Amplifying Voices, Empowering Lives: How Human-Centered Design shaped UNICEF’s Virtual Safe Space platform
Are we sure innovation cannot wait?

- Only 21% of women in LMICs are online
- 900 million women do not have access to mobile internet
- 98% of women and girls reported having faced online violence in the Middle East; 90% in Africa.

- And many more challenges:
  - Low digital and written literacy
  - Low connectivity
  - Shared phones
  - Social norms
  - Safety & backlash
Human-Centered Design

User Research

Contextualization

Training

Deployment & Dissemination

M & E

I found it all interesting because it leads me to be a mother for the future so I can also teach my children what I was not taught about my body.”

38 year old woman

We usually want to know these things but don’t want to ask someone, so Laaha is a safe space to learn.”

15 year-old girl, Lebanon

Just what I needed as I was looking at the content at home where I could exactly what was looking for”

13 year girl, Lebanon
What did we learn?

- Be intentional about your project team
- Design with your target audience, not on their behalf
- Do no harm
- Build for your most vulnerable user
- Don’t assume, verify!
- Think sustainable from day 1
Opportunities for mine action

• Including content on Mine Action towards women and girls on Laaha
• From Laaha (GBV risk) to Minaa (EO risk)? why not a similar platform in mine action?
  - For EORE
  - For EOD (including hotlines)
  - For Victim assistance services,
  - Land release, advocacy, etc
• Use of Chatbots in MA?
Visit Laaha at www.laaha.org

Any question? cmasbounji@unicef.org