



# Strategic Plan 2019-2024



# A.

## Context

Feminist and women's rights movement building is crucial to the socio-economic change of any country, especially when it comes to achieving gender justice for all women and girls. When women are properly presented in all facets, their voices are heard and are acknowledged for their leadership capabilities, it is then that social change and economic growth will be driven to be achieved.

A contextual analysis of Lebanon's salient features points to complex political and socio-economic dynamics that continue to undermine gender equality and women empowerment in the country. With all the great work that feminist and women's right movement towards more comprehensive understanding of – and awareness on – women's rights in theory, gender discrimination in areas relating to custody rights, social security, nationality recognition, sexual harassment and violence is still widespread.

Feminist and women's rights organizations in the country are joining their advocacy efforts to lobby the Lebanese state to take into account the issue of gender equity in all economic, social, and cultural policies and sectors. Especially when it is related to the protection of women, “notably vulnerable women, such as women refugees and migrant workers, from exploitation, violence, and human trafficking. Still, while there is room for improvement in terms of women's rights, women in Lebanon enjoy a margin of freedom compared to other countries in the Middle East. Such liberties are owed to the achievements of feminists that have consistently pushed for reform”.

In its turn, since its establishment, Fe-Male strived to reinforce the presence of young women and girls and to promote feminism for the bigger purpose; gender equality. Fe-Male collectively works to actively involve women and girls in this social change process, through integrating in different social movements across the country and strengthening the networks amongst the various feminist groups, NGOs, and entities. Mobilizing youth, young women, women and girls, and continuously working on improving their knowledge and leadership skills, is fundamental to Fe-Male to be able to promote feminist values and ensure women's leadership at both the individual and collective levels.

## Vision



## B. Mission

Fe-Male is a civil feminist collective working with women and girls to eliminate injustice through building young feminist movement, empowering agents of change, and campaigning together against discriminatory norms and policies. We believe in changing how communities work in terms of laws and policies to give the opportunity for all women and girls to live in a just world with their rights fully attained.

## C. Values



# D.

## Strategic Objectives

- 1 Strengthen and expand the organization's financial and human resources through developing our capacities on raising funds, PME programs and mobilizing volunteers;
- 2 Contribute to building a young feminist movement in the region through spreading and deepening feminist knowledge and activism;
- 3 Promote gender-sensitive media coverage and challenge inequalities and the stereotypical women's image in media and audio-visual sectors in Lebanon and the region;
- 4 Contribute to building a safe and abuse free digital media world where women and girls can enjoy their rights in accessing online information on social media platform while advocating to drive up the numbers of women in technology and close the gender gap in the ICT sector

### Objective 1

**Strengthen and expand the organization's financial and human resources.**

Developing our capacities in raising funds



#### Measurement:

Budget increases 50% by the year 2024

#### Key Strategies:

- 1-Develop a messaging strategy and communication tools to enable us to professionally reach out to donors;
- 2- Deepen the major donors' relationship through creating new opportunities for engagement;
- 3- Prioritize, communicate, and implement focus issues and strategic campaigns as part of our grant making plan;
- 4- Provide capacity development workshops for the current staff working on fundraising and increase their skills in mapping, planning and reaching out for new donors;
- 5- Creating strategies to enhance our monitoring and evaluation mechanisms.



## **Objective 2**

**Contribute to building a young feminist movement in the regio resources.**

### **Measurement:**

More women and girls involved in advocacy for women's rights causes, and tangible evidence that this movement is influential through stories of success, and assessing the strength of the movement by the strength of the leadership skills and the presence of networks and alliances within the movement.

### **Key Strategies:**

- 1- Lead on the facilitation of information sharing and knowledge bridging among feminists in Lebanon and across the region;
- 2- Equip feminist activist leaders with all needed skills to become future advocates and agents of change;
- 3- Promote grassroots organizing and alliance building to advance concrete demands for gender equality;
- 4- Expand the base of our members and volunteers by fostering innovative recruitment strategies;
- 5- Lobby for more project's that prioritize empowering young women and girls (15-25) with knowledge and skills on governance, democracy, gender equality and advocacy skills to fight inequality and discrimination.

## **Objective 3**

**Promote gender-sensitive media coverage and challenge inequalities and the stereotypical women's image in media and audio-visual sectors in Lebanon and the region.**

### **Measurement:**

A balanced image of women in media and ads and an enhanced audio-visual and media sector that respects and appreciates women based on their achievements and abiding by a code of conduct that governs media institutions.

### **Key Strategies:**

- 1- Promote the importance of having women occupying all roles in the newsroom, including senior positions with equal pay;
- 2- Build progressive partnerships with media outlets and journalists;

- 3- Increase women's use of media to strengthen the visibility, appeal and reach of women's rights agendas and role;
- 4- Strengthen the feminist platform Sharikawalaken to produce more content and knowledge related to women's rights.
- 5- Establishing relationships and reinforcing the networking culture within the advertising and audio-visual sectors to promote gender-equality;
- 6- Launching and supporting advocacy campaigns to improve the image of women in the media and audio-visual sector; leading to more visibility.
- 7- Increase skills and leadership abilities of women in media and audio visual sectors through mentoring and development programmes and use art as an innovative tool to promote women's rights;

## Objective 4

**Contribute to building a safe and abuse free digital media world where women and girls can enjoy their rights in accessing online information on social media platform while advocating to drive up the numbers of women in technology and close the gender gap in the ICT sector.**

### Measurement:

Enabled and well-equipped women and girls with the convenient knowledge about online harassment and abuse, who are:

- Enjoying the online world and take decisions related to their presence.
- Encouraged to report cyber-crimes and using online platforms safely to advocate for their rights

### Key Strategies:

- 1- Gather evidence by documenting, reporting, monitoring and analyzing digital-related violence against women;
- 2- Engage with decision makers to amend existing laws or develop new policies that seek to protect women's rights including their safety and security;
- 3- Campaign to create a safe online environment that affirms women and girls' right to safety and security.
- 4- Lobby towards an adequate representation of women in presence, policy-making and standards-setting processes in the sector.
- 5- Organize and conduct capacity building workshops for women and girls especially in rural areas.

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