PARTNERS FOR JUSTICE

Goal: To reduce violence against women and girls (VAW and GBV) in Lebanon by transforming attitudes of gender, rights, men, women, and children, and to implement national policies and action plans to address the causes of violence in the 2012 over the next four years.

 rhetorical strategies and an open dialogue with policymakers, civil society organizations, and communities to change attitudes and behaviors towards gender equality. The project also aims to support national policies and action plans to address the causes of violence against women and girls (VAW and GBV) in Lebanon.

 TOWARDS A GENERALIZED EQUITABLE SOCIETY

 National Social Media Campaign: The UN Women and Reehaal created an innovative campaign using social and mobile media platforms. The core media uses this campaign to reach a larger audience.

 Beyond Stereotypes: A social media campaign aiming to challenge gender stereotypes and norms, using interactive platforms such as Instagram and Facebook to reach young people.

 The campaign’s impact was further measured by the evaluation which showed that the social media campaign succeeded in changing perceptions and behaviors among the target audience. The campaign was also able to reach a wider audience through its engagement and influence on social media.

 The campaign was led by a team of media experts and included a mix of traditional and digital media channels. The campaign also included partnerships with local organizations and influencers to increase its reach and impact.

 Film Festival: In celebration of the closing of the project, the festival was organized to increase awareness and understanding of gender equality issues. The festival included screenings of films that address gender equality and women’s rights, as well as panel discussions and workshops.

 The festival was followed by a series of social media campaigns and partnerships with local organizations and influencers to continue the conversation and raise awareness.

 It is essential that women and girls are able to access safe and inclusive spaces and that the film festival is an opportunity to share stories and empower women and girls.

 The film festival was produced by the Arwa Darwish Center for Women’s Rights and supported by the United Nations Women’s Fund for Peace through Women’s Peace.

 PILOT YOUTH PLATFORMS

 Goal: To promote gender equality and women’s rights in Lebanon and Jordan to address and reduce gender-based violence and institutional gender discrimination.

 The project aims to promote gender equality and women’s rights by creating a safe and inclusive platform for youth to discuss and address gender-based violence.

 The platform is designed to provide a space for youth to share their experiences, discuss gender-based violence, and learn about gender equality and women’s rights.

 The project also aims to develop youth leaders and promote gender equality through its workshops and trainings.

 The project is led by a coalition of national and international organizations and partners, including the United Nations Women’s Fund for Peace through Women’s Peace and the Program for Women’s Economic Empowerment.

 The project is supported by funding from the United Nations Development Fund for Women (UNIFEM) and the Swiss State Secretariat for Development and Co-operation (SDC).