

# Fundación Mutante



## Narrative:

In Colombia, we reached over 500.000 people who were interested in gender equality discussions such as abortion, sexual exploitation, gender-based violence, and fertility treatments. By 2025, with the contributions of allied organizations, experts, and our public, we expect to create and share communicative tools of public interest that are useful for the people who views our contents so they can access to services guaranteeing their sexual and reproductive rights.

## Objectives:

- 1) Increase our response rate to 30% of the public doubts, questions, misinformation or information gaps with our contents and journalism. We are currently measuring this with a tool we developed called the Comments Library that collects the comments of the public, categorizes them and provides us a percentage of our response rate, so we can accomplish our commitment of doing public interest journalism.
- 2) Provide quality information that will lead people to make informed decisions over their bodies in relation with sexual and reproductive rights. This will be measured in a qualitative way with the comments and messages of our audience sharing how useful our tools have been for them. We also have the Mutante Utility Indicator (IUM) that measures the utility of our contents, this will be shared with the people accessing to our conversation spaces.