**Strategic Goal**

**Breaking norms and stereotypes about trans people in order to bring social and cultural changes to build a trans inclusive society.**

**Strategic Objectives**

* **Deliver objective information about sexuality and gender to the trans community and mainstream society.**
* **Organize social and cultural campaigns to raise the issues of the trans community and sex workers in Armenia.**
* **Cooperate with media to ensure that the issues of sex workers and trans people are properly covered and raised.**

**Services**

* **Maintaining the organization’s website and social media pages.**
* **Organizing video campaigns related to trans and sex workers rights and gender diversity.**
* **Organizing cultural events related to trans issues and gender diversity.**
* **Providing individual and group consultancies about sexuality and gender.**
* **Elaborating, publishing and disseminating educational materials on sexuality, gender and sex work.**
* **Organizing informational and educational events on sexuality and gender for the trans community, civil society, government institutions, mass media, university students, independent experts, specialists, etc.**
* **Developing and disseminating monthly E-magazines.**
* **Participating in national, regional and international festivals, campaigns, pride events and other events.**
* **Studying and researching public acceptance and attitude towards trans people and sex workers in Armenia.**

**Expected Results**

* **Decreased discrimination and violence against the trans community and sex workers in Armenia.**