

FemPlatz: Boosting Engagement Through Art



SERBIA



**COUNTRY
CIVIC SPACE
RANKING**
Obstructed



**PRIMARY
CONSTITUENTS:**
Women (inc. rural
communities &
women's rights groups)



SIZE:
Small
FOCUS: Women's
rights advocacy

NEEDS

[FemPlatz](#) advocates against gender-based discrimination across Serbia. To boost support and participation of its constituents, especially young feminists, FemPlatz sought to improve its engagement approach by:



- Simplifying the language they use, so young women could relate more to its statements and stories
- Aligning activities with the interests of young feminists keen to change the negative image of feminism in Serbia, but operate outside of formal CSO spaces

HOW IT WORKS

FemPlatz organised informal workshops where visual materials, photography and social media campaigns were used to engage these constituents around:

1. Whether FemPlatz's advocacy work is meeting their needs
2. How FemPlatz can improve its communications on positive images of feminism
3. Further mobilisation activities, including a photo exhibition to highlight the strength, creativity, and resilience of young feminists, as part of the 16 Days of Activism Against Gender-Based Violence campaign



RESULTS

- Greater engagement from key constituents to support and steer the work of the organisation
- Femplatz learned the importance of a flexible approach and simplifying their messaging to better fit constituents' realities
- Constituents felt empowered, respected and appreciated by the organisation, because it provided them with space to act and trusted their choices
- Femplatz realised the power of communicating women's rights and responding to discrimination in new ways, including visual materials and art

