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EuroMed Feminist Initiative
المبادرة النسوية الأورومتوسطية
Initiative Féministe EuroMed



Press Release

September 2019

Media Campaign on Zero Tolerance for Violence against Women and Girls

Press conferences were held on 22nd - 23rd of September 2019 in Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia to officially launch a Media Campaign on **Zero Tolerance for Violence Against Women and Girls (VAWG)**. The Media Campaign is a part of a broader Regional Campaign on Combating Violence against Women and Girls in the Southern Mediterranean Region, initiated in January 2019 by EuroMed Feminist Initiative in consortium with 9 women's rights organizations from Algeria, Egypt, Jordan, Lebanon, Morocco Palestine and Tunisia, and funded by the European Union. It aims to engage the whole society in preventing VAWG, and foster societal and legal change.

The Media Campaign helps getting violence out of the private sphere and supports changing of public attitudes. The hashtag "Shu Ostik / Shu Ostak", which means in English "What's your story? /What's your problem?", invites women to speak up and share testimonies on violence they have faced, while engaging men to put 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.

"All of us are fully engaged in this campaign because VAWG has been identified through our long term dialogue process, as one of the most tragic threats on women security, freedom and lives globally." stated Lilian Halls French, Co-President of EuroMed Feminist Initiative.

The Campaign captures shared challenges in the region, while also addressing national priorities in combatting violence against women and is therefore simultaneously launched on both regional and national levels. Particular attention is paid to tackling discriminative legislation, dissemination of information on existing services for victims, supporting institutionalization of training programs for relevant authorities (judiciary, police, health, and social services). It also addresses gender biases in education and gender stereotypes in schools. "The campaign addresses VAWG in a strategic sphere where the mentalities are shaped – Education" emphasized Azza Kamel, Manager of Appropriate Communication Techniques for Development (ACT), Egypt.

The Media Campaign comprises billboards, films, a website, radio spots, TV coverage and interviews along with social media coverage in seven countries. Influencers from these countries have joined the campaign in order to contribute to the public debate.

View the [photo collage](#) of the billboards and online campaign and the [photo collage](#) of the press conferences. View the photo album of the Press Conference in [Egypt](#), [Jordan](#), [Lebanon](#), [Morocco](#), [Palestine](#) and [Tunisia](#).

EuroMed Feminist Initiative is a policy network encompassing 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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