



EuroMed Feminist Initiative
المبادرة النسوية الأورومتوسطية
Initiative Féministe EuroMed



Press Release

September 2019
Cairo, Egypt

Launching of the Media Campaign on Zero Tolerance for Violence Against Women and Girls

On 15 September 2019, Association for Appropriate Communication Techniques for Development (ACT) and the EuroMed Feminist Initiative in consortium with 8 women's rights organizations launched a Media Campaign on **Zero Tolerance for Violence Against Women and Girls (VAWG)** in Algeria, Egypt, Jordan, Palestine, Lebanon, Tunisia and Morocco. It is part of the broader Regional Campaign on Combating Violence Against Women and Girls in the Southern Mediterranean Region funded by the EU. The Regional Campaign engages the society in preventing violence against women and girls, and in fostering societal and legal change.

The Media Campaign helps getting violence out of the private sphere and support changing of public attitudes. It encourages people to share their stories of violence by using the hashtag "Eh Ostik / Eh Ostak" which is in Arabic for both women and men, meaning "What's your story? /What's your problem?". The hashtag invites women to share their stories of violence online, while engaging men to demand an end to this injustice and shift the blame from victim to perpetrator. It also provides women with a safe platform to have access to information on existing services.

The Campaign captures shared challenges in the region. However, it also addresses national priorities in combatting violence against women and is therefore simultaneously launched on both regional and national levels. The Media Campaign comprises billboards, films, a website, radio spots, TV coverage and interviews along with social media coverage in seven countries.

The Campaign also addresses gender biases in education and gender stereotypes in schools. Particular attention is paid on tackling discriminative legislation, dissemination of information on existing services for victims, offering training programs for relevant authorities (judiciary, police, health, social services) to enhance institutional knowledge and skills of first responders.

Click [here](#) to read the Brief of the Regional Campaign launching conference in Amman, [here](#) to read the Brief of the Regional Expert Roundtable on combating discrimination against women and girls in legislation, and [here](#) to read the Brief of the Regional Expert Roundtable on promoting gender equality through education and. Click [here](#), [here](#), and [here](#) for photo-albums of all events.

Association for Appropriate Communication Techniques for Development (ACT) is a nonprofit organization established in Egypt since 1993. ACT's mission is to promote women's rights, gender equality, and ensure women's access to equal rights. To achieve this and build a society free of violence against women, ACT focuses on building the capacity of women and enhancing their life skills, especially in marginalized and vulnerable communities.

Facebook: <https://www.facebook.com/actegypt1/>

Click [here](#) to view the photo album and [here](#) to watch a short video of the Press Conference.



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EuroMed Feminist Initiative is a policy network that encompasses women's rights organizations from the two shores of the Mediterranean. It provides expertise in the area of gender equality and women's rights as inseparable from democracy and citizenship, and advocates for political solutions to all conflicts, and for the right of peoples to self-determination.

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