



**Spotlight Initiative**  
*To eliminate violence against women and girls*

# iMatter.gy App

## CARICOM girls in ICT Day - April 28, 2022

**Adler Bynoe, UNFPA Liaison Officer for Guyana**

*Initiated by the European Union and the United Nations:*



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## KEY POINTS

- Gender Based Violence (GBV) is **caused by gender inequality, the abuse of power and disregard of human rights.**
- **Anyone can experience GBV** including men and boys but **women and girls are disproportionately affected** because of gender inequality and power imbalance between males and females.
- GBV is not only rape/sexual violence but includes **different forms of violence** such as physical and emotional violence, early marriage and economic violence.
- GBV survivors need various services to overcome the negative consequences of GBV.
- Most GBV survivors **do not** access support services at all!



Icon for  
iMatter.gy  
App



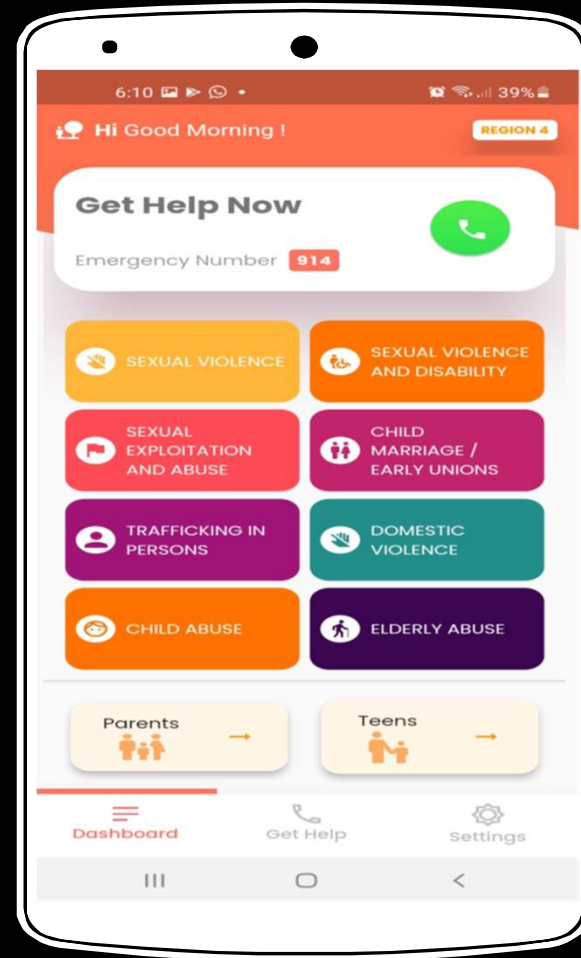
# Launch of iMatter.gy App

To enhance access to information on GBV services as well as access to services; building upon UNFPA led GBV services mapping and referral pathways development.



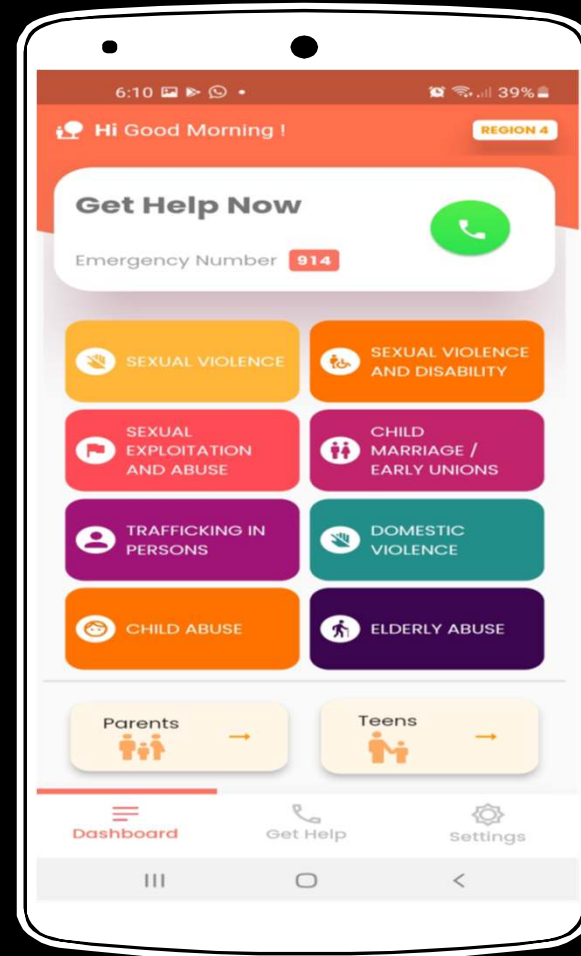
# App Features

- Types of GBV
- Where to get Help
- Resources
- Know the Law
- Myths and FAQs



# Panic Button Feature

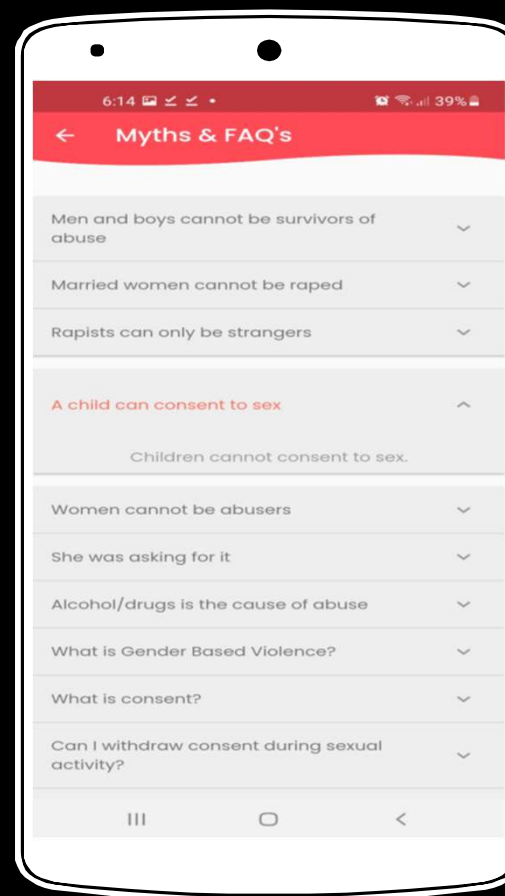
Allows for immediate access to 24 hours assistance



# App Development

**Project Leads: Akola Thompson  
(1<sup>st</sup> phase) as well as Techlify and  
the Ministry of Human Services &  
Social Security (2<sup>nd</sup> phase)**

**Technical support from UNFPA &  
Financial support from Spotlight**







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**UNFPA is pleased to have supported this initiative!**

**Thank you!**

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