



# OPCIÓNATE

mejora tu vida, mejora el mundo

## Dossier

April 2023

# Dossier

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## INTRODUCTION

Opciónate Mejora tu vida Mejora el Mundo was born as an association in 2016 and its aim is to contribute to real equality of opportunities and the full exercise of citizenship from a feminist, human rights and environmental systemic approach for sustainable development.

We work through research, consultancy, communication, formulation, planning, implementation and evaluation of policies, plans and projects that promote emotional intelligence, personal and collective empowerment, solidarity, international cooperation, social and gender equality.

In a transversal way, we promote processes of leadership and individual and group empowerment based on emotional and social intelligence, popular education and Gestalt, with gender equality and respect for diversity and interculturality. We work with individuals, groups, public and private entities that wish to undertake an institutional process of experiential and participative improvement and/or promote social and community intervention actions.

We have a multidisciplinary team of professionals specialised in gender equality with extensive training and more than 20 years of experience in international cooperation, education for development, social and community intervention, corporate social responsibility and therapeutic, artistic and pedagogical fields, in the Canary Islands, and nationally and internationally in more than 25 countries in Africa, Asia and Latin America.

In short, Opciónate is a statewide non-governmental organisation based in Gran Canaria that promotes and supports specific actions for personal and social improvement from the promotion of equal opportunities between women and men and real equity with a focus on rights and management for results.

Director  
Asociación Opciónate Mejora tu vida Mejora el mundo  
Ana Lidia Fernández- Layos Fernández



## WHAT DO WE DO?

Contribute to personal, social and organisational improvement through gender equality, emotional intelligence and Gestalt with the following services:



We actively accompany public and private entities and teams in the development of their competencies from a gender perspective, promoting the optimisation of their processes.

<https://opcionate.com/en/services-consultancy/>



We contribute to inclusive social development, putting people and their needs first, as a way of evolution and improvement of personal and social living conditions.

<https://opcionate.com/en/services-development/>



We carry out participatory evaluations of policies, plans and projects from a gender perspective, designing tools, building indicators, promoting adjustments and defining new actions.

<https://opcionate.com/en/services-assessment/>



We develop studies to understand and explain social phenomena or aimed at anticipating, preventing and acting to contribute to the resolution of a social reality or practical problem.

<https://opcionate.com/en/services-training/>



We invite, through participation and exchange, to social transformation by building living and participative processes of knowledge creation for individual and collective learning.

<https://opcionate.com/en/services-research/>



We work from a human rights and gender perspective on the contents of didactic resources and educational tools, awareness-raising workshops, as well as campaigns promoting citizen participation, equality and social justice.

<https://opcionate.com/en/services-material/>

We develop our projects in three areas:

- at the request of institutions and companies to promote external social change or internal improvement,
- social projects of our own creation and sometimes in alliance with other organisations, and
- individual and small group personal development.



## THEMATIC LINES AND PROJECTS



### CYBERCITIZENSHIP

Encourage online citizen participation based on a digital ethic that allows coexistence based on respect, fairness and good treatment.

- Cyberpassport for a better world campaign developed in a participatory manner with secondary school students in Gran Canaria.
- Young people for a democratic cybercitizenship: participatory and experiential training on cybercitizenship in Gran Canaria.

<https://opcionate.com/es/ciberciudadania-2/>



### CYBER EQUALITY

To promote cyber-equality, also providing tools for the recognition, prevention and action in the face of male chauvinist cyber-violence through the search for encounters and reflection on behaviour and initiatives.

- Cyberpassport for Equality Campaign in Guía and Las Palmas de GC.
- Guía Ciberigualdad del Gobierno de Canarias (Canary Islands Government Cyberequality Guide).

<https://opcionate.com/es/ciberigualdad-3/>



### GENDER-BASED CYBER-VIOLENCE

To recognise, prevent and act against male chauvinist cyber-violence through research, training and the creation of educational and awareness-raising tools and campaigns.

- Research on gender-based cyber-violence: an analysis of the current situation in Gran Canaria.
- Guide for families. How to prevent, detect and act against male chauvinist cyber-violence.

<https://opcionate.com/es/ciberviolencias-machistas-2/>

## THEMATIC LINES AND PROJECTS



### CARE, CO-RESPONSIBILITY AND WORK-LIFE BALANCE

To promote the development of a co-responsible society in the home and in the care of children, the elderly and dependent persons, as well as with work-life balance at a personal, work, family and community level.

- La Aldea Emplea: research and training on work-life balance, employment and women.
- Guía Infinita: Training on work-life balance for leadership aimed at carers.

<https://opcionate.com/es/cuidados-corresponsabilidad-y-conciliacion-2/>



### INSTITUTIONALISATION OF EQUALITY

Advising and accompanying public and private institutions in the mainstreaming of the gender approach in each of their spheres of action.

- Elaboration of the diagnosis and equality plan of the Los Llanos de Aridane Town Council.
- Training and advice on budget planning with a gender.

<https://opcionate.com/es/institucionalizacion-de-la-igualdad-de-genero/>



### LEADERSHIP AND VISIBILITY OF WOMEN

Promoting women's leadership and promoting women experts in different disciplines and making visible initiatives carried out by women.

- "La Aldea Infinita": development of institutional training and campaign: [www.mujerteniasqueserLaAldea.com](http://www.mujerteniasqueserLaAldea.com)
- LiderA: Online training for the empowerment and social participation of young women.

<https://opcionate.com/es/liderazgo-y-visibility-de-las-mujeres/>

## THEMATIC LINES AND PROJECTS



### WOMEN, GIRLS, SCIENCE AND TECHNOLOGY

To promote the equal participation and visibility of women working in science and technology and to eliminate sexist barriers that impede their election, recruitment and professional promotion.

- Gender Equality Consultancy for the Canarian Agency for Research, Innovation and Information Society in the framework of the Athena project.
- Free to Choose, a board game research and development project funded by the European Commission.

<https://opcionate.com/es/mujeres-ciencia-y-tecnologia/>



### MALE VIOLENCE

To act through diagnosis, prevention and action against all forms of violence against women and girls because they are women and girls that occurs consciously or unconsciously, directly or indirectly in all spheres, including personal, institutional, social, economic and political.

- Research Perception and attitudes of Canarian youth on gender violence of the Government of the Canary Islands.
- Development of audiovisual tools to raise awareness about gender violence with the participation of young people from Mogán.

<https://opcionate.com/es/violencias-machistas-3/>



## OUR MATERIALS

### RESEARCH

Report of the research project on gender-based cyber-violence: an analysis of the current reality in Gran Canaria 2022.



Funded by the Department of Equality of the Council of Gran Canaria. 2022.

<https://opcionate.com/es/estudio-ciberviolencias-machistas-gran-canaria/>

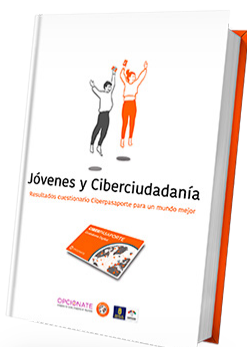
Map of resources and actions for the prevention, care and response to male cyber-violence 2022.



Funded by the Department of Equality of the Cabildo de Gran Canaria. 2022.

<https://opcionate.com/wp-content/uploads/2022/04/Mapa-de-recursos-y-acciones-para-la-prevencion-atencion-y-respuesta-antes-las-ciberviolencias-machistas.pdf>

Report on Young People and Cybercitizenship. Results of the Cyberpassport for a better world questionnaire.



Reflection on different aspects of democratic cybercitizenship and on their own practices and forms of social participation in the Internet environment. Funded by the Citizen Participation Unit of the Cabildo de Gran Canaria. 2020-2022.

<https://opcionate.com/wp-content/uploads/2023/04/Informe-Jovenes-por-una-ciudadania-digital.pdf>

## OUR MATERIALS

### RESEARCH

#### Participatory Diagnosis on Work-Life Balance and Employment in La Aldea de San Nicolás, 2022.



Promoted by the Town Council of La Aldea de San Nicolás, financed by the Department of Equality of the Cabildo de Gran Canaria. 2022.

<https://opcionate.com/wp-content/uploads/2023/04/Opcionate-Diagnostico-La-Aldea.pdf>

#### Digital Ethics, Cybercitizenship and Youth of Gran Canaria. Participatory diagnosis.



Study carried out within the framework of the 'Digital Ethics and Cybercitizenship' project. It includes initiatives, obstacles and proposals to promote responsible and participatory uses of the network. Funded by the Citizen Participation Unit of the Cabildo de Gran Canaria. 2022-2023.

<https://opcionate.com/wp-content/uploads/2023/04/Etica-Ciberciudadania-y-Juventud-Canaria-Diagnostico-Participativo.pdf>

## OUR MATERIALS

### VIDEOS

#### Video Cyberpassport for Equality LPGC.



Cyberpassport Citizenship for Equality is a campaign aimed at pupils and teachers in the last cycle of primary education in nine schools in the city and one secondary school. This video has been produced together with the young cyberactivists. It is funded by the Department of Equality and Diversity of the City Council of Las Palmas de Gran Canaria and the State Pact against Gender Violence. 2022.

<https://www.youtube.com/watch?v=OYTzVwF-E>

#### Video Youth for a Democratic Cybercitizenship and Cyberpassport for a Better World Campaign including videos elaborated by participants.



Promotion of digital citizenship and social participation of island youth through the internet. Reflection on different aspects of democratic cybercitizenship and on their own practices and forms of social participation in the Internet environment. Funded by the Citizen Participation Unit of the Cabildo de Gran Canaria. 2020-2022.

<https://www.youtube.com/watch?v=HZDe3XLgD3s>

#### Video campaign Mujer tenías que Ser.



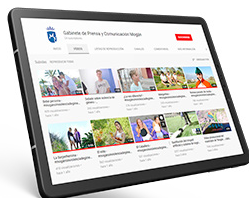
Promoted by the Town Council of La Aldea de San Nicolás, co-financed by the Department of Equality of the Cabildo de Gran Canaria. 2022.

<https://www.youtube.com/watch?v=We-lfLqyHr4>

## OUR MATERIALS

### VIDEOS

Videos for the prevention of gender violence among young people in Mogán.



Funded by the Concejalía de Igualdad del Ayuntamiento de Mogán, 2019.

<https://opcionate.com/en/project/participatory-and-experiential-development-of-audiovisual-tools-to-raise-awareness-about-gender-violence-with-the-support-of-young-participants/>

Video for the employability of women, project “Cruzando Redes”: Gender mainstreaming in Valsequillo.



Empowerment and labour insertion of women, gender mainstreaming and institutionalisation, training, awareness raising and sensitisation in equality between women and men. Funded by the Town Council of Valsequillo de Gran Canaria and the Department of Equality of the Cabildo de Gran Canaria. 2020-2021.

<https://www.youtube.com/watch?v=BBc0Pl9SSC0>

Video LiderA: Experiential and participative training in Leadership for young women in Gran Canaria.



Funded by the Department of Equality of the Council of Gran Canaria. 2020-2021.

<https://www.youtube.com/watch?v=tdnikh3Kpoc>

## OUR MATERIALS

### VIDEOS

Webinar “Good Practices. An approach to cyber-violence against women and girls”.



Funded by the Cabildo de Gran Canaria. 2020.

<https://www.youtube.com/watch?v=aJgzCxWTSt0>

Webinar “An approach to cyber-violence against women and girls: Macho cyber-violence”.



Funded by the Department of Equality of the City Council of Las Palmas de Gran Canaria. 2020.

[https://www.youtube.com/watch?v=q-C\\_WUos884](https://www.youtube.com/watch?v=q-C_WUos884)

Video on cyberequality with part of the students of the project with the aim of reaching other young people and the general public.



Cyberpassport for Equality; in Guía is a campaign promoted by the Department of Equality of the City Council of Santa María de Guía, in the framework of the project for the development of the state pact against gender violence funded by the Ministry of Equality and implemented by Opciónate.

<https://www.youtube.com/watch?v=5GZcYPuGRC>

## OUR MATERIALS

### PODCAST

#### Cybermachismos: Would it be the same if it were a man?



Podcast in Abriendo el Melón by WomenCLM. Ana Lydia, director of Opciónate; together with Nira Santana, researcher and teacher in gender and videogames, will talk in this episode about existing cybermachismos and gender inequalities in social networks and videogames. WomenCLM 2023.

[https://www.ivoox.com/cibermachismos-pasaria-lo-mismo-si-fuese-hombre-audios-mp3\\_rf\\_100455744\\_1.html](https://www.ivoox.com/cibermachismos-pasaria-lo-mismo-si-fuese-hombre-audios-mp3_rf_100455744_1.html)

## OUR MATERIALS

### GUIDES AND TEACHING MATERIALS

Guide for families. How to prevent, detect and act against male chauvinist cyber-violence.



Financed by the Ayuntamiento de la Villa de Firgas with funds from the Pacto de Estado Contra la Violencia de Género. 2022.

<https://opcionate.com/wp-content/uploads/2023/04/Guia-didactica-ciberviolencias-machistas.pdf>

Cyber-equality Guide. Educating for equality.



Ciberigualdad is a guide that focuses on the responsible use of social networks for the prevention of sexist cyber-violence in communication and relationship technology environments. It also questions the sexism transmitted through video games, proposing an alternative from a gender perspective. Funded by the Department of Education of the Government of the Canary Islands.

<https://www3.gobiernodecanarias.org/medusa/ecoescuela/educarparalaigualdad/files/2022/03/guia-ciberigualdad-digital.pdf>

From Muses to Artists.



Fanzine created by Nerea Jiménez Mesa and Paula Arencibia Pérez for Opciónate that narrates real experiences of women artists who have lived through situations of harassment for sex reasons in the workplace. Opciónate 2022.

[https://opcionate.com/wp-content/uploads/2022/08/De-musas-a-artistas\\_no1.pdf](https://opcionate.com/wp-content/uploads/2022/08/De-musas-a-artistas_no1.pdf)

## OUR MATERIALS

### GUIDES AND TEACHING MATERIALS

#### Quiz- Care.

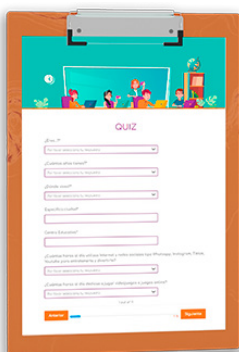


Quiz created with the aim of finding out how much you know about care and the tasks it entails in order to take another step in the social and economic recognition of feminised professions, as well as care and domestic work, making visible the number of hours involved.

Promoted by the Town Council of La Aldea de San Nicolás, co-financed by the Department of Equality of the Cabildo de Gran Canaria. 2022.

<https://mujerteniasqueserlaaldea.com/quiz/>

#### Cyberpassport for Equality Quiz.



The aim of this form is to reflect on online violence, male chauvinist cyber-violence and cyber-activism for equality between women and men, to identify their positive and negative practices on the Internet and to consider how they can contribute to achieving a better cyber-world in which there is real equality for all.

Funded by the Department of Equality and Diversity of the City Council of LPGC and the Department of Equality of the City Council of Santa María de Guía. 2022.

<https://opcionate.com/es/ciberpasaporte-por-la-igualdad/#Ciberpasaporte>

#### Cyberpassport Quiz for a better world.



The aim of this questionnaire is for the people who complete it to reflect on what they know about cybersecurity and cybercitizenship, identify their positive and negative practices on the Internet and consider how they can contribute to a better cyberworld.

Funded by the Citizen Participation Unit of the Cabildo de Gran Canaria. 2021.

[https://opcionate.com/es/ciberpasaporte\\_para\\_un\\_cibermundo\\_mejor/#Ciberpasaporte](https://opcionate.com/es/ciberpasaporte_para_un_cibermundo_mejor/#Ciberpasaporte)



## OUR MATERIALS

### GUIDES AND TEACHING MATERIALS

#### Equality plans in companies in La Aldea de San Nicolás.

Financed by the Town Council of La Aldea de San Nicolás with funds from the Department of Equality of the Cabildo de Gran Canarias. 2020-2022.



Dossier 1. Legislative framework.

<https://opcionate.com/wp-content/uploads/2022/07/Opcionate-1-DOSSIER-PARA-LOS-PLANES-DE-IGUALDAD-EN-LAS-EMPRESAS-DE-LA-ALDEA-1-Legislacion.pdf>

Dossier 2. Guidelines, protocols and models.

<https://opcionate.com/wp-content/uploads/2022/07/Opcionate-2-DOSSIER-PARA-LOS-PLANES-DE-IGUALDAD-EN-LAS-EMPRESAS-DE-LA-ALDEA-2-Guias-y-Formatos.pdf>

Dossier 3. Consultancy services.

<https://opcionate.com/wp-content/uploads/2022/07/Opcionate-3-DOSSIER-PARA-LOS-PLANES-DE-IGUALDAD-EN-LAS-EMPRESAS-DE-LA-ALDEA-3-Servicios-Asesoria.pdf>

#### Board game "Free to choose".



Board Game "Free to choose", contributes to reflect with students on gender stereotypes and roles that influence young people's professional choices.

European level (Spain, Cyprus, Slovenia, Italy and Portugal). Funded by the European Commission's Justice call. 2019 - 2017.

<https://opcionate.com/en/project/libres-para-elegir-freedom-to-choose/>

#### Infographic on Cyber-violence



Cyberpassport for Equality Campaign with the project "Desconectando" by the City Council of Valsequillo de Gran Canaria and funded by the Department of Equality of the Cabildo de Gran Canaria. 2022.

<https://opcionate.com/wp-content/uploads/2022/11/Infografia-Ciberviolencias-y-Ciberviolencias-machistas.pdf>

## TEAM



### Ana Lydia Fernández-Layos

Director of Opciónate. Expert in Gender Equality and Emotional Intelligence/ Gestalt Therapist.

Bachelor of Arts on International Relations.  
Master in International Cooperation.  
Specialist in experiential and participatory methodologies.  
More than 25 years in UN, EU and Canary Islands Institutions projects, national and international in more than 25 countries.



### Rocío López López

Psychologist specialised in gender and development.

More than five years of experience working in cooperation and social action from a gender perspective, accompanying women in vulnerable situations and working with minors.



### Rocío Felipe Junquera

Pedagogue specialised in social networks with a gender approach.

Creator of E-learning content and experience with women in vulnerable situations through the creation of socio-educational workshops.



### Daniela Moreno Alarcón

PhD in Feminisms as critical theory.

Master in Tourism Planning and Management. Consultant and researcher in Gender, Sustainability and Tourism.

## TEAM



### Gregorio Cabrera Reyes

Graduate in Communication and Master in Organisational.

More than 25 years of experience in newspapers and magazines. Specialised in social, cultural and environmental issues.

Director and scriptwriter of television programmes and radio collaborator.

Communication advisor for public institutions, companies and social entities.



### Mayte Cabrera Díaz

Graphic designer specialising in user experience and interaction.

More than 5 years of experience in graphic design, advertising and social technology projects for groups at risk of exclusion. Master in User Experience Design.



### Sonia Håkansson

Audiovisual creator and photographer focused on social accompaniment and the use of the camera as a tool for awareness and transformation.

Graduate in Journalism and Audiovisual Communication from the Carlos III University of Madrid and complementary studies in Communication and Digital Media at the Instituto Tecnológico de Monterrey- Querétaro, Mexico.

## INSTITUTIONAL DATA

Legal Name	OPCIONATE Mejora tu vida Mejora el Mundo
CIF N°	G76263516
Type	Non-profit association
Scope	State
Purposes	Contribute to individual personal improvement, research, legal advice, communication, formulation, implementation and evaluation of projects that promote emotional intelligence, personal empowerment, solidarity, international cooperation and social and gender equity from a feminist, human rights and systemic approach to environmental sustainability and sustainable development.
Registration Data	Group 1 - National Register - Section: 1 - Associations - National number: 610583 - Date of registration: 21/07/2016 - Date of incorporation: 28/03/2016
BOARD OF DIRECTORS	
Dña. Alicia Estrella Santos	Legal Representative
Dña. Cristina Santillán Idoate	Secretary/Member with powers to certify corporate resolutions
Dña. Marisa Aguirre Portillo	Treasury
DATOS DE CONTACTO	
<a href="https://opcionate.com">https://opcionate.com</a> Email: <a href="mailto:opcionate@gmail.com">opcionate@gmail.com</a> <a href="mailto:proyectosopcionate@gmail.com">proyectosopcionate@gmail.com</a>	Address: C/ Pérez Muñoz, 89 35009 Las Palmas de Gran Gran Canaria Opening hours: Monday to Friday from 9:00 a.m. to 3:00 p.m. Telephone: 610 34 02 57
BANK DETAILS	
IBAN	ES56 1491 0001 28 3000076252

## COLLABORATIONS

### INSTITUTIONS AND BUSINESSES



## COLLABORATIONS

### PARTNERSHIPS AND NETWORKS





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