FemPlatz: Boosting Engagement Through Art

**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

FemPlatz is national partner in the Resilient Roots initiative