

**Revenge Pornography in Uganda**  
Addressing the Crime of Intimate Disclosure

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May 2020



Final assignment submitted in partial fulfilment of the requirements for post-graduate degree in International Gender Studies at the GRÓ Gender Equality Studies and Training Programme.

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Reykjavík, Iceland, 2020

## **Acknowledgements**

I cannot express enough thanks to my supervisor Þórður Kristinsson for his support and encouragement. I offer my sincere appreciation for the learning opportunities he provided during the development process of this project like the consultation session with Steinunn, Stígamót's media expert. Am pound of the progress we made from small tick notes to an actual project proposal.

My completion of this project could not have been possible without the support of my Gro Gest 2020 Classmates – thank you for allowing me time to bounce off my project ideas to you every once in a while. This enabled me to craft the best ideas and innovations for my project.

Thanks to Gro Gest Gender Equality Studies and Training Program and the University of Iceland for granting me the opportunity to part of the 2020 Gro Guest fellows. I will forever be grateful because I leave Iceland as a whole new changed, energized and refreshed young woman. The program has caused a significant impact in my life. I appreciate the relationships and alliances I have created and built over the past five months. Thanks to Femme Forte Uganda for nominating me and to Civsource Africa, my employer before joining the program for supporting me through the work-school transition process. I wouldn't have made the right decisions without your guidance and support.

Thanks to my caring, loving, and supportive family and friends back home in Uganda: my deepest gratitude. Your encouragement is much appreciated for the times when things got rough, when Iceland was cold and when I missed home. It was a great comfort and relief to know that you were willing to provide me with all the moral and spiritual support I required for my stay in Iceland. My heartfelt thanks.

Finally, to God almighty for life, health, unending favor, mercy, grace and his continuous blessings. He makes everything possible in my life and am forever grateful for his unconditional love.

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## **Project Summary**

Image based sexual abuse is today heavily supported and facilitated by the advanced technology that has created a cyberspace that is toxic to women in forms and ways commonly known as revenge pornography. The name revenge pornography in away seems to suggest that women that appear in the sexual images and videos that have been shared deserve to be punished. It suggests that that the perpetrator has been offended by the victim and therefore in all ways has the right to share the victim's images or videos. Media platforms and those that continuously share the images never bother to find out whether consent was obtained before the images or videos were shared. Victims of this form of abuse see and obtain little protection despite having legislation in effect in the case of Uganda, such as the Ant-Pornography and the Computer Misuse Act.

It's against this background that the project will address the crime of intimate disclosure by steering public discourse and conversations to the psychosocial impacts of revenge pornography on women and men in Uganda. Through different media platforms, the project will launch a media campaign to counteract the narrative and bad practices of image based sexual abuse. The project will also create a safe space for women to discuss the issue of revenge pornography in detail facilitated by victims who will share first hand experiences and implications of revenge pornography with other women in what has been dubbed equip circles.

The project will also profile and document stories of victims of revenge pornography in what has been called a visual casebook with an aim of sharing victims' actual stories as opposed to what their perpetrators have made them look and become on media platforms. The visual casebook will demonstrate that there is more to the cases and stories of revenge pornography than what is presented in the media. The visual casebook will also provide an alternative voice that has for long been silenced yet requires to be heard. The project will finally engage and lobby legislators to review the Ant-pornography and Computer Misuse Act to protect the plight of victims of revenge pornography and recognize intimate disclosure with no consent as a crime.

## 1.0 Introduction

### 1.1 Overview

Uganda is a land-locked country in East Africa with an expected population growth of up to 45 million people as of this year (2020) according to the latest UN data from the Worldometer. Unlike other countries around the world, Uganda's population growth rate has remained at 3% for the past several decades highly influenced by the country's fertility rates of 4.78 births per woman. The growth rate is currently estimated to be about 3.32%. At this growth, over 1 million people have been added to the population each year with over 80% living in rural areas and about 1,659,600 of the population living in the largest capital city Kampala. Notable findings by the Uganda Bureau of Statics reveal that females constitute the biggest percentage of the total population in Uganda with about 51% compared to males at 49%.

The national sex ratio stands at 94.5 males to 100 females and the government of Uganda therefore acknowledges the need to improve opportunities for men, women, boys and girls not only as a human right but as means of sustainable inclusive growth. This has been known from the different gender sensitive legal and policy frameworks among them which include international instruments like the Convention on the Abolition of All types of Violence against Women (CEDAW), the Beijing Forum for Action (BpfA) and the Sustainable Development Goals (SDGs) of the Global Agenda 2030 that seek to reduce gender differences and disparities across various social, political and economic spheres.

In the face of the available policy and legal frameworks in place, Uganda compared to other countries around the world registers traditional gender roles that have significant economic and social obligations on women compared to men leading to the gender inequalities among men and women. These gender inequalities hinder women and girls' ability to participate entirely and benefit from the country's development programs at all levels. Formal and informal institutions such as patriarchy, faith/religion, family, marriage as well as social and cultural activities play a major role in perpetuating these inequalities. The conspicuous gaps in wealth ownership and job prospects for women and men and the entrenched gender-based violence higher among women also contribute greatly to these disparities.

Gender based violence in all its manifestations be it physical, emotional, or sexual remains a critical human right violation. Statics by the Uganda Bureau of Statics and the Ministry of Gender, Labor and Social Development show that over 50% of women in Uganda experience gender-based violence. The 2016 Uganda Demographic and Health Survey also revealed that 22% of women aged

15 to 49 have experienced some form of sexual violence. The study also reported 13% of women between the ages of 15 to 49 have experienced harassment annually which translates into over one million women who are subjected to multiple forms of sexual abuse each year in Uganda (UBOS, 2018). We also see violence against women taking new and more sophisticated forms. The report reveals an increasing number of women who have reported cyber-bullying and abuse through social media and smartphones. Rejected lovers expose nude pictures of their ex-girlfriends on social media platforms in what has come to be locally known as revenge pornography.

Revenge pornography is a form of violence against women that has not been explored enough to highlight its impacts on victims and society. Despite having a big national debt amidst other challenges like the high unemployment rates, poor health and educational system, poverty and corruption, Uganda made available a sum of over 2 billion Uganda shillings in 2014 to the Anti-Pornography Act committee whose primary task was to ensure the implementation of the Act in bid to regulate pornography in Uganda. Unfortunately, women's issues and concerns were not addressed within the Act and in the implementation of the Act. Instead of providing a voice and justice to women, the processes of implementation lands victims of revenge pornography into questioning and prison.

Over the years and since the passing the Act, we have seen patriarchy skulking into policy frameworks and into the internet, a space that ideally should be providing women with agency to speak, challenge power and the status quo. What happens on the internet today as a form of cyber harassment is a true reflection of our patriarchal society. There is spiteful misogyny, hurtful outright sexism that affects confident women in particular who are outspoken and display agency to silence the status quo. It is ironic that when women's privacy is abused, the Anti-Pornography Act and the Computer Misuse Act does not extend to crackdown dissent like in the case of Dr. Stella Nyanzi (*Ugandan academic Stella Nyanzi jailed for "harassing" Museveni | News | Al Jazeera*, 2019). Most women in Uganda today find themselves caught in between a rock and hard place of the injustices of revenge pornography and the laws that police their body instead of protecting them. Revenge porn has damaging effects as victims find it hard to pick up the broken pieces to formulate their broken reputations.

## **1.2 Revenge pornography in Uganda**

Revenge Pornography is the non-consensual and involuntary public distribution of a person's sexual images or videos without their consent (Chisala-Tempelhoff & Kirya, 2016a). Non-consensual sharing and posting of sexually explicit images and videos of someone else as a form of revenge, entertainment, or political motive has become a global phenomenon aided by the new wave of technological advancement through social media (Hall & Hearn, 2017). The anonymity and ease of



communication provided by the internet makes cyberspace the ideal roaming ground for people who wish to harass and shame others. The use of pseudo accounts complicates the process to track the actual persons behind the accounts hence facilitating the revenge pornography toxic environment. Victims of such kinds of harassment find limited protection despite having the laws in place (Chisala-Tempelhoff & Kirya, 2016b) like the Computer Misuse Act in Uganda's case. This act prohibits the use of electronic communication to disturb the peace, quiet or privacy of any person with no purpose of legitimate communication.

An article published by the Uganda Daily Monitor in February 2020 reveals how the law has failed victims of revenge pornography despite having an Act in place that prohibits production and circulation of pornographic materials (Bamuturaki, 2020). Victims are expected to meet heavy fines or serve 10 years in prison leaving the perpetrator to go free including those that facilitate the circulation of the material on different media platforms. Victims get blamed for their predicament and experience harsh judgment by courts of public opinion and law enforcement officials. In cases where men have featured in the shared pornographic images and videos, the public tends to either ignore them or praise their masculinity as they quickly turn the tables against the women. Society is fast to judge, shame and blame the woman with no mentions of the man. Women become victims and vulnerable to this type of violation. For example, the story of Martha Kay, a young celebrity and comedian, whose nudes were leaked by unknown men, created numerous contradictory narratives regarding who had shared the images and why they had been shared. So many people blamed and judged her for having taken the pictures in the first place calling her all sorts of names like; prostitute, slut, gold-digger and whore (Mubiru, 2019). Society questions the woman's authenticity, dignity, identity and personality (Habre, 2019). The victims of revenge pornography experience both psychological and social trauma just like in the case of Martha Kay. They are shunned by society, they experience slut- and body shaming, some lose their jobs and the social networks they have created over the years.

Repeatedly, victims' experiences have been watered-down with the insinuation that they could have posted the images and videos themselves for fame and celebrity status. Besides they should have known better as women not to have taken the pictures and later on sharing them with intimate partners. The society queries their moral standing and discriminates against them from the onset with no fair hearing or appreciation of the underlying facts. Another example of this injustice is with a Ugandan activist and model Judith Heard whose nudes were leaked multiple times. When she thought that the nightmare was finally over; she was arrested and forced to pay a fine to the legal authorities (Muriuki Ciru, 2019). Mrs Heard is continuously haunted by this incidence that threatened her marital relationship and social networks. She fears and worries that her children will grow up to

find their mothers nude pictures on the internet. Intimate image abuse places the normal online identities of victims at risk because it destroys their previous self-representation (Miguel, 2018).

In reference to the above, available evidence shows that women are disproportionately targeted as victims of this type of abuse and men as perpetrators hence defining the abuse as another form of Gender Based Violence against women (Nakkazi Esther, 2015). The highlighted cases are a few of the many as most victims do not have a platform to defend themselves. They suffer in silence as their body and identity is abused, shamed, manipulated, extorted and policed. An article published by the Uganda Daily Monitor exposes and describes how the legislation has failed victims of pornography despite having a strict law banning the production and dissemination of pornographic materials (Bamuturaki, 2020). Evidently, the public isn't the only part of Uganda's society that has made unfair judgement on the victims of revenge pornography. The legal system is unfairly stacked against these women.

### **1.3 Relevant government laws on revenge pornography**

In 2014, the Parliament of Uganda passed the Anti-Pornography Act where the President appended his signature to turn it into a law. With the Anti-Pornography Act, a Pornography Control Committee was instituted to monitor and enforce the laws enshrined within the Act. In addition to that, the Government of Uganda allocated resources to kick-start the process of implementation among which was the acquisition of a pornography detection machine and the installation of effective protective software in electronic equipment such as computers, mobile phones and televisions for the detection and suppression of pornography (The Anti-Pornography Act, 2014).

In this Act, pornography is defined as the representation of explicit sexual materials through publication, exhibition, cinematography, indecent show, information technology or by whatever means of the person engaged. This Act was developed in allusion to the Penal Code (Penal Code Act, n.d.) amended in 2007 which established a code of criminal law and the Computer Misuse Act enacted by the Parliament of Uganda in 2011. The act with an objective of defining and creating the offence and prohibition of pornography in Uganda, tasked the parliament to regulate and protect the online community (Computer Misuse Act, 2011). This Act created the offence of cyber harassment, as the use of a computer in making obscene or indecent requests or threats to any person or their property. The Act was therefore enacted to catch all pornography offenses and to provide a comprehensive legal framework on the subject.

Following the passing of the law, critiques have argued that the law is very arbitrary and open to misinterpretation by law enforcers later on unfair to women (International, 2014). The Act and other related laws discussed above do not meet international women's rights obligations nor do they give effect to constitutional provisions that promote gender equality in Uganda. The available laws seem to assume that an individual who agrees to being viewed sexually in one private context also agrees to being viewed in other public contexts (Chisala-Tempelhoff & Kirya, 2016b). Usually the practice in the Ugandan context is that the society will shame and judge the victim and then officials will arrest the victim whose pictures or videos have been shared. Repeatedly shame is not only to them but to their entire family and close relations. For example in the case Uganda's Muslim leader's daughter Shawula Kasule whose whole family and religion was dragged along when her nudes were leaked on the internet (Apolot Catherine, 2019). It was a shock hard to recover from.

## **2.0 Project Justification**

Revenge pornography as a subject that has received little or limited attention from the public, legislators, law enforcement officials and decision makers in terms of addressing it as a crime of intimate disclosure and social injustice issue, has great potential to severely harm victims and the society as a whole. There has been limited understanding of the issue at hand and this has led to ineffective gender-blind laws that are intended to criminalize this practice. People's freedom of expression and right to privacy/disclosure has been violated.

The clarification of the issue is therefore necessary to create an understanding within society of the severity of the harms and wrongs imposed on victims of revenge pornography. Especially when the harm is facilitated by bystanders who widely share and reshare images and videos of victims. The mindset frequently adopted by the media and society reaction to cases of revenge pornography does not help in creating a more welcoming atmosphere for victims of revenge pornography. Thus, the need to counteract this narrative and practice by creating awareness about the harms of revenge pornography. It's important for society to understand that victims of revenge pornography have done nothing wrong other than express themselves sexually in private. These victims have just had the misfortune of being violated by perpetrators of violent minds who have violated their right to privacy and exposed them to their nearest.

Anyone who has ever been intimate and does not want their relationship to be shared and experienced by the world should be able to conceive the value of proper control, awareness and abstain from shaming victims. Addressing the harms and wrongs that are being put upon them is therefore imperative and warranted. This project based on rebuilding right to body autonomy and

undressing the crime of intimate disclosure as right to privacy will bring the issue to public discourse and contribute towards reduced imaged based violence.

## **2.1 Project purpose**

This project will counteract the narrative of cyber harassment by rolling out a media campaign whose main objective is to create awareness on the social and psychological impacts of revenge pornography but most importantly reveal it as a crime and human rights issue. The project will also create a safe space for sharing and learning through the equip circles, produce a casebook that will profile and document stories of victims of revenge pornography and lastly engage and lobby legislators to review the available laws on revenge pornography to protect women. The purpose of the casebook is to provide the victims of revenge pornography with an opportunity to share their actual stories beyond what the media has portrayed them to be.

## **2.2 Problem statement**

The name revenge pornography has been contested by some activists all over the world as the name suggests somehow that the act is justified and gives power to the perpetrator and disempowers the victim (Maddocks, 2018). The wording does not express the nature of the harm and its extent of the act. It is however used by intimate partners, child sex offenders, rapists and sex traffickers to communicate the usual misuse of images. Intimate image abuse or image based sexual abuse as some activities may call it targets the emotional and physical suffering of the victim. Interviewed activists in the study by Maddocks share sentiments and reasons why the naming in itself is problem. It gives a presumption that a victim should have done something wrong to deserve such a revengeful act against them yet the outlook of the crime should highlight cases of sexual abuse and violation. The slut-shaming and victim-blaming narrative that masks the gendered sexual violence and abuse of women's privacy and safety has taken away women's self-agency and opportunities in society. Revenge pornography is contributing to the shrinking space of women's participation and engagement in decision making processes, in places of power and control. The vice has facilitated the removal of great, powerful and high-profile women from positions of power especially in the political sphere. An example is Katie Hill who recently made the decision to step down from USA Congress (Foran Clare, 2020). Katie Hill was blackmailed by people that threatened to share her intimate sexual and nude images. This practice of violence disempowers women in positions of power.

Repeatedly, we have seen perpetrators attack women with intentions of silencing, demeaning and dehumanizing them. They draw focus and attention from what is more important for discussion to discussing women's sexuality. The materials uploaded or shared on the internet expose women to

all kinds of scrutiny and criticism. The motive for this act whether for extortion or shaming purposes remains deeply gendered. Men are not subjected to the same sexual standards nor are they targets to this kind of cyber harassment. Bystanders in the chain of revenge pornography aid the wide spread of the images and videos as the decision to view, share, ignore or report of acquired content lies with individual users.

### **2.3 Problem analysis**

A report published by Amnesty International on discriminatory legislation and legitimized abuse in Uganda, reveals that victims together with activists find themselves in place of navigating the strict offensiveness law (The Anti-Pornography Act, 2014) in which victims are prosecuted despite their innocence (International, 2014). According to this report, a biggest percentage of victims of revenge pornography in Uganda have not consented to the public release of their sexual images or videos. However, the acts and practices on ground by law enforcement officers and society seem to further encourage, enforce, legitimize and enable abuse of women instead of protecting them. No one seems clear about what happens to women or even their experiences when their images or videos are leaked. No one cares about the society backlash and how it affects them, their children, their families and close relations. Another example of this form of abuse is the Ugandan Musician Cindy Sanyu whose nudes were leaked by ex-boyfriend Mario in 2014. Cindy till today has received no justice despite her cry to the government to arrest the man that leaked her images (Benjamin Nasasira, 2018). Note, the Anti-Pornography Act mentions nothing about victims nor does it mention anything about women and the contemporary form of digital sexual violence. Instead of protecting women, the Anti-Pornography Act explicitly sets the stage for a rollback of women's identity and autonomy as protected by the Ugandan constitutional guarantees on equality before and under the law.

The acts and practices on ground by legislators and the public seem to enforce, encourage and enable abuse against women. Society and those in power are slow to appreciate the extent to which violence against women has become networked in all sorts and kind of ways. Revenge pornography is quickly being one of ways to abuse and threaten women in power and public space. This devaluation, lessening and infantilizing tendency of women's sexuality is a brutal violation to women's rights. They suffer from trust issues, posttraumatic stress disorder, anxiety, depression, loss of control, lowered self-esteem, loss of control over their bodies and their own sexual agency. This encroaches on their right to live freely (Bates, 2017). They are punished for engaging in a behaviour that men engage in repeatedly with little consequence. Images of women's bodies are associated with promiscuity while men's bodies serve a range of purposes like the expression of their masculinity (Lageson et al., 2019). Why can't they all be viewed using the same lens and judgement or better off

ignored. Women's standard in society is held so high as they are expected to act as non-sexual being as men's expression of sexuality is viewed as an expression of their masculinity, power and control over women.

#### **2.4 Theoretical framework**

Using the media effect theory (Borah, 2016), the project will be able to demonstrate how mass media and the current social media platforms or means of communication affect viewers/consumers behaviours and expectations in society. This perspective suggests that much of what the media does is to construct the reality with which the public determines on whether to follow or not. In this case revenge pornography or image-based abuse perpetuated through media outlets shapes public opinion of the victim. Media effects theory comprises of multiple other theories embedded in. For this project, we will focus on three theories to elaborate the effects and dangers of revenge pornography on the victims and the society. The selected theories below also relate to the choice of activities proposed for the project.

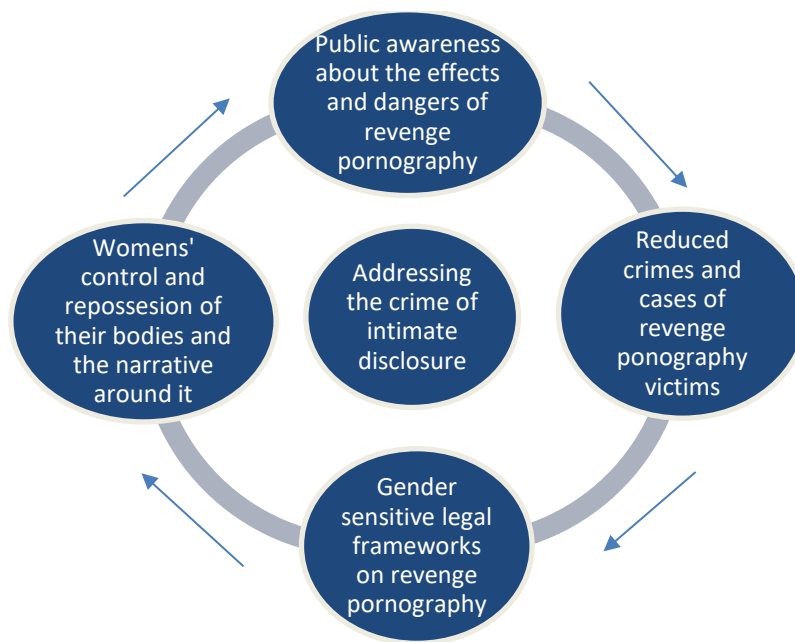
- i. **Cultivation theory;** This theory focuses on the role of television as a wide-reaching and shared cultural experience that people relate to profoundly. According to George Gerbner's cultivation theory, heavy viewers of television are more likely to think that real life is similar to realities portrayed on television hence creating presumed beliefs leading to societal homogenization (Potter, 2014). This theory will be applied for the success of the media campaign whose main objective is demonstrate revenge pornography as a crime that public needs to shun.
- ii. **Exemplification theory;** This theory argues that gathering of simple experiential knowledge serves us better than knowledge that comes from an abstract event. Drawing from media texts and extracts, people obtain knowledge and information as opposed to learning first-hand. People draw realities from examples of what they have seen or read. Information from the media seems to tick better in the minds of the consumers for example that's why the public never forgets the name and face of a victim of revenge pornography (Zillmann, 2009). This will be applied to reconstruct the narrative of revenge pornography through the visual casebook that will tell the stories of victims of revenge pornography.
- iii. **Uses and gratification theory;** Using this theory, we see that whereas media has had and does have a huge influence on society, there has been alternative forces that manipulate people to alter their views and behaviours. For example, beyond the media, people's environments, needs and desires that could be selfish in nature shape what they consume on media and how they use it. This implies that people chose to engage with specific media platforms and

messages, they have agency when it comes to media consumption and that their social environment ultimately alter how they connect and relate with the media content and their surroundings (Basilisco & Jin, 2015). With the equip circles and the media campaigns, public opinion will be steered towards promoting and seeking justice for victims of revenge pornography.

## 2.5 Theory of change

Progress of this project will be as a result of the planned intervention as per the theory of change below. Transition is expected to occur both intermediate and gradually turning into medium- and long-term impacts. The theory of change in this project will be used as a map between the proposed activities and effects. It also demonstrates how various components of the project interlink to achieve the project goal and objectives of the project.

Figure 1 Theory of Change



## 3.0 Project framework

### 3.1 Project Goal

The goal of this project is to establish safe spaces for women to participate in discourses aimed at resolving the power imbalances in the revenge pornography gaze in Uganda's society. This project will focus on victims, possible victims and potential perpetrators of revenge pornography with an aim of contributing to a safe society that understands the psychosocial and emotional implications of revenge pornography.

### 3.2 Project objectives

The main objective of this project is to create a safe online environment for women that allows them the opportunity of unjudged self-expression.

### **3.2.1 Specific Objectives**

- i. To address the power imbalances within revenge pornography discourses.
- ii. To awareness and public discourse on the subject through the promotion of sisterhood highlighting the concept of sister's keepers.
- iii. And to reactive female agency to the narrative of revenge pornography.

### **3.3 Target group**

This project will focus on victims of Uganda's revenge pornography as a tactic for advocacy and activism against the vice. This will create awareness and public discourse about the abusive behaviour and provide victims with an opportunity to share their own stories. The project will also a target young women as key beneficiaries for the equip circle sessions. The project will also be targeting the wider population through the media campaign. The project therefore aims at reaching 10 victims of revenge pornography, 100 young women in the equip circles and over 1,000 people through the media campaign.

## **4.0 Project implementation**

This section will highlight the project implementation cycle, the approaches and strategies that will be undertaken to ensure a successful implementation and realization of the project goal and objectives.

### **4.1 Capacity to implement the project.**

This project will be implemented through a corresponding organization called Femme Forte Uganda. Femme Forte Uganda is a young women's organization that was built on the foundation empowering young women for inclusive growth through providing mentorship and sisterhood support. As a movement building entity, Femme Forte believes in the advancement women within the economic, social and political sphere. The institution works towards strengthening pathways between young and older women who aspire to meaningfully contribute to the greater women's movement in Uganda. Femme Forte's work is guided by a vision of a balanced society that provides equal opportunity to men and women, a mission that fosters effective resilience to break barriers and reach new heights for women in Uganda and values summarized as SAFE to mean Sisterhood, Accountability, Feminist leadership and Equity (*Femme Forte Uganda*, n.d.).

### **4.3. Project activities**



**Activity 1: Roll out a Media Campaign on the dangers and effects of revenge pornography.**

In a counter narrative to revenge pornography, the media campaign initiative will be launched in relation to one carried out by the Scottish Government in 2017 when they passed a legislation that made it easier for revenge pornography suspects and offenders to be put away (*How insight and disruptive media changed a Scottish attitudes to revenge porn by Republic of Media | Creativebrief*, n.d.). The marketing strategy of this campaign will be tailored to increase the awareness of the consumer's understanding and disruptive media modified perceptions and behaviours around revenge pornography. By orchestrated discussions, the campaign's aim is to turn the focus and discourse of revenge pornography from something fun to something unacceptable by the consumers and the general public. The campaign will therefore allow victims to gain confidence and come forward to report cases to the police. This campaign's main goal is to educate Uganda's population with a specific focus on social media users that revenge pornography is illegal, causes psychological abuse and that victims are not to be blamed for the criminal acts of anyone else. The project will use a combination of various social media platforms/strategies to break ground the use of media as a way of perpetrating public image sexual abuse against women. Media will be used to raise people's understanding of the risks and effects of posting sexual and intimate images without consent. Targeted social media channels include but not limited to Instagram, WhatsApp, Facebook and Twitter. The project will also expand through traditional media platforms like print media that is newspapers and magazines, radio and television. Ads will be posted using these networking channels to spread the word of how revenge pornography is a felony and to inspire people to take action against it.

**Activity 2: Host three sessions of the Equip Circles**

From the word equipment, equip Circles are safe sharing spaces/platforms for young women to dialogue on issues that affect them. They are bold spaces that allow women to express themselves and be whoever they want to be. They are spaces that enable them to break barriers and all stereo types against them. Equip circles are also brave spaces for dialogue with young women that facilitate deep courageous and bold conversations on unconventional topics that affect women. The project will therefore host three equip circles moderated and facilitated by victims of revenge pornography who will share their personal stories, experiences, and advice on how young women can defend themselves from similar abuses of their rights and private space. The conversations will be steered towards devising solutions and approaches on how women's online space can be made safe and most importantly how women can be their own sisters' keepers on virtual space.

### **Activity 3: Profile and document victims of revenge pornography**

Using a visual casebook to show real life stories of victims of revenge pornography, the project will interview and document their lives of victims of revenge pornography. The casebook will demonstrate how bad the practice of sharing and posting naked pictures of someone without their consent is. The visual casebook will be designed and printed with an engraved note stating that every person deserves a right to privacy and thus sharing someone else's photographs without their permission is illegal and can permanently ruin one's life. The activity will require one on one interviews with victims of revenge pornography to gather actual stories and experiences of these women. The interviews will also grant the project implementers and those that will read the case book an opportunity to share and live a mile in the victims' shoes. This will ultimately change society perceptions of victims and compel mercy towards protecting one another rather than reinforcing harm.

### **Activity 4: Lobby law enforcement officials and legislators to revise the laws against revenge pornography**

Whereas there is a seemingly increasing recognition of the problem of revenge pornography through the different legal actions taken against it, the current laws have notably demonstrated themselves to be insufficient with limited understanding of the various elements of the different forms of non-consensual pornography. Sensitization and awareness of the issue is central towards the creation of the need to review the available legal frameworks in a bid to address the problem of image based sexual abuse. With proper gender sensitive policies in place, victims of revenge pornography will receive justice. The activity will therefore take an approach of holding/convening breakfast meetings with key stakeholders, legal experts and some of the victims of revenge pornography to review the available policies and highlight key gaps therein that have made the policies near to impossible in terms of implementation. This will help address women's issues and protect the victims of revenge pornography by criminalizing intimate disclosure.

## 5.0 Costed project workplan

<b>Project Outcome:</b> A revenge pornography free society that respects and promotes the plight and dignity of women through body autonomy.															
Activities	Outputs	Indicators	Implementation in Qtrs.												Budget in Ugx
			1 <sup>st</sup> Qtr.			2 <sup>nd</sup> Qtr.			3 <sup>rd</sup> Qtr.			4 <sup>th</sup> Qtr.			
			J	F	M	A	M	J	J	A	S	O	N	D	
<b>Activity 1:</b> Roll out a media campaign on the dangers and effects of revenge pornography	Ant-revenge pornography media campaigns shared on different media platforms	No of people reached through a statistical report release													104,500,000
<b>Activity 2:</b> Host three sessions of the Equip circles	Thought knowledge and understanding of the issue	No of Equip Circles hosted													22,500,000
<b>Activity 3:</b> Profile and document victims of revenge pornography	New perspectives about the issue	A visual case book of the lived realities of victims of revenge pornography													51,000,000
<b>Activity 4:</b> Lobby law enforcement officials and legislators to revise the laws against revenge pornography	Proposed recommendations to the available policies on revenge pornography	No. of meetings held													44,000,000
Administration cost for the effective running of the project															145,000,000
Project grand budget															367,000,000

## 6.0 Project Monitoring and evaluation

The progress and success of this project will be tracked and measured using a participatory assessment approach to ensure successful and sustainable short, medium- and long-term impacts. The project will

also conduct monthly and quarterly reviews to ensure a balanced implementation of the project. The monitoring and evaluation plan will largely depend on the analysis of numbers reached out in the media campaigns, equip circles and lobby meetings held. Lastly, the project will issue quarterly reports and an annual report as a final representation of the project's achievements, lessons, challenges, recommendations and opportunities for continuity.

## **6.0 Risks and Mitigation**

Throughout the life of the project, the project will maintain the highest possible sensitivity to potential risks and constantly reviewing and updating mitigation strategies on a quarterly basis. The program therefore anticipates the following risks, categorized under internal and external risks with relevant possible mitigation strategies.

### **6.0.1 Internal risks**

- i. **Corruption/Fraud during implementation;** corruption involves the loss of resources, failure to achieve the set program objectives, and the loss of credibility among target beneficiaries of the project. Through a selected senior management committee, the project will maintain high vigilance and enforcement of controls internally to ensure efficient and effective utilization of resources.
- ii. **Staff turn-overs;** this disrupts and delays project delivery especially when a key staff is affected. The project will therefore create an enabling and motivating work environment which enhances staff development to facilitate retention, while putting in place mechanisms that expedites staff recruitment to ensure timely replacements and orientation.
- iii. **Delays in disbursement of funds;** this may lead to limited budget absorption and delayed project delivery. The project will maintain close relations with the funding agency to ensure timely disbursement of resources. It will also ensure to have technical support system and monitoring of burn rates to ensure timely and quality accountability and reporting.
- iv. **Conflict in ideologies and strategic interests;** the project will create a platform for dialogue, review set project goals and create a feedback mechanism that ensures mutual relations among staff and partners.

### **6.0.2 External Risks:**

- i. **Development and enforcement of restrictive policies/legislations;** among these are the Public Order Management Act (POMA) and any the NGO Act, which might curtail civic engagements for Civil Society Organizations (CSOs). The project will carry out comprehensive

awareness about the project among government authorities, secure state buy-in/political will and ensure constructive civic processes.

- ii. **Disruptions due to the political processes after the general national election period;** Uganda is set to hold its general presidential elections in 2021 the same year set to commence the project. Lessons from the 2016 general elections was that sections of the Ugandan population felt disenfranchised following the outcome of the election. The project will cautiously engage with the target group and the public in considerations of the impacts of the elections to the public.
- iii. **Victims' limited involvement to participate in the project;** The current operating assumption is that victims of revenge pornography will be willing to fully participant in the project processes mostly in the role of facilitating the equip circles and sharing their stories for the visual casebook. The project may have limited control over this. However, the project will implore creative and alternative ways of address this limitation. For example, the project will explore having alternative facilitators with vast knowledge on the issue to facilitate the equip circles and explore using other sources to retrieve actual stories of victims to feature in the visual casebook although a human face is most ideal and preferred.
- iv. **Cultural beliefs, attitudes and practices;** this might create an unfriendly environment with limited support towards the implementation of the project. The project will focus on creating public awareness on the issue of revenge pornography with strategic emphasis on psychosocial and economic impact on women and their close relations to create a public buy in into the project.
- v. **Changing government/community priorities:** While the project would ensure adherence to its original design and set objectives, the project will exercise flexibilities and as much as possible consult with the donor in terms of where it's feasible to align the project amidst prevailing local priorities. The project will ensure to maintain relevancy among beneficiaries and other local stakeholders.

### **6.1 Gender Mainstreaming plan**

This project is designed to promote gender transformation through the proposed interventions. It recognizes the root causes of gender inequalities in Uganda and the associated implications in the socio-economic status of men and women. The project also recognizes gender inequality as a key underlying cause of limited participation among girls and women in development processes at all levels. The project will therefore be cognizant of gender sensitive issues and ensure adequate representation and participation of both the men and women by;

- i. Targeting both young women and men in all the age categories of 18 and above. As the project seeks to make interventions in the key areas of public awareness and sensitization on the harm and psychosocial effects of revenge pornography. The project will deliberately target 60% of the project beneficiaries as women and 40% as men. This will be emphasized during implementation and the monitoring and evaluation process of the project.
- ii. The project will respond to gender needs that are critical to women's engagement and involvement in the project. This will promote and contribute to women's self-esteem and self-confidence.
- iii. All data and information collected during the project cycle will be disaggregated by gender, age and disability where applicable. This will help during the monitoring process to identify whether the project is reaching the identified project target group.

#### **6.1.1 Inclusion and non-discrimination plan**

The project takes into account that different categories within the target have different levels of vulnerability. The project is therefore cognizant that women and men experience impacts of revenge pornography differently in terms of body image, identity, social relations and economic wellbeing in society. Their experiences present different life challenges which in turn requires an inclusive and holistic approach that addresses root causes of the inequality and looks into their respective needs. This approach will help to mitigate possible consequences of societal imbalances within genders. Finally, the project will also pay keen interest to the most vulnerable, marginalized and excluded groups of people with an aim of ensuring equal representation and participation in all project related initiatives. Gender mainstreaming will be made part and partial of the overall project actions for harmonized and sustainable implementation as well as reporting. Gender analysis will also be built within project planning and implementation processes to ensure a gendered impact of the project is monitored and evaluated.

#### **6.2 Stakeholders analysis**

Some of the key stakeholders the project will engage include the Ministry of Ethics and Integrity, the revenge pornography committee as per the Ant-pornography Act to support and spearhead the process of the policy review and amendment, Ministry of Gender Labor and Social Development as a parent agency for all issues related to human rights, Victims of revenge pornography as key and strategic players in the implementation the equip circles and featuring in the visual casebook, development partners with particular interest in issues of human rights, implementing partners and media houses/agencies facilitating the media campaign initiative. The project will also engage police officials especially those that operate the gender help desk unit as strategic partners that play a role

in the victim interrogation and case processing. The highlighted stakeholders identified are very key for the successful implementation of the project.

### **6.3 Project sustainability**

The project will apply institutional, policy and financial sustainability mechanisms to ensure the sustainability of the project initiatives and results beyond the project cycle. The project will leverage on existing implementation structures of the host organization, relevant partners and stake holders to harness the realization of the project goal and objectives. New alliances will be sort out especially with media houses and agencies to ensure continuous media engagement in terms of creating public awareness about the issue. The project will also take into account the implementation and use of the relevant policies at institutional level like the finance policy, procurement policy and the sexual harassment policy to ensure successful implementation of the project. At national level, the project will implore the computer misuse Act, Ant-pornography policy, Penal Code Act and the Constitution as reference tools and justification for the project. The financial and procurement policies will also be implored to avoid resource misuse and to ensure financial sustainability of the project.

### **6.4 Reporting**

Activity and quarterly reports will be made to provide an update on the progress and performance of the project. At the end of the project cycle, an end of project report will be published highlighting all that was done during the project cycle. The report will also include a section on challenges, lessons and recommendations moving forward on what can be considered as follow-up engagement after the project life. It will indicate the impacts and successes achieved by the project and some of these will be done through highlighting the most significant success stories of the project.

### **7.0 Conclusion**

Inherently from what has been seen and observed through studies, revenge pornography or non-consensual pornography differs from consensual pornography. While legislators have made attempts to criminalize the practice, the distinctions between similar ideas are not understood by them in terms of the harms and mistakes associated with the issue to provide a deeper understanding in law and society. Society and legislators need to understand that there is a clear distinction between having a body and being a body that accounts for the effects that an assault has on the person's closest reality. Victims of revenge pornography are seen as the person and character that they are not. It's hard for them to separate themselves from the photos and videos that have been shared on the internet which harms the victim's freedom, autonomy and right to privacy. In order to prevent revenge pornography or image based sexual abuse, priority within the proposed project will be geared towards creating and

promoting justice for its victims, telling their stories, protecting them through the support of the law, and shaping the narrative that has been constituted by courts of public opinion. Evidently victims of revenge pornography have had no intentions of making their personal, private and pornographic images or videos publicly accessible.



## Budget

Project Summary Budget Breakdown in Uganda Shillings							
Item	No	Days	Freq	Unit Cost	Total	Total in USD	Budget Notes
<b>Activity 1: Media Campaign</b>							
Media consultation	1	10	1	200,000	2,000,000	\$ 526.32	Meetings fees with media campaign experts
Illustrate and design media posts	2	10	1	300,000	6,000,000	\$ 1,578.95	Fees to the print graphic designer
illustrate and design media videos	3	10	1	650,000	19,500,000	\$ 5,131.58	Fees to the video graphic designer
Print media posters	1000	1	1	2,000	2,000,000	\$ 526.32	Cost to printing the hard copy media posters
Airtime on radio stations	1	1	10	2,000,000	20,000,000	\$ 5,263.16	Airtime to discuss the campaign and present ads
Airtime on TV	1	1	10	5,000,000	50,000,000	\$ 13,157.89	Airtime to discuss the campaign and present ads
Buy Ad space on social media platforms	3	40	1	400,000	48,000,000	\$ 12,631.58	To popularize the campaign content
Fees to media influencers	6	1	4	500,000	12,000,000	\$ 3,157.89	To popularize the campaign content
					<b>159,500,000</b>	<b>\$ 41,973.68</b>	
<b>Activity 2: Equip circles</b>							
Venue	1	1	3	500,000	1,500,000	\$ 394.74	Host area for the equip circles

Refreshments	25	1	3	30,000	2,250,000	\$ 592.11	Participants' teas and bites during the share session
Honorarium	2	1	3	1,200,000	7,200,000	\$ 1,894.74	An allowance that covers their transport and time
Space set up & inspiration set gift packs	1	1	3	2,000,000	6,000,000	\$ 1,578.95	Décor to create a beautiful and safe space
Photography	1	1	3	350,000	1,050,000	\$ 276.32	Pictures during the session
Rapporteur	1	1	3	1,500,000	4,500,000	\$ 1,184.21	Covers their transport and expertise
					<b>22,500,000</b>	<b>\$ 5,921.05</b>	
<b>Activity 3: Profile and document Victims of Revenge Pornography</b>							
Transport	1	10	2	100,000	2,000,000	\$ 526.32	Staff fuel to conduct interviews
Recorder	1	1	1	500,000	500,000	\$ 131.58	Equipment to record the interview sessions
Photography	1	5	2	350,000	3,500,000	\$ 921.05	Pictures of Victims that will be used in the book
Design the casebook	1	10	1	500,000	5,000,000	\$ 1,315.79	Fees to the graphics designer
Edit and print the casebook	1000	1	1	20,000	20,000,000	\$ 5,263.16	Fees to print copies of the casebook
Dissemination meeting	100	1	1	200,000	20,000,000	\$ 5,263.16	This cost covers venue, meals and refreshments and allowances.

					<b>51,000,000</b>	<b>\$ 13,421.05</b>	
<b>Activity 4: Lobby law enforcement officials and legislators to revise the laws against revenge pornography</b>							
Venue	1	1	4	500,000	2,000,000	\$ 526.32	Payment to the venue/hotel
Meals and refreshments	20	1	4	50,000	4,000,000	\$ 1,052.63	Participants' breakfast meals
Legal fees	5	1	4	1,000,000	20,000,000	\$ 5,263.16	Fees to legal experts that will review the policies
Honorarium	15	1	4	300,000	18,000,000	\$ 4,736.84	Sitting allowance to the officials and victims
					<b>44,000,000</b>	<b>\$ 11,578.95</b>	
<b>Administration Cost</b>							
Laptop	2	1	1	5,000,000	20,000,000	\$ 5,263.16	For four program staff of the project
Airtime and Data	1	1	12	2,000,000	24,000,000	\$ 6,315.79	Communication and coordination
Stipend	4	1	12	5,000,000	240,000,000	\$ 63,157.89	Salary to four project staff directly supporting the implementation process
Stationery	1	1	12	2,000,000	24,000,000	\$ 6,315.79	Cost to cover printing paper, pens, books and markers
Rent	1	1	12	5,000,000	60,000,000	\$ 15,789.47	Contribution to office space
					<b>368,000,000</b>	<b>\$ 96,842.11</b>	
<b>Grand total</b>					<b>645,000,000</b>	<b>\$ 169,736.84</b>	

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