

## Press Release

### Regional Media Campaign “Voices of Women, Visions for Peace”

#### Launched to Advance the Women, Peace and Security Agenda (WPSA) in Iraq, Jordan, Lebanon and Palestine

1<sup>st</sup> October 2025, Amman- Jordan

This year, the world marks the 25th anniversary of United Nations Security Council Resolution (UNSCR) 1325 on Women, Peace and Security: a landmark resolution that recognised the distinct impact of armed conflict on women and men, and affirmed the central role of women in building a lasting and sustaining peace. Against the backdrop of today’s complex regional and global challenges—ranging from protracted armed conflicts to humanitarian crises and growing threats to security—the call for women’s participation in peace negotiations and security arrangements is more urgent than ever.

Within the framework of the regional project “Strengthening Feminist CSOs for the Implementation of the WPSA in Iraq, Jordan, Lebanon, and Palestine”, funded by the Support Fund for Feminist Organisations of the Agence Française de Développement (AFD) and the French Ministry for Europe and Foreign Affairs, EuroMed Feminist Initiative (EFI) and the project consortium members Women Empowerment Organization (WEO) in Iraq, Association Najdeh in Lebanon, Arab Women Organization (AWO) in Jordan, and the Palestinian Working Women Society for Development (PWWSD) in Palestine launched the regional awareness campaign “Voices of Women, Visions for Peace” to promote the implementation of the Women, Peace and Security Agenda (WPSA) in Iraq, Jordan, Lebanon, and Palestine.

The campaign seeks to raise public awareness of the WPSA, and the transformative role women and women’s rights organisations play in sustaining peace and security, advocating for political solutions to all crises, maintaining the communities if armed conflicts arise and rebuilding peace and security after armed conflicts end. It will deliver accessible messages across the four WPSA

pillars—Participation, Protection, Prevention, and Relief & Recovery—while fostering collective responsibility and inclusive action. The campaign will also commemorate the 25th anniversary of UNSCR 1325, strengthen the visibility of feminist civil society organisations (CSOs) and women-led community-based organisations (CBOs), and promote inclusive engagement by reaching young women and men, refugees, marginalised groups, and local communities across the region.

“Women are not only victims of conflicts, but they are also key actors in peacebuilding and recovery,” said Boriana Jonsson, Executive Director of EFI. “With this campaign, we reaffirm our collective commitment to amplifying women’s voices and ensuring their equal participation in decision-making for a more just and inclusive future.”

The campaign strategy includes the dissemination of 30 awareness messages and two graphic reels across Facebook, Instagram, X, YouTube, and LinkedIn, supported by targeted outreach. All content will be produced in Arabic and English. Activities will run for one month, accompanied by active coordination and participation of with consortium partners and women-led CSOs and CBOs.

For more information, please contact:

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### About EuroMed Feminist Initiative (EFI):

EuroMed Feminist Initiative is a policy platform that provides expertise in the field of equality between women and men and women’s rights as inseparable from democracy building and citizenship, and advocates for political solutions to all conflicts, and for the right of peoples to self-determination.