

HUMAN RIGHTS EMBASSY

MD-2012, Chisinau, Republic of Moldova, 2/1, str-la Teatrului;
Tel/fax: /INT+373 22/ 920-700;
<http://www.facebook.com/humanrightsembassy>



Human Rights Embassy

“Resource website for human rights protection” Project

NARRATIVE REPORT

(12 December 2011 – 28 December 2011)

Project title: *“Resource website for human rights protection”*

Financing authority: Embassy of the Republic of Lithuania to the Republic of Moldova

Beneficiary: Human Rights Embassy (Ambasada Drepturilor Omului)

Contact information:

parter, Teatrului str-la., 2/1,

Chişinău, MD-2012,

Republic of Moldova

Tel: /+373 22/ 920 700

Fax: /+373 22/ 920 700

www.humanrightsembassy.org; www.facebook.com/humanrightsembassy

e-mail: lela.metreveli@gmail.com

Contact person: Lela Metreveli, Executive Director (working languages: Russian, Georgian, English), mobile phone: +373-697-19-808, e-mail: lela.metreveli@gmail.com

Contact person: Gerhard Ohrband, project manager (working languages: English, German, Russian, Moldovan/Romanian), mobile phone: /+ 373/ 68-02-60-59, e-mail: gerhard.jorg.ohrband@gmail.com

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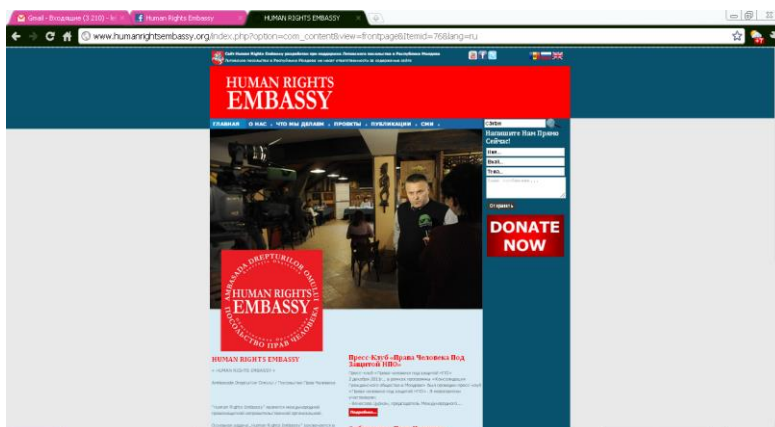


Narrative report

With support from the Lithuanian Embassy in Chisinau, Human Rights Embassy has created a website for its organization until 28th December 2011.

Market survey: We undertook a little research to identify a company for the design and programming of the website, and also for the obtainment of the domain and the hosting. At the end, we chose two Moldovan companies we considered offering good quality for a reasonable price. We paid for the domain and hosting for two years.

The website contains information on our organization in three languages (English, Romanian, Russian) including pictures and video clips. It serves as a base upon which subsequently useful information for victims of human rights violations will be placed.



The first implemented steps were the design, programming and hosting of the site. It can be accessed on www.humanrightsembassy.org.

As to this day, we have already started to upload human rights-related content and resources on the site in the three languages named above. Information

posted and translated into English already includes general information about our organization, press releases on past events, and the text of the collaboration agreement with the Moldovan Bar Association as well as our organization's Statute and other documents.

Our site links to our continuously updated profile on facebook: <http://www.facebook.com/humanrightsembassy>.

We plan to attribute Human Rights Embassy's website sub domains for the specialized web sites for each project implemented under the framework of the Human Rights Embassy (for projects' sites activity after the end of the each project). Projects' sites will be attributed a sub domain with an independent, autonomous access to them, and also with access from the organization's webpage. For example, the website for the project "Stop Torture in Moldova" could be www.stoptorture.humanrightsembassy.org. This will give beneficiaries the possibility to reach the specialized project site directly, or through the organization's site. Moreover, after the end of the each project sites will continue their existence indefinitely and will be

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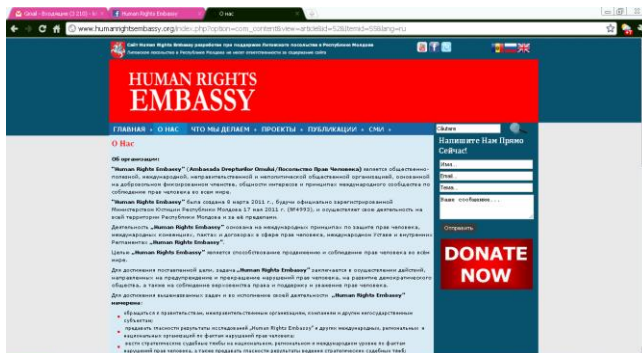
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periodically updated within the organization's site, the fact which will insure the sustainability of the each project.



Site interactive elements: we have started to install on the site elements of feedback from readers and users of the site. Feedback will help readers express their opinion, recommendations and proposals for utility improvement of this informational resource. Feedback will help identify and create a list of frequently asked

questions and answers. Interactive elements will also help our experts offer on-line consultations to victims of human rights violations. Our site has a **traffic counter** by Google analytics. This will allow us to continually measure the website's success and to review the site concept for continuous improvement and for achieving maximal utility. The same traffic counter instruments will be installed for each project site to continually measure the success of each individual project.

On every page of our website we put the logo of the Embassy of the Republic of Lithuania to the Republic of Moldova and the inscription – “developed with support from the Lithuanian Embassy in Moldova”. In addition, because human rights organizations are often confronted with objective criticism from the governments of various countries in the field of human rights violations, we found it necessary to place the following text as well - “The Lithuanian Embassy in the Republic of Moldova is not responsible for the content on the site”.

As a conclusion, the site has been created in short time and is already operational. During the next weeks, more and more materials will be edited, translated and uploaded, while additional functionalities will be activated. The website will be farther maintained and permanently refilled with all relevant information, translation of materials, etc. by our team members.

We thank the Lithuanian Embassy in the Republic of Moldova for the generous support and are convinced that the new website will serve as a valuable resource tool for human rights protection.

Detailed Financial Report to the Project is in Annex № 1.