify the many gaps in the system from a grassroots through to a leadership level. She remained steadfast in her pursuit of realising a better South Africa for all women, participating in several local and global change-making initiatives where she led and contributed to several discourses, frameworks, policies, and practices. She positioned her life's work to actively tackle women's rights, well-being, inclusion, and advancement through the lens of social innovation, using the vehicle of social entrepreneurship with the strategic intent to combat violence against women.

The experiences and insights gained from this journey strengthened her passion, empathy, and drive to inform this study with a strong determination and hope to inform a new narrative to change the outcomes of many women and girls and the overall psyche of the world.

1.8 Thesis Roadmap

The structure of this dissertation is designed to contextualise the problem and the need for alternative scalable pathways to prevent the destructive impact of violence against women. Chapter 2 provides an overview of how the existing literature explores this problem area and identifies the gaps in the research and praxis models. The research approach and methodologies used for this research are highlighted in chapter 3, which provides an in-depth understanding of the data collection and analysis approach. In chapter 4, the key findings of this study are presented. The discussion of the findings and conclusions of this study are subsequently presented in chapters 5 and 6.

CHAPTER 2: Literature Review

This chapter presents the literature review on the key themes of relevance to the study. The first section discusses the prevalence, risk factors, and consequences of violence against women in South Africa. The chapter then shifts to outline the need for prevention interventions to address violence against women and the necessity to be implemented at scale. The final section concludes by discussing the key elements to include in designing scalable prevention pathways.

2.1 Violence against women

The UN Declaration on the Elimination of Violence against Women (1993) states that:

Violence against women is a manifestation of historically unequal power relations between men and women, which have led to domination over and discrimination against women by men and to the prevention of the full advancement of women, and that violence against women is one of the crucial social mechanisms by which women are forced into a subordinate position compared with men (United Nations Human Rights Office of the High Commissioner, 1993, p. 1).

As society has progressed, there has been an expansion in understandings of violence against women. It includes economic violence⁶, sexual and gender identity, cyber violence⁷, and state violence where women and girls are denied critical sexual and reproductive health rights (CEDAW, 2017). This study will focus on a subset of violence against women, namely intimate partner violence. Intimate partner violence is the most common manifestation of violence against women, where women are disproportionately affected, and the subject matter for this study (Decker et al., 2015; Field et al., 2018; Hwenha, 2014; South African Government, 2020a; UN Women, 2015; UN Women, 2020a; WHO, 2019). The definition by Hwenha (2014) that defines violence against women as: “Any abuse that occurs within the family context

⁶ Economic violence includes the unreasonable deprivation of economic or financial resources, which a complainant is entitled to under law or requires out of necessity, and the unreasonable disposal of household effects or other property in which the complainant has an interest (South African Government, 2020a).

⁷ Cyber Violence is defined as online behaviours that criminally or non-criminally assault, or can lead to assault, of a person's physical, psychological or emotional well-being. It can be done or experienced by an individual or group and happen online, through smartphones, during Internet games.

where the perpetrator is known to the woman” (p. 1) was adopted. Emotional, physical, and economic violence perpetrated against mothers will further be the focus (as outlined in chapter 1, figure 2). There was limited literature that specifically focused on violence against mothers. As women are disproportionately affected by violence, the literature adapted research from the violence against women literature to apply when working with mothers.

2.1.1 Prevalence of violence against women

Globally, violence against women remains one of the most severe human rights violations (Koshan et al., 2020; UN Women, 2020a; WHO, 2019). It is both a cause and consequence of gender inequality and discrimination (Kerr-Wilson et al., 2020; UN Women, 2015; WHO, 2019). Worldwide, an estimated 1 in 3 women has experienced physical and/or sexual violence by an intimate partner in their lifetime (UN Women, 2020a; UN Women, 2020b; WHO, 2019). Violence against women is a pandemic that affects South African women five times more than the global average (Statistics SA, 2018a, p. 3). Economic abuse is also much more prevalent in the country, often under-reported (South African Government, 2020a).

Emerging data shows that since the COVID-19 outbreak in 2020, violence against women has intensified (Africa, 2021; Ajayi, 2020; UN Women, 2020a, UN Women, 2020b). This increase is partly because of the National lockdown instated by the state to respond to the pandemic (Ajayi, 2020; UN Women, 2020a). During the first week of lockdown in South Africa, more than 2300 cases of violence perpetrated against women were laid with the police (Amnesty International, 2021). This number has increased as “security, health, and money worries heightened tensions, and strains were accentuated by cramped and confined living conditions” (UN Women, 2020a, p. 2). While confining every person to their residence was intended to contain the pandemic, it had the unintended effect of making the household the most likely site of violence during this period. The exact prevalence of violence against women is not precise due to the insufficient data collection in the sector and many women who fail to report the violence (Africa, 2021; Machisa et al., 2017; South African Government, 2020a).

Women observe violence across the life course (UN Women, 2015; UN Women, 2020a). The ages in which it is most likely to occur are “18-44, with women aged 18–24 years being particularly vulnerable” (European Union Agency for Fundamental Rights, 2014, p. 1). Women

across the social spectrum experience violence, however, certain groups of women are more vulnerable than others (UN Women, 2015). These groups include:

inter alia, women: with a disability; from some minority ethnic or indigenous communities, and refugees and asylum seekers; who are lesbian, bisexual, transgender or intersex; in communities experiencing natural and environmental disasters; in communities in which there have been rapid changes in women's status and power; geographical locations, located in rural and remote communities; affected by poverty; living with HIV; and who are irregular migrants/domestic workers (Dunkle et al., 2018, p. 2)".

2.1.2 Root causes and risk factors for violence against women

Historically, the drivers of violence against women are complex, multifaceted, and embedded in political, economic, and social processes, and their impacts are far-reaching (South African Government, 2020a; UN Women, 2015; WHO, 2019). The risk factors that explain the cause of violence against women are presented below.

The World Health Organisation (2019) argues that violence against women is a “product of power and control” that has stemmed from varying levels of inequality between men and women. It further highlights that violence is rooted in discrimination and inequality, which is upheld by “individual attitudes, beliefs, and practices; broader social norms around gender and violence; and systems and structures that replicate and even codify this inequality and discrimination” (p. 3). In addition to the root causes, many risk factors perpetuate violence against women, as outlined by the WHO (2019) in figure 3.



Source: WHO (2019) Adaptation from the original

Figure 3. Violence against women risk factors

As seen in figure 3, the individual, interpersonal, community, and societal violence against women risk factors have been presented. These risk factors reflect the social and community contexts in South Africa, with historical and sociological elements that add further complexity (South African Government, 2020a; WHO, 2019). Some of these risk factors are unpacked below to strengthen the study's argument.

The literature underlined that women are more at risk of violence perpetration if they were exposed to violence, i.e., abuse during childhood, exposure to abused mothers, and attitudes accepting violence, male privilege, and women's subordinate status (Decker et al., 2015; Kerr-Wilson et al., 2020; South African Government, 2020a; What Works to Prevent Violence, 2014; WHO, 2017a). Education also presents as a significant indicator of females having a greater dependency on male partners, resulting in diminished control in the relationship (Fraser

& Jewkes, 2019; South African Government, 2020a; WHO, 2019). The literature further underlined that unemployment among men often causes strain that leads to violence against women, while unemployment among women makes a woman vulnerable to experiencing violence by their partners (Field et al., 2018; Mthembu et al., 2016; South African Government, 2020a; Vyas & Heise, 2016; WHO, 2019). The evidence further indicates that women's household food insecurity experiences increased their vulnerability to violence (Gibbs et al., 2017; What Works to Prevent Violence, 2014).

The propensity of men to use violence differs, and some are more violent than others (WHO, 2019). Parents, school, and the media play a significant role in influencing a child's tolerance to violence which stems from a young age (South African Government, 2020a; WHO, 2019). Norton et al. (2012) highlight the importance of the emotional bond between the primary caregiver and a child that influences a child's ability to form future relationships i.e., with peers, partners, and their children. The absence of a healthy bond with a caregiver, resulting from neglect or exposure to violence, has a lasting impact on a developing child's brain, disrupting their ability to form healthy relationships (Belsky, 1993; Guedes et al., 2016; Jewkes & Morrell, 2010; South African Government, 2020a; WHO, 2017b; WHO, 2019). This causes them to be more insecure and less able to experience guilt and remorse (Belsky, 1993; Guedes et al., 2016; Jewkes & Morrell, 2010; WHO, 2017b; WHO, 2019). As a result of these negative consequences, these individuals are more at risk of abuse or perpetrating violence (WHO, 2019).

Poverty and social marginalisation have also increased the likelihood that children will be exposed to abuse and neglect, increasing their probability of becoming perpetrators or victims of violence (Gibbs et al., 2017; Gibbs et al., 2018). Gibbs et al. (2017) highlight that women who live in poverty are more economically dependent on their male partners and that poverty and violence against women are mutually reinforcing. Where poverty increases, women are more at risk of experiencing violence, and violence against women increases women's poverty (Gibbs et al., 2017; Gibbs et al., 2018; South African Government, 2020a).

The context of COVID-19 has exacerbated the risk factors highlighted above and their impact on the rates of violence against women (Africa, 2021; South African Government, 2020; UN

Women, 2020a). Section 2.1.3 underlines the adverse consequences of violence against women.

2.1.3 Consequences of violence against women

Consequences for women

Violence against women plays a considerable contribution to women's ill health and well-being (UN Women, 2020a; WHO, 2019). Women are twice as likely to experience psychological trauma such as depression, anxiety, low self-esteem, fear of intimacy, post-traumatic stress disorder, including alcohol problems as a result of the violent abuse (Abrahams et al., 2017; García-Moreno et al., 2015; Mashaphu et al., 2018; Mthembu et al., 2016; UN Women, 2020a; WHO, 2017). Risk behaviours such as unhealthy eating habits and suicidal tendencies are also common as a result (Abrahams et al., 2017; Garcia-Moreno et al., 2015; Mthembu et al., 2016; WHO, 2017a). Women are 1.5 times more likely to be infected with HIV than men, and male perpetrators of violence are more likely to be HIV positive, increasing the possibility of transmission (Dunkle & Decker, 2013; WHO, 2017a). Conversely, HIV often leads to violence because it causes relationship conflicts (Colombini et al., 2016; South African National Aids Council [SANAC], 2015).

Violence against women leads to unintended maternal health outcomes such as pregnancies, where women are twice as likely to have an abortion, gynaecological problems, and sexually transmitted infections (UN Women, 2015). A WHO (2017b) study found that women who experience violence in pregnancy were 16% more likely to suffer a miscarriage, 41% more likely to have a pre-term birth or stillbirth, and a low birth weight infant. These negative impacts may further impact women's overall well-being and ability to function optimally (WHO, 2017a). This adverse impact further limits their opportunities to attain education, employment, and income, which are curtailed as a result of the violence, severely restricting women's contribution to social and economic development (Alhabib et al., 2010; CEDAW, 2017; Peek-Asa et al., 2011; UNICEF, 2014). Violence against women is also a common cause of homelessness and housing instability among women (Tually et al. 2008).

Consequences for children of women affected by violence

The literature highlights that children exposed to inter-parental violence are at a greater risk of experiencing a range of behavioural and emotional disturbances (Flood et al., 2009; Fulu et al., 2017; UNICEF, 2014; UNICEF 2015). Figure 4 presents the behavioural and emotional consequences for children of women affected by violence against women presented by the literature (Flood et al., 2009; Fulu et al., 2017; UNICEF, 2014; UNICEF, 2015; UN Women, 2015; UN Women, 2019; WHO, 2017).

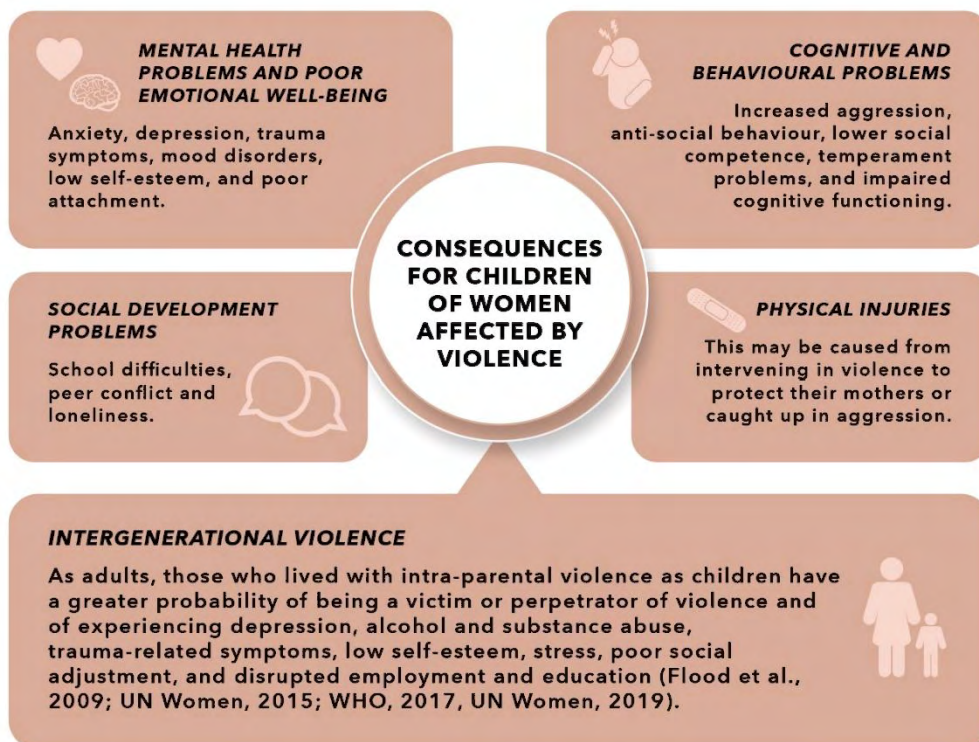


Figure 4. Consequences for children of women affected by violence

Socio-economic impact of violence against women

The socio-economic costs of violence against women have ripple effects throughout society (WHO, 2017a). The study conducted by KPMG estimated violence against women to cost between ZAR 24-42 billion, one and two percent of the gross domestic product (Khumalo et al., 2014). These figures are conservative and fail to include a comprehensive breakdown of violence against women and its actual costs, including the different intervention levels. These costs involve direct costs, such as increased state expenditure associated with responding to violence's consequences (Khumalo et al., 2014). From a market risk perspective, violence against women significantly detracts from economic productivity and the loss of family

income, resulting in further damage. Indirect costs in reduced productivity are incurred from absenteeism by victims and perpetrators (Allan, 2019; Hwenha, 2014; Khumalo et al., 2014). In non-financial terms, violence against women perpetuates social and economic inequalities and stereotypes about women's role in society (Allan, 2019). These consequences are very prevalent in South Africa.

2.1.4 Existing efforts to respond to violence against women

International efforts to respond to violence against women

South Africa is a signatory to international and regional charters and protocols that seek to protect women's rights at the international level. This requires them to ensure that these agreements are aligned within their domestic legal practice. Attached in Appendix 2 is a list of these charters and protocols that seek to protect women's rights. The United Nations Sustainable Development Goals 2030 (United Nations, 2020) is a universal call to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity. It has played a critical role in influencing the narrative and direction of the countries' responses, including ending violence against women (United Nations, 2020). Of particular relevance for preventing violence against women are the UN Sustainable Development Goals listed in figure 5 below.



Figure 5. The UN Sustainable Development Goal's relevant for the prevention of violence against women.

The related targets relevant to the prevention of violence against women are outlined in Appendix 3.

National efforts to respond to violence against women

The Bill of Rights in the 1996 Constitution of the Republic of South Africa Act 108 of 1996 sets the framework for a legislative response to violence against women (The Constitution of the Republic of South Africa, 1996). Chapter 1 states that human dignity, the achievement of equality and the advancement of human rights and freedoms, non-racialism and non-sexism, are founding principles. Chapter 2 recognises the rights of equality, human dignity, life, freedom, and security of the person. These rights underscore a national commitment to building a free society from all forms of violence, and recognising and values bodily integrity and autonomy. Other legislative, policy, and specific frameworks to respond to violence against women and pertinent to prevention are presented in Appendix 4.

Women in South Africa have consistently played a key role in challenging the state, notably on 9 August 1956, in challenging the pass laws against violence against women (South African Government, 2020a). State interventions have included the launch of the 365 Days of Activism Campaign, the Inter-Departmental Management Team setting up to drive an integrated agenda, the setting up of a National Gender-Based Violence Council in 2012, and the setting up of the Inter-Ministerial Committee on Violence Prevention by the Department of Social Development (South African Government, 2020a). On 1 August 2018, the country saw thousands of women taking to the streets under the banner of #TheTotalShutdown⁸ to highlight Gender-Based Violence and Femicide (GBVF) as a national crisis and to demand an appropriate response (South African Government, 2020a). This further culminated in the Presidential Summit on Gender-Based Violence and Femicide that took place in November 2018 (South African Government, 2020a). Consequently, there was a call for a National Strategic Plan on Gender-Based Violence and Femicide (South African Government, 2020a).

An Interim GBVF Steering Committee facilitated the development of the Gender-Based Violence and Femicide National Strategic Plan (GBVF NSP) (2020-2030) established in February 2019 as an outcome of the Presidential Summit (South African Government, 2020a). The GBVF NSP (2020–2030) provides a strategic framework to guide the national response to

⁸ The Total Shutdown - On August 1, 2018, thousands of women and gender non-conforming people took to the streets of South Africa under the banner of the Total Shutdown. They were raising their voices about the high rates of gender-based violence women and people were facing in South Africa.

the GBVF crisis that South Africans find themselves in. It represents a national response to the call by activists for the government of South Africa and all living in South Africa to ensure women's constitutionally entrenched right to be free from all forms of violence since the establishment of its constitutional democracy (South African Government, 2020a). At the same time, it gives impetus to Outcome 3 of the National Development Plan: all people in South Africa feel safe and provide a coherent national framework to support the country in meeting Sustainable Development Targets (South African Government, 2020a). The NSP GBVF was finalised in March 2020 during the COVID-19 pandemic (South African Government, 2020b). Subsequently, two Gender-Based Violence funds were launched as part of the COVID-19 Solidarity Fund⁹ (South African Government, 2020c).

Broad-Based Black Economic Empowerment (BBBEE)

BBBEE is a government policy to advance economic transformation and enhance the economic participation of people of colour (African, Coloured, and Indian people who are South African citizens) in the South African economy (Department of Trade and Industry, 2019; Norton Rose Fullbright, 2018). Although not intended to address violence against women directly, it addresses many of the drivers associated with it, i.e. unemployment, education, and poverty reduction. Leveraging and promoting the opportunities presented by BBBEE, therefore, serves as a protective factor to combat violence against women. The core pillars of BBBEE are presented in figure 6 below.

⁹ The Solidarity Fund was designed as a rapid response vehicle to mobilise South Africa in the fight against the COVID-19 pandemic and the resulting health, humanitarian and social consequences (South African Government, 2020b).



Figure 6. The Broad-Based Black Economic Empowerment Pillars (Department of Trade and Industry, 2019).

Local efforts to respond to violence against women

Over the past years, the City of Cape Town has made concerted efforts to address violence against women through two specific departments, Social Development and Early Childhood Development (City of Cape Town, 2021). These departments are responsible for improving the well-being of all citizens in the boundaries of Cape Town, with particular emphasis on

vulnerable and poverty-stricken groups, at-risk groups for violence against women (City of Cape Town, 2021).

Civil Society in South Africa plays a leading role supporting the government to address violence against women (South African Government, 2020a; UN Women, 2020c). These efforts mainly focus on care and support services to female victims of violence (South African Government, 2020a; UN Women, 2020a; WHO, 2019). This includes interventions such as skills development for abused women, victim empowerment programmes, psychosocial support services, the provision of shelters for abused women, care centres (Thutuzela Care Centre), and interventions to apprehend and punish perpetrators through the criminal justice system and rehabilitation programmes (South African Government, 2020a).

The literature presented a significant gap concerning efforts implemented by the private sector to address violence against women explicitly.

2.1.5 Prevention of violence against women

Despite the strengthened laws, legislation, policies, and efforts made in South Africa since democracy to address violence against women predominantly by the state and civil society, the unacceptably high levels of this form of violence are evidence that the current interventions have not achieved the data that shows a dramatic decrease in cases. The increase in reported incidences during the COVID-19 pandemic has further exposed this fact (Africa, 2021; UN Women, 2020a).

Past and current efforts to address violence against women have primarily focused on response efforts (Khumalo et al., 2014; South African Government, 2020a). These are limited to interventions to support female victims and survivors of violence, addressing the symptoms of violence, and intervening after the violence has occurred. Regardless of emerging literature highlighting that violence against women can be prevented using evidence-based strategies for prevention, the fact that violence against women remains an ongoing national crisis underscores prevention as a critical priority (Kerr-Wilson et al., 2020; Pawlak & Sachdeva, 2015; UN Women, 2020a; What Works to Prevent Violence, 2014; WHO, 2019). It appears

that minimal effort has been made to leverage current opportunities and develop strategic, innovative, and workable pathways to tackle this challenge at the scale and depth required.

There has been, in general, a limited understanding of prevention versus response interventions in South Africa (Dr. Shisana, Personal Communication, 16 December 2019). A UN Women (2015) report states that “addressing violence against women involves a continuum of interdependent and mutually reinforcing interventions” (p. 14). UN Women (2015) have adapted a continuum to underpin the different levels of prevention as outlined below. This includes:

- Preventing the occurrence of violence against women,
- Preventing the recurrence of violence, and
- Preventing or limiting the impacts of violence against women, through short and longer-term support.

UN Women (2015) asserts that all levels are essential for a comprehensive systems approach. This involves bringing together diverse stakeholders to respond to violence against women in a given context. However, this research will focus on preventing violence before it occurs, preventing new cases of violence against women (UN Women, 2015).

There are many reasons that explain the cause of weak prevention efforts in South Africa, which continue to be a problem. These efforts have been flawed by a lack of political will and leadership commitment to the issue (South African Human Rights Commission, 2018; South African Government, 2020a). There has further been inefficient coordination amongst different stakeholders and limited programmes that focus on violence against women prevention (South African Government, 2020a). Budget allocation to violence against women prevention is insufficient, where few state funds have been allocated (South African Government, 2020a). For the 2020/21 financial year, the government of South Africa, Cyril Ramaphosa, allocated R15 million towards violence against women (South African Government, 2020c). However, this figure is still not a significant amount to tackle this scourge on a national level. There is further limited donor and private sector investment made, and no evidence exists of sustainable investment models. Where interventions have proven effective, their impact has remained

localised due to limited funding (South African Human Rights Commission, 2018). There has additionally been the weak application of evidence-based interventions (South African Human Rights Commission, 2018). Data collection and publication sites are scattered among non-profit organisations and research institutes (South African Government, 2020a). This has resulted in no significant baseline for violence against women, making it challenging to track the impact of prevention interventions over time.

Furthermore, ongoing exposure to violence within the South African context has led to emotional numbing and desensitisation to violence, increasing the tolerance for and acceptance of violence and a generation of shallow disturbing responses (Sibanda-Moyo et al., 2017; South African Government, 2020a).

A focus on violence against women prevention is essential to ensure women's rights and well-being (Jewkes et al., 2020; Sibanda-Moyo et al., 2017; UN Women, 2015). It can prevent violence from occurring in the first place and support existing efforts to prevent violence from reoccurring (UN Women, 2015). It holds promise to reduce the devastating impact on women, children, and society, as highlighted in section 2.1.3 of this chapter.

2.2 Scalable violence against women prevention pathways

In addition to the imperative role of prevention interventions, the research equally highlights the importance of designing interventions for scale; to accelerate progress to achieve the systemic transformation required to solve a particular problem and reduce the negative impact (Pawlack & Sachdeva, 2015; USAID, 2015; WHO, 2019). In this case, it is to prevent violence against women and its destructive consequences¹⁰. There is limited literature on scalable pathways that prevent violence against women in South Africa. This may be attributed to the complexity of the problem and the few scalable prevention interventions due to the limitations discussed in section 2.1.5 (South African Government, 2020a; USAID, 2015). As the risk factors that drive violence against women are intensified due to COVID-19, causing spikes in violence against women and children, the need for scalable preventive pathways has become more urgent (Ajayi, 2020; South African Government, 2020b; UN Women, 2020c). The limitation in the design and scalability of

¹⁰ Outlined in section 2.1.3.

prevention pathways to address violence against mothers and the current demand motivated for this study. The study will, therefore, explore alternative scalable pathways to address violence against women

2.2.1 Social innovation and inclusive innovation

There are many competing perspectives on social and inclusive innovation. Some of the most commonly accepted definitions are presented below.

Murray et al. (2010) describe social innovations as “new ideas, products, services, and models that simultaneously meet social needs more effectively than alternatives and create new social relationships or collaborations” (p. 4). Phills et al. (2008) define social innovation as “a novel solution to a social problem that is more effective, efficient, sustainable, or just than existing solutions and for which the value created accrues primarily to society as a whole rather than private individuals” (p. 39). The two key features of both definitions are that it is something new, or improved that creates a value for individuals (excluded groups) or things.

Differing in its foundational view of development, inclusive innovation refers to the inclusion within some aspect of innovation of groups who are currently marginalised (Foster & Heeks, 2013, p. 335). Cozzens and Sutz (2012) directly address inclusive innovation and states that “innovation needs to be ‘inclusive’ in at least two ways: inclusive in terms of the process by which it is achieved and inclusive in terms of the problems and the solutions it is related to” (p. 12). In simple terms, inclusive innovation is how new goods and services are developed for and/or by those excluded from the development mainstream, particularly the billions living on the lowest incomes (Heeks et al., 2013). The focus for the attention of inclusive innovation varies from source to source. For example, women, youth, the disabled, and ethnic minorities have been the target of concern for inclusive innovation (Codagnone, 2009).

Therefore, social and inclusive innovation can be viewed as powerful constructs for understanding and producing scalable and sustainable social change that ultimately enables systems change (Phills et al., 2008). This is especially so given the complexity of violence against women. Social and inclusive innovation calls for new paradigms and new theoretical

perspectives to move forward, ultimately resulting in new social practices (Cajaiba-Santana, 2014).

Innovations can be presented in diverse forms, as Schumpeter outlines in the Theory of Economic Development (1912) below.

- **Product Innovation:** Launch of a new product or a new species of an already known product.
- **Process Innovation:** Application new methods of production (not yet proven).
- **Market Innovation:** Opening of a new market (market for which a branch of industry was not yet represented)
- **Supply Chain Innovation:** Acquiring of new sources of supply of raw material or semi-finished goods.
- **Business Model Innovation:** New industry structure such as the creation or destruction of a monopoly position.

In the context of this study, social and inclusive innovation principles and practices have been used to ground this research and inform the study's findings.

2.2.2 Scaling

Scaling definition

One of the most commonly used definitions of scaling defined it as “reaching several times the actual number of beneficiaries in the country or location of focus” (Core Group, 1992 as cited in USAID, 2015, p. 3). Dees et al. (2004) later defined scaling as “increasing the impact a social-purpose organization produces to better match the magnitude of the social need or problem it seeks to address” (p. 18). Hartmann and Linn (2008), support this definition and refer to scaling as “expanding, adapting, and sustaining successful policies, programmes, or projects in different places and over time to reach a more significant number of people” (p. 11). From the above definitions, it is concluded that the aim to scale is underpinned by a need to approach the size of the problem and have a more significant and sustainable impact, the purpose of this research study.

Depending on the context, Pawlak and Sachdeva (2015) have identified three scaling methodologies. The first methodology is the expansion of scope, increasing the size of an intervention to reach more beneficiaries. The second methodology is replication, reaching a more significant number of beneficiaries geographically (locally, nationally, internationally) by replicating the intervention (Ebrahim & Rangan, 2014). The third methodology is expanding geographic reach. The CORE Group, as cited by USAID (2015), elaborates on this definition as “widespread achievement of impact at an affordable cost through efforts to bring more quality benefits to more people over a wider geographical area more quickly, more equitably, and more lastingly” (p. 3).

A more recent definition by Moore et al. (2015) argues that scaling social innovations¹¹ to achieve systemic impact involves three different types of scaling. This includes scaling out, scaling up, and scaling deep. The study by Moore et al. (2015) indicated that large systems change is likely to require a combination of these types of scaling. The three types of scaling are outlined in figure 7 below.

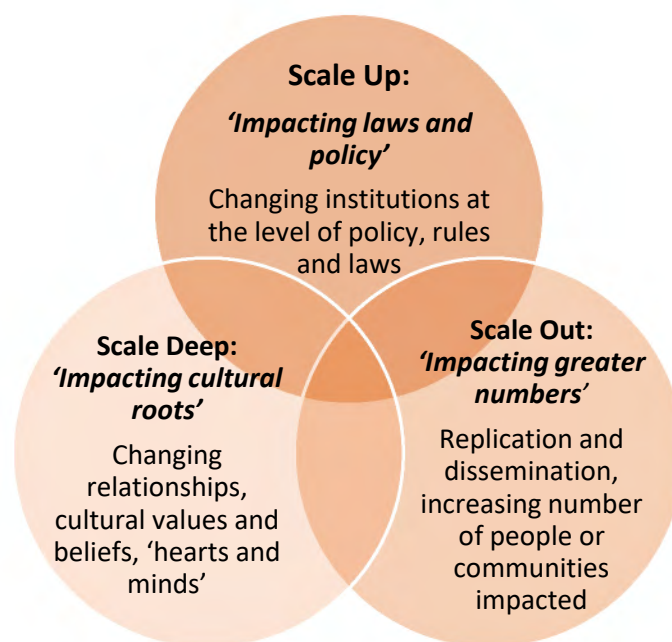


Figure 7: Scaling out, scaling up and scaling deep for social innovation

¹¹ This study is grounded in the practices and principles of social innovation as discussed in chapter 1.

Scale- Up: Focuses on originally, emphasising replication of successful innovations in different communities, hoping to spread those same results to more people. However, Moore et al. (2015) found that replication might never address the root of the problem if these lay within broader institutions.

Scale Out: For many initiatives, the route to more significant impact lay in changing institutions and laws or ‘scaling out’ to affect policies. Moore et al. (2015) study found that many participants described the shift in their scaling efforts to focus on the policy level because it has ‘the largest impact’ and could change the ‘rules of the game’.

Scale Deep: Strategies for ‘scaling deep’ are related to the notion that durable change has been achieved only when people’s hearts and minds, their values and cultural practices, and the quality of relationships they have, are transformed (Moore et al., 2015).

Strategies for social innovation and large systems change.

The study by Moore et al. (2015) has demonstrated the success of six strategies that may be adopted to scale innovation on the pathway to large scale or systemic impact, which cut across the three different types of scaling outlined above. One cross-cutting strategy served as an essential starting point for all participants when they first began to attempt to scale their initiatives, namely “Broaden the problem frame.” Broadening the problem definition leads to re-conceptualising goals. They shift from being focused on a specific issue to being more deliberately focused on solving the roots of the problem (Moore et al., 2015). Table 1 presents the scaling strategies identified by Moore et al. (2015).

Table 1. Scaling strategies by Moore et al. (2015)

Types of Scaling	Main Strategies
Scaling Out	<p>Deliberate replication. Replicating or spreading programmes geographically and to greater numbers while protecting the fidelity and integrity of the innovation.</p> <p>Spreading principles. Disseminate principles, but with an adaptation to new contexts via co-generation of knowledge, leveraging social media and learning platforms: ‘open scaling’</p>
Scaling Up	<p>Policy or legal change efforts. New policy development, partnering, advocacy.</p>
Scaling Deep	<p>Spreading big cultural ideas and reframing stories to change beliefs and norms. Intensively share knowledge and new practices via learning communities, distributed learning platforms, and participatory approaches.</p> <p>Invest in transformative learning, networks, and communities of practice.</p>
Crosscutting	<p>Seek alternative resources.</p> <p>Build networks and partnerships.</p> <p>Broaden the problem frame.</p>

The three types of scaling and their strategies can interact in powerful ways to advance systemic change goals. This form of scaling recognises that transformative social innovation will require more than just replicating a programme (e.g., Bradach and Grindle, 2014). However, scaling social innovations to effect large-scale change will involve a more complex and diverse process than simply ‘diffusing’ a product or model (Moore et al., 2015). Therefore, the empirical investigations of deliberate strategies that social innovators use when attempting to create systemic change are needed in particular ones that go beyond a focus on geographic and

numeric dissemination of a product or service to impact social systems or institutions (Moore et al., 2015).

The scaling methodology chosen will depend on the context and the intervention design. While scaling has become more common in the development and business sector, no universally accepted scaling approach is employed (Agapitova & Linn, 2016; Moore et al., 2015; Weber et al., 2012). The strategy of choice is dependent on many factors: the founding conditions of the organisation; the context surrounding the issue; the resources and support available; choices made about partners and strategies; and the windows of opportunity—political, cultural, and social that emerge (Moore et al., 2015).

2.2.3 Critical elements to inform the design of an effective violence against women prevention pathway

This section outlines the critical evidence-based elements to inform the design of an effective violence against women prevention pathway.

Locating violence against women prevention

The literature underlined the importance of having an awareness of violence against women as a human rights violation, the extent, consequences, and causes of it, and the place of prevention as critical to the effectiveness of an intervention and pathway (Kerr-Wilson et al., 2020; UN Women, 2015).

Address the root causes and mitigate the risk factors

Experts working on violence against women prevention, are increasingly finding that it is preventable (Kerr-Wilson et al., 2020; UN Women, 2015; UN Women, 2020c; What Works to Prevent Violence, 2014; WHO, 2019). They outline that this can be achieved by addressing the root causes, mitigating the risk factors, and amplifying the protective factors (refer to section 2.1.2, figure 3 for an outline of the risk factors) (Kerr-Wilson et al., 2020; UN Women, 2015; UN Women, 2020c; What Works to Prevent Violence, 2014; WHO, 2019). Integral to this process is social norm change to ensure sustained prevention (Kerr-Wilson et al., 2020; South

African Government, 2020a; UN Women, 2020a; WHO, 2019). This includes focusing on the underlying attitudes, behaviours, and practices that drive violence and the related systemic driver's fundamental to effective prevention (WHO, 2019). This should be done by promoting evidence-informed strategies that address the structural drivers of violence against women when designing prevention pathways (Kerr-Wilson et al., 2020; WHO, 2019). Globally, evidence-based research and scientific studies show several ways to prevent violence and reduce its impact, as presented in table 2. The literature underlined that these interventions are effective when well designed and executed (Kerr-Wilson et al., 2020; UN Women, 2020a; WHO, 2019). In South Africa, there has not been much evidence of prevention efforts systematically linked to the risk factors and consequences (Ajayi, 2020; South African Government, 2020a). However, this evidence can be applied to the South African context, but it needs to be tested to prove its efficacy.

Table 2: Evidence-informed interventions to prevent violence against women targeted at mothers

Evidence-Informed Intervention Strategies to Prevent Violence Against Women
<p>Women’s social empowerment and leadership training</p> <ul style="list-style-type: none"> • Women’s social empowerment and leadership training to build women’s skills, agency, resources, and to transform relations between men and women have proven to reduce violence against women (Fraser & Jewkes, 2019; Fulu et al., 2017; Kerr-Wilson et al., 2020; UN Women, 2015; UN Women, 2020a; WHO, 2019). • Life skills programmes, safe spaces, and mentoring, including inheritance and asset ownership policies and interventions, have effectively reduced incidences of violence against women (UN Women, 2015; UN Women, 2020a; What Works to Prevent Violence, 2014; WHO, 2019).
<p>Women’s economic empowerment interventions</p> <ul style="list-style-type: none"> • Women’s economic empowerment interventions were presented as critical to buffer against financial strain and poverty, risk factors for abuse (Fraser & Jewkes, 2019; Fulu et al. 2017; Kerr-Wilson et al., 2020; UN Women, 2020a; What Works to Prevent Violence, 2014; WHO, 2019). • Investments to ensure this takes many forms. Evidence of cash transfers, including (conditional/unconditional) such as social grants, shows reductions in intimate partner violence from such initiatives (Buller et al., 2018; Kerr-Wilson et al., 2020). • Findings from projects rigorously evaluated through the United Kingdom Department of International Development’s What Works to Prevent Violence against Women and Girls Global Programme demonstrates that combined economic empowerment and gender-transformative interventions for women and families can reduce intimate partner violence and strengthen individuals and families’ economic position (Fulu et al., 2017; Kerr-Wilson et al., 2020; South African Government, 2020a; UN Women, 2020a; What Works to Prevent Violence, 2014; WHO, 2019). • An example is Image, a microfinance plus a ten-session participatory intervention around gender norms and violence for women.

Promoting access to higher levels of education

- Promoting access to higher levels of education amongst women can protect against violence against women as low levels of education are a driver of violence (Fraser & Jewkes, 2019).
- Men are less likely to perpetrate physical and/or sexual violence if they have secondary education (Fraser & Jewkes, 2019).
- Formal and informal education to strengthen social norms against inequality and violence has proven to reduce violence (UN Women, 2015).

Strengthening mental health services and the reduction of substance abuse and the availability of it

- Services to strengthen mental health and reduce substance abuse through individual or couple therapy have been shown to reduce violence against women (Kerr-Wilson et al., 2020; UN Women, 2020b; WHO, 2019).

Cognitive behaviour therapy based interventions with pregnant women

- Interventions during the antenatal and postnatal period contribute to the reduction in women's experiences of violence against women (Kerr-Wilson et al., 2020).

Strengthening parental relationships/positive parenting interventions

- Children exposed to violence are at risk of perpetrating or becoming victims of violence later in life (refer to section 2.1.3) (UNICEF, 2015; UN Women, 2020a; WHO, 2019).
- Reducing and preventing children from being exposed to, or experiencing violence and neglect, risk factors of violence is integral to prevention in the long-term (South African Government, 2020a; UNICEF, 2015; UN Women, 2020a; WHO, 2019).
- Strengthened respectful relationships and promoting positive parenting to develop safe, stable, and nurturing relations between children and their caregivers is therefore important (Kerr-Wilson et al., 2020; WHO, 2019).
- Studies have indicated that well-designed parenting programmes, working with parents with younger children, can reduce parents' experiences of violence (Kerr-Wilson et al., 2020).

Empower men, include them in the conversation

- Evidence indicates that solutions to address violence against women should include men in finding solutions to address the matter (Kerr-Wilson et al., 2020; WHO, 2019).
- These interventions should shift their mindsets towards gender equality (Hwenha, 2014; Kerr-Wilson et al., 2020; UN Women, 2020c; WHO, 2019).

- These interventions have some effectiveness in addressing violence against women as they challenge cultural norms and definitions of masculinity to reorient their perception of and relationship with women. More research is required to prove effectiveness (Kerr-Wilson et al., 2020).

Mitigating the consequences of prior exposure to violence predominantly for children

- As children exposed to violence early in life may be predisposed to violence or violence perpetrations later in life (refer to section 2.1.3), efforts to reduce childhood exposure to violence should be integrated into interventions (UNICEF, 2015; UN Women, 2015).

Community-based interventions engaging community activists to shift social norms

- Significant evidence indicates that well-designed and implemented interventions and work with community activists over long periods can reduce violence against women (Fraser & Jewkes, 2019; Fulu et al., 2017; Kerr-Wilson et al., 2020; UN Women, 2020a; WHO, 2019).

Eradicating poor housing shacks / low-income housing

- As violence against women is a common cause of homelessness and housing instability among women, housing solutions for vulnerable women present as a pathway to prevention (Tually et al., 2008).

The above literature highlights that a focus on investments in areas related to social norm change and the underlying structural drivers of violence against women, such as the promotion of women’s empowerment, education, economic empowerment, and positive parenting interventions, all play a significant role to prevent the factors likely to cause violence. However, these initiatives all showcase a certain degree of success and require more evidence to prove their effectiveness.

However, the prevention interventions listed are limited in design, sustainability, and scalability and impede the capability to bring about the systemic improvements and changes required to combat violence against women in the medium to longer term. The intervention design is limited to a small number of interventions and is implemented predominantly in the public and social sectors. The sustainability of these interventions relies on state and donor funding which is not feasible in the long term. The existing mechanisms which refer to the platforms used to scale interventions further limit the reach and impact potential of the intervention.

These limitations have made evident the significant demand for more innovative and alternative scalable pathways and business models to address violence against women at a systemic level. This is the core focus of the study.

The additional critical elements to inform the design of an effective violence against women prevention pathway are presented below.

Participatory Approaches

Interventions that encourage personal reflection and critical thinking, and build the voice, agency and skills of people have been presented as effective in reducing violence against women (WHO, 2019). This finding resonates with the researchers' personal experience and views it as a key ingredient contributing to the success of a prevention intervention. Participatory workshop approaches have been proven to be effective in their own right (Jewkes et al., 2020). These approaches are integral to supporting the success of a scaling pathway.

Longer-Term Interventions

Addressing the multiple risk factors that drive violence against women and challenging cultural norms and practices is complex and sensitive and takes time to begin seeing changes (Jewkes et al., 2020; Kerr-Wilson et al. 2020; What Works to Prevent Violence, 2014; WHO, 2019). As a result, the literature highlighted the imperative for prevention interventions to be medium and longer-term, which includes intensive dialogue and human interaction using the evidence-based models presented in table 2 (Jewkes et al., 2020; Kerr-Wilson et al. 2020; What Works to Prevent Violence; 2014; WHO, 2019). As the risk factors that drive violence against women are amplified in the aftermath of COVID-19, these factors make investment in medium to longer-term prevention efforts even more pressing to stem violence against women and children (UN Women, 2020a).

Multicomponent Strategies

As observed in table 2, interventions to address the multiple risk factors underlying violence against women and change social norms take multiple forms. Evidence shows that these interventions can effectively prevent violence against women (Jewkes et al., 2020; Kerr-Wilson et al. 2020; UN Women, 2020a; WHO, 2019). This can be done by programming interventions

for synergy combining multiple strategies and interventions at individual, interpersonal, community and societal levels for sustained impact (WHO, 2019). Reviews of evidence from What Works to prevent violence against women and girls and WHO (2019) suggest that multicomponent interventions work best (Kerr-Wilson et al. 2020; What Works to Prevent Violence, 2014). These interventions work with multiple groups of individuals in a setting, such as men and women, parents and children, and combine several intervention approaches.

The complexity of violence against women and the multiple levels of intervening has led WHO with UN Women, the Office of the High Commissioner for Human Rights, United Nations Development Programme, United Nations Population Fund, United Nations Office on Drugs and Crime, the Government of the Netherlands, Swedish International Development Cooperation Agency, United Kingdom Agency for International Development, United States Agency for International Development and the World Bank Group to develop the RESPECT women framework (Refer to Appendix 5 for a detailed breakdown) (WHO, 2019). It is a framework aimed primarily at policymakers. The framework contains a set of action-oriented steps that enables policymakers and health implementers to design, plan, implement, monitor, and evaluate interventions and programmes using seven strategies to prevent violence against women (WHO, 2019). The strategies are summarized in R.E.S.P.E.C.T, with each letter representing one strategy.

2.3 Key elements to inform the design of scalable violence against women prevention pathways

The opportunity for scaling social impact interventions has become widely recognized for many development institutions and experts to bring about transformational change (Cooley & Linn, 2014; Moore et al., 2015). This is mainly related to the achievement of the United Nations Sustainable development goals. The need for scalable pathways to prevent violence against women has been a need for many decades globally and locally, however as mentioned earlier in this section, it has become more apparent in the last three years as a result of the #Totalshutdown, death of Uyinene Mrwetyana¹² and consequences of the COVID-19

¹² Uyinene Mrwetyana was raped and killed in the Clareinch post office in Claremont, Cape Town, on 24 August 2019. SA Post Office employee Luyanda Botha confessed to killing her and was handed three life terms in jail for her rape and murder (Raborife, 2020).

pandemic increasing reported cases of violence against women (Ajayi, 2020; South African Government, 2020a). It was evident in the review of literature that further field research is needed to refine this knowledge in the context of pathways to prevent violence against women, specifically mothers, at the scale that it requires. The literature, however, has presented several complementary frameworks and strategies for scaling development interventions, social enterprises, and social innovations that can be applied when developing a scaling pathway to prevent violence against women.

The scaling strategies, namely the matrix of strategic options for scaling out by Dees et al. (2004), the scalability framework for social impact by Weber et al. (2012), the Gender-Based Violence scalability checklist tool by the USAID (2015), Scaling up pathways: Vision of scale and enabling factors by Agapitova and Linn (2016), Cooley and Ved (2016) three-step, 10-task approach, supported with detailed guidelines and tools for design and implementation, the social enterprise value chain components of scaling-up and the three scaling strategies by Moore et al (2015) were presented in the literature.

These frameworks and strategies offer a helpful checklist and set of management tools for practical application designing and implementing a scaling pathway for social impact. In this study for violence against women prevention pathways, these strategies present a promising way to move from limited impact to transformative systems change.

The key elements for scaling shared amongst the different frameworks and strategies presented, should be considered when designing scaling pathways to prevent violence against women. They are listed in table 3 below. In the review of literature, it became evident that some elements may be more applicable to some pathways than others (Dees et al., 2002; Moore et al., 2015; Weber et al., 2012).

Table 3. Key Elements for Scaling

Key Elements	Description
Broadening the Problem Framing	<ul style="list-style-type: none"> • A cross-cutting strategy presented in the literature as an essential starting point and essential for the scaling process was ‘broadening the problem framing’ to reveal it’s systemic or root causes (Moore at al., 2015).
Behaviour Change	<ul style="list-style-type: none"> • Preventing violence against women at a transformative scale requires “altering society’s attitudes, beliefs, and behaviours so that the change becomes the new social norm” (Bradach & Grindle, 2014, p. 3). • In Senegal, the practice of female genital mutilation was largely eliminated in one generation through the work of Tostan, an African-based non-profit that helped to spark a process among villagers of discussions and advocacy that spread from village to village.
Market Demand	<ul style="list-style-type: none"> • The presence of a market demand for the product or service and organised supply chains (Agapitova & Linn, 2016; Dees et al., 2002; Weber et al., 2012).
Financial Resources	<ul style="list-style-type: none"> • Funding is not only perceived to support the scaling process, but it is perceived as a necessary precursor to scaling in order to build internal capacity for systems approaches.
Skills, Agency, and Commitment of Individuals	<ul style="list-style-type: none"> • Ensure that those managing the process possess the skills, agency and a strong commitment to the scaling process (Moore et al., 2015; Weber et al., 2012).
Strong Theory of Change	<ul style="list-style-type: none"> • A strong theory of change that highlights how the pathway will improve interim indicators and reduce the prevalence of violence against women (WHO, 2019).
Scale and Scalability in Mind – Scaling what works	<ul style="list-style-type: none"> • Designing pathways with scale and sustainability in mind. This entails scaling the parts that have the most impact and require a fraction of the total costs (Bradach & Grindle, 2014, p. 7; Moore at al., 2015; USAID, 2015; Weber et al., 2012; WHO, 2019).

<p>Social Impact Measurement (Monitoring and Evaluation)</p>	<ul style="list-style-type: none"> • The pathway must demonstrate that it can achieve the impact it intended to achieve supported by rigorous evaluation (Dees et al., 2002). • Systems for monitoring and evaluating, collecting data to support action, building the evidence-based, and sharing lessons learned are integral for effective prevention at scale (Agapitova & Linn, 2016; Dees et al., 2002; UN Women, 2015; WHO, 2019). • A focus on a well-defined unit of impact and a clear objective is critical. • Measuring the progress in preventing violence against women can be done in the short, medium, and longer-term (WHO, 2019). • In the short to medium-term the indicators will depend on the nature of the intervention. These can include, for example, improvements in gender equitable attitudes and norms, partner communication, women’s autonomy, agency and/or self-efficacy, girls and women’s” (WHO, 2019). • In the longer-term the impact of an intervention can be measured by assessing whether there has been reductions in the prevalence of violence against women (WHO, 2019).
<p>Availability of Resources to Sustain Pathways</p>	<ul style="list-style-type: none"> • Sustainable budgets, human resources, and capacity-strengthening to address violence against women are essential (UN Women, 2015; Moore at al., 2015; Weber et al. 2012). • The resources required will vary depending on the scaling pathway chosen (Dees et al., 2002). • Pathways should be designed in a way that require a minimal investment of resources (Dees et al., 2002; Moore at al., 2015; Weber et al., 2012).

	<ul style="list-style-type: none"> • There are many ways of increasing the speed of spread and saving on costs which can be done through strategic partnerships with the state, private sector, and community organisations which can enable more scalable resource strategies (Moore et al., 2015; Weber et al., 2012).
Build on Ongoing Initiatives	<ul style="list-style-type: none"> • Build on ongoing initiatives, integrating prevention activities into existing health, social, and economic development programmes (WHO, 2019). • There is a major gap integrating violence against women prevention methodologies into existing initiatives (South African Government, 2020a).
Support a Community of Practice	<ul style="list-style-type: none"> • Develop a community of practice among programme designers and implementers that encourage learning and knowledge sharing to strengthen the sector (WHO, 2019).
Leverage the State, Civil Society and Private Sector	<ul style="list-style-type: none"> • Critical to the acceleration of any scaling pathway; is the state, civil society, and the private sector (UN Women, 2015; What Works to Prevent Violence, 2014; WHO, 2019). • They should be centrally and directly involved in working to change the complex social norms that support violence. • The existing pathways outlined in section 2.2.2 in table 1 provide evidence that the state and the social sector have predominately led the response to violence against women. • Networking across sectors (rather than within sectors) was noted as especially valuable for focused collaboration, resource-pooling, extending the organisation's sphere of influence, and developing unusual alliances (Moore et al., 2015).

The literature above indicates that interventions will follow different scaling pathways. The range or spectrum of strategies pursued will be restricted from the outset by the intervention design. The next section discusses the mechanisms for scale.

2.4 Mechanisms for scale

The literature presented several ways of enabling an intervention to reach large audiences and scale. This is underlined below.

2.4.1 Scaling through the use of digital technology

An intervention can scale and deliver a service and product through digital technology, such as mobile applications and online training courses. More people can be served to solve a specific problem using digital technology than direct services (Barenblat, 2017; Lean Impact, 2019). Digital technology can further enable a pathway to evolve and adapt their offerings over time so their services can reach new communities (Barenblat, 2017).

The Line Campaign developed the Circle of 6 App as a prevention initiative to address sexual assault. The app allows individuals to add six close friends to their circle. It provides tools to alert Circle members if they find themselves in a potentially unsafe situation (Lean Impact, 2019). This service provides an opportunity to reach many individuals who would not necessarily have had access to this service without digital technology. There is insufficient evidence that digital technologies can work as a standalone intervention to reduce violence against women (Kerr-Wilson et al., 2020). They do, however, present as a promising mechanism to scale components of an intervention.

2.4.2 Scaling through the use of media

The increased use of digital technology due to the pandemic has resulted in the media presenting as one of the main mediums for disseminating information as it has access to a large audience (UN Women, 2020c). There is, therefore, an opportunity to implement social marketing campaigns using the media. UN Women (2020c) underlined that to ensure the effectiveness of these campaigns, they should proactively focus on “challenging gender

stereotypes, discrimination, inequality, and harmful gender and violence norms through messages that promote pro-social and equitable behaviour” (UN Women, 2020c, p. 5). This promotes violence against women prevention by portraying respectful and equal relationships between women and men, which can be powerful (UN Women, 2015). Tangible ways that this can be done are by creating awareness and messaging to influence social norms using visual, audio, print, and online media (UN Women, 2020c). Despite the media's capability to raise awareness of the issue, influence attitudes, and reach a large audience, there is limited evidence of its effectiveness in influencing violent behaviour. These approaches might be effective as part of a multi-component intervention (Jewkes et al., 2020).

2.4.3 Scaling through the use of innovative business models

A business model that designs and offers products and services that solve a specific need and social problem, in this case, violence against women and its associated drivers, can be provided or sold to end-users where there is a market demand (Lean Impact, 2019). This business model can play an integral role in sustaining a pathway and addressing the social problem of violence against women.

Financial systems to support the development of sustainable business models and promote gender equality initiatives

Innovative finance is an approach to funding interventions that optimise positive social, environmental, and financial impact (Patton, et al., 2016). All financial tools are used to support the growth of an intervention, and when existing tools do not work effectively, it creates new ones (Patton et al., 2016). One of its unique features is that it starts by identifying the problem that needs to be solved and then develops a business model using innovative finance tools to address the solution (Patton et al., 2016).

According to Patton et al. (2016), an example of where gender equality is promoted, a violence against women protective factor, using innovative finance is the IFC-Goldman Sachs Women Entrepreneurs Opportunity Facility which combines public and private capital to expand financing opportunities for Small Medium Micro Enterprises (SMME) business women. This

is an innovative finance model where the blended finance tool¹³ is used to address gender equality. Another example of an innovative finance model includes women's cooperatives that offer self-employment opportunities that can contribute to women's social inclusion, economic empowerment, and entrepreneurship, increasing its theoretical focus on the unique contributions of women entrepreneurs to business and society (Datta & Gailey, 2012).

2.4.4 Scaling through the use of strategic partnerships and collaborations

Strategic partnerships and collaborations were underlined as integral to scaling interventions (Moore et al., 2015; UN Women, 2015; USAID, 2015). It presented as more beneficial to all stakeholders involved (UN Women, 2015; USAID, 2015). These partnerships can broaden an intervention or an organisations relevance and increase their addressable market (Moore et al., 2015). The beneficiaries benefit from the strengths and offerings each organization has. Employees can expand their development opportunities by being exposed to new perspectives and expertise (Moore et al., 2015). Additionally, deepening ties between complementary organisations foster collaboration and longevity and allow organisations to offer services and solutions that help their beneficiaries and other organisations become more successful (Moore et al., 2015). This was demonstrated by the IFC example presented in section 2.4.3.

The above mechanisms for scale demonstrate that these mechanisms can be used independently or integrated as part of a single intervention. The mechanisms further indicated that the impact of a pathway would vary depending on the intervention design. Out of all the existing evidence-informed interventions mentioned in table 2, it is evident that these interventions failed to look at the strategic role that business, finance, technology, and partnerships can play to accelerate progress to scale violence against women prevention pathways and enable systemic change. This will be the focus of this study.

2.5 Conclusion

The literature underlined that intimate partner violence is the most common form of violence of any sort, and women are disproportionately affected. This research, therefore, focused on

¹³ Blended finance tools use catalytic capital from public or philanthropic sources to increase private sector investment in sustainable development.

violence perpetrated against mothers (referred to as violence against women in this study) in Cape Town, a component of intimate partner violence given the multiple long-term benefits¹⁴. There was limited research that focused on mothers specifically, of which the study applied violence against women literature. The multiple drivers of violence against women and its destructive consequences on women, children, and the social-business ecosystem were outlined.

The literature indicated that the existing interventions to address violence against mothers mainly focus on response efforts. The equal demand and significance of prevention efforts were presented. However, the dominance of the post-violence position underscores prevention as a critical priority. The need for prevention initiatives to be designed for scale was argued. Despite the literature presented above, there remains a gap regarding the design, scalability, and sustainability of interventions to inform systemic improvements and changes required to combat violence against women in the medium to longer-term. These interventions have further failed to leverage the principles and practices of social and inclusive innovation to support scaling efforts to achieve the magnitude of scale to mitigate violence against women. This has made evident the significant need for alternative pathways and business models to address the problem.

The following chapter discusses the research methodology employed for this study.

¹⁴ Presented in figure 2.

CHAPTER 3: Research Methodology

This chapter outlines the research methodology used to achieve the objective of this study. The chapter then shifts to discuss the research strategy, sampling methods, and the instruments employed for the data collection and analysis process. The final section concludes by presenting the research criteria, ethical considerations, and the study's limitations.

3.1 Research strategy and design

This study used a qualitative research strategy. A qualitative research strategy aims to provide insight into the perspectives and experiences of research participants and 'illuminate the subjective meaning, actions and context of those being researched' (Popay et al., 1998, p. 345). Furthermore, a qualitative research strategy plays a vital role in understanding the essential themes that emerge from the data analysis and interpretation. As this research aimed to identify alternative scalable pathways to prevent violence against mothers, which required diverse and innovative viewpoints, this strategy was well suited for this research as it provided different perspectives on the phenomenon studied. The researcher took an insider position, given her direct and indirect professional experience working in this study area¹⁵.

3.1.1 Expert interviews

Qualitative expert interviews were used to collect the data for this study. Expert interviews are a widely-used qualitative interview method often aiming at gaining information about or exploring a specific field of action (Gläser & Laudel, 2004; Kaiser, 2014; Van Audenhove & Donders, 2019). Meuser and Nagel (2009) describe the expert interview as a qualitative interview based on a topical guide, focusing on the experts' knowledge, broadly characterized as knowledge in a particular field of action. In general, qualitative interviewing emphasizes the importance of investigating the interviewees' experiences and perspectives to develop a better understanding of social reality (Edwards & Holland, 2013; Flick, 2018).

¹⁵ See section 1.6.

Although the expert interview is methodologically situated in the qualitative paradigm, in practice, individual relevancies of experts tend to be overshadowed by the researchers' interest in collecting information about a particular social field (Bogner & Menz, 2009; Matissek et al., 2013).

As this study's focus is on the design, sustainability, and scalability of interventions and pathways to address violence against women, using the lens of social innovation, the expert interview approach allows for a more profound knowledge and idea generation process to inform innovative design and scaling efforts that can help address the problem area.

3.2 Research methodology

This section discusses the sample studied, the data collection strategy, followed by the data analysis.

3.2.1 Sampling

The study initially aimed to obtain a database of scalable pathways that addresses violence against women in Cape Town. Contact was made with the key spheres of the Western Cape and City of Cape Town government departments that render services in this sector. This included the Western Cape Department of Social Development, Health, and Justice, and key civil society organisations and thought leaders working in the sector. These organisations did not have any record of a comprehensive database of interventions. This reaffirmed both the challenge and solution landscape's complexity and magnitude, highlighting the lack of innovative and alternative pathways to prevent violence against women in Cape Town. To pursue a more focused and more significant study, the research was narrowed to pathways to prevent violence against women, focusing on mothers in Cape Town. This decision was supported by the literature and the researcher's personal experience in the sector that made apparent the limited number of pathways that focus on prevention and the demand thereof, supporting the gap in the literature (Khumalo et al., 2014; South African Government, 2020a).

Towards the fourth quarter of 2019 and during the COVID-19 pandemic in 2020, violence against women intensified globally (Africa, 2019; South African Government, 2020b). The

president of South Africa, Cyril Ramaphosa, declared violence against women a national crisis (Ntseku, 2020; UN Women, 2020a). As a result, there was a rapid increase in the sector's awareness and more urgency to address the matter. This could have resulted in limitations if research interviews had been restricted to existing pathways.

A non-probability sampling approach was utilised when sampling for participants, a sampling approach used when there are many required characteristics, which the participants need to embody to make the research meaningful (Babbie & Mouton, 2001). In this case, it was to inform scalable, innovative pathways to address violence against women. The type of non-probability sampling used was snowball sampling. The researcher makes initial contact with a small group of people who are relevant to the research topic and uses these to establish connections with others (Bryman, 2012). Due to the newness and limited known alternative preventative pathways in the ecosystem, this sampling approach was utilised. Organisations and experts who render services within this sector were asked to advise interventions and experts to inform the research further.

In addition to the expert interviews conducted, data were collected from sources where the researcher systematically took the opportunity to participate in expert meetings on violence against women convened. This provided access to the expertise of thought leaders in the sector. By documenting these expert meetings, a more robust data set was provided. During the COVID-19 pandemic, the researcher participated in additional online expert meetings to ensure that the research remained relevant and adapted to the evolving needs that emerged in the sector. Data were collected from 40 sources. A detailed breakdown of participants referred to as sources, and their status descriptions are presented in Appendix 6. Appendix 7 presents a detailed breakdown and description of the expert meetings.

Social scientists debate intensively about the criteria for being reckoned as an expert, the definition of expert knowledge, or the considerations for being recognised as a good or bad expert (Gläser & Laudel, 2009). The criteria of an expert defined by Kaiser (2014) was used to identify individuals for the study. Kaiser (2014) describes experts as knowledgeable of a particular subject and are identified by their specific knowledge, community position, or status.

The core characteristics and criteria that classified an individual suitable for the expert interviews are outlined below. They were required to be knowledgeable in one or more of the following areas:

- Violence against women programming
- Social innovation principles and practices
- Women's rights issues
- Gender equality and equity
- Academic, project lead, founder/CEO/director of an organisation and initiative that addresses the drivers of violence against women.
- Social impact and systems change.

3.2.2 Data Collection Strategy

Data Collection Approach

A semi-structured interview protocol was used as one of the main forms of data collection to gather data from participants for the study. Semi-structured interviews are conducted around a specific area of interest but are flexible (De Vos et al., 2005). It enables the participants to convey their lived experiences and describe their perspectives on the subject more authentically.

Once the participants were identified, the researcher contacted them directly. In-person interviews were secured by email. A virtual conference call meeting was held where face-to-face meetings were not possible considering the interviewee's geographical distance from the researcher. In addition to the one-to-one interviews, data was gathered by engaging with sources at an expert meeting (transcribing their insights), or researching and summarising their public statements related to violence against women.

Data collection instrument

A semi-structured interview schedule was designed with key open-ended questions linked to the study's objectives. The purpose of the schedule was to capture the indicators that would adequately explain the alternative scalable pathways to prevent violence against women in Cape Town. Parts of the questions were adapted from the review of the literature and aligned

to the research questions. They were asked in a way to allow participants to reflect deeply with the intent of innovative responses to emerge. Questions on the interview schedule varied according to the nature of the person interviewed. The experience of the sample profiles was composed of individuals from different backgrounds and with varying qualifications, from the Premier of the Western Cape to representatives of organisations working in the sector. Because a semi-structured interview schedule leaves space for open-ended dialogue, participants felt unconstrained by closed questions and responded more naturally, unlocking new ideas for the researcher to explore (Gioia et al., 2012). Rigorous field notes were compiled in a notebook during and immediately after each engagement for the interviews and expert meetings.

Data storing methods

Interviews were recorded using an audio recorder on a mobile device. For the expert meetings, the data was gathered through note-taking and the PowerPoint presentations presented. Permission was obtained from all participants as well as the organizers of the expert meetings before recording. As mentioned above, field notes were recorded in a notebook during and after each engagement. The recordings were downloaded from the mobile recording device and stored on the researcher's personal computer. The researcher was the only one with access to the personal computer, which required a password to log in. This password was only known to the researcher. A research assistant was enlisted to assist with transcribing the interviews. The transcriptions were double-checked once they were completed to ensure the accuracy of the data recorded.

3.2.3 Data analysis

As is typical in qualitative research, an in-depth analysis of each interview and the expert meeting was conducted from the perspective of the research questions (Gioia et al., 2012). Two primary types of qualitative data were analysed for this research. The first set of data emerged from the written transcriptions obtained from the semi-structured interviews for the individual expert interviews and expert meetings. The second set of data emerged from the field notes and presentations presented at the expert meetings. The researcher made use of qualitative content analysis to analyse the data. Hsieh and Shannon (2005) define qualitative content analysis as "a research method for subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes" (p. 1278). Patton (2002)

describes it as "any qualitative data reduction and sense-making effort that takes a volume of qualitative material and attempts to identify core consistencies and meanings" (p. 453). The researcher used an inductive content approach that involves the organisation phase that includes open-coding, creating categories, and abstraction (Elo & Kyngas, 2008).

A first-order analysis was conducted using Excel, which adhered to participant terms (Gioia et al., 2012). An example of the first-order categories is presented in table 4 below.

Table 4: First-order categories

Raw Data	First-order terms
<i>"The best opportunity that we have right now is that our generation can do this (youth), is for youth to get involved to end this scourge. That the boys and girls we raise, we bring them up to respect both genders."</i>	Power of youth to bring about change.
<i>"In government, getting noticed, you need a champion."</i>	Champion in government
<i>"Change requires collaborations, those coalitions, they are stronger in numbers."</i>	Collaboration and partnerships
<i>"Find champions in government."</i>	Enabling change - champions in government

There was a limited attempt to distil the categories. The number of first-order categories that emerged from the data was close to 100. The sheer number of categories initially became overwhelming.

As the research progressed, similarities and differences among the many categories were sought, a process that eventually reduced the germane categories to a more manageable number (+/-25) (Gioia et al., 2012). An example of this process is presented in table 5.

The categories were given phrasal descriptors, retaining informant terms, and the data were assessed whether there was some deeper structure in this array (Gioia et al., 2012). This phase encouraged the researcher to think at multiple levels.

In the 2nd-order analysis, the researcher reflected whether the emerging themes suggested concepts that might help describe and explain the phenomena observed (Gioia et al., 2012). Once a workable set of themes and concepts was evident, an investigation was conducted whether it was possible to distil the emergent 2nd-order themes further. When the complete set of 1st-order terms and 2nd-order themes were identified, this presented a data structure (Gioia et al., 2012). The data structure provides a graphic representation of how the data progressed from raw data to terms and themes in conducting the analyses as shown in table 5 (Gioia et al., 2012). The data structure was then used to make sense of the data and inform the findings of this study.

Table 5: Data Structure

Raw Data	First-order terms	Second-order themes
<i>“The best opportunity that we have right now, is that our generation can do this (youth), is for youth to get involved to end this scourge. That the boys and girls we raise, we bring them up to respect both genders.”</i>	Power of youth to bring about change.	Key to prevention at scale
<i>“In government, getting noticed, you need a champion.”</i>	Champion in government	Key to prevention at scale
<i>“Change requires collaborations, those coalitions, they are stronger in numbers.”</i>	Power of collaboration and partnerships	Key to prevention at scale
<i>“Find champions in government.”</i>	Enabling change - champions in government	Key to prevention at scale

3.3 Limitations

The study presented several limitations. The magnitude of the challenge and the scope of a Master's thesis limited the number of participants interviewed and the depth of the study. This led to the researcher pursuing a more focused study. Further limitations arose due to the varying levels of seniority, knowledge, and experience of the interviewed participants, which affected their holistic understanding and response to the research questions and their ability to offer alternative and innovative pathways to address the problem area.

Some degree of difficulty was experienced in reaching and obtaining permission from participants to conduct the interviews. This delayed the data collection process and progress on the overall research. The data analysis was also conducted during the COVID-19 pandemic and the national lockdown period in South Africa. During this process, it was identified that more interviews were needed to strengthen the research argument. This period made it more challenging to access participants to set up these meetings, limiting the inclusion of additional data.

As the interviews were recorded via a mobile device, it was challenging to make out certain statements made by the participants when transcribing the data. There was the possibility of excluding rich data and misinterpreting data.

From the onset of the research, the researcher was aware of her closeness and vested interest in the study, which may influence the study's findings. To avoid this, the researcher made a concerted effort to reflect on this risk, individually and with her writing team, to ensure that she was not influencing the study's findings.

3.4 Research ethics

The researcher ensured that the research was undertaken transparently and ethically. Ethical clearance was obtained from the University of Cape Town's Ethics Committee in 2018 before conducting the research interviews. An application for extension was applied towards the end of 2019 and granted for an additional year.

Participants were informed beforehand about the study's objective, the procedures that would be followed, and the researcher's credibility before participating in this study to align their expectations upfront (De Vos, 2002). Participants were required to give written consent regarding their willingness to participate in this study. Where consent was not obtained because no prior permission was sought, participants were contacted later to obtain consent to use their data. An example of this was the data obtained from the Project Manager of the Violence against Women Directorate at the Western Cape Department of Social Development.

In a password-protected folder, the researcher securely stored all participant information on a personal computer. Participants will have the opportunity to review the research report once it has been reviewed and graded.

This chapter outlined the research methodology used to conduct this research. The research design and sampling strategy were presented. The data collection and data analysis methods were discussed, followed by the study's ethical considerations and limitations.

The following chapter will present the findings of this research study.

CHAPTER 4: Research Findings

The purpose of the expert interviews and meetings was to identify alternative scalable pathways to prevent violence against mothers in Cape Town, as described from the research participant's perspective. The data analysis will be presented according to the themes that emerged from the findings and informed by the lens of social and inclusive innovation. The chapter starts with discussing the importance of placing emphasis on violence against women prevention, followed by the need for scalable prevention pathways. Next, it shifts its attention to describe the findings around the elements crucial to the success of a prevention intervention. It moves on to discuss the programmatic interventions to prevention at scale and mechanisms to scale prevention pathways. The chapter concludes with a discussion of the unintended consequences of violence against women prevention pathways which supports the objective of this study.

4.1 The importance of placing an emphasis on violence against women prevention interventions

Several participants indicated that most interventions to address violence against women in Cape Town focus on response interventions. They stated that this includes efforts to address the consequences of violence once it has occurred and is limited to women's shelters, psychosocial support programmes, laws, and policies focused on punishing the perpetrators of violence, among others. Another finding highlighted the lack of attention given to violence against women prevention approaches and the greater emphasis that needs to be placed on prevention to mitigate violence overall.

The findings were encapsulated by statements made in an interview with Source 23, Western Cape Government Department of Social Development Programme Manager for the Violence against Women Directorate, who stated,

“We are so overwhelmed with response and care because of the need. However, if we do not put the same effort into prevention when are we ever going to have a moment where we can say reduction...tipping point.”

Source 23 further underlined that,

"Very often, we aim to deal with violence once it has happened, so that can only be one aspect. If we talk about the criminal justice system, we deal with one perpetrator at a time, but if we take #endingrapeculture seriously, it is about transforming those practices, ideas, stereotypes, and behaviours that normalize violence against women. Therefore, we have to figure out prevention or how to deal with the attitudes of people towards violence and attitudes about behaviours as well."

These findings highlight the importance of emphasising prevention approaches to address violence against women.

Source 20, the Social Development Advisor at the United Kingdom Department of International Development in Inclusive Societies, further supported these findings. She stated that there is significant evidence that violence against women can be prevented.

"We have rigorous evidence that shows that we can prevent violence within programmatic time frames. This does not have to take generations...Key task in prevention is to prevent the drivers of violence against women."

Source 17, Acting Chief of the Ending Violence Against Women Directorate at UN-Women and Lead on violence against women prevention conferred with the findings presented by What Works to Prevent Violence Against Women and Girls on the effectiveness of their research and stated that,

"What Works has given us the material and evidence of having a compelling story, strengthening our advocacy that violence is preventable, and allowing us the opportunity to have a menu of interventions that we could have in place to inform our programming and policy with specific evidence of what works and evidence of what does not work."

The participant here validated the evidence-based provided by What Works to Prevent Violence against Women and Girls that violence against women can be prevented and

described how the United Nations system uses this evidence to support its prevention strategies. Even though the need for a strategic and dedicated focus on prevention has been recognised and there has been evidence of its effectiveness, it is surprising that there is still limited attention and investment given to the development of prevention interventions to mitigate the drivers contributing to violence against women perpetration. As a result of the extent of the challenge in South Africa, it further appears that individuals working in the sector are overwhelmed with the demand for response interventions that have prevented them from directing resources to prevention approaches and having the foresight to channel towards prevention. This finding is captured by Dr. Shisana, the advisor to the South African President Cyril Ramaphosa, who stated that,

“When we were developing the Gender-Based Violence National Strategic Plan, it was hard for people to understand that we have to start with prevention because people are worried about so and so is being hurt right now. They are not worried so much about someone who might be hurt sometime in the future.”

Another interesting finding is that prevention and response interventions to address violence against women should not be polarised. This finding may imply the importance of intervening at both levels, especially given the demand for response and prevention interventions. South Africa has also been majorly affected by violence against women, where a finding presented by Source 28, the Director of the Women’s Legal Centre, indicated that most women do not report the abuse, *“Many cases do not get reported.”* The need to focus on both response and prevention strategies may be an essential way to mitigate violence against women in the medium to long-term in Cape Town.

These findings were captured by Source 15 in her portfolio as Research Uptake Manager of the Global UK-AID funded What Works to Prevent Violence against Women and Girls, who stated that,

“We must centralise, give central place to supporting survivors, polarising prevention and response is not the most effective way forward.”

As much as the need for a pre-violence position is argued, the findings outlined the complexity of doing so and that it requires addressing multiple drivers simultaneously. As a result, the findings indicated that prevention interventions are presented at multiple levels. These findings imply that the design and point of intervention will be dependent on the drivers addressed.

Source 20, the Social Development Advisor at the United Kingdom Department of International Development in Inclusive Societies, expressed this finding and stated that,

“But at the same time, while What Works has shown that we can prevent violence, it has also shown how difficult this is and how difficult it is to do it well...”

Source 3, the Director of the Schwab Foundation for Social Entrepreneurship and Head of Social Innovation at the World Economic Forum supported these findings and stated that,

“With a complex problem, it is not going to have one solution. There are so many streams to it.”

4.2 The demand for scalable prevention pathways to address violence against women

As much as the need for a focus on violence against women prevention interventions was highlighted, and the evidence-base of its effectiveness, the demand for scalable prevention pathways was underlined. This finding reflected the magnitude of the challenge of violence and the need for scalable pathways to attract more sustainable forms of investments to bring about the transformation required to mitigate violence against women.

At the World Economic Forum’s Sustainable Impact Summit that took place in New York in 2018, Source 29, the founder and Executive Director of The World Economic Forum, Klaus Schwab, identified that,

“Change is happening, but not happening fast enough. We need to scale and accelerate fast.”

On a panel discussion on violence against women at the World Economic Forum on Africa Conference that took place in Cape Town in 2019, Source 31, President and Chief Executive of the Women in Africa Initiative¹⁶ further supported this finding and stated that,

“We need to raise and elevate the importance of addressing Gender-Based Violence on a much larger platform.”

Another perspective presented the need for large-scale pathways by stating the challenge of small-scale pathways that limit international investment. This finding implies that designing and implementing pathways for scale promotes the opportunity to obtain more sustainable investments, thereby increasing the pathway’s impact and sustainability. Source 30, Prime Minister of Belgium and Promoter of Women’s Rights expressed this finding and stated that,

“Small scale projects are a hindrance to international investment.”

These findings reflect the need for scalable violence against women prevention pathways to address the magnitude of the challenge.

4.3 Elements crucial to the success of a scalable violence against women prevention pathway

Several crucial elements were listed in the findings to ensure the success of a scalable violence against women prevention pathway, some more than others. The need to include these elements in a pathway to ensure a pathway’s ability to scale emerged in the data. Depending on the pathway’s point of intervention and approach, it was evident from the findings that certain elements may be more applicable to some pathways than others. The core elements presented in the findings are listed as:

4.3.1 Behaviour change to shift social norms and promote gender equality

Behaviour change to shift social norms and promote gender equality was presented as critical to prevent violence against women. This may be attributed to the fact that social norms around

¹⁶ Women in Africa Initiative is a social impact company whose mission is to support African women entrepreneurs and leaders in their journey to impact the continent’s economy (Women in Africa, 2021).

gender inequality are one of the key drivers of violence against women. As a result, promoting behaviour change to shift these social norms and promote gender equality is integral to prevention. At the Bertha Centre for Social Innovation and Entrepreneurship¹⁷ Gender Lens investing expert meeting (Refer to Appendix 7 for a description of the expert meeting), Source 7, a Senior Researcher from the South African Medical Research Council (SAMRC) described the importance of this by stating that,

“When we look at drivers of violence, we clearly see that it is social norms... It is a combination of two kinds of social norms. Social norms around gender inequality - how we value women, how we view women, the power differences, and norms about violence in our country. How we use violence, and how we consider violence. It is that combination of norms that are not the only drivers but the main drivers. So if we want to tackle and make an investment on this, these are the areas we need to deal with.”

This perspective highlights the need for behaviour change to shift social norms and promote gender equality as a core element to prevent violence against women at scale.

The theme of promoting social and emotional learning specifically and self-reflection and personal mastery were presented as core elements in a prevention pathway. This theme was presented as integral to promote positive behaviour change that supports the mitigation of the drivers of violence. The findings indicated the effectiveness of this element when integrated with gender transformative training. The findings further underlined the extent to which social and emotional learning (self-reflection and personal mastery) are integrated into a pathway would be dependent on the theory of change of the prevention pathway.

These findings were supported by Source 7, who stated that *“We know that critical reflection is vital....”* and Source 13, a representative of The Clothing Bank Social Enterprise, when presenting the successes of their programme. This was based on the results obtained from the

¹⁷ The Bertha Centre for Social Innovation and Entrepreneurship at the UCT GSB is a globally ranked centre of excellence dedicated to advancing social innovation and entrepreneurship.

rigorous Poverty Stoplight self-evaluation tool¹⁸ used to measure the impact of their programmes over time. Source 13 stated,

Poverty Stoplight has 50 indicators. When we do assessments...out of the 50 indicators, the last seven are about establishing self-confidence, self-esteem, violence in the home, emotional intelligence, and willingness to take risks. What came back from the research was so exciting. They found that those who have as much green as possible, in the last 7 indicators, are positively influencing the other indicators. So the finding proves that if you work with people, the hard skills and soft skills and building the self-awareness and motivation, then the business skills and skills development will grow very quickly. It is therefore important to work on everything internal and the person first because everything else follows.

This statement highlights the critical importance of social-emotional learning to ensure the overall development and advancement of women. This is an integral finding for the field to support pathways to mitigate the drivers of violence against women.

Source 7, the Senior Researcher from SAMRC reiterated the importance of social-emotional learning, namely, self-reflection and personal mastery integrated with gender-transformative work. She stated,

"We need to do real gender transformative training where you reflect, spend time thinking about who you are, and what your value systems are in terms of gender. By combining that with empowerment interventions, there is evidence that it is working."

Integrating socio-emotional learning with gender transformative training appears to be a favourable element to include as part of a prevention pathway. These findings further indicate that this may promote behaviour change to shift social norms and promote gender equality, another integral element to ensure violence against women prevention pathways effectiveness. The poverty stoplight tool was presented as a potential tool to measure the impact of prevention pathways.

¹⁸Poverty Stoplight is a practical methodology and self-evaluation tool that allows households to self-diagnose their level of poverty and quality of life to develop a personalised strategy to eradicate poverty in their lives.

4.3.2 Value for all stakeholders involved

Participants highlighted the importance of ensuring that a violence against women prevention pathway creates value for all stakeholders involved to ensure the success and sustainability of a scalable prevention pathway. This is not a surprising finding in terms of ensuring long-term support and sustainability of a pathway. This is generally a vital element to ensure the development of any sustainable intervention. The research indicated the lack of emphasis placed on ensuring value for all stakeholders and an area that needs to be strengthened to ensure the success of a scalable prevention pathway.

This finding was highlighted by Source 22, an Associate Professor at the University of Cape Town Graduate School of Business participant, who stated that,

"...The thing that works is that there is value for everybody. In the end, they provide value for all stakeholders."

Ensuring that a prevention pathway creates value for all stakeholders involved appears to be a critical element to ensure a violence against women prevention pathway's success.

4.3.3 Robust intervention design with a coherent theory of change

A robust intervention design with a coherent theory of change was presented as an integral element for designing a violence against women prevention pathway. The findings indicated that having a robust intervention design with a coherent theory of change provides clarity on the core components that makes up a pathway and ensures its success, enabling the pathway to deliver the same outcome each time and ultimately achieve the impact that it set out to achieve.

Source 15, Research Uptake Manager of the What Works to Prevent Violence against Women and Girls supported these findings and stated that,

"What we have learned is that strong intervention design is essential. It seems to be more important that you get the elements of the intervention right. Obviously, you have to have ...working through a theory of change."

Source 7, a Senior Researcher from SAMRC, stated that,

“Interventions need to have a coherent theory of change, where there is a reflection on what is driving violence in that context, and it is clear which pieces of intervention will work, in which ways to prevent it.”

Another unique perspective presented by a participant was that awareness of the critical components that make up a pathway allows a pathway to scale more effectively. This statement was reflected by Source 22, the Associate Professor of the University Of Cape Town Graduate School Of Business, who stated,

“...Scalability also rests on knowing everything around that transaction. The microstructures that make this programme deliver the same outcome every time.”

The findings further indicated that ensuring a robust intervention design and theory of change allows for standardising the core elements of a pathway that eases the process of scaling. Source 16, Professor and Director of the What Works to Prevent Violence against Women and Girls Global Programme reflected these findings and stated that,

“The work we do with interventions, whether it is community activists or couples interventions, it needs to be properly manualised. Because if you haven’t got a manual, you haven’t got a basis for standardising what you are doing and providing input and peer reflection. So you will not be able to grow it and take it forward.”

As much as standardising an intervention may be effective to a certain degree, the complexity of violence against women requires interventions to adapt to the context where it is implemented and to take into consideration the diverse drivers.

4.3.4 Longer-term interventions

When assessing the duration and intensity of a violence against women prevention pathway, most participants stated that long-term intervention design is integral to a prevention pathways success. The findings indicate the limited long-term interventions in Cape Town and the ineffectiveness and limited impact of short-term interventions. This finding was demonstrated

by a statement about a short-term intervention, for example, the 16 Days of Activism against Violence against Women campaign¹⁹. Participants indicated that perpetration rates tend to increase rather than decrease during this period. Alan Winde, the Premier of the Western Cape, stated that,

“...So many murders against women have occurred in the 16 days of activism against gender-based violence.”

Source 4, a Specialist in the Development Sector in South Africa, further stated that,

“During the 16 days of activism, we see an increase in cases...”

This is indicative of the ineffectiveness of short-term, once-off interventions. These findings reflect the importance of long-term intervention design as critical to ensuring the scalable prevention pathways success. The Western Cape Government Minister of Social Development, Sharna Fernandez, emphasised these findings and stated that,

“Addressing Gender-Based Violence is no short-term fix.”

She further expressed that,

“Putting a quick plan together is like putting a band-aid on a huge big gaping wound.”

She goes on to emphasise the importance of developing long-term interventions. She underlined and stated,

“I am stressing that we are talking about economic interventions where it really cannot be short-term either. What we have seen is that it’s got to be an investment of long-term intervention. At least a year of working with the people to really bring about change. It is not a one-month, one-week type of intervention... It is not going to be a quick fix.”

¹⁹ 16 Days of Activism against Violence against Women and Girls is an annual campaign that kicks off on 25 November, the International Day for the Elimination of Violence against Women, and runs until 10 December, Human Rights Day. It was started by activists at the inaugural Women’s Global Leadership Institute in 1991 and coordinated each year by the Centre for Women’s Global Leadership. It is used as an organizing strategy by individuals and organizations worldwide to call for the prevention and elimination of violence against women and girls (UN Women, 2015).

Source 7, the Senior Researcher from SAMRC, stated,

"People talk about self-defence. We have shown that self-defence does not almost work on its own in Uganda."

Source 4, the Specialist in the Development Sector in South Africa, reiterated this fact and stated,

"A lot of the work done in that space does not go all the way. That's the problem. So it would be women's day, and they will decide to have a women's seminar. But this kind of one-day event is exactly the problem."

These findings overtly highlight the importance of designing long-term prevention pathways to ensure an interventions effectiveness and sustainability. It further presented the poor efficacy of short-term pathways.

4.3.5 Social impact measurement to prove the evidence of the effectiveness of a violence against women prevention pathway

The importance of measuring the impact of a violence against women prevention pathway to prove its effectiveness and ability to scale was a key theme that emerged from the data. The findings outlined that programme leaders can use the data obtained from the social impact measurement to ensure the credibility of a pathway, attract further investment, support and influence policy, and foster an environment to achieve a more significant impact. These findings are encapsulated by a statement made by Source 20, The Social Development Advisor at the United Kingdom Department of International Development in Inclusive Societies, who highlighted that,

"We know that you cannot randomly put out interventions into this space and hope that they will work because we have shown that they don't work. And this provides very important food for thought for people who are working with interventions that haven't been evaluated because they need to be critically examined and evaluated...So we never talk about scale-up until we find evidence that something works. You cannot scale without evidence."

The findings further presented the weak application of evidence-based violence against women prevention pathways in South Africa. This may be a driver for the high prevalence of violence in Cape Town and South Africa. This finding was reflected by Source 7, the Senior Researcher of SAMRC, who stated that,

"Weak application of evidence-based prevention. Much currently used for Gender-Based Violence prevention has never been well evaluated..."

As much as there is a need to measure the impact of a pathway to prove its effectiveness, the findings indicated the complexity of doing so given the multiple drivers of violence against women and its multiple intervention points. Source 16, Professor and Director of the What Works to Prevent Violence against Women and Girls Global Programme, stated that,

"For Gender-Based Violence, it is extremely challenging to measure. We are looking at physical, psychological, and financial abuse."

It is interesting to note that despite the evidence-bases that exist for the prevention pathways presented, Source 15, Research Uptake Manager of the What Works to prevent Violence against Women and Girls and Source 20, The Social Development Advisor at the Department of International Development in Inclusive Societies highlighted the lack of evidence of the sustainability of their impact. Source 20 encapsulated this finding and stated,

"...we know very little about the sustainability of our impacts. We want to come back and evaluate some of our most effective interventions in three or more years down the line to understand whether these impacts have endured over time."

The findings explicitly highlighted the importance of measuring the impact of a violence against women prevention pathway to prove the effectiveness.

4.3.6 Characteristics of individuals involved in the execution of a violence against women prevention pathway

Given the complexity and sensitivity of prevention pathways, the essential characteristics of all those involved in the leadership, management, and facilitation of a prevention pathway were

a dominant finding presented. The findings demonstrated that these individuals should embrace gender-equitable and anti-violence attitudes. They should be trained, experienced, supported, and have a shared understanding of what is required for the sector's growth.

Source 16, the Director of What Works to Prevent Violence against Women and Girls, expressed that if there is a need to change how individuals and communities think about gender and violence, they have to be the right people to start with. This was supported by Source 19, the Senior Technical specialist and Lead Consultant for Social Development Direct²⁰ Gender-Based Violence portfolio, who highlighted that these individuals need to have the experience and shared understanding of what is required to move the field forward. Source 15, Research Uptake Manager of the What Works to prevent Violence against Women and Girls, explained the need to select people with gender-equitable and non-violence attitudes and provide the necessary specialised training and support to ensure their effectiveness. One of the findings were further encapsulated by Source 20, Social Development advisor at the Department of International Development in inclusive societies who stated,

"In particular, something that I have taken away from this work is having carefully selected, experienced, well trained, and supported community activists and facilitators as just being critical to the success of the work that we've seen. This probably comes as no surprise to those in the industry, but I think this key piece is often overlooked and under-resourced."

The findings overtly expressed the core characteristics of individuals involved in the leadership, management, and facilitation of a prevention pathway to ensure a pathway's success.

4.3.7 Financial resources to sustain scalable violence against women prevention pathways

The need for financial resources to sustain scalable violence against women prevention pathways is a key finding from the data. This was demonstrated by several participants who

²⁰ Social Development Direct's is a leading provider of high-quality, innovative, and expert social development assistance and research services. They work internationally to build inclusive societies in which all women, men, girls, and boys are valued and empowered to make choices about their development.

indicated the lack of budget allocation to prevention predominantly by the state and the lack of sustainability of current income sources. It further became evident that the funding available is earmarked for Gender-based violence interventions overall, which comprise multiple interventions for prevention and response efforts implemented by the social, justice, and health sectors. As the National Strategic Plan for Gender-based Violence and Femicide has been finalised, the South African National Department Ministry of Women further indicated the need for finances to execute the strategy. Source 27, the head of Africa Monitor stated that,

“The Ministry of Women is working on a Gender-Based Violence policy, but they have no money to implement it. They are themselves saying that they need the funds....”

The Premier of the Western Cape, Alan Winde, supported this finding in a statement. He stated,

“I can say that there is one blockage and that blockage is the budget.”

The Western Cape Government Minister of Social Development, Sharna Fernandez, further indicated the need for additional funding,

“Our international donor funding is on the decrease, so we need to find innovative ways to address the gap that we are going to be facing in the next little while. For this province, it represents a substantial cut....”

Dr. Shisana supported this finding on the lack of funding received by the state. She stated,

“Few state funds are allocated to prevent violence against women and girls. Little donor investment in prevention.”

The findings indicated that the need for sustained financial resources is not unique to violence against women prevention pathways; they apply to gender equality initiatives overall. This, however, is integral; as discussed earlier in this chapter, addressing gender equality is critical to violence against women prevention and aligned with addressing all its main drivers. These findings are underlined by a statement made by Source 7, the senior researcher at SAMRC, who stated that,

“The main barrier to achieving gender equality is identified as funding.”

Participants discussed the current ways that violence against women prevention pathways are funded and sustained. They presented conventional funding sources, namely government grants, donor grants, and corporate social investment, as a starting point to sustain prevention pathways at scale. These findings were reflected by Source 2, the senior project manager at the Bertha Centre for Social Innovation and Entrepreneurship Innovative Finance Department, who stated,

"Maybe it defaults to looking back at government grants or donor funds. Really thinking, obviously there are those existing pools of funding, donor funding, public sector funding that may be good candidates for these types of interventions. Especially because locally, the violence against women matter is very high on the agenda. So maybe, that would be the initial starting point..."

In the same vein, Source 22, the Associate Professor of the University Of Cape Town Graduate School Of Business, stated that,

"Corporate Social Investment (CSI) could work, but then you are going to need to have a function of that. Because now you have to get the money, you have to spend it. You have to report it. But if you have a function...that is actually just working on the CSI side, every day in the week, just getting CSI money, then that is scalable in a sense. CSI would be indirect income."

Similarly, another finding highlighted the importance of having a sales function to ensure the sustainability of a pathway, promoting its ability to scale, an area that Non-Governmental Organisations often overlook. Source 22 further stated,

"One important function is a sales function. This is where all NGOs go wrong because they think sales are not important. But it is. If you can productify these things, I think you can sell them across and across sell. The transactions would be my core focus. If you have that product, then you sell that one...."

He stated that *"Revenue generation is key"* to ensure the success of a violence against women prevention pathway to be applied at scale as the challenge of creating sustainability with these

forms of income sources, and the need to find alternative ways of sustaining these pathways became evident. He added,

“In this space, finding the income source to bring sustainability within is not very easy. So who is going to pay at the end of the day?”

The findings highlighted the importance of ensuring long-term investments to enable the sustainability of a scaling pathway. The data implies that ensuring long-term investments in violence against women prevention pathways can ensure the sustainability of a pathway for the period of its existence. This was reflected by a statement made by the Western Cape Government Minister of Social Development. She stated,

“To get funding, we must have partners and leaders, like Community Chest, that is ethical, not just looking at a once-off grant, but walking the path with development, sustainable development – From the cradle to the grave.”

Source 6, the Chief Executive Officer of the Allan Gray Orbis Foundation reiterated these findings and stated,

“If I look at hybrid models, like Life College... It is something like that, where it is a property investment company, and the other side is a trust... So, all the money that Life Co investments make goes to the trust. The trust distributes that to the non-profit. Which is where the development work happens.”

Source 1, a representative of the Bertha Centre of Social Innovation and Entrepreneurship Innovative Finance Department, further outlined the importance of having a strong business model as part of a pathway to ensure its sustainability in the long term. This finding was illustrated by presenting a fund as a pathway.

“A fund is not a way to sustain anything without a business model. A fund can invest in things but without an underlying business model. Ignore the fund.”

She further stated that,

“We need scalable, sustainable solutions with strong business models.”

Support for this finding was mentioned earlier in this section when presenting the poor sustainability of conventional forms of income generation. Despite the demand for financial resources to address violence against women overall, an interesting finding was the large amount of funds already invested in this area. The Premier of the Western Cape, Alan Winde, stated that,

“A lot of money has been spent on programmes (R60m) in terms of dealing with Gender-Based Violence, but the numbers in South Africa are still one of the highest, so we must measure our effectiveness.”

These findings again highlight the current pathways' ineffectiveness and the inadequate allocations of funds to prevent violence against women.

The findings presented demonstrated the vital need for financial resources to sustain prevention pathways at scale. The critical importance of developing business models that sustain relationships and funding in the long-term to ensure the effectiveness, success, and sustainability of prevention pathways for scale was presented.

4.3.8 Power and Politics

The theme of power and politics was presented by participants as a critical element influencing the design, implementation, and importance of a scalable prevention pathway. This finding was supported by a statement made by Source 9, the community manager of the Global Shapers Community of the World Economic Forum, who presented the findings of a study conducted by Professor from Harvard, Marshal Gangs, who stated that,

“... to create systemic social change requires people, power, and politics.”

The findings further indicated the lack of political will on violence against women and the limited commitment to follow through on efforts to mitigate violence. It raised awareness of the political climate in Cape Town, which is not ruled by the national ruling party, the African National Congress. This was highlighted by Source 21, Project Head of the Women and Democracy Initiative at the Dullah Omar Institute, who stated that,

“This is actually about power. And it is about politics. Power is very important in this work – about getting the work done...Strong leadership with accountability.”

Source 21 further stated that,

“Party-Politics are brought in when we talk about the Western Cape, National Government.”

The critical role of power and politics in influencing the success of a prevention pathway to scale reflects the potential challenges and roadblocks attributed to or influenced by this in Cape Town. This may further contribute to the weak support and implementation of prevention pathways that may perpetuate violence against women in the city.

The core elements to ensure the success of scalable violence against women prevention pathway were listed above. The data presented limitations of small-scale prevention pathways and the need for these elements to be included in a pathway to ensure a pathway to scale. The core elements to ensure the effectiveness of a pathway and its ability to scale include: Behaviour change to shift social norms and promote gender equality; value creation for all stakeholders involved; the importance of having a robust intervention design and theory of change; the need for long-term intervention design, the integration of social impact measurement; the core characteristics required of individuals involved in the execution of a pathway; the need for financial resources to sustain pathways and the critical role of power and politics in influencing the success of a pathway was presented.

The following section presents the programmatic interventions to prevent violence against women.

4.4. Programmatic interventions to prevent violence against women

Source 16, Director of the What Works to Prevent Violence against Women and Girls Global Programme, stated, *“We can make a real difference to women and girls’ lives through programming and policy, which we know we have to do...”* The rigorous evidence base and

source of this finding make it apparent that programming and policy play an integral role in the theory of change to prevent violence against women at scale.

The data gathered showed several evidence-based programmatic interventions and proposed points of intervention to avert the drivers of violence against women. These interventions were shown to have some degree of effectiveness, some more than others. The proposed points of intervention were highly endorsed by some participants, based on the gaps identified in the prevention ecosystem. However, these interventions need testing to prove their effectiveness, as discussed earlier in this section. The evidence-based and proposed points of intervention, as presented by participants, are listed:

4.4.1 Evidence-based interventions to prevent violence against women

The literature and findings have presented a level of effectiveness on several interventions to prevent violence against women. These are presented below.

Community activism approach

The literature and data presented the evidence-based effectiveness of the community activism approach. This was demonstrated by Source 20, Social Development advisor at the Department of International Development in inclusive societies. She stated, *“We have seen that with well-done community activist approaches to shift social norms, we can have an impact, not only on groups of people exposed to a particular intervention but at a population level. We have also seen that it is hard to do that well....”*

However, the participant’s perspective stated that few studies have shown that this approach is not effective. An example of applying the community activism approach as an intervention to support the communities they operate was presented by Source 25, De Beers Chief Executive Officer. He stated,

“De Beers has amplified the role of different community members such as traditional leaders, in the communities, where they can have a broader influence to change social norms and attitudes around Gender-Based Violence.”

These findings highlight the partial effectiveness of the community activism approach as an evidence-based prevention intervention to address violence against women. It further indicates the need for additional research to provide a more robust evidence-based for its effectiveness and mitigate the findings of the studies that have proven otherwise.

Gender transformation and women's economic empowerment

The vast majority of participants highlighted the effectiveness of gender transformative and women's economic empowerment interventions to prevent violence against women. These findings align with an earlier discussion in section 4.3.2 on the importance of gender transformative training as part of the prevention theory of change. This may appear to be an element that promotes the effectiveness of this intervention. The efficacy of this intervention, as stated by participants, is presented.

Source 15, Research Uptake Manager of What Works to Prevent Violence against Women and Girls, stated that,

“We have had a set of interventions that have been looking at gender transformation and economic empowerment, and these again implemented in diverse settings, one in South Africa, in an informal settlement in Etikweni (Durban). We have been able to show that these interventions can work even in some incredibly adverse and difficult circumstances.”

Findings from Source 7, the senior researcher from the SAMRC, further supported this finding. She stated that,

“The two areas that deal with economic issues and have been found to have some evidence that it decreases violence are cash transfers. This is particularly if it is conditional and combining gender-transformative interventions, not just gender training... Cash transfers... Transfers of cash, food, or food vouchers, particularly when tied to a conditionality (nutrition discussion, school attendance), are shown to be effective in reducing violence against women.”

Source 7 presented Image as an example of an evidence-based economic and gender empowerment intervention.

“...e.g., microfinance plus a ten-session participatory intervention around gender norms and violence for women; Cash transfers: studies suggest it reduces poverty and women’s experiences of violence.”

A further finding and an example of a women’s economic empowerment intervention, as presented by Source 25 Chief Executive Officer of De Beers, is providing support to micro-entrepreneurs as a protective factor to mitigate violence against women, especially post the COVID-19 pandemic. This was reflected in the statement,

“A lot of our focus in this area is helping small, medium, and micro-entrepreneurs in the areas around our communities to run their businesses and run them more successfully for all kinds of reasons makes tremendous sense. As those businesses have dried up, there is more risk for those women and girls and more risk for them to be victims of violence.”

Reiterating this point, participants further presented the positive impact of women’s economic empowerment approaches as strengthening the motivation for and effectiveness of an intervention pathway. In an interview with Source 23, the Project Manager of the Violence against Women Directorate at the Western Cape Department of Social Development stated,

“Under prevention, for me, what is key is empowerment... If we can make women economically independent, it immediately opens so many channels for them. If you have your own rand in your pocket, it makes such a difference... When we centre women, that we will be able to ensure that there is some form of economic empowerment for women, we will be able to ensure that there is a reduction of discrimination, a reduction of violence against women in our communities.”

Source 7 further expressed the need for women’s economic empowerment to mitigate the high level of unemployment among women, a driver of violence against women. She stated that,

“Reducing the exceedingly high levels of unemployment.”

Women's economic empowerment approaches were presented as evidence-based violence against women prevention intervention when combined with gender-transformative programming. The approach's effectiveness was presented using cash transfers through monetary and non-monetary forms when tied to a conditionality. It showed the diverse ways cash transfers can be packaged, namely cash, food, vouchers, and social grants. The effectiveness of this approach presents an interesting finding and opportunity to scale prevention pathways. The need for this approach also offers a solution to ending the high levels of unemployment, a driver of violence against women.

Fostering interpersonal relationships and positive parenting

The findings supported fostering interpersonal relationships and positive parenting as an evidence-based intervention to prevent the drivers perpetuating violence against women. When discussing evidence-based prevention interventions, Source 15, Research Uptake Manager of the What Works to prevent Violence against Women and Girls, stated that,

“We know that... fostering positive interpersonal relationships is vital.”

Source 7, the senior researcher at SAMRC, further supported this finding, highlighting the inclusion of gender training and stated that,

“Intensive relationships skills and gender empowerment with individuals and couples, e.g., Stepping Stones, Indashikiyirwa” have shown to be an effective pathway to prevent violence against women.”

Source 7 further outlined that,

“Parenting interventions for intimate partner violence prevention. Two RCTs and a quasi-experimental study showed that well-designed parenting programmes, working with parents with younger children, can reduce parents' experiences of violence.”

Source 21, Project Head of the Women and Democracy Initiative at the Dullah Omar Institute, argued that emerging evidence working with couples and parenting interventions has proven effective; however, it still needs further research to strengthen its evidence-based. An example

of this approach funded and implemented by the City of Cape Town's Department Social Development and Early Childhood Development Directorate is their "*families strengthening programme*." There is limited literature and evidence of its effectiveness.

These findings suggest fostering interpersonal relationships and promoting positive parenting that includes gender training as an evidence-based intervention to prevent violence against women. The data and literature presented the positive impact of this pathway on the mother and the child. This finding supports the focus of directing pathways at mothers, ensuring a dual impact.

Strengthening mental health and reducing substance abuse

Source 7, the senior researcher at the SAMRC, outlined the evidence-based effectiveness of enhancing mental health and substance abuse reduction approaches to prevent violence against women. She stated that

"Strengthen mental health and reduce substance abuse."

She further stated that more evidence is needed to prove this effectiveness based on research conducted in Zambia.

Source 25, De Beers Chief Executive Officer and the City of Cape Town Head of Social Development presented an example of the application of this approach. De Beers is implementing this approach using "*Mental health first aiders, designed and trained to spot people in the organisation who have mental health issues.*" The City of Cape Town has specific interventions aimed at strengthening mental health and reducing substance abuse.

Promoting female role models

An interesting finding presented in the data gathered was the evidence-based of the power of female role models as a protective factor to promote violence against women reduction and gender equality. These findings were encapsulated by the statements made by Source 12, a Gender and Environmental-Social and Governance (ESG) expert who stated that,

“Interesting research that Harvard and Massachusetts Institute of Technology has done over a long time is the effect of role models, and in this case, on female-led village councils on the aspirations of and school attendance of girls. The research was done over ten years. With villages led by men, aspirations amongst girls remained low. Villages led by women, girls aspirations went up, and the gender gap was closed. Linking Role models to violence, the villages with a female role model, the Gender-Based Violence went down, and many conditions for women improved... There is a real link between role models and reducing inequality and Gender-Based Violence.”

She further expressed the evidence-based of role models as positively influencing women and therefore classified as an approach to violence prevention. She stated that,

“Research that was done on the aspirations of girls going into STEM (Science Technology Engineering and Mathematics). They showed young women pictures of female scientists, etc. And then would have them do tests. And both their effort levels and also the choices that they were asked to make went up when they saw more pictures of women than of men because they could identify with the women.”

The strong evidence-bases for this finding from both Harvard University and the Massachusetts Institute of Technology may imply that promoting female role models is a powerful approach to empowering women and thereby serves as a protective factor towards mitigating the drivers of violence against women.

Early childhood development

Source 41, a representative of the South African Women in Dialogue²¹, when presenting their studies on violence against women, highlighted the effectiveness of early childhood development interventions as an effective approach to prevent violence against women. This finding was reflected by the Premier of the Western Cape, Alan Winde, who stated,

²¹ The South African Women in dialogue is a forum initiated to provide a platform for ongoing dialogue on national, regional, continental and international importance. Through their dialogues, they seek to establish a common agenda for the development of women and ensure that women’s views are taken into consideration whenever decisions are taken on all issues that impact our lives.

“...prevention from the early stages. Prevention comes first through education like early child development and through the schools and homes...”

This finding supports the overall objective of directing interventions to work with mothers. It can serve as a strategy to educate mothers on positive parenting to ensure and promote the protective factors that mitigate violence in the long-term.

The findings listed indicated the evidence-based programmatic interventions to violence against women prevention. However, it appears that more research is required to strengthen this evidence-base. This was spotlighted by Source 20, the representative of the United Kingdom Department of International Development in inclusive societies who stated,

“While there has been this incredible expansion in the global evidence base, I think that it is really important that particularly donors...avoid an over-reliance on what is still quite a limited evidence base and particularly avoid replicating and scaling just a handful of proven trialled and tested approaches....There are still many more research questions to answer. I think it is very important that we continue to invest in innovation and experimentation to move the field forward.”

The following section presents additional approaches presented as integral points of intervention to combat violence against women.

4.4.2 Integral interventions to prevent violence against women

Several participants presented additional critical points of intervention to combat violence against women. These pathways appear to be offered based on the sector gaps and have limited evidence-based effectiveness, however; they are integral. They are listed below.

Inclusion of working with men as part of violence against women prevention pathways

In the interviews that sought to identify effective approaches to violence against women prevention, most participants presented the need and importance of including men and boys in

the theory of change. Deputy Secretary-general of the United Nations, Amina Mohamed, presented this finding and stated that,

“We need to talk to men and not just women. Men need to be brought into this... We need to be talking to each other. Men and women. Our societies are very conservative. These issues we don’t talk about. We need to find innovative ways of talking about them more openly. We are not looking for a war between men and women. We are looking for a new partnership based on respect. And we can build that understanding when we communicate with each other.”

This finding was supported by another participant at the Western Cape Government Department of Social Development Gender-Based Violence Summit who stated that,

“Both genders need to be equally empowered. Equally but differently.”

The Head of the City of Cape Town Department of Social Development presented an example of applying this approach. They have partnered and funded a Non-governmental organisation, Sonke Gender Justice²², to expand on a programme targeted at men.

The extensive support for this finding suggests that designing approaches targeted at men may effectively prevent violence against women at scale. Findings further indicate that more research needs to be done to strengthen this approach. This is an important finding to consider in the overall context of prevention as most approaches tend to focus on working with women and girls.

The whole-of-society approach to violence against women prevention

The magnitude and complexity of the challenge encourage the adoption of a whole-of-society approach to tackle violence against women presented as a theme in the findings. Source 23,

²² Sonke Gender Justice is a South African-based non-profit organisation working throughout Africa. They believe women and men, girls and boys, can work together to resist patriarchy, advocate for gender justice and achieve gender transformation.

Project Manager of Violence against Women Directorate at the Western Cape Government Department of Social Development supported this finding and stated that,

“It is a whole-of-society approach. The only way we are going to amend this.”

The head of UN Women, Phumzile Mlambo-Ngcuka, further underlined the importance of a whole-of-society approach and stated that,

“It is a complex phenomenon, and we need the action of everyone in society to address it.”

The overall findings indicated the need for a whole-of-society approach to tackle violence against women. Despite the extent of the challenge and efforts made to address violence against women, there is still much work that needs to be done in terms of awareness-raising and education on prevention to seek support from all of society to combat violence against women.

The provision of secure housing

A finding presented in the data as an approach to violence against women prevention is providing secure housing for women. When discussing the effective prevention interventions, Source 7, the senior researcher from the SAMRC, stated that *“Housing can be preventative....”* She further stated that the drivers of violence against women could be prevented by

“Eradicating poor housing and shacks.”

This is an interesting finding presented. Generally, the provision of secure housing has been associated as a response approach for survivors of violence against women, instead of a prevention approach. This is an important finding to consider for inclusion in the prevention ecosystem. Increasing access and ownership to secure housing for women can serve as a protective factor to mitigate violence against women.

Awareness-raising and education

Source 26, Vodafone Chief Executive Officer further highlighted the importance of awareness-raising and education to leverage support to address violence against women. He presented an intervention that they have implemented in their organisations to train their staff to raise-awareness and provide support for the prevention of violence against women. He stated that,

“We are also going through very specific training for HR professionals and managers. Because in a way, everyone needs to go through awareness or learning to be able to support on a wider basis.”

The findings that emerged from this study outlined evidence-based programmatic interventions for violence against women prevention. It suggested prevention interventions with strong support for effectiveness. However, it appears that limited evidence exists for both and that more research is required to ensure its overall cogency and ability to scale. The multiple drivers of violence against women indicated that no one silver bullet exists to prevent this form of violence and that there are multiple points of intervening. It can address one or multiple drivers. This finding is supported by a statement presented earlier in this chapter by Source 3, Director of Schwab Foundation for Social Entrepreneurship and Head of Social Innovation at the World Economic Forum, who stated,

“With a complex problem, it is not going to have one solution. There are many streams to it.”

The findings further highlighted that integral to all these interventions is the overall inclusion of women’s empowerment and gender transformative training to mitigate the risk factors perpetuating violence perpetrated against women.

Statements made by participants supported the positive impact and importance of women’s empowerment and gender transformative training. A valid finding presented by Source 24, the Co-Founder of The Clothing Bank, was that women’s empowerment approaches could empower women to leave an abusive relationship or encourage a woman to reclaim her power within a relationship. Source 24, when sharing the impact of their women’s empowerment and economic programmes stated that,

“We have seen two things, we have seen women overcome abusive relationships by walking out and having the financial security to do that and encouraged to do that, and then we have seen women reclaim their power in a relationship.”

Source 24 went on to state that women’s empowerment interventions further promote the protective factors that combat violence. This was demonstrated by a statement made,

“Example of the day I started the programme was the day I stopped drinking alcohol.”

Queen Rania at the HeForShe²³ Impact summit, when presenting a story of the impact of a woman empowered from her country, stated that,

“Empowerment is contagious, she told me. When others see you, they follow your steps. Now all women in my neighbourhood want to do what I am doing. I feel like a leader. Omnia is a leader. And she is right. Empowerment is contagious. I see it lighting up the faces of our youngest girls. It is what I call the reverse domino effect...Lift up one woman, and she will lift up others, who lift up the world.”

The Stepping Stones pathway demonstrates an example of applying women’s empowerment approaches to their theory of change. Stepping Stones and Creating futures was presented as an evidence-based violence against women prevention pathway that can be applied at scale. This pathway integrates behaviour change, self-reflection and personal mastery, gender transformation, and women's empowerment. Dr. Shisana, the advisor to the president of South Africa, mentioned that the state would be implementing the Stepping Stones and Creating Futures programme to respond to violence against women prevention.

“The programme that we are going to be implementing is called Stepping Stones. Stepping stones can be implemented within the school setting implemented in communities. We can use those places, homes, and schools to start these particular programmes.”

²³ HeForShe is a solidarity movement for the advancement of gender equality initiated by the United Nations.

The effectiveness of the Stepping Stones model was further supported by Source 7, the senior researcher from SAMRC that stated,

“Then we combine Stepping Stones with Creating Futures. A township based programme. It is not necessarily a skill development programme, but helps people to develop, to look at what their skills are. What they can use, so it is unemployed young people. How to write a CV. How to do interviews and basic skills for looking for a job. Stepping stones look more around the individual, building empowerment things, who you are, resilience, and communication. So it is supposed to be violence prevention. The combined stepping stones and creating futures, studies found to be successful.”

Another example of the application of this approach as funded and implemented by the City of Cape Town Department Social Development and Early Childhood Development Directorate is,

“Women For Change: An empowerment programme seeking to capacitate women to play a more meaningful and active role in their communities while developing at a personal level and learning skills. The Gender-Based Violence component in the Women for Change programme covers rights-based; raising awareness; provides information on services and support available; referrals as required.”

This section highlighted several initiatives to prevent violence against women that the participants presented. Overall, these interventions appear to be medium to long-term that support the effectiveness of long-term interventions to prevent violence against women, as discussed in section 4.4. They are predominantly led by the national and local governments or corporate organisations aligned to their strategic objectives. They are limited to a handful of approaches and specific areas within Cape Town and appear to be ineffective in ending violence against women in the medium to long-term. This reflects the ineffectiveness of these prevention pathways ability to scale to address the magnitude of the challenge. These findings further confer with a finding presented by Source 21, Project Head of the Women and Democracy Initiative at the Dullah Omar Institute, who highlighted the need for alternate ways of approaching and designing prevention pathways,

“We got to do something differently. Come up with new ideas. It hasn’t been working. So something has to be done differently.”

As well as highlighting these interventions, it is also essential to focus on the mechanisms to scale such approaches. These are discussed in the next section.

4.5 Mechanism to scale a violence against women prevention pathway

The previous section discussed the programmatic evidence-based interventions to prevent violence against women. As presented in section 4.3 of this chapter, there is a need for scalable prevention pathways to address the magnitude of the challenge. The data gathered presented mechanisms to scale these approaches. They are listed below.

4.5.1 Collaborations and partnerships as a mechanism to scale a violence against women prevention pathway

The vast majority of participants underlined the importance of collaborations and partnerships as a mechanism to scale a violence against women prevention pathway, enabling the pathway to achieve a more significant impact. When discussing the mechanisms to scale, Source 22, the Associate Professor at the University Of Cape Town Graduate School Of Business, supported this finding and stated, *“You can work through others.”*

The United Nations Deputy Secretary-General, Amina Mohamed, affirmed the significance of collaborations and partnerships, who stated that *“Change requires collaborations, those coalitions; they are stronger in numbers.”*

Similarly, Source 29, Founder and Executive Chairman of the World Economic Forum, further mirrored these findings and highlighted the importance of partnerships to the achievement of Sustainable development goals,

“You need to have key partners to have a greater impact. SDG 17 is integral to unleashing the potential of all the SDGs.”

The data gathered showed that multi-sectorial collaborations and partnerships comprised a combination of partnerships with the state, the private sector, and civil society as effective ways of packaging and building these partnerships to ensure that a violence against women

prevention pathway reaches scale. Based on previous findings highlighted in section 4.2, ensuring that there is value for all stakeholders involved in a partnership is critical to collaboration and partnerships to ensure an approach's sustainability. Support for these findings was encapsulated by several participants, as presented below.

Source 10, the Head of the Avon Foundation, and Source 11, a representative from Vital Voices, highlighted the effectiveness of their collaboration and partnership. Avon has funded Vital Voices for their violence against women prevention initiatives for more than a decade. Source 10 stated,

“Avon has funded Vital Voices for over ten years. Ten years of conversations of working together to build plans where we are trying to make a difference.”

Source 11 further expressed that,

“It is through coordination with diverse and multisectoral partners that we create an inclusive structure of sustainable support to address violence.”

The Western Cape Government Minister of Social Development, Sharna Fernandez, reiterated the need for multi-sector collaborations and partnerships and stated,

“We can't just depend on the government. We all need to work together. We need to collaborate. We need partnerships. We need civil society, NGOs, corporations, big business, and we have many philanthropists.”

Phumzile Mlambo-Ngcuka, the United Nations Secretary-General and Executive Director of UN Women, further mirrored these findings and stated that,

“We need to work alongside the government and other institutions to make sure that we identify the gaps that help to end the road towards Gender-Based Violence.”

Source 30, The Prime Minister of Belgium and a promoter of women's rights stated that,

“By matching public and private partnerships, we can rapidly address the SDGs.”

These findings explicitly highlight the significance of multi-sector collaborations and partnerships to support violence against women prevention scaling efforts. However, the findings highlighted the critical and primary role of the state in bringing about the transformation required in this space. This was presented by Source 9, the community manager of the Global Shaper Community of the World Economic Forum, who stated that *“The most powerful institution for social change is the government.”*

UN Deputy Secretary-General Amina Mohamed further reiterated the importance of the state and obtaining their support. She advised the need to identify a champion in government to advocate for change to the cause.

“In government, getting noticed, you need a champion.”

An interesting finding was the emphasis placed on autonomous women’s organisations as critical partners in preventing violence against women. This finding was presented by Phumzile Mlambo-Ngcuka, who stated that,

“It is important to recognise the important role of autonomous organisations. Because they are critical actors for advancing gender equality. There is not a single country that has advanced gender equality without a strong women’s movement. Strong women’s movements, and a strong civil society, is a precondition for progress in a country that can respect the rights of women, people in their diversity.”

Another perspective related to the findings underlined the need for collaborations to address the fragmentation and poor support in the sector. This finding was captured by Source 32, a representative of Ilitha Labantu²⁴ that stated,

“The sector is fragmented. We need to start collaborating and start to work together. There is power in it.”

²⁴ Ilitha Labantu, established in 1989, is a social service and educational organisation that focuses on addressing violence against women and children and supporting those affected by it.

The findings explicitly underlined the importance of collaborations and partnerships as a mechanism to scale violence against women preventive pathways to ensure a more significant impact. It outlined the effectiveness of multi sector collaborations and partnerships to drive change significantly and the state's primary role in enabling this. The findings further presented collaborations and partnerships to strengthen the ecosystem and prevent fragmentation in the sector. Although this was a dominant finding, the findings further indicated that collaborations and partnerships had not been leveraged effectively to address the challenge's scale.

4.5.2 The significance of the youth voice and action as a mechanism to scale a violence against women prevention pathway

The significance of the youth voice and action was presented as a mechanism to prevent violence against women at scale and the potential to influence a whole generation. This was highlighted by Source 23, Project Manager of the Violence against Women Directorate at the Western Cape Government Department of Social Development, who stated,

“The key thing is what the young people achieved from the total shutdown was to get leadership to listen. In the past, with the small networks, it was a selective few that listened. Youth made it clear that no, you can't go on with business as normal. You need to make some commitments.”

Source 23 further stated the impact of the youth voice and action on violence against women prevention and stated that,

“We want every young person who reads these messages and interacts with them to want to take action. Because then we will have a whole generation who will ensure we do not have a victim empowerment programme. Because it will not be necessary.”

The United Nations, Deputy Secretary-General Amina Mohamed further mirrored the significance of the youth voice and action as a mechanism to prevent violence against women at scale and stated,

“The best opportunity that we have right now is that our generation can do this (youth), is for youth to get involved to end this scourge. That the boys and girls we raise, we bring them up to respect both genders. Here in South Africa, we have seen many young

people also coming to the front standing for violence against women. This is significant in our society.”

This perspective was unique within the findings and presented the power of the youth’s voice and action as a catalyst to influence the prevention of violence against women at scale. Given the youth bulge²⁵ both locally and globally, this mechanism appears to be a promising pathway to leverage from and influence the next generation and prevent violence against women in the long-term.

4.5.3 Leveraging the private sector to scale violence against women prevention pathways

Leveraging the private sector as a mechanism to scale from the perspective of the Sustainable Development Goals, which can be applied to a violence against women prevention pathway, was a dominant theme that emerged in the data. This finding was supported by a statement made by Source 30, The Prime Minister of Belgium and a promoter of women’s rights, who stated,

“To achieve SDGs, you need to get access to the funds available in the commercial sector.”

In the same vein, Source 1, the Bertha Centre Innovative Finance Department representative, further indicated the lack of attention on finances to ensure a pathway’s sustainability.

“Many initiatives focus strongly on the social and economic side, but not as in-depth on the finance side. This is, however, key to ensure the success of a pathway.”

Dr. Shisana, the advisor to the President of South Africa, reiterated the need for private sector involvement to address violence against women, *“We need the private sector involvement.”*

²⁵ Youth bulge refers to a demographic pattern where a large share of the population is children and young adults (Lin, 2012). It is a common phenomenon in developing countries. 54% of South Africans are younger than 24 years of age.

United Nations Women Executive Director Phumzile Mlambo-Ngcuka further highlighted the opportunity of leveraging the private sector as a more sustainable way of addressing violence against women prevention. She stated that,

“Workplaces can contribute to the prevention and responding better to violence against women...”

The support from and demands made to the private sector to tackle violence against women is presented as integral. It meets many of the objectives that businesses need to deliver on. This was spotlighted by Source 22, the Associate Professor from the University Of Cape Town Graduate School Of Business, who stated that,

“For me, the timing would be corporate. Because there are a number of things they obviously need. The BBBEE requires a certain education, media climate...”

The findings highlighted the opportunity of leveraging the private sector to support violence against women prevention scaling efforts. It indicated the value of doing so, aligning the objectives of the private sector with the objectives of violence prevention pathways. Despite the findings which highlight the critical role of the private sector to prevent violence against women, Source 27, the Head of Africa Monitor underlined the lack of business support to tackle the challenge,

“What I have not seen enough is the business world, and I know the business world is creative and has solutions.”

4.5.4 Technology as a mechanism to scale a violence against women prevention pathway

The power of technology was presented as an effective mechanism to scale a violence against women prevention pathway. This was presented in the findings and demonstrated by the Vodafone Bright Sky application. Source 26, Vodafone Chief Executive Officer stated,

“Through our Vodafone foundation, we focus on technology solutions. Bright Sky App is an app that essentially gives a directory of key services, a tool for education on the subject, for raising-awareness, and providing the ability to do a questionnaire...We

have it in four countries. Over the coronavirus period, we have seen a 75% increase in the apps download. We now have 50 000 downloads of the app.”

It appears that Vodafone's ability to scale at this magnitude is a consequence of the existing infrastructure and resources they have available in their business to sustain this initiative. These findings indicate how these mechanisms can be used as a pathway and means to sustain and accelerate a pathway.

4.6 Alternative scalable pathways to prevent violence against women

In addition to the existing pathways presented in section 4.4 of this chapter, alternative scalable pathways to prevent violence against women were listed by participants. There were several categories of innovative finance presented. These categories are listed below.

4.6.1 Innovative finance

Source 2, the Bertha Centre of Social Innovation and Entrepreneurship representative presented outcomes-based funding as a mechanism to support violence against women prevention pathways to scale. He highlighted the need for a market demand to support this pathway. As the majority of pathways depend on the state and donor funding, it is evident that there are a limited number of pathways that are designed in such a way to leverage this opportunity. It appears that much work is still needed to move this sector forward. Source 2 stated,

“I think some of the instruments that we use are the outcomes-based funding portfolio in particular. It can be tweaked to support catalytic pilots... Although, you don't see this as a sustainable business model... Looking at the outcomes-based approach, if it were to be a sustainable business model, you need to have an established pool of buyers, say for the impact of those underlying organisations. So, I don't think the market is at that stage yet, where you can see that funding as a sustainable source.”

Another Bertha Centre of Social Innovation and Entrepreneurship representative further presented the power of blended finance as a solution to achieve gender equality. Source 1 highlighted in a statement,

“Blended finance has demonstrated the ability to mobilize additional financing for gender equality.”

Source 2 further presented social impact bonds as a potential outcomes-based contract that can be designed to sustain violence against women pathways. The limited track record of the effectiveness of violence against women prevention pathways was presented as a significant risk factor and obstacle to this approach’s success. It appears that the prevention pathways that intend to use this approach need to build a strong track record to ensure its effectiveness and attract backing from investors. Source 2 presented these findings below,

“If you start to think about the awareness aspect of things, it may be somewhat unexplored by existing programmes. Then something like a social impact bond, which ideally would want some track record of how effective the awareness-raising is, in driving outcomes. It may be difficult for you to attract backing, investors because they just don’t know if it is going to work. Especially if you are also trying to bring in new organisations that don’t have a track record of doing that, trying to build them up as you go along. The risk is just exponential.”

Source 1 further highlighted how innovative finance could complement and shift the burden of traditional sources of funding. She stated,

“...let us try and complement those sources of funding in some way and transition the way interventions like domestic violence services are financed so that the burden shifts.”

4.6.2 Digital technology

MomConnect is an awareness-raising model that uses digital technology. Given its high scaling ability, it was presented as an alternative pathway that can be adapted to the violence against women prevention ecosystem. This was demonstrated by Source 2, who stated,

“Talking about awareness, we have been looking at MomConnect. They work on something like an awareness-based model themselves. Sending text messages for maternal messaging...”

Other alternative pathways presented in the findings promote women in business, such as Women Deliver, which connects women to international trade and advertising to change stereotypes. An example of advertising is Unilever, which uses advertising across the world to change stereotypes.

Outcomes-based contracts were presented as a mechanism to scale violence against women prevention pathways and complement traditional funding sources to shift the burden. The findings showed the importance of having a track record of effectiveness in driving outcomes as integral to success. The challenge of violence against women and awareness of it being a public good were raised as an opportunity. It appears that both the existing and alternative pathways presented in the findings are still minimal.

4.7 Awareness of the unintended consequences of violence against women prevention pathways

The data presented the importance of awareness of the unintended consequences of violence against women prevention pathways. Source 6, the head of Allan Gray Orbis Foundation, stated that when she researched women entrepreneurs in townships as part of her Master's in Business Administration, she found that women's economic empowerment can put women at risk of violence. A statement that encapsulated this finding is presented.

I zeroed in on how women entrepreneurs are supported in townships when they start their businesses. I found that more women discontinued their businesses because of psychosocial reasons, not technical business reasons. When I delved into those psychosocial reasons, they were things like pressure from the community when you become successful, but it is also the emasculation of men. In certain traditional cultures, men are seen as the providers, and when you take that away from them in a space that is still very culturally bound, like the township community. Thus, it still holds its traditional thoughts. Men feel emasculated as if you have taken away their power, and so they abuse their wives. Many women experienced abuse from their partners or husband.

This statement encapsulates in detail the consequences of how women's economic empowerment can put women at risk of violence.

Participants conferred with this finding that women's economic empowerment may predispose them to violence. Source 1, the representative of the Bertha Centre of Social Innovation and Entrepreneurship Innovative finance department, stated,

“There has also been research that shows that sometimes when microfinance comes in, and women become more independent, sometimes they are more likely to be abused.”

Source 7, the senior researcher at the SAMRC agreed with this finding that women's economic empowerment may predispose them to violence.

“But we know from studies that when women go into employment, they are actually at risk of violence. For all the various well-known reasons. Because they start earning, and so often, they are empowered. Thus, this is demonstrated by talking back to their partners. So we increase women's risk.”

As much as there is a need for violence against women prevention pathways and their promotion, these findings raise awareness of the unintended consequences associated with them. The findings reflect the importance of providing the necessary support throughout the prevention process to avoid unintended consequences. It further offers a unique perspective on violence against women prevention pathways. Not only intervening before the violence occurs, but also once women are empowered, placing them at an equal risk of violence exposure.

4.8 Conclusion

This chapter discussed the findings of this study, as described from the research participants' perspectives. The findings were presented according to the themes that emerged from the data. The chapter started with discussing the importance of violence against women prevention, followed by the need for scalable prevention pathways. Next, it shifted its attention to describe the findings around the elements crucial to the success of a prevention pathway that can be applied at scale. A discussion of the programmatic pathways to violence against women

prevention at scale and mechanisms to scale prevention pathways followed. The chapter further discussed the pathways to prevent violence against women before moving on to the chapter's final section, which discussed the unintended consequences of violence against women prevention pathways.

The next chapter will provide an in-depth discussion of the study's findings.

CHAPTER 5: Discussion of findings

Violence against women is a large-scale and complex social, public health, and economic problem that has existed for many decades, primarily enabled by gender inequality and rooted in patriarchal gender norms (Kerr-Wilson et al. 2020; South African Government, 2020a; UN Women, 2015; WHO, 2019). Over the past decade, the reported rates of violence against women in Cape Town and South Africa have shown a rapid increase²⁶. This fact has been highlighted by numerous high-profile incidents of femicide, which represent just a small proportion of women facing violence in their homes and communities.

Despite ongoing efforts to tackle violence against women in South Africa, the challenge persists, and many gaps remain, which have been exacerbated by the COVID-19 pandemic (Africa, 2021; Amnesty International, 2021; UN Women, 2020a; What Works to Prevent Violence, 2014). President Cyril Ramaphosa emphasised the harmful impact violence has on women in South Africa; he stated, “*At a time when the pandemic has left us all feeling vulnerable and uncertain...violence is being unleashed on women and children with a brutality that defies comprehension*” (South African Government, 2020b, p. 1).

Violence by an intimate male partner is the most common form of gender-based violence; women are disproportionately affected (Decker et al., 2015; Field et al., 2018; Kerr-Wilson et al. 2020; UN Women, 2020a; WHO, 2019). The focus on interventions targeted at women was chosen due to the high prevalence of intimate partner violence perpetrated by men across the social spectrum (Devries et al., 2013; UN Women, 2015; WHO, 2019). A startling finding presented by Source 31, the President and Chief Executive of the Women in Africa Initiative at the World Economic Forum on Africa 2019 session on violence against women that took place in Cape Town stated, “*Here in South Africa, we are seeing facts of more than 40% of men saying that they have engaged in intimate partner violence, and that’s only those who have admitted to it.*”

²⁶ Outlined in chapters 1 and 2.

A focus on interventions that address intimate partner violence (violence against women), targeted at mothers, ensures increased sustainability, impact, and value that yields positive consequences on the lives and well-being of women, children, families, businesses, communities, and advances social and economic progress²⁷. The consequences of COVID-19 have accelerated the need to address this form of violence more rapidly and efficiently and provide more clarity regarding what needs to be done, supporting this study's necessity.

The study's findings respond to the literature gap regarding the design, sustainability, and scalability of violence against women prevention interventions. It proposes two fundamental priorities which include seven key practices viewed as integral towards catalysing, accelerating large-scale change, and bringing about substantial systemic improvements and change in this ecosystem. These priorities are grounded in the principles and practices of social innovation and the scalability framework by Moore et al. (2015).

Social and inclusive innovation is a powerful construct for understanding and producing a scalable and sustainable social change, which is critical to respond to the study's main research question (Phills et al., 2008). As social innovation calls for new paradigms and theoretical perspectives to move forward, it ultimately results in new social practices (Cajaiba-Santana, 2014). The two fundamental priorities which inform seven new social practices have the power and potential to lead to more effective social and large systems change (Moore et al., 2015). These priorities encourage the reframing of how we work to reimagine a violence-free world for women.

The fundamental priorities present a lens of no longer placing a band-aid on the issue or educating women on responding to violence or punishing perpetrators. These approaches are not ideal long-term solutions. Instead, it proposes a new narrative and ecosystem that uses social innovation as a lens towards scalability and sustainability, informing new business models to strengthen society's economic and social pillars. This new narrative and ecosystem will premise itself on the two fundamental priorities and its seven practices presented.

²⁷ See section 1.2, figure 2 for a discussion on the importance of targeting pathways to mothers.

It is envisioned that these findings support the practical realisation of the Western Cape Government Safety Plan, South African National Strategic Plan for Gender-Based Violence and Femicide²⁸, predominantly pillar 1, 2, and 5 in Cape Town; the achievement of the UN SDGs²⁹, UN Generation Equality Policy Areas and other strategies and frameworks³⁰.

5.1 Fundamental Priorities

5.1.1 Reframing Mental Models to address Violence against Women

Practice 1: Viewing Violence as Endemic to Women's Existence

As underlined by UN Women, Source 23, the project manager of the Violence against Women Directorate at the Western Cape Department of Social Development, and the researchers' general observation as a professional practitioner in the sector, it is apparent that most of the current efforts to address violence against women primarily target victims and at-risk women of violence from low economic backgrounds (UN Women, 2015; UN Women, 2020a; WHO, 2019). The interventions and the funding are mainly directed to response approaches, addressing post-violence consequences. These include the Thuthuzela Care Centres³¹, women's legal support organisations, women's shelters, and interventions directed at rehabilitating perpetrators.

The literature further highlights the predominance of women from low economic backgrounds to be more at risk of violence perpetration (Alhabib et al., 2010; Dunkle et al., 2018; Peek-Asa et al., 2011; United Nations, 2011; United Nations, 2012; UN Women, 2015). However, a perspective offered by Phumzile Mlambo-Ngcuka, Executive Director of UN Women, states that violence against women does not discriminate (UN Women, 2015). Women across the social spectrum, including women in top income quartiles, experience and are at risk of violence (UN Women, 2015). On average, in Cape Town and nationally, 1 in 3 women experience violence in their lifetime (WHO, 2019). However, data from Statistics South Africa

²⁸ See Appendix 8

²⁹ See Appendix 3

³⁰ Outlined in chapter 2.1.4.

³¹ Thuthuzela Care Centres (TCCs) are one-stop facilities introduced as a critical part of South Africa's anti-rape strategy, aiming to reduce secondary victimisation and build a case ready for successful prosecution. Fifty-one centres have been established since 2006.

(2018a) indicates that violence against women affects South African women five times more than the global average. The high prevalence of women affected by violence is supported by a statement made by Source 28, the Director of the Western Cape Women’s Legal Centre,

“There is overwhelming evidence, and it is generally accepted that women and girl children are disproportionately affected by violence.”

However, literature (see Africa, 2021; Gibbs et al., 2017; Kerr-Wilson et al., 2020; Machisa et al., 2017; UN Women, 2015; WHO, 2019) and data gathered from Source 15, the Research uptake manager of the Global UK-AID funded What Works to prevent Violence against Women and Girls indicated that most victims do not report the abuse,

“There is a massive under-reporting of violence against women in South Africa.”

This is an indication that the actual prevalence of violence against women is much higher than reported. The intensification of this violence during the COVID-19 outbreak and the amplification in the aftermath has further increased this prevalence (Africa 2021; Ajayi, 2020; South African Government, 2020b; UN Women, 2020a). These findings indicate that as much as response approaches (victim-centred³² and survivor-centred) are critical to addressing violence against women, this type of victim and survivor centred response approaches, which is the most prominent type of response both, locally and globally, is insufficient to reduce the overall prevalence of violence against women.

These approaches fail to consider women from across the social spectrum of society, predominantly women from middle to higher economic backgrounds. These women often do not report abuse. They tend to seek private support services, which are not necessarily included in the prevalence statistics and demographics. Therefore, the demand for services for women from middle to higher economic groups may not be as prevalent. This narrow approach to addressing violence against women may be counterproductive and significantly destructive to

³² Victim-centred approach: The systematic focus on the needs and concerns of a victim to ensure the compassionate and sensitive delivery of services in a non-judgmental manner. It seeks to minimise traumatisation associated with criminal justice processes by providing support of victim advocates and service providers, empowering survivors as engaged participants in the process, and providing survivors an opportunity to play a role in seeing their offenders brought to justice (South African Government, 2020a).

society. It fails to consider the overall population and its effects on the business ecosystem and the South African economy. Adopting a response that targets women across the social spectrum, from the premise that violence is endemic to women's existence, appears a more strategic way forward.

As most women do not report abuse, targeting interventions at all women present an opportunity to get those unaware of their victimhood or those who have not reported the abuse to speak up, seek support services and begin their healing³³ journey (Fraser & Jewkes, 2019; Machisa et al., 2017; UN Women, 2015). The demand for this intervention level may be intensified significantly since many of the risk factors that drive violence against women are amplified during the pandemic, requiring more interventions to target women, who are most at risk (Africa 2021; Ajayi, 2020; South African Government, 2020b; UN Women, 2020a). Source 7, a senior researcher from the South African Medical Research Council specialising in violence against women prevention approaches, underlined the value of this approach and stated,

“Because there are a few people who enter programmes, and they are a victim already, without knowing it. They might only start recognising it once you share with them; what violence against women is, for example.”

Targeting interventions at all women from the premise that violence is endemic to women's existence further prevents the destructive impact of violence on women's overall well-being, their children's lives, the private sector, and the economy³⁴.

Another unique theme presented in the findings revealed that empowered women, predominantly economically empowered, are equally at risk of violence as those who are not. Source 6, the Chief Executive Officer of Allan Gray Orbis Foundation, when presenting the findings of the Masters in Business Administration that she pursued, stated,

I zeroed in on how women entrepreneurs are supported in townships when they start their businesses. More women discontinued their businesses because of psychosocial

³³ Healing: The personal experience of the transcendence of suffering (South African Government, 2020a).

³⁴ See section 2.1.3 for a detailed discussion of the adverse consequences of violence for women, children, and socio-economically

reasons, not because of technical business reasons. When I delved into those psychosocial reasons, they were things like pressure from the community when you become successful. It is also the emasculation of men. In certain traditional cultures, men are seen as the providers, and when you take that away from them in a still very culturally bound space, like the township community³⁵. Thus, it still holds its traditional thoughts. Men feel emasculated as if you have taken away their power, and so they abuse their wives. Many women experienced abuse from their partner or husband.

This finding discloses that regardless of the economic empowerment of a woman, which, in some circles, is deemed a protective factor to prevent violence perpetration, a woman is still at risk of violence, given her independence that may pose a threat to her male partner. In the same vein, the literature and findings align with the above perspective. It indicates that to truly participate and bring about the system's required transformation to address violence against women, behaviour change that will shift social norms, destroy economic and class disparity and promote gender parity overall is vital, as social, class, and economic norms around gender inequality are of the core issues that hinders the development of sustainable pathways to address violence against women.

In the context of violence being endemic to all women, addressing gender inequality is imperative to this approach. This inspires women's voices to be present in every space and structure, from the home to the boardroom, from policy-making to implementation, and not limited to working with female victims of violence. Adopting this perspective encourages and envisions all women from all factions as significant to influence the systems that perpetuate this violence. This approach further presents a considerable value for the private sector, as presented by practice 6.

Additionally, as COVID-19 has hit women harder due to most women being in insecure employment, downshifting, or stepping out of the workforce, it has consequently widened the gender parity gap (UN Women, 2020a; World Economic Forum, 2021a). These increased

³⁵ In South Africa, the term township usually refers to the often underdeveloped racially segregated urban areas that, from the late 19th century until the end of apartheid, were reserved for non-whites, namely Indians, Africans, and Coloureds. Townships were usually built on the periphery of towns and cities.

gender inequality occurrences provide further motivation to target this approach to all women. This will encourage women from across the social spectrum to challenge the social norms that drive violence against women, enabling a more scalable and sustainable impact.

The UN Sustainable Development Goals (SDG) framework, predominantly SDG 5, is a creditable framework to guide this area, specifically the goals outlined in chapter two³⁶. SDG 5 is critical to all other SDG's achievement and advancement, which advocates for the importance of promoting gender parity, a critical protective force to end violence against women (Esquivel & Sweetman, 2016).

Practice 2: A Pre-violence Position

Preventing violence against women in the medium to long-term entails addressing the root causes, mitigating the risk factors, and advancing gender equality (Buller et al., 2018; Jewkes et al., 2020; Kerr-Wilson et al., 2020; South African Government, 2020a; UN Women, 2020a; What Works to Prevent Violence, 2014; WHO, 2019). Many of these risk factors³⁷ reflect the broader social and community context of South Africa. The evidence base to prove that violence against women can be prevented was evident in the data collected for this study³⁸. Source 15, Research Uptake Manager of What Works to Prevent Violence against Women and Girls indicated that violence against women could be prevented within programmatic time frames,

“We have rigorous evidence that shows that we can prevent violence within programmatic time frames...”

Social norms change is integral to the prevention process, focusing on the “*underlying attitudes, behaviours, and practices*” that drive this form of violence (South African Government, 2020a, p. 6). The importance of social norm change was reflected in the data obtained from Source 7, the senior researcher from the South African Medical Research Council specialising in violence against women prevention approaches. She stated,

³⁶ See Figure 5 and Appendix 3.

³⁷ Refer to figure 3 for a breakdown of the risk factors.

³⁸ Refer to table 2.

When we look at the drivers of violence, we clearly see that it is social norms... It is a combination of two kinds of social norms. Firstly, social norms around gender inequality. How we value women, how we view women. Secondly, the power differences and norms about violence in our country. How we use violence, and how we consider violence. It is that combination of norms that are not the only drivers but the main drivers... So if we want to tackle and invest in this, these are the areas we need to deal with.

As social norms around gender inequality are the primary root causes of violence against women, ensuring an ecosystem that tackles these underlying causes is imperative (Buller et al., 2018; Jewkes et al., 2020; Kerr-Wilson et al., 2020; South African Government, 2020a; UN Women, 2020a; What Works to Prevent Violence, 2014; WHO, 2019). This finding is supported by Phumzile, Mlambo-Ngcuka Executive Director of UN Women, who stated that,

“To truly end violence against women and girls, we need to dismantle the foundations of gender inequality and discrimination. That means attaining real and lasting equality between girls, boys, women, and men in all areas of their lives...”

Despite the findings that indicated that violence against women could be prevented within programmatic time frames, data collected from Source 20, The Social Development advisor at the Department of International Development in Inclusive Societies, indicated the complexity of implementing programmes that address violence against women prevention.

“But at the same time, while What Works has shown that we can prevent violence, it has also shown how difficult this is and how difficult it is to do it well...”

Social norms change is integral to the prevention process, focusing on the “*underlying attitudes, behaviours, and practices*” that drive this form of violence (South African Government, 2020a, p. 6).

Regardless of these findings, the existing violence against women ecosystem in Cape Town presents the predominance of response approaches. They do not address the underlying drivers of violence against women in comparison to prevention approaches. This was encapsulated by

Source 23, the programme director of the Violence against Women Directorate at the Western Cape Department of Social Development, who stated,

“We are so overwhelmed with response and care because of the need. However, if we do not put the same effort into prevention when are we ever going to have a moment where we can say reduction...tipping point.”

Source 4, a Specialist in the South African Development Sector, further mirrored these findings and stated,

“The data clearly supports the fact that shelters, safe homes, even emergency centres, only deal with cases that are post-violence against women. You go to a shelter when your husband kicks you out of the house. You go to a shelter when you have been beaten up. There is no comprehensive pre-violence support or intervention.”

This is indicative that most resources and investments are directed to reactionary type interventions focused on addressing the consequences of violence rather than interventions that address the risk factors. In the study conducted by KPMG measuring the economic impact of Gender-Based Violence, they conferred with this finding and found that,

“Aggregate demand is skewed towards goods and services related to the effects of violence, thereby diverting resources from their optimal use, resulting in lower economic growth and a reduced standard of living... Aggregate Supply is reduced through lower productivity, reduced output and exports, and reduced savings and investments...” (Khumalo et al., 2015, p. 10)

The limited priority given to the design and implementation of violence against women prevention interventions may be attributed to the extent of the problem in Cape Town. Stakeholders working in the sector are overwhelmed with the demand for response interventions. This may limit them from directing resources to prevention approaches. Another view presented in the findings attributed the limited focus to the restricted awareness, knowledge, and understanding of violence against women prevention urgency and the limited evidence-based interventions. This was presented in the data by Source 39, Dr. Shisana advisor to the President of South Africa, who stated,

“When we were developing the Gender-Based Violence National Strategic Plan, it was hard for people to understand that we have to start with prevention because people are worried about so and so is being hurt right now. They are not worried so much about someone who might be hurt sometime in the future.”

This assessment resonates with the researcher’s observations as a seasoned practitioner, which mirrors the local violence against women ecosystem in Cape Town. She further observed how prevention and response interventions are often incorrectly referred to as the same. This underlined the need for more education and awareness around the importance of violence against women prevention interventions, strengthening advocacy that it is preventable, and the tangible ways this can be done.

The literature and findings further argued that pre-violence and post-violence approaches should not be polarised. It indicated that all levels of intervention are essential for a comprehensive systems approach (UN Women, 2015; UN Women, 2020a). However, the low ratio of pre-violence interventions compared to the high ratio of post-violence interventions raises significant concern for combatting violence against women in Cape Town. It fails to include a large portion of the population and intervene at the level required to reduce violence from occurring in the first place.

Notwithstanding that there is a demand for post-violence interventions such as women’s shelters, counselling support for victims, and rehabilitation services for perpetrators, given the history of the high prevalence in Cape Town, the upsurge in the number of women who reported abuse post the #Totalshutdown³⁹ and other high-level campaigns over the past three years made this need more prevalent. It encouraged women to report and demand rehabilitation, healing, and justice. COVID-19 further exacerbated the demand for these services (Africa 2021; Ajayi, 2020; South African Government, 2020b; UN Women, 2020a). While response interventions have the potential to prevent the recurrence of violence, they are designed to

³⁹ Totalshutdown - On August 1, 2018, thousands of women and gender non-conforming people (GNC) took to the streets of South Africa under the banner of the Total Shutdown (TTS). They were raising their voices about the high rates of gender-based violence (GBV) women and people were facing in South Africa. In Pretoria, TTS marched to the Union Buildings handing over a list of demands to the President.

address the consequences of violence in the short term rather than prevent violence against women from happening at all (UN Women, 2015; WHO, 2019).

The longitudinal lifetime consequences of violence against women are extraordinary in terms of morbidity, and the accompanying lack of economic stability causes a lifetime pathology. These efforts alone are not enough to address the high prevalence of violence in Cape Town and demonstrate that the existing prevention ecosystem is not fit for its purpose. Early interventions are, therefore, justified in terms of longitudinal lifetime savings. It can prevent violence from occurring and mitigate its destructive consequences (UN Women, 2015). Prevention interventions can further support the actions of the response system to avert repeated cycles of violence, and empower women to foster positive interpersonal relationships (UN Women, 2015). This was demonstrated by Source 41, Co-founder of The Clothing Bank, who presented the impact of their women's empowerment programme,

“We have seen two things. We have seen women overcome abusive relationships by walking out and having the financial security to do that and encouraged to do that... and then we have seen women reclaim their power in a relationship.”

Building sustainable pathways and business models ahead of the crisis, instead of creating a flurry of post-violence positions, is integral to stemming violence against women and children for generations to come. A Pre-Violence Approach narrative that adopts prevention as core to the theory of change is proposed. This supports the approach to target interventions at all women by, as a critical first step, promoting gender parity as fundamental to ending violence against women. This view is presented with the narrative that promoting gender parity ensures women's advancement and addresses some of the many risk factors associated with violence against women.

As much as a Pre-Violence Position is proposed, the findings indicated the complexity of designing and implementing prevention interventions. Critical to the success of a pre-violence approach is having the awareness and knowledge of the core elements to include in the intervention design. Implementing evidence-informed interventions with a theory-driven programme of change and an impact measurement component was deemed critical by both the literature and findings (Dees et al., 2004; Jewkes et al., 2020; Kerr-Wilson., 2020; UN Women,

2015; What Works to Prevent Violence, 2014; WHO, 2019). Integral to this process is adapting to the context in which the intervention is implemented. Source 20, The Social Development advisor at the United Kingdom Department of International Development in Inclusive Societies encapsulated the importance of coherent design and impact measurement. She highlighted that,

"We know that you cannot randomly put out interventions into this space and hope that they will work because we have shown that they don't work. And this provides very important food for thought for people who are working with interventions that haven't been evaluated because they need to be critically examined and evaluated."

Source 20 further indicated the challenge of impact measurement of an intervention due to its complexity.

"For violence against women, it is extremely challenging to measure. We are looking at physical, psychological, and financial abuse."

In the short to medium-term, the intervention design will determine the indicators that contribute to reducing the prevalence of violence against women. The WHO (2019) indicated that these could include *"improvements in gender-equitable attitudes and norms, partner communication, women's autonomy, agency and/or self-efficacy, girls and women's education"* (p. 20). However, given the complexity of violence against women and impact measurement, it is proposed that more thought be given as to how these interventions are measured to enable scaling efforts, improve an intervention's effectiveness, and ensure the sustainability of an interventions impact. The study presented the Poverty Stoplight Tool⁴⁰ as a self-evaluation tool that could measure the impact of an intervention. This tool provides a more in-depth way of collecting data as it allows participants to self-evaluate the impact on an intervention and may provide a richer data set.

⁴⁰ Poverty Stoplight Tool- Measurement tool to help families self-diagnose their level of poverty as a first step towards developing a personalised strategy to list themselves out of it.

The literature and findings further presented the importance of gender transformative programming⁴¹ and social-emotional learning⁴² that promotes social norms and behaviour change that are critical to violence against women prevention to ensure its overall success (Kerr-Wilson et al., 2020; South African Government, 2020a; UN Women, 2015; What Works to Prevent Violence, 2014). The WHO (2019) indicated that these initiatives should include safe spaces that encourage personal reflection and critical thinking that promotes women's agency. These models have shown evidence of reductions in violence against women (Frazer & Jewkes, 2019; Kerr-Wilson et al., 2020; South African Government, 2020a; UN Women, 2015; What Works to Prevent Violence, 2014).

This finding resonates with the researcher's own professional and personal experience and views it as a key ingredient contributing to the intervention's success. These interventions, termed 'participatory workshop approaches', have been proven effective in their own right (Jewkes et al., 2020). These findings were presented by Source 7, the senior researcher from the South African Medical Research Council, who stated,

"We need to do real gender transformative training where you reflect, spend time thinking about who you are, and what your value systems are in terms of gender. By combining that with empowerment interventions, there is evidence that it is working."

The extent to which gender-transformative programmes and social-emotional learning are integrated into the design of an approach will be dependent on the intervention design. These approaches support the 'scaling deep strategy' by Moore et al. (2015), which relates to the notion that durable change can only be achieved when people's hearts and minds, their values and cultural practices, and the quality of relationships they have, are transformed (Moore et al., 2015).

⁴¹ Gender transformative programming and interventions create opportunities for individuals to actively challenge gender norms, promote positions of social and political influence for women in communities, and address power inequities between persons of different genders.

Violence against Women Prevention Interventions: Mothers

There was limited literature and data that exclusively presented violence against women prevention interventions targeted at mothers. However, the literature and data presented the programmatic evidence-based violence against women prevention interventions⁴³ that address one or more drivers and can be directed to mothers. The reality of violence against women is very complex and will continuously require refinement to adapt to different contexts. Source 20, the Social Development advisor at the United Kingdom Department of International Development in Inclusive Societies, expressed this finding and stated that,

“...while What Works has shown that we can prevent violence, it has also shown how difficult this is and how difficult it is to do it well...”

The wicked and complex nature of this form of violence further acknowledges that such challenges comprise underlying societal and environmental determinants; and cannot be adequately addressed in an autonomous, unitary manner (Kearns & Coen, 2014). Source 3, the Head of the Schwab Foundation for Social Entrepreneurship and Head of Social Innovation at the World Economic Forum stated,

“With a complex problem, it is not going to have one solution. There are many streams to it.”

The interventions presented in this study underlined this fact and indicated that no one-point solution exists to prevent violence against women and that there are multiple levels of intervening, directly and indirectly (Jewkes et al., 2020; Kerr-Wilson et al., 2020; UN Women, 2020a; WHO, 2019). The multifaceted intervention levels demonstrated that interventions could be placed on a continuum of impact. This could start from a one-time solution, an initiative to provide financial support, an enabler such as the Gender-Based Violence Fund, which falls under the Solidarity Fund⁴⁴, to a

⁴³ See table 2 and section 4.4 for a discussion of these interventions.

⁴⁴ Gender-Based Violence Solidarity Fund is a fund that was established as part of the COVID-19 Solidarity fund in support of critical activities and services related to addressing gender-based violence (GBV) across the country (SA).

medium to long-term programme, for example, Stepping Stones⁴⁵. The continuum further illustrates the level of impact and influence the intervention will have at different points.

An intervention can address multiple risk factors as part of the same strategy (WHO, 2019). Implementing or designing an intervention that promotes women's economic empowerment can include fostering interpersonal relationships, promoting gender equality, and HIV and mental health reduction as part of its theory of change. This allows the development of a comprehensive approach to violence against women prevention. The Clothing Bank Social Enterprise⁴⁶ is a model example of how an intervention can address multiple risk factors, as discussed in section 5.1.2 of this chapter.

Notwithstanding the literature and findings presenting the critical importance of longer-term interventions to ensure a prevention approaches success⁴⁷ as stated by the Western Cape Minister of Social Development,

“I am stressing that we are talking about economic interventions where it really cannot be short-term either. What we have seen is that it's got to be an investment of long-term intervention. At least a year of working with the people to really bring about change. It is not a one-month, one-week type of intervention... It is not going to be a quick fix.”

As a professional practitioner in the sector, the researcher has observed the positive impact of a short-term intervention on raising awareness or empowering women if attached to a longer-term intervention. An example of this is a once-off programme, such as a self-defence class or a women's empowerment seminar, which serves as an entry point, an awareness-raising strategy to encourage women to participate in a longer-term intervention. This aligns with the Transtheoretical Model of behaviour

⁴⁵ Stepping Stones Originally developed as an HIV prevention programme. Stepping Stones is a life skills training intervention that was found to be effective at curbing physical and sexual intimate partner violence among male and female 15- to 26-year-olds

⁴⁶ See section 5.1.2 for a discussion of their work.

⁴⁷ Discussed in section 4.3.4 of this study.

change by Prochaska and Velicer (2017), who found that individuals move through a series of stages in adopting healthy behaviours or cessation to unhealthy ones (as outlined in figure 8). Therefore, the short-term intervention serves as the precontemplation-contemplation phase, creating awareness and encouraging the desired behaviour change.



Figure 8. Transtheoretical Model of behaviour change

The many ways to intervene and support the continuum of violence against women prevention interventions were presented. Additional recommended pathways include:

Inclusion of men

The study made it apparent that the way the ecosystem talks about violence against women makes men angrier. This may be a reason for the increase in violence against women. This has been observed during the “16 Days of Activism for No Violence

against Women and Children Campaign”⁴⁸, where the rates of violence against women are reported to increase. Alan Winde, the Premier of the Western Cape, underlined this fact,

“...So many murders against women have occurred in the 16 days of gender-based violence.”

And Source 4 a Specialist in the South African Development Sector,

“During the 16 days of activism, we see an increase in cases...”

Therefore, it is paramount that as women are empowered and various prevention approaches are designed to target women, it does not come at the expense of disempowering men. Concerning the statistics that men are the predominant perpetrators of this form of violence, it is imperative that women are not the only gender that is empowered. This was mirrored by Source 6, the Head of Allan Gray Foundation, who stated,

“You can’t have an intervention impact on one group without the group that is the perpetrators.”

As much as the study and statistics highlight the demand for and importance of women’s empowerment initiatives, in practice, it appears that there has been a rapid increased focus on the development of initiatives and opportunities targeted at women. There is a risk that these initiatives may come at the expense of men. Therefore, considerable attention must be given to how these interventions are framed and addressed. Men and women must be equally empowered as they have differentiated roles within society to build an equitable and safe ecosystem. We cannot and should not think that promoting gender equality by working with women exclusively will prevent violence against women. Such an approach may, in fact, further exacerbate it. Men need to be part of and included in the building of the prevention approach. This

⁴⁸ 16 Days of activism against GBV campaign kicks off on 25 November, the International Day for the Elimination of Violence against Women, and runs until 10 December, Human Rights Day. It is used as an organizing strategy by individuals and organizations worldwide to call for the prevention and elimination of violence against women and girls.

perspective was conferred by UN Women Executive Director Phumzile, Mlambo-
Ngcuka (2019), who stated,

“Men and women need to be empowered equally, but differently.”

Focused interventions that challenge toxic masculinities are a vital prevention priority to stop men from perpetrating violence (Kerr-Wilson et al., 2020; South African Government, 2020a). In the same vein, interventions should address the many risk factors that perpetuate violence against women from happening in the first place, especially those targeted at men. As unemployment among men often causes strain that leads to violence against women, a significant risk factor in the cause of violence against women and highly prevalent in South Africa and Cape Town, an emphasis must be placed on the economic empowerment of men (Mthembu et al., 2016; South African Government, 2020a; Vyas & Heise, 2016; WHO, 2019). Source 25, De Beers Chief Executive Officer expressed this finding and stated,

“Engaging men is an essential part of this. If you can get men to come along on the journey, then certainly, it will help to break the cycle of domestic violence.”

Practice 3: Designing and Promoting Social Innovative Prevention Pathways to impact the magnitude of the problem and ensure sustainability more profoundly

Source 20, the representative from the United Kingdom Department of International Development in Inclusive Societies stated,

“While an evidence-based of effective violence against women prevention pathways exists, beneficiaries working in the sector should avoid overreliance on what is still quite a limited approach and evidence-base, particularly avoid replicating and scaling just a handful of proven trialled and tested approaches.”

The findings made it apparent that most existing interventions are labelled as ‘violence against women prevention’ interventions. However, they are restrictive in the degree that women’s participation across the social spectrum is not readily welcomed, due to the stigma attached to this intervention level, thus hindering participation in these pathways. Additionally, they are small boutique type interventions implemented within specific communities and have an active

social support element, relying on state and donor funding for sustainability. These interventions are further limited as they do not have sustainable business models to sustain their work, which is not feasible in the long term.

These limitations present the evidence that the existing design and approach to violence against women prevention is insufficient to prevent the magnitude of the challenge in terms of impact and sustainability. Given its complexity and multiple risk factors, addressing violence against women cannot merely be limited to these interventions. The findings underline an entire space of interventions that have not been figured out or explored. Additionally, several platforms and assets have been overlooked. Therefore, there is an opportunity and demand to reframe, repurpose and resource the existing interventions and invest in social innovative ways of designing and approaching future interventions. Source 21, Project Head of the Women and Democracy Initiative at the Dullah Omar Institute, stated,

“We got to do something differently. Come up with new ideas. It hasn’t been working. So something has to be done differently.”

Reframing and packaging prevention interventions in more creative, innovative, and sustainable ways to drive transformational change are imperative. This can be done by using the existing evidence-based interventions⁴⁹ and addressing the multiple drivers⁵⁰ of violence against women with considerable consideration of the context in which it is implemented as a guide in its design. As the continuum of prevention indicates that there is no one-point solution to address violence against women, and as proposed earlier in this section that multiple and sustainable interventions should be targeted at all women, this further encourages an alternative way of thinking. It implies that any intervention that targets women’s advancement (promotes gender parity and addresses any of the violence against women drivers) can be classified as a prevention intervention.

The study’s findings indicate that given the multilevel and diverse interventions, alternative pathways do not and should not have to be limited to replicating the existing evidence-base.

⁴⁹ See Table 2 and section 4.4.

⁵⁰ See section 2.1.2, figure 3.

This aligns with the principles and practices of social innovation, which encourages new practices to bring about more effective, efficient, and sustainable change (Phills et al., 2008). It can and should be done through alternative innovative approaches and platforms that can strengthen an interventions theory of change and ensure the sustainability of the intervention and its impact in the longer-term. Some of the ways that interventions can be reframed and presented are underlined in Table 6 below.

Table 6. Social Innovative Ways that Violence against Women Prevention Interventions can be reframed

Reframed Interventions	Description
<i>Investing in Gender Equality and Equity</i>	<ul style="list-style-type: none"> Investing in gender equality and equity in economic empowerment, education, and health is associated with curbing the incidence and impact of violence against women (WHO, 2019).
<i>Incentivised System</i>	<ul style="list-style-type: none"> An incentivised reward system that encourages positive actions to drive behaviour change and promote violence against women’s protective factors. An example that can be applied to this is the Discovery vitality reward system, which rewards individuals for promoting healthy behaviour. Legislation directed at companies and aligned to tax incentives is another example⁵¹.
<i>Supporting Existing Entities</i>	<ul style="list-style-type: none"> Supporting existing entities such as creative companies that transform gender norms, ad agencies that create advertisements that present alternative gender norms, or media companies that address how gender norms are portrayed. Simultaneously, companies can be empowered and encouraged to adopt these practices in their work strategies and cultures.

⁵¹ Refer to Appendix 1 Praxis Model.

<i>Hackathons and Ideathons</i>	<ul style="list-style-type: none"> • Hackathons⁵² and ideathons⁵³ can generate new ideas and an awareness-raising tool as it forces participants to engage with the content when designing solutions as part of the process. • It can further spur entrepreneurs to solve specific risks in value chains, industries, and sectors. This was evident at the hackathon hosted by the US Embassy and Silicon Cape (Refer Appendix 7). Some of the participants developed initiatives as a result of the hackathon. There was evidence of increased awareness, empathy, and drive for change by the participants post the hackathon.
<i>Influence Online Environments</i>	<ul style="list-style-type: none"> • Influence the design of online environments that facilitate violence against women. Examples of this include privacy, digital data, and social media practices.
<i>Increase Availability of Data</i>	<ul style="list-style-type: none"> • Increase the availability of data about material risks of violence against women within environmental, social, and corporate governance (ESG)⁵⁴ research organizations.
<i>Promote Gender Lens Investing</i>	<ul style="list-style-type: none"> • Improve practices of making investments that aim to transform gender norms that contribute to violence against women reduction.
<i>Mobilize Resources</i>	<ul style="list-style-type: none"> • Mobilize resources to invest in companies that directly reduce the incidence or impact of violence against

⁵² A hackathon is a design sprint-like event; often, in which computer programmers and others involved in software development, including graphic designers, interface designers, project managers, domain experts, and others collaborate intensively on software projects.

⁵³ An ideathon is a short, intensive, workshop-like experience to address some of the most pressing challenges of our time. Participants work in teams and use design thinking and innovative learning practices to ideate and collaborate on possible solutions.

⁵⁴ Environmental, Social and Corporate Governance refers to the three central factors in measuring the sustainability and societal impact of an investment in a company or business. These criteria help to determine better the future financial performance of companies (return and risk).

	<p>women and remove capital from those contributing to the incidence or impact of violence against women.</p>
<p><i>Divest of Companies</i></p>	<ul style="list-style-type: none"> • Divest of companies actively contributing to the root causes and incidence of violence against women to name, shame, and shape practices in companies.
<p><i>Finance Companies that are Instituting Process Innovations in Sectors/Industries with High Incidence of Violence Against Women.</i></p>	<ul style="list-style-type: none"> • Invest in innovation in agriculture, massage services, healthcare, hospitality, and domestic workers. For example, a process innovation for hiring domestic workers that ensures worker safety or a massage company that enforces standards for safety across the industry.
<p><i>Role Models</i></p>	<ul style="list-style-type: none"> • An interesting finding presented in the data is the power of female role models as a protective factor to promote violence against women reduction and gender equality, <i>“Research that was done on the aspirations of girls going into STEM (Science Technology Engineering and Mathematics). They showed young women pictures of female scientists, etc. And then would have them do tests. And both their effort levels and also the choices that they were asked to make went up when they saw more pictures of women than of men because they could identify with the women.”</i> • The influencer economy provides as one of the opportunities to serve as role models for different target groups of women. Communicating the right messaging and using appropriate platforms on violence against women can address violence against women at scale.

In addition to the above alternative approaches, moving away from labelling prevention interventions as ‘violence against women prevention’ is further proposed. Interventions should be made more attractive to encourage both men’s and women’s participation. Current interventions and campaigns that educate and raise awareness are not necessarily empowering and are limited to concepts such as “End Gender-Based Violence”, “EnoughisEnough”, and “Herlifemattered”. Overall, prevention needs to be framed differently. It should focus on enabling behaviour change using nudge theory. Nudge theory is a concept in behavioral economics, political theory, and behavioral sciences that proposes positive reinforcement and indirect suggestions to influence the behaviour and decision-making of groups or individuals and ensure this aligns with the micro-actions of bringing about the intended behaviour change (Parkinson et al., 2014). As much as the existing interventions raise awareness, there is limited literature on whether these models work. In addition, more innovative and strategic thinking is needed to communicate these messages to enable the required behaviour change. This includes using more shock and awe techniques⁵⁵ and forms of communication that stimulate change. Figure 9 presents an example of the shock technique to promote a desire for change;



Figure 9. An example of the shock technique to promote behaviour change.

Companies can be challenged and asked; what their companies are doing about it. An example of the awe technique is presenting a statement such as:

⁵⁵ Shock and awe technique is a type of advertising that "deliberately, rather than inadvertently, startles and offends its audience by violating norms for social values and personal ideals"

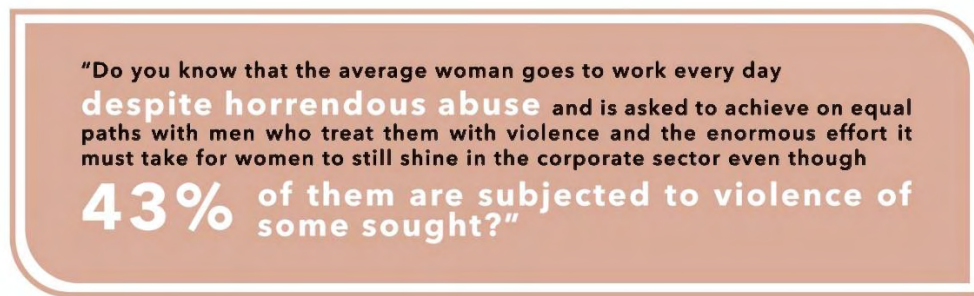


Figure 10. An example of the awe technique to promote behaviour change.

These are the kinds of messaging required to drive awareness, enable positive behaviour change, and shift the social norms that promote violence against women.

Tangible ways that prevention interventions can be reframed to strengthen the violence against women prevention ecosystem to reach a more significant number of individuals and enable a more profound impact for predominantly mothers were presented. Reframing prevention approaches are essential to address better the structural drivers that perpetuate this form of violence from happening in the first place. It is imperative that as new approaches are designed, investment in high-quality pilots with a strong evaluation component is included to ensure its success.

Reframing mental models of how violence against women is addressed as presented by the three practices above that (i) views violence as endemic to women's existence, (ii) promotes a pre-violence position, and (iii) promotes social innovative interventions are alternative perspectives to address violence against women. These perspectives shift current paradigms of addressing this form of violence, presenting new social practices, a principle of social innovation. This approach aligns with the 'broadening of the problem frame' scaling strategy⁵⁶ outlined by Moore et al. (2015). The predominant population that is usually targeted are at risk women and post-violence interventions which are limited in their number. However, the study made it apparent that scalable and systemic change cannot be achieved unless the problem frame is broadened.

⁵⁶ Refer to section 2.2.2

The broadening the problem frame widens previously narrow constructions of the problems and solutions, i.e., the specific focus on post-violence interventions and victims of violence. It has broadened the lens of the problem and solution landscape and enables project leaders to consider different types of scales and to understand the complex, interrelated layers of variables and phases of change that could influence the issue, and attempts are made to scale impact (Moore et al., 2015). Reframing the mental models of addressing violence against women allows for this perspective.

The above priority and key practices support the call for a reframing of the narrative and ecosystem to catalyse and improve the systems that perpetuate violence against women.

5.1.2. Scalable Pathways and Business Models to Influence Systems Change and Combat Violence against Women

Practice 4: Designing, Implementing and Promoting Scalable Pathways

The study made it apparent that in Cape Town, the evidence-based violence against women prevention interventions is implemented at a small scale, targeting specific communities and groups, and mainly rely on the state and donor funds for sustainability. The continuous high prevalence of violence against women in the city indicates that these pathways have not received the attention and action proportionate to its prevalence and are insufficient to flatten the curve of violence against women in Cape Town. As much as there is a need for a pre-violence approach and alternative pathways to prevention that is targeted at all women⁵⁷, the prevalence of violence against women in the city and the COVID-19 pandemic have intensified the risk factors⁵⁸ (Africa, 2021; Ajayi, 2020, South African Government, 2020b; UN Women, 2020a). This has made the need to design, implement, and promote scalable prevention pathways using a systems approach more apparent. Integral to the systems approach is the awareness of the levels of impact framework for scaling violence against women prevention pathways outlined in figure 11. The levels of impact framework should be considered when developing a long-term sustainability strategy and scalable pathway. The framework was

⁵⁷ Discussed in section 5.1.1, practice 1 and 2 of this chapter.

⁵⁸ Presented in figure 3.

designed as part of this study and inspired by the levels of impact framework by Ashoka⁵⁹. Figure 11 presents the levels of impact framework (Kim, 2015).

⁵⁹ Ashoka identifies and supports the world's leading social entrepreneurs, learns from the patterns in their innovations, and mobilizes a global community that embraces these new frameworks to build an "everyone a changemaker world."

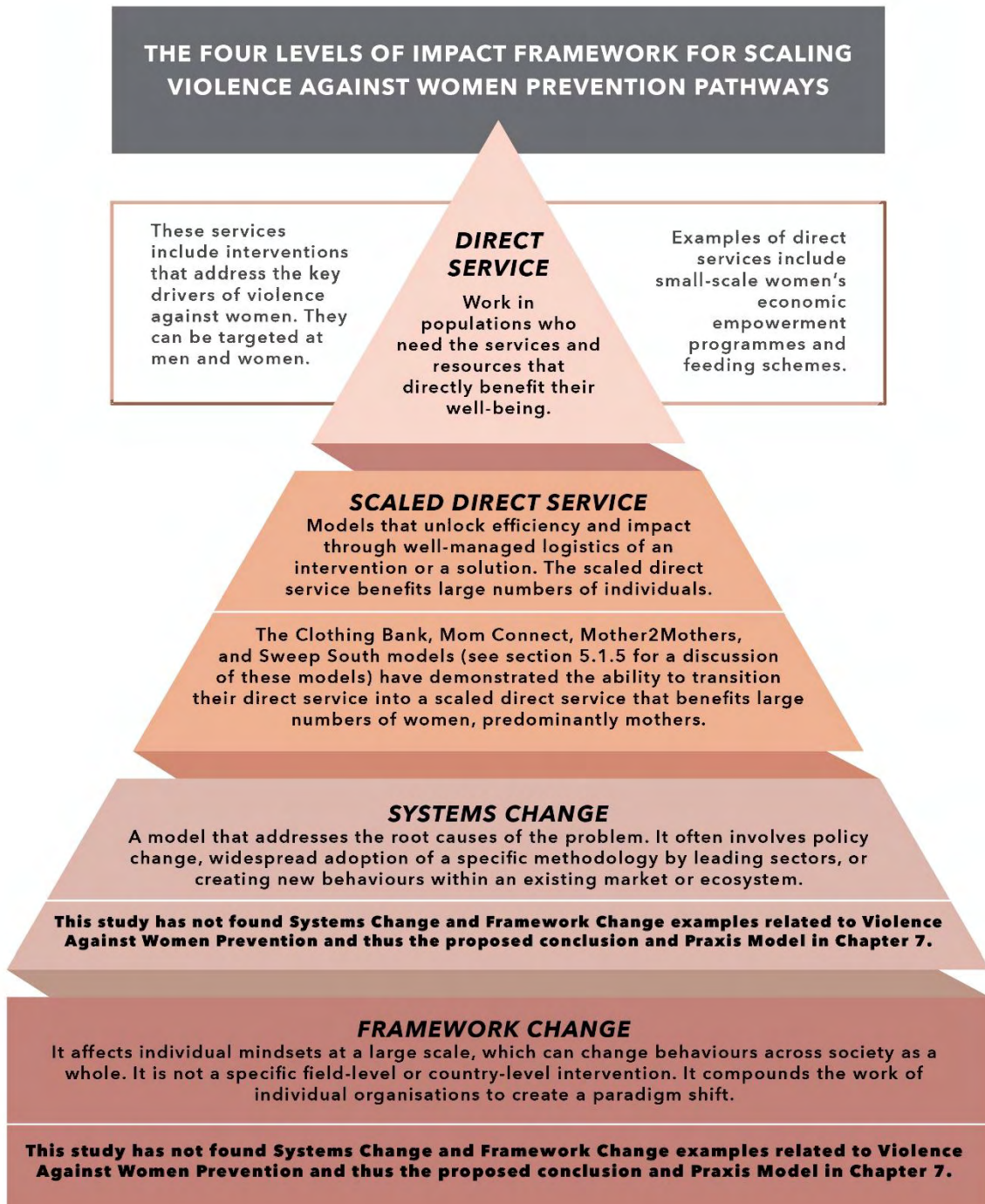


Figure 11. The Four Levels of Impact Framework for Scaling Violence against Women Prevention Pathways

As proposed in section 5.1.1 (practice 1) of this chapter, the approach necessary to move away from victimhood starts from the premise that violence is endemic to all women. This immediately and furthermore presents an enormous scaling challenge as it is much easier to

claim effectiveness by designing interventions to deal with individuals who present themselves as victims. The knowledge base of the essential core elements to ensure a violence against women interventions reduction's success⁶⁰ allows the opportunity to test and explore how these essential elements can be adapted to large-scale sector programmes and platforms to optimise their impact in reducing violence against women. Promoting a scalable pre-violence approach reduces the overall risk of violence against women, enabling a more significant impact, and presents a means of attracting more sustainable forms of investments. Source 30, Prime Minister of Belgium and promoter of women's rights stated,

“Small scale projects are a hindrance to international investment.”

In this study, the literature review presented several complementary frameworks for scaling violence against women prevention pathways. It was evident that the complexity of this form of violence and scaling pathways is too wide to permit a universal blueprint guideline of scaling (Agapitova & Linn, 2016, Weber et al., 2012). Instead, an overview of ways to approach, design, implement, and evaluate the scaling of a violence against women prevention pathway was presented (Refer to Table 3). In addition to the core elements of prevention interventions presented in section 5.1.1 (practice 2), the key elements for scaling pathways were presented. This correlated with both the literature and findings that presented the importance of:

- The commitment, expertise, and knowledge of the individuals implementing the scaling process as critical to a scaling pathway's success (Moore et al., 2014; Weber et al., 2012). Source 20, The Social Development advisor at the Department of International Development in Inclusive Societies stated:

“In particular, something that I have taken away from this work is having carefully selected, experienced, well trained, and supported community activists and facilitators as just being critical to the success of the work that we've seen. This probably comes as no surprise to those in the industry, but I think this key piece is often overlooked and under-resourced.”

⁶⁰ Presented in section 2.2.2 and section 4.3.

- Availability of sustained financial and human resources to ensure the effective execution and sustainability of a scalable pathway (UN Women, 2015; Weber et al., 2012) (Refer to table 3).

- Implementing evidence-based interventions as a critical element to ensure the success of a scaling pathway. Integral to this process is ensuring that the intervention adapts to the context in which it is implemented. Source 7, a senior researcher from the South African Medical Research Council specialising in prevention pathways stated,

“So we never talk about scale-up until we find the evidence that something works. You cannot scale without evidence.”

- Education and awareness-raising about a product or service is integral to scaling. These findings indicated that the stakeholders need to be aware of the importance of the product and/or service to drive further market demand and support a scaling effort (Agapitova & Linn, 2016; Dees et al., 2002; Weber et al., 2012). This further aligns with the stages of behaviour change⁶¹, which can be used as a framework when developing pathways that drive behaviour change.

- Scaling the parts that have the most impact and require a fraction of the costs to ensure long term sustainability (Jeffrey et al., 2014; USAID, 2015; Weber et al., 2012; WHO, 2019). Source 3, the Director of the Schwab Foundation for Social Entrepreneurship and Head of Social Innovation at the World Economic Forum stated,

“This entails pathways that are generally targeted, relatively achievable interventions distinguished by making a significant impact.”

- Measuring the impact of a pathway when applied at scale. The pathway must demonstrate that it can achieve the impact it intended to achieve supported by rigorous evaluation (Dees et al., 2002; Weber et al., 2012). This was reflected by a statement

⁶¹ Refer to figure 8.

made by Source 3, the Director of the Schwab Foundation for Social Entrepreneurship and Head of Social Innovation at the World Economic Forum, who stated,

“You can’t disentangle measuring impact with scale. Scaling for impact is the point.”

As discussed earlier in this chapter, The Poverty Stoplight Self-Evaluation tool presents as an effective tool to measure the impact of an intervention. Compared to conventional tools administered by project monitoring and evaluation experts, this tool allows beneficiaries to self-monitor and evaluate the impact of an intervention.

Overall, the complexity and significant time required for designing and developing a scaling pathway were evident throughout the study. The study’s findings further aligned with the study conducted by Moore et al., which recognises that transformative scaling of a social innovation will require more than just replication of a programme. It will require a more complex and diverse process. Phumzile Mlambo-Ngcuka, Executive Director of UN Women, stated,

“Domestic Violence is a very complex and context-specific challenge and difficult to scale.”

Practice 5: Approaches to Scale Violence against Women Prevention Pathways

Driving violence against women prevention approaches to scale as part of this study, it became evident that there is a limitation, as not enough creative and innovative thought was given around how to design these pathways for scale. The need to develop additional pathways for scale became apparent. The literature and findings further indicated that the multifaceted nature of a prevention intervention presents no one way of scaling a pathway (UN Women, 2020a; USAID, 2015; WHO, 2019). Thus brought to the realisation that different components of an intervention can be scaled depending on its design. For example, technology will not create a housing solution for women, but it may be the first point of contact and guide women with information to source accommodation. Some things are, therefore, amenable to scaling on those pathways, and others are not.

The limitation of the approaches to scale further made it evident that sustainable approaches to scaling violence against women prevention pathways at a systems-level require leveraging new approaches that align with global and local advancements and trends. This includes using emerging technologies, innovative finance to support the design and development of sustainable business and funding models, and strategic partnerships and collaborations to advance women's rights, well-being, combat violence against women, and ensure social and economic progress. The viable approaches to scale prevention pathways are presented below.

Emerging Digital Technology

The Fourth Industrial Revolution⁶² has brought significant advancements in digital technology locally and globally and the opportunity to use technology for social good (World Economic Forum on Africa, 2019). Digital technology can be used in diverse ways as a mechanism to support the scaling of a violence against women prevention pathway across the continuum of impact. There was limited literature that focused on the use of digital technology in prevention exclusively. It can serve as an enabler or a platform to a scaling pathway and/or present as a pathway to address violence against women.

Sweep South, a digital technological solution, is an example of how technology can enable a pathway and present itself as a pathway. Digital technology provides the platform for unemployed women to seek employment and access a market of customers (Seokwang, 2020). The technology further enables this process and systems to generate revenue. Their platform allows many women to access this service, which can be classified as a scalable pathway. To date, they have enabled work opportunities for more than 20 000 women (domestic workers) (Seokwang, 2020). Despite not being directly labelled as a violence against women prevention pathway, it promotes women's economic empowerment, a violence against women protective factor, and aligns with the practices presented in 5.1.1. Their model has the potential of being strengthened

⁶² The Fourth Industrial Revolution is characterized by a range of new technologies that are fusing the physical, digital and biological worlds, impacting all disciplines, economies and industries, and even challenging ideas about what it means to be human (World Economic Forum, 2019).

and adapted to include a comprehensive anti-violence component to their approach which can deepen their efforts and impact to address violence against women.

MomConnect⁶³ is another innovative and scalable technological pathway that provides information to mothers using digital technology. The digital technology is used to enable the MomConnect pathway and distribute large amounts of information to their target group, mothers (Jahan, 2020). MomConnect has connected more than two million pregnant women and new mothers to essential services and information (Jahan, 2020). Source 26, Vodafone Chief Executive Officer presented their effective use of digital technology to address violence against women during the pandemic through their application, Bright Sky. He stated,

Bright Sky App is an application that essentially gives a directory of key services, a tool for education on the subject, for raising awareness, but also provides a questionnaire. So you can do a self-assessment of your own situation and provide a secure journal log...We have it in four countries. Over the coronavirus period, we have seen a 75% increase in the download of the app. We now have 50 000 downloads of the app...

Blockchain⁶⁴, artificial intelligence⁶⁵, virtual reality⁶⁶, and other advanced digital technologies are additional platforms that can be used to enable a pathway or as a pathway. They can be listed on the continuum to combat and support violence against women prevention. As progress is made towards new ways of improving the state of the world and combatting this form of violence, it is imperative that the role of digital

⁶³ MomConnect is a South African National Department of Health initiative which aims to support maternal health through the use of cell phone based technologies integrated into maternal and child health services. The services are free to the user, and messages are available in all 11 official languages.

⁶⁴ Blockchain is a system of recording information in a way that makes it difficult or impossible to change, hack, or cheat the system. A blockchain is essentially a digital ledger of transactions that is duplicated and distributed across the entire network of computer systems on the blockchain.

⁶⁵ Artificial intelligence is intelligence demonstrated by machines, unlike the natural intelligence displayed by humans and animals, which involves consciousness and emotionality. The distinction between the former and the latter categories is often revealed by the acronym chosen.

⁶⁶ Virtual Reality is a simulated experience that can be similar to or completely different from the real world. Applications of virtual reality include entertainment (e.g. video games) and education (e.g. medical or military training).

technology is continuously assessed to improve and advance systems to deliver better services and products that enable a reduction in violence.

However, an interesting finding by Kerr-Wilson et al. (2020) indicated insufficient evidence that digital technologies can work as a standalone intervention to reduce violence against women. It is therefore integral that they are attached to longer-term pathways and strategies to ensure their effectiveness⁶⁷.

Strategic Partnerships and Collaborations

Strategic partnerships and collaborations were presented as fundamental to a scaling approach (Agapitova & Linn, 2016; Jeffrey et al., 2014; Moore et al., 2015; UN Women, 2015; WHO, 2019). The state was identified as significant to this approach (South African Government, 2020a). Source 30, The Prime Minister of Belgium and Promoter of Women's Rights at the World Economic Forum Sustainable Impact Summit stated,

“By matching public and private partnerships, we can rapidly address the SDGS.”

A pathway can integrate strategic partnerships and collaborations throughout the continuum of impact. It can strengthen a pathway by increasing distribution options that enable scalability and a more significant impact (Agapitova & Linn, 2016; Jeffrey et al., 2014; WHO, 2019). Instead of developing new strategies and infrastructure, it allows working with existing platforms and entities (Jeffrey et al., 2014). For example, working with an existing entity or company that addresses women's unemployment and integrating an anti-violence intervention as part of their work can enhance the impact of the initiative and company on the business ecosystem. Vodafone presents another example of how a company can collaborate with other companies to scale its impact. They have availed the resources that they developed in their company to address violence against women to external companies. This can strengthen the performance

⁶⁷ Refer to section 2.2.3 and section 4.2.4 on the importance of longer-term interventions.

and well-being of their employees and their business, presenting greater returns⁶⁸. The significance of strategic partnerships and collaborations was affirmed by UN Deputy Secretary-General Amina Mohamed, who stated that

“Change requires collaborations, those coalitions; they are stronger in numbers.”

The Western Cape Government Minister of Social Development, Sharna Fernandez, reiterated the need for multi-sector collaborations and partnerships and stated,

“We can’t just depend on the government, we all need to work together, we need to collaborate, we need partnerships, we need civil society, we need NGOS, we need corporations, we need big business, and we have many philanthropists.”

In the same vein, Source 3, the Director of the Schwab Foundation for Social Entrepreneurship and Head of Social Innovation at the World Economic Forum, stated,

“Strategic partnerships are the way forward.”

Although this was a dominant finding, partnerships and collaborations have not been leveraged strategically to address the challenge’s scale in Cape Town and nationally. Therefore, there is an opportunity to development more strategic partnerships and collaborations across the South African private sector, state, civil society, and academia to strengthen pathways to violence against women prevention.

Leveraging Financial Systems to Address Violence against Women

It is essential to acknowledge the importance of capital to sustain scalable violence against women prevention pathways-, primarily due to the limited resources available to sustain pathways as outlined by several sources⁶⁹. Limited literature and data exist on innovative finance to address violence against women prevention pathways despite the demand for financial resources, viable business and funding models. As much as

⁶⁸ This is discussed in detail in section 5.1.2, practice 6 and presented in figure 13.

⁶⁹ See section 4.3.7.

the South African Government launched a fund as part of the COVID-19 Solidarity Fund to support Gender-Based Violence projects, Source 1, a representative of the Bertha Centre for Social Innovation and Entrepreneurship Innovative Finance Department, stated,

“A fund itself is not a sustainable pathway as no viable business model exists to continue the services over time.”

However, a statement made by Source 2, another representative of the Bertha Centre for Social Innovation and Entrepreneurship Innovative Finance Department, indicated that funds obtained from a fund could be used to support long-term sustainability efforts.

“Organisations who are granted this once-off grant have an opportunity to use these funds to support the sustainability of medium to long-term projects or used to develop viable business models.”

Investing in viable business models is therefore integral to the effectiveness of a fund. Alternatively, the funds can be directed to the long-term sustainability of an initiative or to develop a viable business model. Observing the current prevention ecosystem, it is evident that there are not enough sustainable business models operating as part of a violence against women prevention pathway. Therefore, it is proposed that more work be done to build viable business models with the violence prevention ecosystem. This can be done by developing a business incubator or a business accelerator to develop these viable business models.

Simultaneously, depending on the view taken, several existing models address the drivers of violence against women or associated drivers but are not classified as prevention pathways. These are predominantly initiatives that promote gender parity and women’s economic empowerment and have strong business models. There is, therefore, an opportunity to invest in these models or build funding mechanisms to sustain them. An example of this is the Sweep South model presented earlier in this section.

Outcomes-based contracts⁷⁰ such as Social Impact Bonds⁷¹ business model structures present as an additional way to sustain prevention pathways at scale. A viable business model allows the building of investment funds to sustain pathways and allow more flexibility in a pathways design and implementation. A fund that invests in viable business models can enable a model to scale. Once enough viable business models are developed or identified, this will allow for a whole new way of working towards sustainability and scalability through impact investing⁷² and other innovative finance tools.

As much as there is a need for viable business models, the existing interventions that have been sustained by the state and donor funds have shown some degree of success and are integral to combatting violence against women. This is especially so given the pandemic levels of the scourge in South Africa and globally. There will always be a need for state and donor funds to support these strategies at different levels on the continuum of impact. This was affirmed by Source 3, the Director of Schwab Foundation for Social Entrepreneurship and the Head of Social Innovation at the World Economic Forum. He stated,

“...there are still many pathways that need to be funded by the state or pure philanthropy.”

The above approaches are what was most prevalent in the literature and findings regarding scaling violence against women prevention pathways. However, the study failed to present the need for a fundamental shift focused on reframing and restructuring the economy to enable further scaling efforts. The economy in South Africa is still untransformed i.e. male dominated, which poses a hindrance to scaling. This leaves women secondary to the economy and constantly fighting to protect their gender and

⁷⁰ Outcomes-based contracts are results based, focusing on the outputs, quality or outcomes. They typically tie at least a portion of a contractor's payment, contract extensions or contract renewals to the achievement of specific, measurable performance standards and requirements.

⁷¹ Social Impact Bonds is a contract with the public sector or governing authority, whereby it pays for better social outcomes in certain areas and passes on the part of the savings achieved to investors.

⁷² Impact Investing refers to investments made into companies, organizations, and funds with the intention to generate a measurable, beneficial social or environmental impact alongside a financial return. Impact investments provide capital to address social and/or environmental issues.

parity. The findings fail to acknowledge the power of women in leadership as a route to scaling.

Female leadership in particular is linked to positive developments in education, infrastructure, and health at the local level (Struzik, 2020). When women enjoy a relatively high social status, the entire local population shows an increased desire to participate in peacebuilding and prevent conflict (Struzik, 2020). Women in leadership help ensure that peace agreements and laws include provisions ensuring gender equality so that a country can continue to benefit from the peace that comes when women are empowered.

The study explicitly points out that every scaling pathway needs to be adapted to the context and align with the key elements of scalable violence against women prevention pathways. Scaling prevention pathways are integral to the new narrative and ecosystem to improve and accelerate progress to combat violence against women.

Practice 6: The Private Sector as a Scalable and Sustainable Pathway to Accelerate Progress and Support the Agenda of Combatting Violence against Women

For most scalable development pathways, the state is often viewed as the dominant route to scaling. However, despite this known fact, the COVID-19 pandemic has spotlighted the state's limitations to address the magnitude and complexity of violence against women. Source 27, the head of Africa Monitor stated,

“The South Africa Ministry of Women is working on a Gender-Based Violence policy, but they have no money to implement it. They are themselves saying that they need the funds.”

This finding was mirrored in the statement made by the Premier of the Western Cape, Alan Winde, who stated,

“I can just say that there is one blockage and that blockage is budget...”

As the global economy, and South Africa, are hit by the pandemic, the negative impact on the economy will be felt for a long time. This adverse impact will result in fiscal constraints. Funding will be directed towards more urgent needs, resources, and recovery efforts to address the pandemic's consequence, limiting the resources of the state directed to other pressing needs. The pandemic further underlined the inadequate private sector response to violence against women's prevention. This was reflected in the data. Source 27 added,

“What I have not seen enough is the business world, and I know the business world is creative and has solutions.”

In the context of South Africa, which has a weak state, in practice, as far as resources are concerned, exploring innovative, alternative, and more sustainable scalable ways to design, implement and address the shadow pandemic⁷³ of violence against women has become more pressing. There is an incentive for the private sector to play an integral role in its intervention, using the evidence-informed programmatic interventions that exist as a guide and design and test alternative interventions (Allan, 2019; Khumalo et al., 2014; Markel & Hakspiel, 2019). This finding aligns with a statement made by the founder of the World Economic Forum, Professor Klaus Schwab, in a webinar where he presented his 2021 outlook and the vision on the state of the world progressing post the pandemic. He stated,

“We have to make sure that when we want to improve a system that we don't just look at the government, the private sector has a role to play as well.”

Data gathered from UN Women Executive Director Phumzile Mlambo-Ngcuka echoed this finding in her statement,

“Workplaces can contribute to the prevention and responding better to violence against women...”

Dr. Shisana, the Advisor to the President of South Africa, reiterated the need for private sector involvement to address violence against women in a statement, *“We need the private sector's involvement...”*

⁷³ The scourge of violence against women during the COVID-19 lockdown has been termed “the Shadow Pandemic.”

Building on the fundamental priorities and practices presented in this chapter has led to the central proposal of this study. It looks at how society can leverage the private sector as a scalable and sustainable pathway to accelerate progress and support the agenda to combat violence against women. The literature and findings pointed out the current prevention ecosystem's failure to effectively engage the significant role and asset-base that the private sector has to implement scalable prevention pathways. The private sector is strategically positioned to address violence against women (Khumalo et al., 2014; Markel & Hakspiel, 2019). They have the tools and the platforms to drive investment, support programme sustainability, and accelerate progress to prevent violence against women at scale, *“Every workplace conversation, policy, and action has the potential to either reinforce or challenge gender inequality and the kinds of attitudes and norms that drive violence”* (Allan, 2019; p. 1).

In Cape Town, the private sector's interest in addressing violence against women has been prevalent; however, in practice, their interventions remain fragmented and piecemeal, focused on reactionary approaches, directed towards corporate social responsibility initiatives (CSI) and once-off interventions where their impact are not generally assessed and remain ineffective. An example of this is the Body Shop and Joko Tea Company initiative. They are donating a portion of the sales of their products to a non-profit organisation that supports violence against women prevention. As much as this is a means of supporting prevention efforts and having an impact to a certain degree, they still fail to observe and leverage the more significant incentive and impact that aligning interventions to their business strategies can yield through this level of intervention. The private sector is often unaware of the cost implications of this form of violence which has significant direct and indirect costs for the private sector (Khumalo et al., 2014; Markel & Hakspiel, 2019). This includes high absenteeism and turnover of both victims and perpetrators (Markel & Hakspiel, 2019). *“IPV can have a staggering impact on the economy. One study in the UK estimated largely hidden costs of IPV to be almost GBP23 billion per annum”* (Gordon, 2016, p. 1). The study by KPMG (2015) explicitly highlighted the adverse impacts on the economy, as outlined in figure 12 (Khumalo et al., 2014).

GBV prevents an economy from attaining its full economic potential

Numerous international studies on the economic impact and costs of GBV over the last 20 years or so demonstrate that GBV has a significant negative influence on GDP and on national economic well-being.¹⁴

Aggregate Demand is skewed towards goods and services related to the effects of violence thereby diverting resources from their optimal use, resulting in lower economic growth and a reduced standard of living. This results from:

- Significant burden and cost to the public and private health care sector, reducing capacity for other priorities
- Significant government expenditures on services to respond to and support victims and survivors of violence, including police, justice, social services and housing/shelter
- Sub optimal consumption costs and opportunity costs on spending on replacement of broken property, settlements of bad debts, reduced income and required healthcare expenditure
- Male perpetrators of violence often not providing financial assistance to their household even when they are able to do so. Thus women and their children may have access to relatively fewer resources than their husband's level of income would suggest.¹⁵

Aggregate Supply is reduced through lower productivity, reduced output and exports, and reduced savings and investments:

- Despite households being in poverty, many women are prevented from working by their partner
- Women suffering from domestic violence have significantly lower propensities to turn up for work on time, to work productively while at work and to stay in the job.¹⁶
- Employers must hire replacement staff to account for absenteeism and face additional search, hiring and retraining costs for replacing employees who are victims of violence
- There is a demonstrable link between women experiencing violence and lower earnings: earnings decline by as much as 35% with experience of any violence in the lifetime.¹⁷

Additionally, the reduction in output is even larger because of the economic multiplier whereby a rand lost represents more than just a rand. Rather it includes the lost savings and spending that is passed on to others to save and spend many times over.¹⁸

Source: Khumalo et al. (2014). Adaptation from the original

Figure 12: The negative influence of violence against women on the GDP (Khumalo et al., 2014)

The lack of awareness of the adverse impact and incentives to intervene may be due to the private sector's lack of understanding of violence against women, how to appropriately intervene, and their opportunity to shift social norms through their existing platforms (Allan, 2019; Khumalo et al., 2014; Markel & Hakspiel, 2019).

Leveraging the private sector and targeting organisations with a predominantly female employee component and women as their primary customers provides significant impact and value for the private sector, their employees, the violence against women ecosystem, and society, socially and economically (Discussed in detail later in this section and presented in figure 13 of this chapter).

Strengthening the private sector's leadership and accountability to respond to violence against women in more meaningful ways presents a more sustainable and scalable pathway. Additionally, it supports the efforts of the state and civil society, promoting and strengthening a multi-sectorial approach to prevention, which has been deemed critical to combat this form of violence (WHO, 2019). This enables the opportunity to encourage investment into the realisation of the Gender-Based Violence National Strategic Plan Prevention Strategy and Fund and support other strategies such as the Western Cape Government Safety plan and the UN Sustainable Development Goals achievement.

The programmatic evidence-based⁷⁴ provides a guideline for the private sector to inform their interventions and pathways. As much as the private sector's overall objective is to make a profit, it is responsible to its employees, customers, and the communities in which they operate, including society overall. By fulfilling these responsibilities, these interventions go to their businesses bottom line in the medium to long-term (Allan, 2019; Khumalo et al., 2014; Markel & Hakspiel, 2019). As the private sector redesigns its strategies in response to the COVID-19 pandemic, it provides an opportunity to reimagine and reframe its role and response to violence against women. They can do this by explicitly hardwiring gender equity in the workplace to build the economy in a much fairer and inclusive way for society. With a focus and lens on women's economic empowerment, a violence against women protective factor, the private sector's incentive to intervene and ensure their responsibilities is argued.

Focusing on ways that the private sector can intervene to shift social norms through women's economic empowerment pathways ensures the financial stability and well-being of mothers, their children, families, and ultimately social and economic progress. Women's economic empowerment has shown to be one of the most prominent ways to achieve gender equality, integral to combatting violence against women (UN Women, 2020a). The need for this approach was argued indicating that,

“An effective, sustainable response to violence against women depends on a fundamental shift in economic power dynamics that have an adverse impact on women in particular” (South African Government, 2020; p. 13).

⁷⁴ Presented in section 2.2.2, table 2, and section 4.3 of this thesis.

This is the overall position of this study. As economically empowered women are equally at risk of violence against women, as mentioned in section 5.1.1 (practice 1) of this chapter, this provides further motivation for intervening at this level. Figure 13 underlines the Return on Investment for the private sector, their employees, and the violence against women prevention ecosystem to take a position on prevention.



Figure 13. The Return on Investment for the Private Sector and Violence against Women Prevention Ecosystem.

In an interview with Source 23, the Project Manager of the Violence against Women Directorate at the Western Cape Department of Social Development, she further highlighted the significant impact of investing in women's empowerment initiatives and stated,

“Under prevention, for me, what is key is empowerment... If we can make women economically independent, it immediately opens so many channels for them. If you have your own rand in your pocket, it makes such a difference... When we centre women, that we will be able to ensure that there is some form of economic empowerment for women, we will be able to ensure that there is a reduction of discrimination, a reduction of violence against women in our communities.”

Impact for the Private Sector and their Employees

The private sector has a direct relationship to violence against women as it manifests in the lives of their female employees and customers (Allan, 2019; Markel & Hakspiel, 2019). Among their many adverse effects, violence against women interferes with women's full and equal workforce participation (Allan, 2019; Khumalo et al., 2014; Markel & Hakspiel, 2019). Violence against women has a significant negative impact on employees' physical, mental health and well-being which may lead to job loss. It contributes to the gender pay gap and affects women's advancement and career progression (Allan, 2019). In addition to its serious human impacts, it negatively impacts business productivity and reputation (Allan, 2019; Khumalo et al., 2014). The large numbers of women in low-paying jobs, highly prevalent in Cape Town and South Africa, have increased business pressure regarding the Employment Equity Act⁷⁵ (Department of Women, 2015; Statistics South Africa, 2021). The Employment Equity Act requires a plan for employee progression, including by gender (Western Cape Government, 2019). As employees often experience the direct consequences of violence in their own lives, there is pressure and an obligation on the private sector to design and implement interventions in their organisations that ensure employees well-being and effective delivery at work to avoid the negative consequences of violence against women. Ethical responsibility in terms of human rights is another driver.

⁷⁵ Employment Equity Act is the law that promotes equity in the workplace, ensures that all employees receive equal opportunities and that employees are treated fairly by their employers.

Interacting at a prevention level supports a business bottom line and ensures employee benefits, as it limits the loss of productivity, profitability, performance, and retention among company employees and is worth their while (Allan, 2019; Khumalo et al., 2014; Markel & Hakspiel, 2019). The private sector can further address the root causes of violence against women and reduce the economic impact on society and their business. Internally, a business can design and support employee well-being programmes for both men and women, including personal development, gender transformative training (using evidence-informed methodologies) that challenge gender norms to prevent violence and healing programmes that address the trauma and mental health consequences of violence against women and other drivers. Investing in prevention interventions (as outlined in table 2), such as mental health programmes, gender transformative, or social-emotional development programs, ensures overall employee well-being, promotes their performance and productivity at work, and may decrease absenteeism. An example of this is the Mental Health first-aiders initiative implemented at De Beers to address mental health in the workplace. Source 25 De Beers' Chief Executive Officer presented this initiative. He stated that they had implemented a,

“Mental health first aiders initiative, designed and trained to spot people in the organisation who are having mental health issues.”

Source 26, Vodafone's Chief Executive Officer presented some of their initiatives and commitment to combatting violence against women in the workplace. They have demonstrated the opportunity of the private sector to scale violence against women prevention pathways using their existing platforms.

...Internally...We have a global policy. That was a lot about providing specialised counselling and support to our employees and give them time to work through the issue. Giving them leave to support during this period. We are also going through very specific training for HR professionals and managers. Because in a way, everyone needs to go through awareness or learning to support on a broader basis. We want to help other employees and companies also take steps forward. Thus, we created a guide for employees. So it helps them to think of the subject themselves.

It is evident that companies' have the resources to support these interventions which often form part of their budgets. They have access to large platforms of women, making it more sustainable to scale long-term. These programmes could be made compulsory to ensure a more significant contribution and impact in private sector institutions. The private sector can further sustain these pathways by leveraging their Broad-based Black Economic Empowerment (BBBEE) skills development points, investing in their employees to improve their skills and competencies, areas associated with the underlying causes of violence against women (Department of Trade and Industry, 2019). This provides an opportunity to prevent the factors likely to promote this form of violence.

Hardwiring gender parity into the future of work will further allow the private sector to address the many drivers of violence against women. This was evident in the data presented by Source 34, Minister of International Development Corporation of Egypt (World Economic Forum, 2021a, 18.50); at a session on Advancing Gender Parity at Davos. This can be done by

“...designing and implementing gender-sensitive policies that encourage flexible work conditions for women, childcare and family-friendly policies among others.”

The study presented the incentive of this approach. The value for business to promote gender parity was further emphasised at the session on Promoting Gender Parity at the Davos Agenda 2021. Source 33, the Global Managing Partner at Mckinsey and Company, stated;

“It just makes good business sense... investing in gender equality, it increases the GDP.”

A recent Statistics SA (2021) report indicated that black African women are the most vulnerable, with an unemployment rate of 38, 5%. This further shows the vulnerability and inequalities among women in South Africa when it comes to employment. As mentioned by President Cyril Ramaphosa in his 2021 state of nation address, “*The*

Private sector is the main job creator” (South African Government, 2020b, p. 1). As strategies are designed to improve the economy post the pandemic, there is an opportunity for the private sector to create new employment initiatives and inclusion strategies to address the gender gap. Source 33 validated this finding and stated that,

“To promote gender equality, companies should have an inclusion programme for women.”

Interacting to address violence against women, using the private sector as a platform and ally, further aids as a protective factor to address workplace harassment. Sexual harassment claims have been found to have a more significant effect on a company’s reputation than other forms of misconduct like fraud (Allan, 2019).

Impact for the Private Sector and their Customers

Many companies have a significant percentage of women as their direct customers (Nelson, 2019). An example of this is Unilever, Johnson and Johnson, and Woolworths. Having a position on violence against women, companies can build social credibility and customer loyalty towards their customers, predominantly women. The Australian National Bank recognised that their customers were having trouble paying back their loans or making credit card payments because of family violence (National Australian Bank, 2021). They implemented a programme called ‘Nab Assist’ where they offer different support services, resources, access to hotlines, leniency to the loans, and flexible payment plans and assistance to help their customers get out of the dire situation. Not only does this work for the customer who is experiencing violence, but it also works for their business model; it saved them almost \$2 million in the first year in which the programme was initiated because they were not going to collections agencies; thus, they were not having to do the things that were adding to their operational costs. They were looking at different ways of shifting those terms and structures of investments to work better. As more companies are moving into townships in South Africa and redesigning their strategies, they are thus required to build a new profile. Using multiple platforms, a position on violence against women prevention allows the private sector to build customer loyalty in these new markets.

Catalysts for the Private Sector to Scale Pathways to Ensure Business Well-being and Prevent Violence against Women

Supporting and investing in violence against women prevention pathways, specifically women's economic empowerment initiatives, allows businesses to obtain tax-deductible points on their BBBEE scorecard, social credibility and ensure that their investment is more progressive. These findings were presented by Source 22, an Associate Professor at the University of Cape Town Graduate School Of Business,

“For me, the timing would be to target the corporate sector. Because there are a number of things they obviously need. The BBBEE...”

This can be achieved by leveraging the BBBEE pillars⁷⁶. There is an opportunity for the private sector to reframe and strategically direct their obligation to adhere to the BBBEE pillars to support pre-violence against women initiatives. Simultaneously, the prevention ecosystem can leverage these pillars to inform its business model and sustain its operations. It is imperative that when approaching business, they are made aware of these opportunities and incentives. Source 5, the Deputy Director-General of the Western Cape Department of Economic Development and Tourism stated that businesses could be informed, for example, that

“The programme qualifies for enterprise development points... They can be encouraged to provide the service or product to their suppliers and empower them to achieve points on their scorecard.”

There was limited literature and data that presented this opportunity and strategy explicitly. This strategy can significantly benefit combatting violence against women overall and support business to achieve its objectives. The findings indicated that the intervention design would inform the opportunity and strategy. An example of a comprehensive model that can be classified as a scalable violence against women prevention pathway is The Clothing Bank (TCB) Social Enterprise. TCB economically

⁷⁶ Discussed in detail in section 2.1.4, figure 6.

empowers women and men from low socio-economic communities (townships⁷⁷/cape flats⁷⁸) by skilling them to become entrepreneurs (The Clothing Bank, 2021). Their mission is to alleviate poverty by creating employment, and unlocking people's potential in South Africa. They have a holistic theory of change that addresses most drivers of violence against women and includes the core elements of a scalable prevention pathway to ensure the objective of the programme. They further leverage the diverse approaches to scale using technology, strategic partnerships, and innovative finance to inform their business model. TCB has demonstrated the capacity to leverage most BBBEE pillars to build a unique sustainable business model. This has been critical to TCB's programmes success. It presents an example of how the private sector can be leveraged as a platform to scale prevention pathways using the BBBEE legislation and social entrepreneurship⁷⁹ as a vehicle. This model further provides significant value for the private sector to comply with BBBEE legislation.

The ways that the BBBEE pillars can be leveraged to provide value for the private sector and support violence against women prevention pathways are presented below:

Enterprise and Supplier Development⁸⁰

The Clothing Bank is certified with Empowerdex⁸¹ as a third-party Enterprise Development Service Provider. Their core objective is to support small, black-owned companies and leveraged and complied with this pillar. Other ways that the private sector can leverage this pillar to support women's economic empowerment, promoting violence against women prevention is through the

⁷⁷ Townships in South Africa, usually refer to the often underdeveloped racially segregated urban areas that, from the late 19th century until the end of apartheid, were reserved for non-whites, namely Indians, Africans and Coloureds. Townships were usually built on the periphery of towns and cities.

⁷⁸ Cape Flats the Cape Flats comprises the Areas East of the Northern and Southern Suburbs of Cape Town and is made up of Black Townships, Coloured ghettos and Shantytowns. It was the area that most Black people were moved to after areas were declared 'White only'. It is also the area in which most of Migrant labour was housed.

⁷⁹ Social Entrepreneurship Social entrepreneurship is an approach by individuals, groups, start-up companies or entrepreneurs, in which they develop, fund and implement solutions to social, cultural, or environmental issues. This concept may be applied to a wide range of organizations, which vary in size, aims, and beliefs.

⁸⁰ See figure 6.

⁸¹ Empowerdex South-Africa's first BEE verifications agency, pioneered the empowerment verifications methodology and was actively involved in the drafting of the Codes of Good Practice.

procurement of services and products from female-owned businesses through their existing business supply chains or the development of new ones.

Female entrepreneurship can substantially increase economic growth and poverty reduction and simultaneously shift power dynamics and empower women (UN Women, 2020a). Governments spend US\$9.5 trillion contracting goods and services from the private sector each year, but women-owned businesses only supply 1 percent of this market (Allen, 2020). A study by Boston Consulting Group indicated that if “*women and men around the world participated equally as entrepreneurs, the global GDP could ultimately rise by approximately 3% to 6%, boosting the global economy by \$2.5 trillion to \$5 trillion*” (Unnikrishnan & Hanna, 2019; p. 1). Similarly, a McKinsey Global Institute study found that advancing women’s equality could add \$12 trillion to the global economy by 2025 (Woetzel et al., 2015).

There is, therefore, an opportunity and incentive to equip women to procure business contracts and invest in female entrepreneurs. President Cyril Ramaphosa, in August 2020, committed the South African government to award 40% of public contracts to women-owned businesses, mandating departments to ensure its implementation (Allen, 2020). In a public address on the 11th of January 2021, he reinstated his administration’s commitment to not just ensuring inclusiveness but to building the capacity of women-owned businesses to access public contracts (Allen, 2020).

Therefore, the demand and incentive for the private sector to strengthen its policies and practices to increase the number of women-owned businesses in their supply chain are integral. Companies are beginning to observe this value, as demonstrated by a recent initiative launched by the Clicks Group⁸² and Pick n Pay⁸³ to support and procure products from local businesses that are predominantly women-owned (Chetty, 2021; Ramalepe, 2021). Through the

⁸² The Clicks Group is a retail-led healthcare group which has been listed on the JSE Limited since 1996.

⁸³ The Pick n Pay Group is a retail business in the fast-moving consumer goods industry.

platform, Clicks and Pick n Pay will give small companies commercial and business support in marketing, promotions, shared shelf space, and business mentorship (Ramalepe, 2021).

Emphasizing the inclusion and the support to female entrepreneurs in procurement is not only beneficial to women's businesses. It can be a means of sustaining, scaling, and increasing the impact of a prevention pathway, specifically if the services and products are designed for women and serve the female population. Female entrepreneurs have been shown to empower more women, thus yielding a more significant impact, *"Women statistically reinvest their income in their communities and families at higher rates than men"* (Pant, 2021, p. 1).

This pillar can further support and empower the capacity of existing and aspiring (social) entrepreneurs to secure these forms of contracts. Source 25 De Beers Chief Executive Officer presented how they support and strengthen the communities where they operate. This was reflected in the statement,

"A lot of our focus in this area is helping small, medium, and micro-entrepreneurs in the areas around our communities to run their businesses and run them more successfully for all kinds of reasons. As those businesses have dried up, there is more risk for those women and girls and more risk for them to become victims of violence."

Skills Development⁸⁴

This pillar can be used towards employee development and well-being initiatives that address the risk factors associated with violence against women, women's health, and other women's injustices. Through their 1st year learning programme and 2nd year Sector Education and Training Authority (SETA)⁸⁵

⁸⁴ Refer to figure 6.

⁸⁵ Sector Education and Training Authority (SETA), is the vocational skills training organization in South Africa. As of March 2011, there has been 21 SETAs. Each SETA is responsible for managing and creating learnerships,

accredited learnerships, the Clothing Bank has leveraged this pillar by offering training to unemployed black South African women and men. Capacitating employees to improve their skills and competencies has an added incentive promoting employee and business well-being.

Socio-Economic Development (SED)⁸⁶

TCB identified the need of most retail businesses in South Africa who did not know what to do with their excess customer returns, store damages, end of the season, and bulk rejections merchandise that often posed a significant cost to the business. They developed strategic partnerships with many of South Africa's major retailers, who now donate all these items to their Clothing Bank and Appliance Bank programmes (The Clothing Bank, 2021). They use what they classify as "waste" to inspire previously disadvantaged unemployed mothers and men to start small informal retail trading businesses (The Clothing Bank, 2021). This pillar is core to the sustainability of their model. This initiative has provided businesses with an innovative solution to address a significant challenge in their supply chain that yields value to their business.

Ownership is integral when a business makes procurement decisions (Department of Trade and Industry, 2019). The preferential score of a customer is improved if they purchase from a company with enhanced ownership (Department of Trade and Industry, 2019). The procurement scorecard has been designed to incentivise companies to obtain the best possible BBBEE score and ownership level to attract customers. Significant points are awarded for procuring from companies with at least 30% black women ownership or at least 51% black ownership (Department of Trade and Industry, 2019). According to Stats SA (2021), only one company had a female CEO among the Top 40 JSE listed companies. This presents a significant inequality that needs to be addressed to advance women and the SA economy.

internships, unit-based skills programmes, and apprenticeships within its jurisdiction. Every industry and occupation in South Africa is covered by one of the 21 SETAs.

⁸⁶ Refer to figure 6.

Management Control/ Employment Equity measures the demographics of a company's employees against specific targets, for example, the number of voting rights of black men and women at the board level (This includes directors of a company, members of a close corporation) and the voting rights of black men and women at executive management level (Department of Trade and Industry, 2019).

Promoting women's ownership can provide significant value to obtain investment and procurement opportunities. This can ensure the sustainability of female-led businesses, which has a ripple effect, mainly when their services and products serve women and employ a large female employee component. More diverse companies, in general, are 25 % more likely to outperform those that are not (Pant, M, 2021). There is, therefore, a strong correlation between diversity and performance, which is significant. An example of an initiative that promotes women's ownership of companies includes Future Females and WomHub. Future Females is a movement to inspire more female entrepreneurs and better support their success (Future Females, 2020). They provide a platform digitally, physically and emotionally where women can connect, inspire and collaborate with each other, and access the resources they need to succeed. WomHub is a pan-African incubator for female-founders in STEM (Science, Technology, and Engineering & Manufacturing) (WomHub, 2021).

Corporate Social Investment

Corporate Social Investment (CSI) is a self-operating business model that aids a company to be socially responsible to its business, its stakeholders, and society (Fernando, 2020). By practicing CSI, companies can be conscious of their economic, social, and environmental impact on society (Fernando, 2020). As crucial as CSI is for the community, it is equally valuable for a company. CSI activities can help forge a stronger bond between employees and corporations, boost morale and help employees and employers feel more connected with the world around them.

One organisation that is committed to CSI to address violence against women is Avon. Since 2004, through the development of the Avon Foundation for Women, a model example of CSI, has contributed more than US\$80 million globally to support awareness, education, and the development and implementation of prevention and direct service programmes (Avon Foundation for Women, 2021). At the same time, their initiatives align with their business strategy. Their business model empowers women to become micro-entrepreneurs selling their products as a full-time or part-time business. Alternatively, they partner with existing initiatives such as Vital Voices. Vital Voices Global Partnership is an American international, non-profit, non-governmental organisation that works with women leaders in economic empowerment, women's political participation, and human rights (Vital Voices, 2021). Source 10, the head of the Avon Foundation, validated their support for violence against women. She stated,

“Avon has funded Vital Voices for over ten years. Ten years of conversations of working together to build plans where we are trying to make a difference.”

CSI spending can be strategically directed towards the Gender-Based Violence National Strategic Plan's prevention strategy and other sustainable women's economic empowerment initiatives, including financial and non-financial cash transfers. A recent example is the provision of food vouchers and food parcels to support women and families food security needs negatively impacted by the pandemic. While CSI programmes are budgeted for in organisations, it is insufficient by many magnitudes to combat violence. CSI is largely charitable in nature, and charity is not enough to solve violence against women unless it is attached to the growth of a sustainable business model and strategy.

Marketing and Advertising

Companies can use advertising and campaigning to influence societal norms and behaviours on violence against women (Allan, 2019). This is particularly so when the issues align with the company. Companies can further collaborate

on initiatives to address violence against women through their marketing strategies. This has been a common strategy for many companies during the pandemic. An example of this is the Woolworths COVID-19 prevention campaign. They developed a marketing campaign that promotes COVID-19 prevention. They designed several different marketing materials and showcased them through a variety of distribution channels. Not only were they promoting COVID-19 prevention, but it served as a marketing strategy for their brand.

Companies that perpetuate, often unintentionally, violence against women through their business models, such as alcohol companies, should also reflect how they contribute and implement policies and practices to reduce the adverse consequences of their products and services. As evident during the lockdown period, trauma cases rapidly increased (Africa, 2021; South African Government, 2020b). Much data supported the fact that this was impacted by conditions outside of the regulations i.e., drunken behaviour (Siegfried & Parry, 2021; South African Government, 2020d). This, therefore, argues for more stringent specific legislation to protect women.

Practice 7: Promulgation of Legislation

With the pandemic levels of violence against women and the fundamental priorities and practices proposed, the overarching challenge of funding was identified throughout the study as one of the major constraints to combatting violence against women⁸⁷. Source 7, the senior researcher at the South African Medical Research Council, stated,

“The main barrier to achieving Gender Equality is identified as funding.”

In addition to the proposed priorities and practices, the key findings of this study suggest that legislation that mandates more action and accountability from the private sector be established. All private sector entities should have an end violence against women strategy that simultaneously aligns with their business objectives. This will allow companies to respond in more comprehensive ways and promote a more scalable and sustainable response to violence against women by promoting gender equity. The targeted pathways implemented in the private

⁸⁷ See the beginning of section 5.1.2, practice 3

sector can further support collecting relevant data from employees and clients to inform violence against women prevention efforts. This practice aligns with the ‘scaling out’ strategy by Moore et al. (2015), focusing on scaling efforts at a policy level because it has the largest impact.

Therefore this research concludes with the finding that, despite all the bright ideas and the proposed fundamental priorities and practices presented, the lack of a legislated and sustainable funding source will impede progress and the achievement of the proposed priorities as funding presents itself as one of the primary constraints getting any model to work. Therefore, the study takes the position that funding must be addressed through the promulgation of legislation that will establish a National Fund that mandates the private sector to contribute to effectively combat violence against women and allow for scalable pathways and interventions to be adequately supported. These pathways simultaneously ensure a significant return on investment for the private sector⁸⁸.

South Africa’s government has a legacy of grand plans and poor execution thereof. In addition, the most critical factor in the achievement of any plan – budget – is often missing. Critical to building scalable pathways that will protect women is the budget to build, sustain, and fortify it.

Unless there is legislation to compel a specific focus in corporate South Africa on women’s issues, i.e., violence against women, it will forever fall through the cracks. Like in the BBBEE praxis model, where formally excluded and disadvantaged individuals are included and made provision for access to employment and promotion to break the exclusion frameworks, violence against women needs its own praxis model. Women need to be given maximum protection in a model similar in intent to the BBBEE praxis model that will fund the combatting of violence, enhance the education, economic empowerment of all of society on anti-violence behaviour, and promote the importance of women in society.

⁸⁸ Outlined in figure 13.

The research calls for legislation to be established that compels companies to take responsibility for funding violence against women from after tax profits. This is a justice, economic, social, and mental health issue that is fundamental to the well-being of the social-business ecosystem. Women in society should not be begging for something fundamental to the well-being of our country – and which saves the lives of women. It needs to be covered by specific legislation.

5.2 Conclusion

This chapter underlined that the matter of violence against women has profound implications for society, socially and economically, and is a complex issue to tackle. The study's findings proposed two fundamental priorities that include seven key practices to combat violence against women in Cape Town. These priorities are sequential and dependent on each other. The study's main findings have led to presenting the private sector as a credible platform to scale violence against women prevention pathways and accelerate progress towards combatting this form of violence. It argues for the significant, norm-shifting role the private sectors play and a lot to gain from their efforts.

The findings of this research explicitly encourage a new narrative to approach violence against women. They are indicative that the plight of violence against women can change if we think differently about how we approach this devastating scourge as presented by the fundamental priorities and the proposed legislation.

The next chapter presents the key conclusions of the study and proposes future research recommendations.

CHAPTER 6: Conclusions and Recommendations

This section presents the key conclusions of this research study supported by the findings, analysis, and discussion. The broader implications of the research are discussed, and cogent approaches to expanding this research investigation are suggested.

The study endeavoured to identify alternative scalable pathways to prevent violence against mothers in Cape Town. The principles and practices of social innovation were used to ground this research and inform the study's findings.

The study adopted a qualitative research approach using semi-structured expert interviews. Additionally, data was collected from expert meetings on the topic area and analysed using content analysis. It focused on a component of violence against women, intimate partner violence, in the context of Cape Town. It was chosen as it is the most common manifestation of violence against women and more prevalent across all socio-economic groups than other forms of violence, increasing the demand for attention (Fraser & Jewkes, 2019; UN Women, 2015; What Works to Prevent Violence, 2014; WHO, 2019). It was further directed to interventions targeted to mothers due to its multiple and sustainable impact⁸⁹. The strategic intent of this study was to address the limitation in the design and scalability of interventions to address the scale of violence against women and mitigate the destructive impact on women, reduce intergenerational violence and promote social and economic progress.

The thinking processes that have dominated violence against women intervention designs and discourses are presented in this study as problematic. They have not managed to change or prevent the high prevalence and destructive outcomes of this form of violence over the decades. Many of the solutions are small-scale type interventions and rely on donor and state funds for sustainability. This research study is a call for the renewal of the thinking behind the narrative. It has questioned, reframed, and re-postulated traditional trajectories. Social innovation has been used as a lens towards scalability and sustainability and informed the building of new

⁸⁹ See figure 2 for a discussion of the impact of targeting interventions to mothers.

innovative business models and pathways in the violence against women prevention ecosystem.

This research study spotlighted that the matter of violence against women has profound implications for society, socially and economically, and is a complex issue to tackle. It further indicated that no one silver bullet exists to address this challenge. Pathways must therefore be structured in multiple and diverse forms. This research proposed two fundamental priorities that include seven key practices to contribute to and strengthen the existing violence against women prevention ecosystem and advance gender equity in Cape Town with this awareness. These priorities and practices are sequential and dependent on each other and led to the main findings of this study. They are viewed as integral towards catalysing, accelerating large-scale change, and bringing about substantial systemic improvements, changes, and equitable development in the prevention ecosystem. The fundamental priorities have been presented and outlined in-depth in the discussion of the findings chapter (see chapter 5) and outlined below.

6.1 Two Fundamental Priorities

6.1.1. Reframing Mental Models to Address Violence against Women

This perspective supports the demand to build a new narrative and ecosystem to catalyse and improve the systems that perpetuate violence against women.

Practice 1: Violence against Women Prevention Pathways targeted at all Women, given that Violence is Endemic to Women's Existence.

Practice 1 proposes adopting a response that views violence as endemic to women's existence and targets women across the social spectrum. It promotes gender equality at every level rather than narrowing the focus on victims and survivors from low socio-economic backgrounds. As most women do not report abuse, targeting pathways at all women present an opportunity to get those unaware of their victimhood or those who have not reported the abuse to speak up, seek support services and begin their healing journey. Adopting this approach has immediately created a substantive scaling challenge. It is much easier to claim effectiveness by designing interventions to deal with women who have presented themselves as victims as it presents a much smaller target group (see section 5.1.1 for a detailed discussion).

Practice 2: Amplifying and Promoting a Pre-Violence instead of a Post-Violence Position

The study proposed that building sustainable interventions ahead of the crisis, instead of creating a flurry of post-violence positions, is integral to stemming violence against women and children for future generations. A Pre-Violence Approach narrative that adopts prevention as core to the theory of change is proposed. It has allowed for a more in-depth thought process of how this form of violence can be prevented from happening in the first place. The study indicated that this could be done by addressing the risk factors and promoting gender equality. Integral to the prevention process is behaviour change to shift social norms, destroy economic and class disparity and promote gender parity overall. This is vital, as social, class, and economic norms around gender inequality are the core issues that hinder the development of sustainable pathways to address violence against women. This focuses on the underlying attitudes, behaviours, and practices that drive this form of violence. The study presented the evidence of preventing violence against women within programmatic timeframes. However, the complexity of designing these approaches and intervening at this level was evident throughout this study. As part of these interventions, the inclusion of men as part of the solution has been argued (see section 5.1.1 for a detailed discussion)

Practice 3: Designing and Promoting Social Innovative Prevention Pathways to more profoundly impact the magnitude of the problem and ensure sustainability

The study indicated that the existing design and approach to violence against women prevention is insufficient to prevent the magnitude of the challenge in terms of impact and sustainability. The tangible ways violence against women prevention interventions can be reframed and included to strengthen the prevention ecosystem to target and reach more individuals, predominantly mothers, were presented. This ensures that the structural drivers that perpetuate violence against women from happening in the first place are better addressed. As new approaches are designed, the study indicated that investing in high-quality pilots with a strong evaluation component is included to ensure its success (see section 5.1.1 for a detailed discussion).

6.1.2 Scalable Pathways and Business Models to Influence Systems Change and Combat Violence against Women

Practice 4: Designing, Implementing, and Promoting Scalable Violence against Women Prevention Pathways was proposed to reduce the overall risk of violence, accelerate and enable a more significant impact, and present as a means of attracting sustainable forms of investment. The complexity of violence against women and the scaling pathway was presented as too broad to permit a universal blueprint guideline of scaling. An overview of ways to design, implement, evaluate and approach the scaling pathway was presented. The study highlighted the importance of tackling violence against women from a systems approach and the awareness of the levels of impact developing a long-term sustainability pathway. This paper's position targeted at mothers provides the opportunity to address violence against women at scale (see section 5.1.2 for a detailed discussion).

Practice 5: Approaches to scale

The study underlined that not enough creative and innovative thought was given to the design of violence against women prevention pathways for scale. The need for new ways of designing pathways became apparent. These include emerging technologies, innovative finance to inform the design of business models', strategic partnerships, and collaborations to deepen and scale interventions. The need for the state and donor funds was presented as a constant need at different levels.

Practice 6: The Private Sector as a Scalable and Sustainable Pathway to accelerate Progress and Support the Agenda of Combatting Violence against Women

The core finding of this study presents a response to the main research question. It proposes the private sector as an alternative, sustainable, and scalable pathway to support the agenda of eliminating violence against women. It argues for the significant, norm-shifting role the private sectors play and a lot to gain from their efforts. The private sector has the platforms and resources to stimulate the economy, enable sustainability, and the obligation to ensure the well-being of their employees, customers, and communities in which they operate and promote social and economic progress (see section 5.1.2 for a detailed discussion).

Practice 7: Promulgation of Legislation

The study indicates that a significant missing pathway in the fight against violence against women is an effective and well-resourced perpetual fund. Therefore, the findings suggest that the most effective way is for legislation to be promulgated to establish a Women's Transformation Fund to be the financial partner to enable the design, implementation, and scalability of interventions. The legislation serves as a means of mandating more action and accountability from the private sector.

The legislated Women's Transformation Fund is this proposed scalable pathway in which the private sector can play a leading role in transforming ongoing low impact and ineffective interventions. The entire psycho-economic ecosystem can be transformed through this Women's Transformation Fund.

As a super pathway, the Women's Transformation Fund can become the primary driver of combatting violence against women through its financial influence. If there is a legislated Women's Transformation Fund in every company; in that case, it begins to act as a collective facilitating mechanism to increase awareness and combat the spread of violence against women.

The Women's Transformation Fund will ensure scalability and sustainability of impacts, institutionalised to stabilize systems transformation and lasting change as outlined below.

6.2 The Women's Transformation Fund: A Proposal to Resource Scalable Violence against Women Prevention Pathways and advance the South African Economy

The establishment of a Women's Transformation Fund is proposed by employing a legislative pathway that can transform the economy for women, promote business and economic growth, and mitigate the drivers of violence against women. Industry would be partners in a dedicated awareness fund established in every company that donates towards a violence against women fund. This gives every company the flexibility and autonomy to engage in a diverse series of interventions and pathways as proposed in Appendix 1 – both internal or external to the company and specific to the needs of the women in the company and the surrounding

community. Integral to this is raising awareness and educating the business ecosystem of the multiple, diverse and alternate pathways they can employ to support their interventions. The practical expression of this fund is presented in Appendix 1, the praxis model.

Overall, having a clear position and a viable mechanism to address violence against women prevention at scale, targeted to all women, and catalysing the private sector platforms to accelerate pathways to support the prevention agenda appears to be a strategic way forward. It meets business objectives, ensures women's well-being, and strengthens the whole-of-society approach to end violence against women in Cape Town and overall improving the psyche of South Africa. This kind of bigger picture thinking will have a much more significant and measurable effect.

6.3 Recommendations from the Study

Practical recommendations put forward for stakeholders (public sector, private sector, civil society, and academia) working in the sector to action following this dissertation include:

- Develop an aggressive awareness-raising and advocacy strategy to encourage adopting the priorities and practices into private sector institutions.
- Map existing companies implementing violence against women prevention interventions, assess the effectiveness of their strategies and advise ways to improve their existing efforts to better meet the proposed fundamental priorities to enable a more significant impact.
- Engage the violence against women prevention ecosystem in collecting innovative cases of evidence-backed and anecdotal good practices. A portal can be developed that lists these companies and their good practices.
- Map existing companies that contribute to addressing one or more of the violence against women risk factors, raise awareness of their contribution, and support and propose ways of strengthening their systems.
- Map existing companies that drive violence against women and encourage efforts and ways to mitigate the impact of their work.

- Design and promote new products and services to address deeper structural inequities and particular issues such as violence against women. Refer to Appendix 1, praxis model for potential points of intervention.
- Reframe how existing programmes that address the drivers of violence against women or associated drivers are classified. These are predominantly programmes that promote gender parity and women's economic empowerment at a large scale and have strong business models. There is an opportunity to invest in these models or build funding mechanisms to sustain them further, significantly impacting the prevention sector. An example is Sweep South, MomConnect, and The Clothing Bank models presented in chapter 5.
- Advocate for more investment in innovation and experimentation to increase the evidence base and move the field forward. The development of incubator and accelerator programmes can support the building of viable business models to further develop and sustain the sector.
- The state should issue tax incentives for private sector institutions when investing in violence against women prevention interventions. This can be aligned to the legislation as proposed in the praxis model in Appendix 1.
- Donors should commit to multi-year support to influence systemic change. Addressing violence against women requires exploring and addressing social and cultural norms that guide relationship building. As these issues are complex and take a long time to understand and influence change. It is, therefore, important for donors to consider and understand these issues when funding interventions. Multi-year funding ensures that implementing partners can sustain their interventions in communities long enough to effect initial response and long-term impact. However, where donors are interested in funding micro-level activities, these should be supported within the context of a broader context of effecting systemic change.
- The study highlights the gaps in the data and information required to fully cost the impact of violence against women in South Africa. Data collection therefore needs to be made a priority.

6.4 Future Research Recommendations

This research was planned, and data were primarily collected before the COVID-19 pandemic hit South Africa in March 2020. The pandemic has amplified the adverse effects of violence against women and made it apparent how important these pathways are. As presented in both the review of literature and the discussion chapter, there is much anecdotal evidence, predominantly from the UN Women and World Health Organisation, that the pandemic has presented significant implications for violence against women. It is, however, too early to validate these conclusions. Meaningful work for future research will be to research the effects of the pandemic in terms of violence against women. Additionally, the scope of a Masters Dissertation was limited in terms of geography and time. Future research could test the fundamental priorities and practices proposed in this research through a longitudinal study. It can explore how valuable this plan is in South Africa and different parts of the world, with different demographics and cultural settings.

Additional future research recommendations to respond to the unanswered questions and knowledge gaps to strengthen this field include:

- Assess the private sector's openness and readiness to take a pre-violence against women's position and integrate the proposed priorities into their existing systems. Additionally, research can further explore ways of influencing the private sector to adopt and integrate these priorities into their systems.
- Explore additional alternative and sustainable ways to address violence against women. It is a complex problem with no one-point solution and requires a constant review of diverse ways of intervening to enable and ensure deep routed change.
- Assess the actual cost of violence against women in South Africa. This will make the negative impact on society more explicit and provide a more compelling business case for investment. While the full costs associated with current prevention and response initiatives are not known, what is clear from this study is that the potential economic impact of violence against women far outweighs the funding either currently provided or potentially required to address the issue. Once the costs of violence have been better determined, it will be possible to perform cost-benefit or cost-effectiveness studies of different policies and programmes to inform better government, business, and civil society's approaches to prevention and response. Policy analysts can observe the effects

of different types of initiatives and choose those that maximise savings relative to the cost of implementation.

- Overall, research needs to identify the cost of violence against women to businesses. Specific case studies of the costs borne by businesses would be useful in assessing the impact of violence on employers. It is not just specific costing research that is needed; the more attention paid to the actual effects of violence in women's lives, the better the understanding of its consequences and the more comprehensive and complex costing exercises can become. The costing research is important because, as this study highlights, the application of the results can significantly help the long-run growth potential of the nation by informing policy and development priorities.
- Should the legislation be promulgated to invest in the women's transformation fund, research should identify best practices to ensure effective implementation that is sustainable, well-co-ordinated, and transparent.
- Assess the sustainability of the impacts of the existing evidence-based programmes. While an evidence-based of effective violence against women prevention pathways exists, little is known about the sustainability of the impacts. This can inform future programmes and the design and development of business models using innovative finance.
- Assess how digital technology can be used to scale prevention interventions and have a more profound impact. The literature highlights the ineffectiveness of digital technology as a standalone intervention. However, the digital economy makes it essential to assess how digital technology can be used more effectively to effect deep change.

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Appendix 1: Praxis Model

The design of the Praxis Model is a key aspect of the Masters in Philosophy in Inclusive Innovation at the University Of Cape Town Graduate School Of Business. The Praxis Model has been deliberately formatted as an infographic to effectively communicate with the relevant organisations, i.e., the private sector and the state.

In concluding this research study, the Social Innovation Praxis Model is proposed as an alternative, sustainable, and scalable prevention pathway to address violence against women, which is fundamental for gender equity to exist in South Africa. The praxis model was formulated in response to the study's findings and the researcher's professional experience in the sector.

The praxis model is transversal: what it is connected to, feeds into, draws from, and reports into are all part of building ongoing sustainable and scalable pathways. It considers the UN Sustainable Development Goals Framework, UN Generation Equality Policy Areas and frameworks developed by other leading global, continental, national, and trans-national agencies.



Figure 1 presents an overview of the proposed praxis model, referred to as the INFLUENCE 360 ECOSYSTEM.

INFLUENCE 360 ECOSYSTEM

The **Influence 360 Ecosystem** is a model which sits at the core of several expressions of women's comprehensive **well-being interventions**, which forms part of a 360 design concept.

The 360 design concept entails working with the diverse private sector and state entities to influence their particular agenda on **women's well-being, economic empowerment, inclusion, and advancement**. As such, it focuses on employees, customers, and communities in which the private sector operates.

As social norms around gender inequality are the primary root causes of many women's injustices, ensuring an ecosystem that tackles these underlying causes is imperative (Kerr-Wilson., 2020; UN Women, 2020a; WHO, 2019).

WOMEN'S TRANSFORMATION FUND

The **Women's Transformation Fund** is the **ENGINE** of the Influence 360 Ecosystem to end violence against women and promote gender equity. It is activated through its Core Design Principles, the Fundamental Priorities, the Fund Levies, and Tax Incentives.

The core objective of the Women's Transformation Fund is to **advance the pathways of female well-being, economic empowerment, inclusion, and advancement** in South Africa with the strategic intent of combatting violence against women, promoting gender equity, and advancing social and economic progress.

The Women's Transformation Fund promotes a **Pre-Violence against Women Engagement position** informed by the study. It is premised on the understanding that building sustainable and scalable pre-violence engagement pathways ahead of the personal and individual experiences of violence against women and the collective violence against women crisis nationally and globally is a key game-changer in the overall Prevention Ecosystem.

The establishment of the Women's Transformation Fund comes out of the **study's finding that introduces a social innovative Legislative Pathway** that mandates the private sector to invest in women's issues on a similar basis to the existing BBBEE legislation to transform the economic well-being, inclusion, and advancement practices for women.

The legislation will compel every company to have a dedicated Women's Transformation Fund established.

Its legislated contributions will invest in services and products that conceptualise, births and create sustainable and scalable pathways that protect, educate, economically empower, and advance women in society.

Every company will have the flexibility and autonomy to engage in a diverse series of interventions and pathways. These interventions are internal and external to the company and specific to the needs of the women in the company and the surrounding community. The Women's Transformation Fund presents a set of codes that inform the **key investment pathways** to advance women's well-being, economic empowerment, inclusion, and advancement, as outlined in figure 1.

Integral to the effective execution of this fund is raising awareness and educating the business ecosystem of the multiple, diverse, and alternative pathways they can employ to support their strategies.

In addition to the establishment of the tax incentives proposed by the Women's Transformation Fund, there is significant value for the private sector to play an integral role and have a position on women's rights and well-being.

The study's findings indicated that the cost implications of violence against women, including other women's injustices, have a significant direct and indirect cost for the private sector as it manifests in the lives of their employees (Allan, 2019; Khumalo et al., 2015; Markel & Hakspiel, 2019). This has a major impact on victims, perpetrators, and businesses (Markey & Hakspiel, 2019). Among their many adverse effects, violence against women interferes with women's full and equal workforce participation (Allan, 2019; Khumalo et al., 2015; Markel & Hakspiel, 2019). Violence against women has a significant negative impact on employees' physical, mental health, and well-being. In addition to its serious human impacts, it negatively impacts business productivity and reputation (Allan, 2019). The large numbers of women in low-paying jobs, highly prevalent in South Africa, have increased business pressure regarding the Employment Equity Act (Department of Women Republic of South Africa, 2015; Statistics SA, 2021). The Employment Equity Act requires a plan for employee progression, including gender (Western Cape Government, 2019). As employees often experience the direct consequences of violence in their own lives, there is pressure and an obligation on the private sector to design and implement interventions in their organisations that ensure employees well-being, effective delivery at work, and avoid the negative consequences

Figure 2 outlines the **return on investment** for the private sector to invest in the Women’s Transformation Fund, promoting pathways that address women’s well-being, economic empowerment, inclusion, and advancement. Interacting at this level supports a business bottom line in the medium to long term.



Figure 2. Return on Investment for the Private Sector

The legislated fund presents a **tangible, sustainable, and scalable** way to generate funds from the private sector to support evidence-based women’s initiatives and test new pathways at scale. In doing so, **this ensures an active ecosystem that advances the necessary actions that address violence against women and advances gender equity.**

The fund should be regarded as a tool and enabler for establishing and advancing diverse and scalable pathways.

In line with the study’s findings the fund must guarantee its effectiveness by predominantly investing in viable business models to ensure sustainability and enable a pathway to scale. Viable business models present an opportunity to build investment funds to sustain pathways and allow more flexibility in its design and implementation. Once enough viable business models are developed or identified, this will allow for a new way of working towards sustainability through impact investing and other innovative finance tools.

Figure 3 presents the proposed **Women’s Transformation Fund Key Investment Pathways**. These are evidence-based and recommended pathways that the private sector can use to promote and strengthen women’s economic empowerment initiatives and advance gender equity. Adopting these pathways as a legislative mandate serves as an alternative scalable prevention pathway.

As women are disproportionately affected by COVID-19, reversing many of the advances made for women, this fund can serve as a powerful model to ensure women are placed at the centre of economic recovery post-COVID-19.

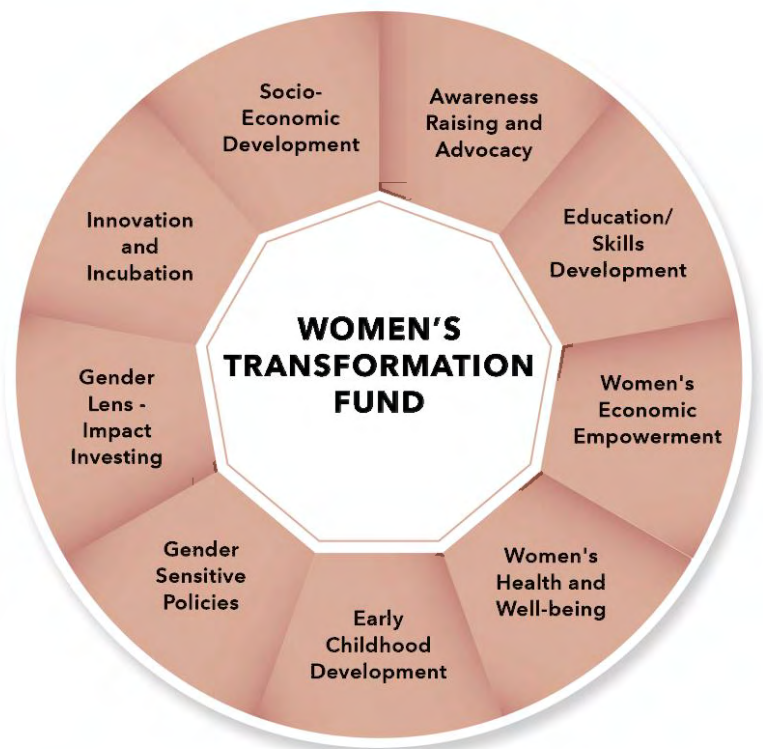


Figure 3. Women’s Transformation Fund
Key Investment Pathways

Each Women’s Transformation Fund Key Investment Pathway has the power to advance the achievement of the 17 UN Sustainable Development Goals and the UN Generation Equality Policy Areas. They are integral to its development.

A breakdown and description of the proposed key Investment Pathways are presented in figure 4. It is proposed that all pathways be aligned to the human rights architecture contained in chapter 9 of the Constitution of South Africa.

Key Investment Pathways	Supporting Evidence for the proposed Pathway	Tangible Points of Intervention
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AWARENESS-RAISING AND ADVOCACY

<ul style="list-style-type: none"> • Legislation should mandate all private sector and state institutions to invest a portion of their marketing budgets to promoting and raising awareness of women’s well-being, economic empowerment, inclusion, and advancement. • These initiatives should sensitise the private sector, the state, and all of society to access high-impact awareness-raising and advocacy tools to influence decision-making on equity pathways that promote better outcomes. 	<ul style="list-style-type: none"> • The study made it apparent that there is a need for awareness-raising, advocacy, and education to build the knowledge base and foundation of equity narratives and practices to influence the design and implementation of sustainable and scalable prevention pathways. • Raising-awareness, educating, and promoting women’s rights and well-being issues are critical mechanisms to significantly influence societal norms and behaviours (UN Women, 2020a). • These initiatives must be attached to medium to long-term interventions to ensure their effectiveness (Kerr-Wilson et al., 2020; WHO, 2020). 	<ul style="list-style-type: none"> • Publishing a book that includes an awareness-raising and educational campaign toolkit with compelling messages and information. This can include the design of robust social media serialised messages with thought leaders in the sector highlighting the importance of investing in women’s issues, i.e., violence against women. • The media series can include short, powerful clips and thought pieces explaining different concepts that sensitise the audience to the subject. • HR professionals and managers in companies can participate in programmes that sensitise them to the issue and provide them with tools to address the matter in the workplace.
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“Do you know that if the statistic says that

65% of women suffer violence from their intimate partners, this would mean that in the average company in South Africa, if that statistic were extrapolated to business, then in every company in this country some **50-65%** of women at work suffered some form of intimate partner violence in the 48 hours before the next workday.”

WOMEN'S ECONOMIC EMPOWERMENT

Several statistics indicate that women's participation in the economy is macro-critical
(World Economic Forum, 2021).

OWNERSHIP

Promote a minimum of 50% female ownership of and shareholding in companies.

MANAGEMENT CONTROL

Promote 50% Women Directors, and 50.8% of the workforce should comprise women of colour.

- The study's findings argue that the power women hold in leadership is a scalable prevention pathway in its own right.
- Female leadership, in particular, is linked to positive developments in education, infrastructure, and health at the local level (Struzik, 2020).
- According to Stats SA, among the Top 40 JSE listed companies, only one company had a female CEO. This presents a significant inequality that needs to be addressed to advance women and the SA economy.
- More diverse companies, in general, are 25 % more likely to outperform those that are not (Pant, M, 2021). There is, therefore, a strong correlation between diversity and performance.
- It is therefore good business practice to invest in parity and not to consider it as optional.



ENTERPRISE AND SUPPLIER DEVELOPMENT

Ensure 51% procurement of services and products per annum from female-owned businesses. This includes support and empowering the capacity of existing and aspiring female entrepreneurs to enable business and economic growth.

- The state spends US\$9.5 trillion contracting goods and services from the private sector every year, but Women-owned businesses receive only 1% of African public spending (Allen, 2020).
- Female entrepreneurship can substantially increase economic growth and poverty reduction and simultaneously shift power dynamics and empower women (UN Women, 2020).
- If women and men worldwide participated equally as entrepreneurs, the global GDP could ultimately rise by approximately 3% to 6%, boosting the global economy by \$2.5 trillion to \$5 trillion (Unnikrishnan & Hanna, 2019, p. 1).
- There is, therefore, value investing and procuring services and products from female-owned businesses. *“Women statistically reinvest their income in their communities and families at higher rates than men.”*

An example of how the private sector can nurture and enable this impact is demonstrated by a recent initiative launched by the Clicks and Pick n Pay Group to support and procure products from local businesses that are women-owned.

They will provide small companies commercial and business support through their platform in marketing, promotions, shared shelf space, and business mentorship (Ramalepe, 2021).

SA retailer calls on women-owned small businesses to join supply chain

by Ishani Chetty — August 16, 2021




The women’s economic empowerment initiative by the President of South Africa is another example. An effort to ensure that 40% of public procurement projects are granted to women-owned businesses (Allen, 2020).




Ramaphosa says women need to be empowered financially, will set aside 40% of public procurement

9 August 2020, 8:25 PM | Busi Chimombe | @SABCNews



Procurement preference should be granted to businesses that ensure sustained jobs, promote and enable female job creation, and to companies that allow investments to impact a more significant portion of women. This is outlined below:

<p>Number of jobs sustained</p> <ul style="list-style-type: none"> Promote female employment services and products that enable their employment sustainability. Businesses should constantly find ways to create a supportive environment for women to retain their employment. 	<ul style="list-style-type: none"> Violence against women, caregiving including other women’s injustices and responsibilities, interfere with women’s full and equal workforce participation (Allan, 2019; Markel & Hakspiel, 2019). It impairs employees’ physical and mental health and well-being and may result in job loss. It negatively impacts business productivity and reputation (Allan, 2019). Retention for female employees’ post-COVID-19 has presented as a significant issue. About a quarter of Senior American Women in the labour force were considering downshifting or stepping out (World Economic Forum, 2021). This has an enormous cost and impact on a business. Services and products that ensure employee retention are therefore crucial. 	<p>Refer to the Women’s Health and Well-being, and Gender Lens Policy section for proposed pathways to promote job retention.</p> 
<p>Number of jobs created</p> <ul style="list-style-type: none"> Hire 51% of female employees and promote female job creation. 	<ul style="list-style-type: none"> Promote female job creation to address the high levels of unemployment amongst women (a violence against women protective factor) (Statistics SA, 2021). 	<ul style="list-style-type: none"> “The Private sector is the main job creator” (South African Government, 2020, p. 2). As work is done to improve the economy post the pandemic, there is an opportunity for the

	<ul style="list-style-type: none"> • According to Stats SA, the unemployment rate in South Africa was continuously higher among women than it was among men, reaching approximately 34.3 percent of the total labour force during the fourth quarter of 2020 (Galal, 2021). <p style="text-align: center;">   </p>	<p>private sector to create new employment opportunities and inclusion strategies to address the gender gap and increase employment opportunities for women.</p> <ul style="list-style-type: none"> • In addition to Avon, Schzen, AMC, Natura which are examples of companies that have demonstrated the ability to promote women's financial inclusion bigger corporations should be challenged to do the same.
<p>Number of Women Impacted through Procurement</p> <ul style="list-style-type: none"> • Invest and procure services and products from businesses with a significant female employee component. This includes businesses that produce products and services designed to address the drivers that have an adverse impact on women's well-being, economic empowerment, inclusion, safety, and advancement. 	<ul style="list-style-type: none"> • Investing and procuring from businesses with a significant female employee component will increase the social impact of the investment, create more secure employment for women and reach more women. This will further enable the sustainability and scalability of a pathway. 	<ul style="list-style-type: none"> • Examples of companies to procure from include Sweep South who has access to a large number of women. Investing in their service ensures that these investments have a greater reach, address the drivers that have an adverse impact on women, and ensure their business sustainability. <p style="text-align: right;">  </p>

EDUCATION AND SKILLS DEVELOPMENT

- 0.5% of after-tax profits per annum should be invested in quality education, skills development, and learnerships.
- These opportunities should be provided for career advancement at every level of employment – from the cleaner to top management positions. Matric should be the baseline.
- External to business, they should invest in the education and skills development of communities, and educational institutions to advance quality education for all.
- Integral is STEM (Science, Technology, Engineering, and Math) training, predominantly digital skills for women to be equipped with the changing circumstances and the demand for digital skills – as the pandemic has accelerated the use of technology.

- Increasing individuals educational and skills levels increase their likelihood of obtaining better economic opportunities that can improve their quality of life and well-being— simultaneously reducing their risks of violence and other women’s injustices.
- The large numbers of women in low-paying jobs, highly prevalent in South Africa, encourages the need for this intervention by the private sector to adhere to the Employment Equity Act (Department of Women’s Republic of South Africa, 2015; Statistics SA, 2021).

- An example of the practical execution of this pathway is demonstrated by Target (A general merchandise retailer in the USA) who has recently announced its commitment to cover 100% of college tuition for its employees.





Target will cover 100% of college tuition for its workers

- A critical area of education that must be legislated is Matric completion. This is often a prerequisite to more quality work opportunities. There should be a compulsory no-cost online matric programme available for all women, which can be completed at any given time to allow for flexibility and adapt to women’s needs.
- The initial ‘night school’ that served this purpose has been discontinued. The Recognition of Prior Learning system that does exist is not a system that is accessible to many women unless they know how it works.
- Exploration needs to be undertaken to assess how we give women the

		<p>opportunity to complete matric in an extended period. The RPL system can be brought on board as an ally to promote women’s well-being, economic empowerment, inclusion, and advancement instead of being an inaccessible system.</p> <ul style="list-style-type: none"> • The recently launched UCT online high school can be adapted to address this issue.
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WOMEN’S HEALTH AND WELL-BEING

<ul style="list-style-type: none"> • Every employee should be given the tools, resources, and opportunities to ensure their holistic health and well-being promoting their human potential and growth. • The provision of compulsory personal development courses, coaching support, anti-violence strategies, and female reproductive health initiatives that promote women’s health and well-being should be implemented. • These initiatives should be made a priority and consider every level of a women’s development. 	<ul style="list-style-type: none"> • Investing in women’s holistic health and well-being initiatives such as mental health, anti-violence, reproductive health, and social-emotional development ensure women’s performance and productivity. It further reduces women’s violence risk. • It promotes female employee retention in the workplace and provides tools to support women navigate their personal and professional lives. <div style="text-align: center;">   </div>	<ul style="list-style-type: none"> • The leadership, personal transformation, and psychosocial support programmes designed and implemented as part of this dissertation at the Graduate School of Business are good examples of how the private sector can execute these pathways. • The WOM360 Women’s Personal Transformation Leadership Programme aimed to equip women with the tools to thrive. • Psycho-social Counselling Support: The provision of women’s well-being support services and products for female employees and socio-economic development programmes for private sector companies.
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EARLY CHILDHOOD DEVELOPMENT

- A portion of the fund should support quality ECD initiatives to ensure the well-being of future generations, society, and the economy. ECD initiatives can be targeted to support mothers in the workplace.

- ECD is globally recognised as the most impactful investment in human capital that a country can make.
- The rate of return on investment in quality ECD for disadvantaged children is 7-10% per annum through better outcomes in education, health, sociability, economic productivity, and reduced crime.
- ECD initiatives targeted at providing relief to caregivers can support and promote women in the workplace.



- An example is GROW Educare and Innovation Edge. GROW Educare use scalable Social Enterprise to unlock women-owned businesses in the early learning sector and provide five-star quality pre-school education. Innovation Edge is an innovation catalyst and social impact investor. They take a hands-on approach to supporting unconventional ideas that aim to transform early life experiences for children, aged 0 to 6, and living in poverty.
- Providing ECD centres at workplaces or in the residing community promotes an enabling environment to retain women in employment.

GENDER-SENSITIVE POLICIES

- Gender-Sensitive Business Policies need to be intensified that create an enabling environment for women, businesses, and the economy to thrive.

- Gender-sensitive policies post-COVID-19 is critical. The private sector is integral to creating these policies and infrastructure that will allow women to stay and enter the workforce without having the burden of caregiving.

Proposed Policies:

- **Flexible work conditions for women:** Flexibility has been identified as the number one factor to progress on gender parity. Flexibility policy measures have allowed women to have better circumstances

	<ul style="list-style-type: none"> • Gender-sensitive policies ensure women’s well-being, give them the flexibility to manage their family and work responsibilities, retain employment, and advance in their careers. 	<p>in the workforce (Frankiewicz, 2020).</p> <ul style="list-style-type: none"> • Childcare: A study conducted by IFC in South Africa indicated that providing childcare that is accessible and affordable increases women's participation in the private workforce and enable them to sustain their careers, and enables children to get a better education (IFC, 2019). • There are several benefits of state investments in this infrastructure that takes away the burden of care for women and provide it as a public good. <p>Other integral policies include: Family-friendly policies, re-thinking how performance reviews are done, financial inclusion of women, digital skills for women, promoting female entrepreneurship, capacity building, mentoring and coaching, mental health services, enhanced caregiving – paid time off, and child well-being centres.</p>
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GENDER LENS IMPACT INVESTING

- Promote investments to incorporate a gender lens into its structure. A portion of it should focus on investments that transform gender norms and contribute to women’s issues.

- Gender lens investing can contribute to decreasing the gender gap. It further enables gender-equitable social change that benefits women and girls (USAID, 2015, Patton-Power, 2021).



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- Work with investment companies and donor agencies with explicit goals related to gender equality to up the game in gender lens investing.
- As new business models are tested and proven effective, more gender lens impact investing funds can be developed. These funds can support social entrepreneurs to develop effective solutions to address gender equity.

SOCIO-ECONOMIC DEVELOPMENT

0, 5% of after-tax profits per annum should be invested in women’s social investment initiatives. These initiatives should promote women’s well-being, economic empowerment, inclusion, and advancement.

- Investing in cash transfer (conditional/unconditional) pathways serves as a driver of change to mitigate the risk factors that perpetuate violence against women (Buller et al., 2018; Kerr-Wilson et al., 2020).

- The state can incentivise businesses to offer services and products at a discounted rate for initiatives that support women or directly to single mothers and caregivers who earn under a certain income bracket.

These include the provision of food and essential household goods, low and no-interest loans to women to get housing/rental support vouchers for provisions or assets, tax relief, unemployment insurance, grant contributions, offering discounts, covering overheads or direct costs, and providing professional services at no charge.

INNOVATION AND INCUBATION

- Companies should invest a portion of the fund to innovation and incubation initiatives to support building viable business models and pathways that enable additional sustainable and scalable investment forms which fast- tracks women’s well-being, economic empowerment, inclusion, and advancement.

- Innovation and Incubation initiatives provide the opportunity to design and develop pathways that may be more effective, efficient, sustainable, than existing solutions and the scope to adapt to emerging innovations.



- An example is developing a low-cost housing business model to support women’s housing needs. The South African Breweries (SAB) Social Innovation: Reduction of Alcohol Misuse Award is another example. They fund innovators who have a product or service that can help address or prevent societal challenges associated with alcohol misuse.
- Companies can further be mandated to sell a product or service contributing to the Women’s Transformation Fund. These products can be produced from existing women’s economic empowerment programmes and procured from female entrepreneurs.

Figure 4. Breakdown of the Women’s Transformation Fund Key Investment Pathways.

CORE DESIGN PRINCIPLES

The following core design principles should underpin all pathways.

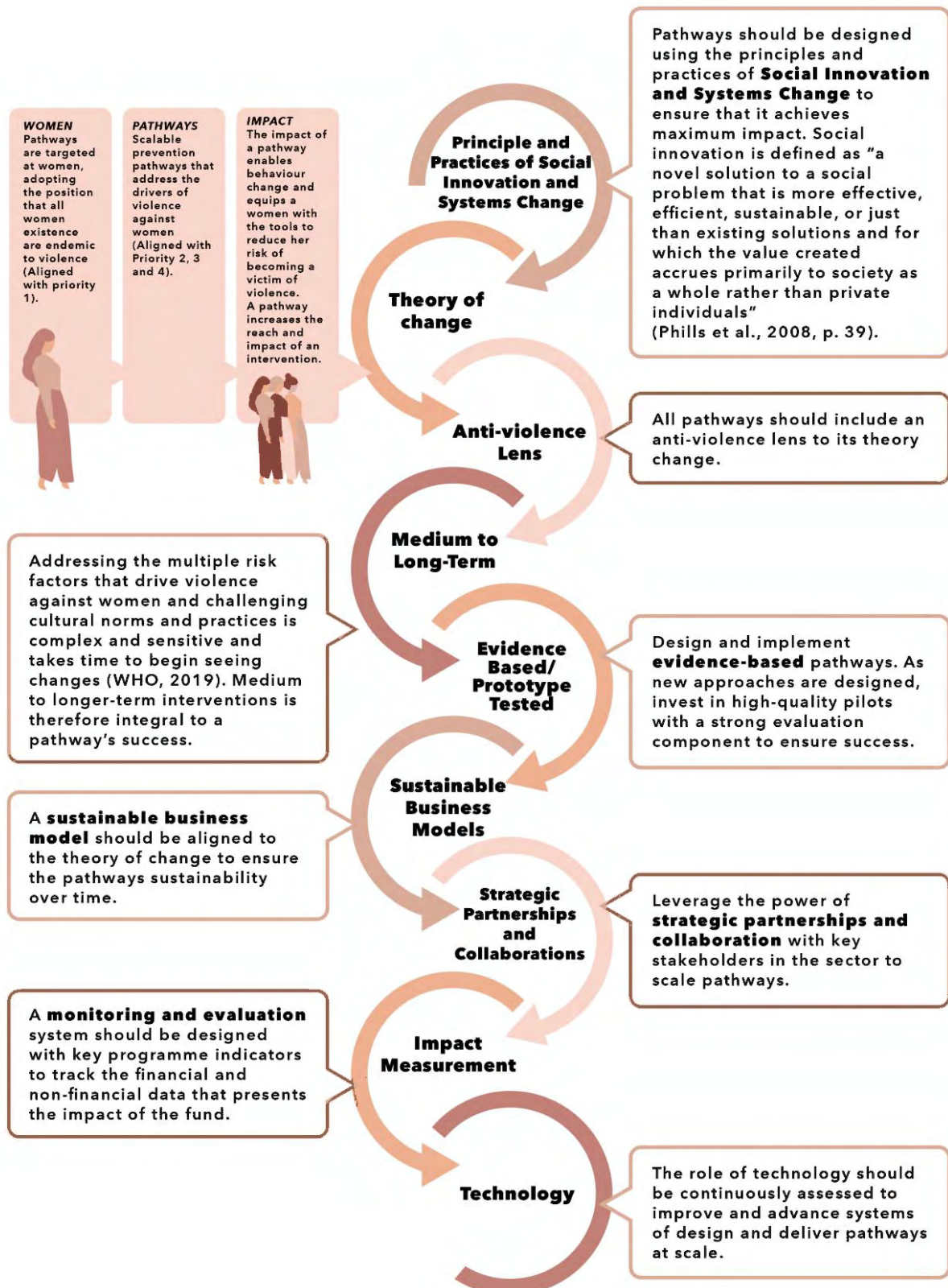


Figure 5. Core Design Principles.

FUNDAMENTAL PRIORITIES

The Fundamental Priorities will underpin the Women's Transformation Fund. Refer to the content as per chapters 5 and 6.

2 FUNDAMENTAL PRIORITIES

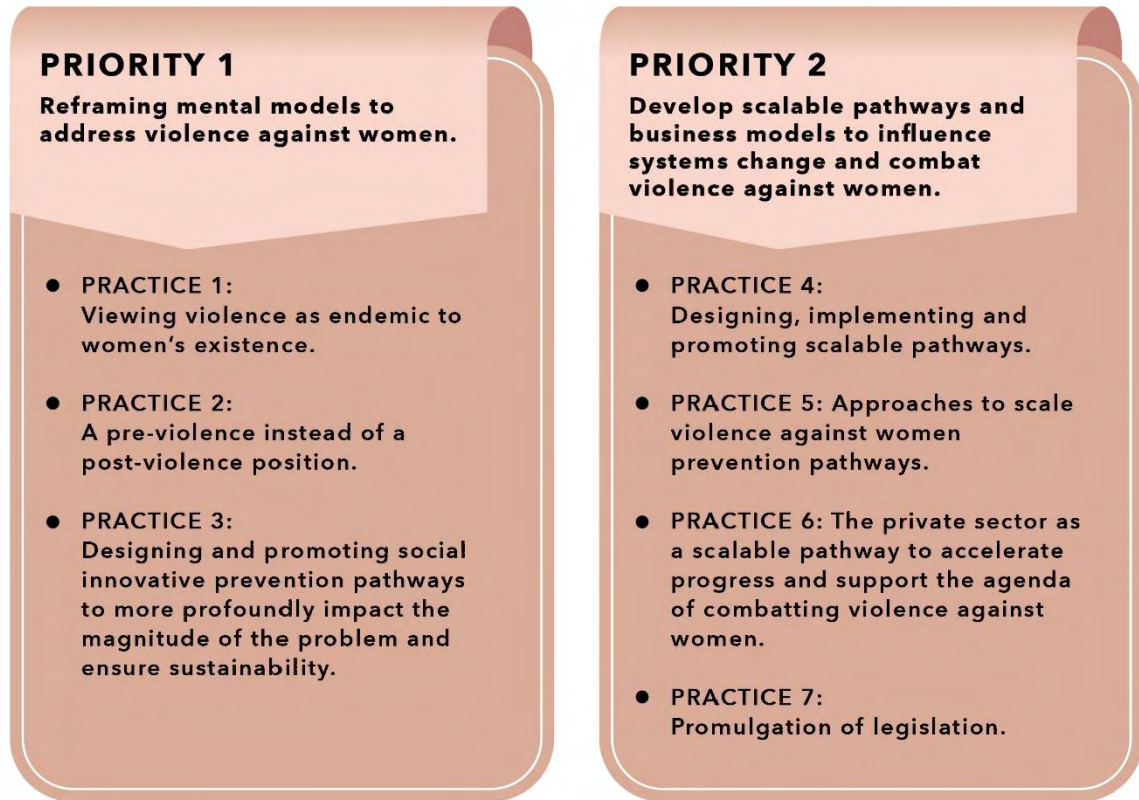


Figure 6. Fundamental Priorities.

FUND LEVY CATEGORIES

The fund levy categories that the private sector should be mandated to invest in the Women's Transformation Fund are outlined in figure.



Figure 7. Fund Levy Categories for private sector.

TAX INCENTIVES

Ensuring a sustainable public-private partnership, tax incentives to companies are integral. In addition to the existing tax incentives that are currently part of the tax regime in South Africa, the state should issue tax incentives for private sector institutions when these entities invest in the Women's Transformation Fund. In a globally stressed economic system, corporations will respond more favourably to the need to respond to initiatives such as The Women's Transformation Fund if these are linked to reductions in tax payable since cash flows and productivity are under significant stress across all sectors of the economy.

Some of South Africa's most prominent companies contribute as much as 17% of the state's total tax revenue (PWC, 2021). A tax regime where money can be given to good causes that increase productivity, reduce absenteeism for sickness and mental health-related challenges, and reduce the tax burden companies pay is a substantial incentive to get behind the Women's Transformation Fund. This includes considering progressive offsets in company taxes for this contribution to the weak and under-resourced state. There is sufficient grounding for this in tax law.

In every economy, a generous corporate sector is a response to a non-punitive tax regime. Where companies can sense that they can directly impact their bottom line by investing in indirect services such as The Women's Transformation Fund, it creates a more robust social bond between community and company. It makes the necessary financial resources available to sustain both community and company.

Women in leadership in the tax community and corporate leadership should draft a set of recommended tax incentives to support The Women's Transformation Fund that can be presented to the South African Revenue Services (SARS) for adoption. A series of well-thought-through conceived incentives that are central to corporate social investment mission can have a transformative impact on the future of women in this country.

IMPACT OF THE WOMEN'S TRANSFORMATION FUND

To track the impact of this fund, all companies should present their priority financial and non-financial interventions investments and an audited report of the Women's Transformation Fund to a specialised unit at the National Department of Social Development and Economic Development (as a custodian of women's issues) at the end of November of each year. A scorecard that ranks companies based on their impact on the Women's Transformation Fund can be developed using the above key investment pathways. This can feed into the UN system SDGs, namely women, education, health pillars, and other frameworks outlined above.

IMPACT ON COMPANY

A monitoring and evaluation system should be developed that demonstrates how, for companies, their investment in the fund is matched or exceeded by improvements in productivity from their employees.

The **INFLUENCE 360 ECOSYSTEM** structure proposes an alternative scalable prevention pathway to the current conversation of moving beyond binary choices in crafting a response to violence against women. It promotes a more scalable, sustainable, and equitable strategy to accelerate progress and enable **framework and systems change**.

***Not only do women and businesses thrive,
but the world does too...***

Appendix 2. Charters and Protocols that Seek to Protect Women’s Rights

The African Charter on the Rights and Welfare of the Child; the African Union African Youth Charter; the Protocol to the African Charter on Human and People’s Rights on the Rights of Women in Africa; the African Union Solemn Declaration on Gender Equality in Africa; the African Commission on Human and People’s Rights Resolution 111: The Right to a Remedy and Reparation for Woman and Girl Victims of Sexual Violence; the SADC Protocol on Gender and Development; AU Agenda 2063; Resolution 275 of the African Commission on Human and People’s Rights: Resolution on Protection Against Violence and other Human Rights Violations against Persons on the basis of their real or imputed Sexual Orientation or Gender Identity; the UN Convention on the Rights of the Child and Optional Protocols; the UN Convention on Consent to Marriage, Minimum Age for Marriage, and Registration of Marriages; the UN Principles for Older Persons; the Beijing Platform for Action; the UN Convention on the Elimination of All Forms of Discrimination Against Women; the Yogyakarta Principles; the UN Convention on the Rights of People with Disabilities; the International Covenant on Economic, Social, and Cultural Rights; the UN General Assembly Resolution 17/19: Human Rights, Sexual Orientation and Gender Identity; the International Covenant on Civil and Political Rights; the UN Convention and Protocol Relating to the Status of Refugees; the UN Sustainable Development Goals; the African Commission on Human and People’s Rights Guidelines on Combating Sexual Violence and its Consequences in Africa and the Protocol on the control of firearms, ammunition and other related materials in the SADC Region¹³. In addition specific regional policy frameworks are particularly pertinent: the SADC Regional Strategy and Framework of Action for Addressing Gender-Based Violence 2018 - 2030, the Strategy for Sexual and Reproductive Health and Rights in the SADC Region 2019 – 2030 and the Regional Strategy for HIV Prevention, Treatment and Care and Sexual and Reproductive Health and Rights among Key Populations.

Appendix 3. The related United Nations Sustainable Development Goal Targets Relevant to the Prevention of Violence against Women

Sustainable Development Goal	
SDG 1	<p>SDG 1.1. Eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day.</p> <p>SDG 1.2. Reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions.</p> <p>SDG 1.3. Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable.</p>
SDG 3	<p>SDG 3.1. Reduce the global maternal mortality ratio to less than 70 per 100,000 live births.</p> <p>SDG 3.2. End preventable deaths of new-borns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births.</p> <p>SDG 3.3. End the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases.</p> <p>SDG 3.5. Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol.</p> <p>SDG 3.7. Ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes.</p> <p>SDG 3.8. Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.</p>

<p>SDG 4</p>	<p>SDG 4.1. Ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes.</p> <p>SDG 4.2. Ensure that all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education.</p> <p>SDG 4.3. Ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university.</p> <p>SDG 4.4. Substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.</p> <p>SDG 4.5. Eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations.</p> <p>SDG 4.6. Ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy.</p> <p>SDG 4.7. Ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture’s contribution to sustainable development.</p>
<p>SDG 5</p>	<p>SDG 5.1. <i>End all forms of discrimination against woman and girls everywhere.</i></p> <p>SDG 5.2. <i>Eliminate all forms of violence against women and girls in public and private spheres, including trafficking, and sexual and other types of exploitation.</i></p> <p>SDG 5.3. <i>Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation.</i></p> <p>SDG 5.4. Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and</p>

	<p>social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate.</p> <p>SDG 5.5. Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.</p> <p>SDG 5.6. Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences.</p> <p>SDG 5.6a Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws.</p> <p>SDG 5.6b Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women.</p> <p>SDG 5.6.c <i>Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels.</i></p>
<p>SDG 8</p>	<p>SDG 8.1 Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries</p> <p>SDG 8.2 Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors</p> <p>SDG 8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and</p>

	<p>growth of micro-, small- and medium-sized enterprises, including through access to financial services</p> <p>SDG 8.5 By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.</p> <p>SDG 8.6 By 2020, substantially reduce the proportion of youth not in employment, education or training</p> <p>SDG 8.8 Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment</p> <p>SDG 8.10 Strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance and financial services for all</p>
SDG 16	<p>SDG 16.1 <i>Significantly reduces all forms of violence and related deaths everywhere.</i></p> <p>SDG 16.2 <i>End abuse, exploitation, trafficking and all forms of violence against and torture of children.</i></p> <p>SDG 16.3 Promote the rule of law at the national and international levels and ensure equal access to justice for all</p>
SDG 17	<p>Strengthen the means of implementation and revitalize the global partnership for sustainable development</p>

Appendix 4. Legislative and Policy Frameworks to Respond to Violence against Women and Pertinent to Prevention.

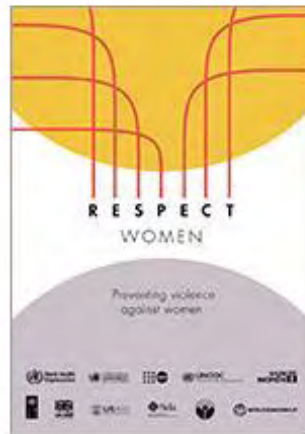
Legislative and Policy Frameworks	Description
Domestic Violence Act no. 116 of 1998	The Domestic Violence Act responds to domestic violence in South Africa and attempts to protect victims by making provision for the issuing of protection orders. It recognises that domestic violence is not a private matter, rather a serious crime against society.
The National Crime Prevention Strategy (NCPS) 1996	Establishes crimes of violence against women and children as a national priority.
The Criminal Law Amendment Act 105 of 1997	Establishes mandatory minimum sentences for certain rapes.
Sexual Offences Act of 2007	The Criminal Law (Sexual Offences and Related Matters) Amendment Act, 2007 broadened the definition of rape and other sexual offences and introduced new offences that relate to GBV, including digital distribution of pornography etc;
Prevention of and treatment for Substance Abuse Act	Provides local government with a role to play in the prevention of and treatment for substance abuse. It further provides guidance on prevention, brief intervention, treatment and reintegration programmes.
365 National Action Plan to End Gender Violence	This plan is a follow up to the May 2006, 365 Days of Action to End Gender Violence conference that adopted the Kopanong Declaration, in which a broad cross section of South Africans committed to a joint campaign for eradicating this gross human rights violation. The Kopanong Declaration envisaged that each year the 16-day campaign on gender violence would become a platform to heighten awareness and take stock of gaps and achievements, and to ensure sustained, measurable efforts to end gender violence.
Workplace Acts	Equity in the workplace is regulated in the Employment Equity Act, 1998 (EEA). Section 54 of the EEA empowers the Minister of Employment and Labour to issue Codes of Good Practice

	<p>on the advice of the Commission of Employment Equity (CEE). Section 6(1) of the EEA states that, “no person may unfairly discriminate, directly or indirectly, against an employee, in an employment policy or practice, on one or more grounds, including race, gender, sex, pregnancy, marital status, family responsibility, ethnic or social origin, sexual orientation, age, disability, religion, HIV status, conscience, belief, political opinion, culture, language, birth or on any other arbitrary ground.” Section 6(3) of the EEA states that, “Harassment of an employee is a form of unfair discrimination and is prohibited on anyone.”</p> <p>The Code of Good Practice on the Prevention and Elimination of Violence and Harassment in the World of Work is intended to address the prevention, elimination and management of violence and harassment that pervade the world of work, guided by the International Labour Organization (ILO) Convention 190 and its Recommendation on eliminating and preventing Violence and Harassment in the World of Work, 2019, the Discrimination (Employment and Occupation) Convention 111 of 1958 (Convention 111) and the ILO Convention 151, relating to Occupational Health and Safety.</p> <p>The ILO Convention, 190 and its Recommendation concerning the elimination of violence and harassment in the world of work obliges member states to adopt, in accordance with national laws and circumstances an inclusive, integrated and gender-responsive approach for the prevention and elimination of violence and harassment in the world of work.</p>
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Other relevant legislation includes: the Marriage Act 25 of 1961; the Labour Relations Act 66 of 1995 and amendments; the South African Police Services Act 68 of 1995; the Film and Publications Act 65 of 1996 and amendments; the South African Schools Act 84 of 1996; the Employment Equity Act 55 of 1998; the Recognition of Customary Marriages Act 120 of 1998; the Refugees Act 130 of

1998; the Maintenance Act 99 of 1998 which provides for garnishee orders and attachment of emoluments and orders by default; the Promotion of Equality and Prevention and Unfair Discrimination Act 4 of 2000; the Firearms Control Act 60 of 2000; Immigration Act 13 of 2002 and amendments; National Health Act 61 of 2003; Children's Act 38 of 2005 and amendments; Older Persons Act 13 of 2006; Civil Union Act 17 of 2006; Child Justice Act 75 of 2008; Independent Police Investigative Directorate Act 1 of 2011; Protection from Harassment Act 17 of 2011; Dangerous Weapons Act 15 of 2013; Prevention and Combating of Trafficking in Persons Act 7 of 2013; Judicial Matters Amendment Acts 43 of 2013, 24 of 2015 and 8 of 2017 ; Hate Crimes Bill and the Victim Support Bill (Department of Social Development South African Integrated Programme of Action Addressing Violence Against Women, Children and LGBTQIA+ persons (2019-2024) Draft 8 October 2018.)

Appendix 5. RESPECT women framework (WHO, 2019)



R – Relationship skills strengthened. Strategies aimed at individuals or groups of women, men or couples to improve skills in interpersonal communication, conflict management and shared decision-making.

E – Empowerment of women. Economic and social empowerment including inheritance and asset ownership, microfinance plus gender and empowerment training interventions, collective action, creating safe spaces and mentoring to build skills in self-efficacy, assertiveness, negotiation, and self-confidence.

S – Services ensured. A range of services including health, police, legal, and social services for survivors of violence.

P – Poverty reduced. Strategies targeted to women or the household whose primary aim is to alleviate poverty ranging from cash transfers, savings, microfinance loans and labour force interventions.

E – Environments made safe. Efforts to create safe schools, public spaces and work environments, among others.

C – Child and adolescent abuse prevented. Establishing nurturing family relationships, prohibiting corporal punishment, and implementing parenting programmes as mentioned in INSPIRE - 7 strategies for preventing violence against children.

T – Transformed attitudes, beliefs and norms. Strategies that challenge harmful gender attitudes, beliefs, norms and stereotypes that uphold male privilege and female subordination, that justify VAW and that stigmatize survivors. These may range from public campaigns, group education to community mobilization efforts.

Appendix 6. Data Sources

Sources	Status Description	Status
Source 1	Representative of the Bertha Centre for Social Innovation and Entrepreneurship Innovative Finance Team. Founder, Intelligent Impact. Associate Fellow, Oxford. Entrepreneur-in-Residence, Skoll Centre. Visiting Fellow, LSE. Angel Investor, Dazzle.	One-to-one interview
Source 2	Senior Project Manager for the Bertha Centre for Social Innovation and Entrepreneurship Innovative Finance Team.	One-to-one interview
Source 3	Director, Schwab Foundation for Social Entrepreneurship and Head of Social Innovation, World Economic Forum. Founder of the Bertha Centre for Social Innovation and Entrepreneurship.	One-to-one interview
Source 4	Specialist in the Development Sector in South Africa (Former Chief Executive Officer of Community Chest of the Western Cape).	One-to-one interview
Source 5	Deputy-Director General of the Western Cape Government Department of Economic Development and Tourism, Head of Western Cape COVID-19 Task Team.	One-to-one interview
Source 6	Chief Executive Officer of the Allan Gray Orbis Foundation.	One-to-one interview
Source 7	Senior Researcher at the South African Medical Research Council. The researcher had an opportunity to engage with the source on three different occasions in an individual interview, engaging in a workshop at the Gender-Based Violence Presidential Summit and the Bertha Centre for Social Innovation and Entrepreneurship Gender-Lens Investing workshop.	One-to-one interview Engaged with at an expert meeting
Source 8	Chief Executive Officer of Treeshake ; World Economic Forum Young Global Leader.	One-to-one interview
Source 9	Community Manager, Global Shapers Community, World Economic Forum.	Engaged with at an expert meeting
Source 10	Head of Avon Foundation	Engaged with at an expert meeting
Source 11	Representative of Vital Voices working on violence against women prevention programmes.	Engaged with at an expert meeting
Source 12	A gender and ESG expert, has co-authored the book 'Banking for a Better World, facilitator of powerful female leadership programs, a storyteller and has made a docuseries of female role models from the financial sector globally. She has coached numerous executive women worldwide.	Engaged with at an expert meeting
Source 13	Head of Poverty Spotlight in South Africa	Engaged with at an expert meeting
Source 14	A South African disability and women's rights activist. She is co-founder of the Women's Achievement Network for Disability, and CEO of the Artscape Theatre Centre in Cape Town.	Engaged with at an expert meeting

Source 15	A social scientist with 18 years' experience in conducting quantitative research, impact evaluations, policy analysis and desk top reviews in the areas of violence against women and girls, HIV/AIDS, alcohol and other substance use. She held the portfolio of Research Uptake Manager of the Global UK-AID funded What Works to prevent Violence against Women and Girls, where she led a multi-faceted strategy for research uptake in the global What Works programme.	Engaged with at an expert meeting
Source 16	A Professor and Director of the What Works to Prevent Violence Global Programme, as well the Executive Scientist: Research Strategy in the South African Medical Research Council Office of the President and Secretary of the Sexual Violence Research Initiative.	Engaged with at an expert meeting
Source 17	Acting Chief of the Ending Violence against Women Section at UN-Women. She is also leading the work of the section in the area of prevention.	Engaged with at an expert meeting
Source 18	Senior Researcher from the South African Medical Research Council	One-to-one interview
Source 19	Senior Technical specialist and Lead Consultant for Social Development Direct's Gender Based Violence portfolio. She has 14 years' experience working on Violence against Women and Girls, women's rights, and gender equality across a range of development contexts.	Engaged with at an expert meeting
Source 20	The Social Development advisor at the Department of International Development in Inclusive Societies	Engaged with at an expert meeting
Source 21	Project Head of the Women and Democracy Initiative at the Dullah Omar Institute. She facilitates civil society engagement with Parliament to strengthen oversight on Government's delivery of human rights obligations. She was previously employed at Resources Aimed at the Prevention of Child Abuse and Neglect (RAPCAN) and before that at Rape Crisis Cape Town Trust in senior advocacy positions. She has developed expertise in promoting social justice and advocating for development, reform and implementation of law and policy that promotes children's and women's rights.	Engaged with at an expert meeting
Source 22	Associate Professor at University of Cape Town Graduate School of Business	One-to-one interview
Source 23	Western Cape Department of Social Development Victim Empowerment Manager	One-to-one interview
Source 24	Co-Founder of The Clothing Bank Social Enterprise	One-to-one interview
Source 25	Chief Executive Officer - De Beers Group	Engaged with at an expert meeting
Source 26	Chief Executive Officer - Vodafone	Engaged with at an expert meeting
Source 27	Head of Africa Monitor	Engaged with at an expert meeting
Source 28	Director of the Women's Legal Centre a non-profit law centre that seeks to achieve equality for women, particularly black women through impact based litigation, the provision of free legal advice, legal support to advocacy campaigns run by other organizations (which fall within the Center's objectives) and training that ensures	Engaged with at an expert meeting

	people know and understand the impact of judgements of the courts on the subject of women's rights.	
Source 29	Founder and Executive Chairman of the World Economic Forum	Researched and summarised public statements
Source 30	Prime Minister of Belgium and promoter of women's rights. He authored the book 'The age of women'	Engaged with at an expert meeting
Source 31	President and Chief Executive of the Women in Africa Initiative	Engaged with at an expert meeting
Source 32	Director of 1000 Women	One-to-one interview
Source 33	Global Managing Partner Mckinsey and Company	Engaged with at an expert meeting
Source 34	Minister of International Development Corporation of Egypt	Engaged with at an expert meeting
Source 35	The Queen of Jordan. She has become known for her advocacy work related to education, health, community empowerment, youth, cross-cultural dialogue and micro-finance.	Researched and summarised public statements
Source 36	Deputy Secretary-General at the United Nations and Chair of the United Nations Sustainable Development Group.	Engaged with at an expert meeting
Source 37	Western Cape Government Minister of Social Development	Engaged with at an expert meeting
Source 38	Premier of the Western Cape	Engaged with at an expert meeting
Source 39	President of South Africa, Cyril Ramaphosa personal advisor	Researched and summarised public statements
Source 40	UN Under-Secretary-General and Executive Director of UN Women	Engaged with at an expert meeting

Appendix 7. Expert Meetings

Name of Event	Location	Organisers	Webpage	Purpose
Sustainable Development Impact Summit (2018)	New York City	World Economic Forum	https://www.weforum.org/events/sustainable-development-impact-summit-2018	The Sustainable Development Impact Summit builds on the agenda of the World Economic Forum Annual Meeting in Davos-Klosters, Switzerland, and related projects of the Center for the Fourth Industrial Revolution in San Francisco, California. Relevant experts, research and initiatives are also highlighted by Transformation Maps, which can be accessed via the TopLink portal. Forum constituents and our extensive network of over 6 million followers on social media engage in the conversations to identify scalable solutions that can significantly impact the development agenda.
UN Women HeForShe Impact Summit (2018)	Hilton, New York City	UN Women	https://www.heforshe.org/en/heforshe-impact-summit-2018	<p>On the sidelines of the 73rd Session of the UN General Assembly, Her Majesty Queen Rania Al-Abdullah, of the Hashemite Kingdom of Jordan, award-winning actor and UN Women's Global Goodwill Ambassador, Anne Hathaway, and actor and activist Winston Duke joined world leaders, global CEOs, university presidents and activists to unveil ground-breaking solutions to achieve gender equality around the world. Most notably, HeForShe released three distinct products at the Summit, based on the work of its HeForShe Champions:</p> <ol style="list-style-type: none"> a. The HeForShe Proven Solution on How to Achieve Parity in Global Leadership: Emerging from the work of HeForShe IMPACT Champion PwC Network, which has moved from 18% female representation on its Global Leadership team to 47% in just 15 months, the solution sets out a roadmap for other organizations. b. The HeForShe Emerging Solutions for Gender Equality Report, containing 34 concrete emerging solutions on how to achieve gender equality. These solutions address a wide range of issues, including closing the gender pay gap, ending gender-based and sexual violence, and achieving parity across society. c. Last, HeForShe unveiled its first HeForShe Male Allies Guide for Gender Equality – Tips for Understanding and

				Managing Your Emotions, built on a program pioneered by the Government of Finland, a HeForShe IMPACT Champion, to enlist army conscripts to prevent violence against women.
National Presidential Summit on Gender-Based Violence and Femicide (2018)	Pretoria, South Africa	Presidential office of South Africa	https://www.justice.gov.za/events/GBVSummit.html	National Summit on Gender-Based Violence and Femicide were held between the government and civil society to determine a roadmap to end the scourge of gender-based violence and femicide of women and girls in our country.
Vital Voices (2019)	Vineyard Hotel	Vital Voices Global Partnership and the Avon Foundation for Women	www.vitalvoices.org	A training program for multi-sector professionals who work with and for victims and survivors of gender-based violence (GBV). The programme focused on fostering coordinated community responses to GBV. The training aimed to help participants understand the coordinated community response (CCR) concept and develop a common framework through which to respond to GBV. Over the course of the day, international and local facilitators worked with participants to develop CCR action plans to improve their capacity to collaborate to support and empower survivors of GBV.
Vital Voices (2019)	Vineyard Hotel	Vital Voices Global Partnership and the Avon Foundation for Women	www.vitalvoices.org	The program delivered an interactive one-day training that provided non-profit leaders working in the field of gender-based violence and women's rights services with practical approaches, tools, and inspiration for fundraising in a changing landscape.
World Economic Forum on Africa Session on Violence Against Women (2019)	Cape Town International Convention Centre	World Economic Forum	https://www.weforum.org/events/world-economic-forum-on-africa-2019/about	The World Economic Forum on Africa held its annual regional summit in Cape Town from 4-6 September 2019. The 28th World Economic Forum on Africa convened more than 1,000 regional and global leaders from politics, business, civil society, and academia to shape regional and industry agendas in the year ahead. This session included a plenary discussion on the prevention and mitigation of violence against women in Africa.
'Finance as a Strategy to address Gender Inequalities' (2019)	UCT Graduate School of Business	Bertha Centre for Social Innovation and Entrepreneurship		A workshop that aimed to unpack 'Finance as a strategy to address gender inequalities'.

	Cape Town International Convention Centre	Whats Works To End Violence Against Women and Girls	https://www.svri.org/forums/forum2019/events.html	This session focused on giving insights into harnessing the power of rigorous new evidence to progress initiatives to prevent violence and change women and girls' lives around the world. Representatives from bilateral organisations, civil society, women's rights organisations, and funders came together to continue building the shared agenda to prevent violence against women and girls that began to take shape through meetings at Wilton Park in May 2019 and during the Women Deliver 2019 Conference. Keynote speakers included Dr. Lori Heise (Johns Hopkins University and the Prevention Collaborative), Claudia Garcia Moreno (WHO), Emma Fulu (Equality Institute), and Tina Musuya (CEDOVIP), as well as representatives from DfID and other governments.
Gender-Based Violence Hackathon	Ernest and Young	US Embassy and Silicon Cape	https://www.siliconcape.com/events/gender-based-violence-hackathon/ ; https://www.buildcommunityhackathons.co.za/	The US Embassy in South Africa hosted a hackathon in Cape Town focused on creating innovative digital solutions to the problem of gender-based violence.
Western Cape Government 365 Day Event	City of Cape Town Hall	Western Cape Department of Social Development		<p>The Western Cape Department of Social Development was mandated to facilitate a multi-sectoral consultation process regarding addressing the scourge of violence against women and children in the Western Cape. This working session was the first of many interventions, with a specific focus on addressing violence, guided by the Gender-Based Violence and Femicide National Strategic Plan (NSP) and the Premier's Vision Inspired Priorities (VIPs) in the Province's crime hot spots.</p> <p>The workshop was aimed at knowledge sharing and improving the co-ordination of societal initiatives to address violence against women and children amongst all stakeholders working in the respective sectors. The workshop drew on the research of experts in the field.</p>

1st Annual Ilitha Labantu Lecture	Granger Bay Hotel Waterfront	Ilitha Labantu		1 ST Annual lecture presented by UN Women executive director, Dr. Phumzile Mlambo-Ngcuka themed, "Fundamental Freedoms: Fostering Enabling Environments for Gender Equality and Justice in a Constrained Society."
COVID-19 and GBV	Zoom Online	UN Women/HeForShe		
Davos 2021 – Placing Gender Parity at the Heart of Recovery	Zoom Online	World Economic Forum	https://www.weforum.org/videos/davos-2021-placing-gender-parity-at-the-heart-of-the-recovery-option-2-english	<p>The pandemic has created a “double-double shift” of at least 20 hours per week of additional work for women at home and is potentially exacerbating existing gender gaps.</p> <p>What policies, practices and partnerships are needed to shape an equal future of work for women and accelerate progress towards parity?</p> <p>This session is associated with the following projects and initiatives of the World Economic Forum: Hardwiring Gender Parity in the Future of Work, and Closing the Gender Gap Accelerators.</p>

Appendix 8. South African National Strategic Plan for Gender-Based Violence and Femicide (South African Government, 2020).

Pillars:

To achieve this vision, South Africa will centre its efforts on bringing about specific changes around key pillars over the next 10 years, broken down into the five-year outcomes as listed below:

<p>Pillar One: Accountability, Coordination and Leadership</p>	<p>Five-Year Outcomes</p> <p>1.1 Bold leadership, strengthened accountability across government and society that responds to GBVF strategically with clear messaging and adequate technical and financial resources;</p> <p>1.2. Strengthened multi-sectoral coordination and collaboration across different tiers of government and sections of society based on relationships of trust that give effect to the pillars of the NSP.</p>
<p>Pillar Two: Prevention and Rebuilding Social Cohesion</p>	<p>2.1. Strengthened delivery capacity in South Africa to roll out evidence-based prevention programmes;</p> <p>2.2. Changed behaviour and social norms within key groups as a result of the rollout of evidence-based prevention interventions;</p> <p>2.3. Shifts away from toxic masculinities towards embracing positive alternative approaches for expressing masculinities and other sexual and gender identities, within specific communities/groups;</p> <p>2.4. Optimally harnessed Violence Against Children (VAC) programmes that have an impact on GBV eradication;</p> <p>2.5. Increased cross fertilisation and integration of prevention interventions on violence against LGBTQIA+ persons with broader GBVF prevention and violence prevention interventions;</p> <p>2.6. Strengthened programming that addresses the restoration of human dignity, builds caring communities and responds to historic and collective trauma;</p> <p>2.7. Public spaces are made safe and violent free for all, particularly women and children.</p>
<p>Pillar Three: Justice, Safety and Protection</p>	<p>3.1. All GBV survivors are able to access efficient and sensitive criminal justice that is quick, accessible, responsive and gender inclusive;</p> <p>3.2. Strengthened capacity within the criminal justice system to address all impunity, effectively respond to femicide and facilitate justice for GBV survivors;</p> <p>3.3. Amended legislation related to GBV areas that build on legislative reforms initiated under the ERAP.</p>

<p>Pillar Four: Response, Care, Support and Healing</p>	<p>4.1. Strengthened existing response, care and support services by the state and civil society in ways that are victim-centred and survivor-focused to facilitate recovery and healing;</p> <p>4.2. Secondary victimisation is eliminated through addressing specific individual and systemic factors that drive it;</p> <p>4.3. Victims feel supported by the system to access the necessary psychosocial, material and other support required to assist them with their healing;</p> <p>4.4. Strengthened community and institutional responses to provide integrated care and support to GBV survivors and their families that takes into account linkages between substance abuse and HIV and AIDS.</p>
<p>Pillar Five: Economic Power</p>	<p>5.1. Accelerated initiatives that address women’s unequal economic and social position, through access to government and private sector procurement, employment, housing, access to land, financial resources and other income generating initiatives;</p> <p>5.2. Safe workplaces that are free of violence against women and LGBTQIA+ persons, including but not limited to sexual harassment;</p> <p>5.3. Demonstrated commitment through policy interventions, by the South African state, private sector and other key stakeholders to eliminate the impact of economic drivers of GBV;</p> <p>5.4. Strengthened child maintenance and related support systems to address the economic vulnerability of women.</p>
<p>Pillar Six: Research and Information Management</p>	<p>6.1. Improved understanding of the extent and nature of GBVF, broadly and in relation to specific groups and forms in South Africa;</p> <p>6.2. Adoption of GBV policies and programming interventions that are informed by existing evidence-based research;</p> <p>6.3. GBVF related information across different government management information systems, is readily used to address systemic challenges and facilitate effective solutions and responses.</p>