July - August 2021 – Search for Common Ground (Search) is implementing the Partners for Justice project in partnership with ABAAD-Resource Center for Gender Equality (ABAAD). Under the project’s second specific objective of promoting a shift in communities’ attitudes in target areas around the permissibility of, and assumptions related to Violence Against Women and Girls (VAWG), Search and ABAAD implemented the Media for Social Change workshop (MFSCW) to equip youth leaders and media professionals with gender sensitivity and non-adversarial advocacy skills to develop a national media campaign that promotes the reduction of VAWG by addressing social dynamics that justify violence against women and girls and/or perpetuate victim blaming.

“...The workshop swayed my thinking approach. I became more realistic and able to think out of the box. I am now able to apply the theoretical advocacy knowledge I gained in my work with the community on women’s rights and gender equality.

- Male Youth Participant

This workshop helped us learn additional information and be more aware of the importance of advocacy work in achieving gender equality. Now, we are ready to create a national youth committee from different Lebanese regions.

- Male Youth Leader, Mount Lebanon

In this context and under the supervision of the project team, the 30 youth leaders and the 10 media professionals were engaged in a participatory, media for social change working sessions where they grasped the requisite advocacy knowledge, and acquired the technical skills for creating an advocacy campaign that favors gender equality, equitable masculinities and guards against VAWG. Additionally, during this workshop, the youth leaders were able to employ the
According to the results of the evaluation conducted during the workshop by the Search project team, 71 percent of the youth leaders and the media professionals reported that they were satisfied with the workshop. They also reported an over 79 percent increase in their skills in proposal writing and development, and a 245 percent increase in creating and developing a media and communications plan.

The training also created a harmonious team of spirited and qualified youth from different Lebanese regions who are active in their communities and willing to continue working together in the future.

"The workshop was very useful and rich in valuable and new information; it was an opportunity for me to get to know new people with whom I am able to work despite our different backgrounds and cultures."

- Male Media Professional

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"I'm very happy to meet new people with different cultures and expertise, and I hope we work together in the future."

- Female Youth Participant

Search is the world's largest dedicated peacebuilding organization, and supports programming in 32 countries in Asia, Africa, Europe, South America, the Middle East, and the United States. Search's mission is to transform the way the world deals with conflict from adversarial means to shared solutions. Search has worked in Lebanon since 1996 through a diverse array of programming, including social cohesion, peace education, and media production.

ABAAD is a non-governmental organization that aims to achieve gender equality as an essential condition to sustainable social and economic development in the Middle East and North Africa (MENA) Region. ABAAD advocates for the development and implementation of policies and laws that enhance women’s effective participation. With the purpose of ending gender-based violence, ABAAD further adopts a holistic care approach providing protection and support services to Gender Based Violence (GBV) survivors.

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