COMMUNAL TO NATIONAL

Feminist Response to Survive the Pandemic and Overcome Crises





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GENDERING THE CYBER WORLD: Safety and Equality

COVID-19 pandemic had a regressive effect on gender equality in Lebanon and the whole world. With all the economic, social, security challenges raised because of this crisis, one of the most strategic goals that Fe-Male focused on through its digital interventions in 2020 was working towards gendering the cyber world to ensure women and girls' safe access to this world, in addition to promoting equality on all levels.

Throughout the year, awareness-raising information that tackled stringent online topics was highlighted, especially those that arose as a result of the strike of the pandemic and the challenges that had profound implications on women and girls. **Preventive and protection tools against online GBV were shared**, and discussions around emerging topics like **inequalities in the digital economy** (also known as Gig Economy) were prevalent on Fe-Male's social media platforms, delivering messages that **call out for safety and equality**.

A.

SCREENS DO NOT PROTECT Campaign

Donors and Partners:
Global Fund for Women and Mediterranean Women's Fund

Objectives:

- Show the negative impact of online violence on women and girls, and how it restricts their freedom and limits their online activity;
- Educate women, girls and caregivers on digital protection and provide them with tools for safe internet usage;
- Bring about specific improvements in the practices of governmental bodies so that abusers stop the act of harassment and fear punishment.





"Screens Do Not Protect" digital campaign was a massive national campaign which reached more than 9 million people locally and regionally. Fe-Male was able to lobby more than 40 celebrities, influencers, and journalists to tweet about the campaign, making الشاشة ما بنحمي# the number one trending hashtag in Lebanon on the day of the launching, and earning the coverage of 60 local, regional and international media outlets and news websites.







Following its release, Fe-Male began to receive daily messages on its social media platforms from women and girls reporting online perpetrators and seeking support. Activities under the campaign were focused on promoting the behavior of reporting abusers, and provided tips, tools and knowledge on cyber safety and technology:



Production of awareness-raising material: videos, infographics, video graphics, info-images ..., all of which are inclusive of informative data about online GBV, protection tips, and the processes and channels of reporting;

- Launching "Screens Do Not Protect" digital campaign with an online storm that dominated the digital media arena for more than a week;
- Producing and sharing a **steps-to-protection video on TikTok** through Lebanese actress and celebrity's account, Zeina Makki, to target young girls as approximately 41% of the reported online GBV were among the age group 12 to 26.



Watch on TikTok

https://vm.tiktok.com/ZSJJy85Cc/



Conducting two awareness-raising Instagram live sessions with experts in the field of online safety, decision-makers, and ISF personnel, which discussed online GBV, its definition, ways of avoiding it, and encouraged reporting;



Producing **online quizzes** targeting parents and performing a social experiment on the parents of an adolescent girl, which in return led to the production of several videos and posts targeting parents and providing them with **advice and tools to protect their girls** without depriving them of their right to be online.

https://www.facebook.com/FeMaleComms/videos/1019498055154479

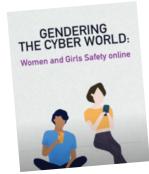


Production of a case study video that summarizes the campaign's deliverables and impact;

https://www.facebook.com/468837943180706/videos/1320972798283230



Watch the video



Production of five user-friendly **fact sheets**, as a result of an in-depth research, that ensure that all the messages of the campaign are conveyed on different levels such as protection, safety, and reporting.



"Screens Do Not Protect" was and remains a life-changing campaign in the lives of many women and girls in 2020. Bringing this topic to light was an eye-opener to an issue that the public, and especially young women and girls, was silently suffering from. Since its launch, a remarkable change in their behavior was recorded, as our media team through Facebook and Instagram's direct messaging received and supported more than 124 survivors so far. Before the campaign, the majority of women and girls were neither aware of their right to report, nor the existence of efficient channels which they can use to report online abusive behavior and consequently lead to the punishing of the perpetrators. The tangible successful results achieved by our support team, one after the other, encouraged more girls to report and thus strengthening the connection between Fe-Male and the Lebanese Internal Security Forces- ISF.



IMPAGTIN HER WORDS:

Sajida came forward with her story after seeing "Screens Do Not Protect" campaign: "I was simply applying for what I thought was an online job vacancy, but I found myself stuck with endless abusive threats of defamation." After hacking her phone, the perpetrator threatened to expose Sajida if she didn't respond to his sexual demands. Reassured by Fe-Male's online messages that online perpetrators are punished and that she should not fear to report, she reached out to us. Fe-Male supported Sajida throughout the whole reporting process to the ISF and after arresting the abuser, his confessions revealed a series of online abuse where the ISF confirmed that he has been abusing 15 other girls for a long while. "I want justice for me and the other girls, and this is why I won't drop the lawsuit against him". The abuser is now facing up to a three-year imprisonment sentence.

"Fe-Male's intervention was key to speeding up the procedures of the Internal Security and helping me gain justice", of online blackmail



Indirect reach: 9,981,923

Direct reach:
124 reported and
supported cases
of online GBV

B EQUALITY NEEDS WORK Regional Campaign

Donor: Friedrich-Ebert-Stiftung-FES

Objectives:

- To show the negative impact of gender inequality in the digitalized world of work on women across MENA region;
- To encourage feminist activists and feminist organizations to take actions to close the gender gap in the digital world of work especially at the policy level;
- To promote the importance of supporting women to develop the necessary skills to face the new challenges, including the need to face the social and cultural barriers;
- To highlight impact of home-based work on increasing gender inequality across the region.







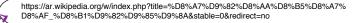






Under the hashtag المساواة_بدها #, "Equality Needs Work", a regional online campaign was launched, and **informative digital material** around the topic was cross-posted on Fe-Male's website and different social media platforms for future reference. These were:

- Conducting **research** and producing **five fact sheets** in Arabic and English tackling gender inequality aspects of the digital economy in the MENA region;
- Production of an informative animated video contextualizing "Digital Economy";
- Conducting two live sessions discussing Digital Economy from a feminist perspective with experts from Lebanon and the region;
- Working on revising the definition of Digital Economy from a feminist perspective on both Wikipedia and WikiGender:



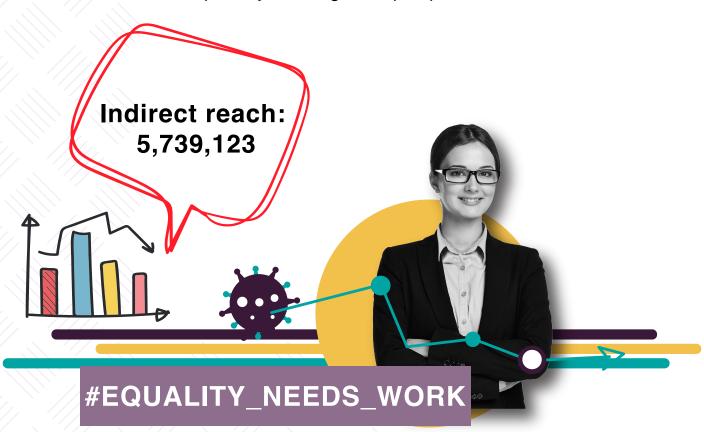
https://genderiyya.xyz/wiki/Fe-male



Check out the Definitions



Equality Needs Work caught the attention of the public, especially feminists who are now discussing advancement and thorough examining of what economically happens online. It's a new topic which was not tackled before especially within the emerging context of the Coronavirus, and people were not familiar with it, especially from a gender perspective.



1

BUILDING THE FEMINIST MOVEMENT: Knowledge & Activism

Bound to one of its strategic objectives: building and sustaining the **femi-nist movement in the country and the region**, Fe-Male's work during 2020 was just a reflection of that. Throughout the year, more women, girls, and young men were involved in **advocacy and campaigning for women's rights causes**, and were engaged in the diverse activities that **promoted gender equality and fought discrimination**.

We were on the frontlines, along with women's rights organizations and groups, advocating for existing and emerging needs of all women and girls, especially with the year's irritated context.

Moreover, Fe-Male was able to lead the production of **innovative feminist knowledge and data**, which was made available for the public to share and nurtured more grassroots organizing.

Young Voices Challenging Inequalities II

Donors and Partners:

UN Women-KAFA (enough) Violence & **Exploitation**



Objectives:

- Ensuring that youth, members of Fe-Male's Feminist Clubs in Tripoli and Nabatieh, are equipped with knowledge that would allow them to be change-makers and enable them to promote gender equality in their communities;
- Transferring the members' acquired knowledge to their peers and attracting new members;
- Campaigning against gender-based violence.









- Conducting four online awareness-raising workshops on GBV for the Feminist Clubs' members;
- Conducting two **capacity building training workshops** (3 days each) for newly recruited members of the feminist clubs;
- Producing and launching "Women's Stories" campaign emphasizing that women and girls victims of GBV are not just numbers and aiming at engraving their stories in the memory of the public, and calling to action through disseminating the GBV hotline of the Lebanese Internal Security Forces and our partner, Kafa.

 Check out the Campaign on our Website

https://www.fe-male.org/archives/13513





Youth are the change-makers in every society, and in 2020, Fe-Male's Feminist Club members from the two remote areas, Nabatieh and Tripoli were highly engaged in fighting GBV and involved in the emerging struggles in the country as a result of COVID-19 and the devastating Beirut Port Blast. Day in day out, they raised their voices on behalf of their communities and provided support each in their own way.

"Being a member of Fe-Male's
Feminist Club put me in a
place with people who share
the same thoughts on human
rights as me. It accentuated
my feminist values and helped
me to improve my personality
and direct my efforts to serve
humanity."

Samara, Feminist Club

Samara, Feminist Club member

Direct reach: 70 Indirect reach: 1,616,850

Fe-Male the Knowledge Hub: Creating and Sharing

Producing **feminist knowledge**, collecting data, and enriching the feminist archive was one of the main objectives for Fe-Male during 2020, and will continue to be throughout the up-coming years. Across all of its digital platforms, Fe-Male and its feminist online platform, Sharika Wa Laken, focused on **developing feminist material**, **drawing the attention of the public to the different women's causes and issues**, and bringing forward eye-opening matters that **promote gender equality and calls for ending discrimination and achieving justice**.

RESOURCES AND PUBLICATIONS:



Highlighting gender inequality aspects of the digital economy, and the feminist responses to the issues that impact women's access to decent jobs in this new world in "Digital Economy: Equality Needs Work" fact sheets in Arabic and in English.

https://www.fe-male.org/archives/13348



Read on our Website



All that's needed to know about online GBV, online dating, digital safety, protection tips for parents, the impact of technology on online GBV in "Gendering the Cyber World" fact sheets in Arabic and in English:

https://www.fe-male.org/archives/13230

D/

Read on our Website

Services Mapping

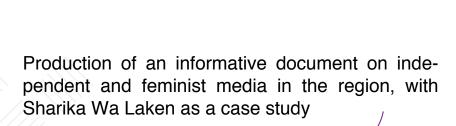
for Migrant Domestic Workers in Lebanon

Accessing services offered for migrant workers by civil society organizations through the "Services Mapping for Migrant Domestic Workers in Lebanon" in 5 languages: English, Amharic, Sinhala, Bengali and Nepalese:

https://www.fe-male.org/archives/13417



Read on our Website



FEMAL

https://www.fe-male.org/archives/13216



Read on our Website



3

PROMOTING GENDER-SENSITIVE MEDIA COVERAGE & CHALLENGING THE STEREOTYPICAL WOWEN'S IMAGE IN MEDIA AND AUDIO-VISUAL SECTORS

The prolonged expertise in **promoting the need for gender-sensitive media**, and challenging gender stereotypes, especially those that negatively affect women and girls, has been the accelerator for several campaigns and interventions at Fe-Male in the year 2020.

As media and social media's role in **highlighting inequalities** became major, the need for inducing the gender aspect became more vital for key actors in that field. Fe-Male's online platforms are undoubtedly large, impactful, and among the leading cyberspaces that **produce and disseminate feminist knowledge**.

The year 2020 was marked by the global, unfortunate disastrous strike of the COVID-19 pandemic, the worst economic crisis in Lebanon's modern history, and Beirut Port Explosion. All these called for an immediate action from our organization on multiple levels; online and offline.

A.

SHARIKA WA LAKEN

Donors and Partners: Kvinna Till Kvinna- UK Sigrid Rausing Trust- Internews- FRIDA

Objectives:

- Provide minorities and the vulnerable populations with platforms to defend their rights and voice their needs;
- Pave the way not only for freedom of expression, but also allow solidarity among all women and girls;
- Challenge the stereotypical women's image promoted by traditional media;
- Increase accessibility and the ability of feminists to communicate with thousands of women and girls through various types of content.





- Covered the **news**, achievements, and struggles of women regionally and locally;
- Created and produced innovative and **exclusive feminist multimedia content** (investigative reports, articles, videos, infographics, real-life stories, photo stories, caricatures, case studies...);

Campaigned and advocated for the different and urging women's causes in the country and regionally; especially amid COVID-19 crisis where we participated in other responsive local campaigns;





- Sharika Wa Laken launched "

 ## Campaign (Arabic for Women Are Up to It) aimed at highlighting the gendered impact of COVID-19, women and girls' role during the pandemic, especially those who are on the front-lines, and promoting the hotlines, relief, legal, and psychosocial support services provided by women's rights groups, organizations, and international organizations;
- Supported women and girls who reached out to us through our digital media platforms. Sharika Wa Laken team differentiated between the needs of these women and consequently referred them to women's rights organizations that offer relevant specialized services and support whether legal, psycho-social, economic empowerment, ...;

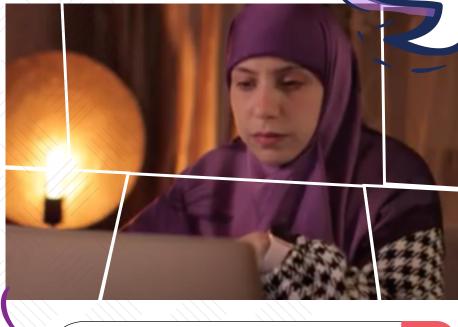


In 2020, Sharika Wa Laken emphasized its **presence as one of the leading feminist platforms in the region**, whether through its website or social media platforms. It became a **resourceful reference for advancing women's rights**. Through addressing and campaigning effectively to exclusively feminist issues and causes, **SWL imposed the presence of the feminist parlance in a direct and indirect way**, in the country and in the region, through encouraging the production of more feminist texts that highlight women's struggles as well as achievements. **SWL urged the creation of feminist awareness and a space for non-mainstream writings and knowledge.**

As a result of the advocacy work that Sharika Wa
Laken was engaged in, aiming to ensure the protection
of women during the lockdown, the Attorney General
of the Court of Cassation released a public generalization requesting to keep record of all cases of domestic
violence, even in the cases of non-witnessed crimes.
Judge Ouweidat reconsidered obligating the survivors
to report in person during the pandemic, and alternatively having a lawyer or a judicial officer listen to the
survivor's testimony via video chat or any means that
suit the survivor.

IMPAGT IN HER WORDS:

Sahar Ghaddar, Journalist and Political Activist. "Sharika Wa Laken is the reference for every woman and girl to be informed about her rights. Tackling women and girls' issues in the most humanitarian and gender-sensitive lens is what distinguishes it from other media outlets. Sharika Wa Laken offers feminist content that is much needed, and that lasts over time."



https://www.youtube.com/watch?v=KnLat7sIHHc







Indirect reach on Sharika wa Laken social media platforms: 7,760,877 people

ART FOR EQUALITY Lebanese Women and the Revolution

Donors and Partners:

Swedish Institute, Ahel-Jordan, The Basement- Yemen

Objectives:

- Promoting gender equality through artistic and cultural expressions;
- Capturing the positive changes in the region in terms of gender equality and women participation and inclusion;





- Participating in a brainstorming three-day meeting in Jordan with the partner organizations and the donor in which different contexts of the situation of women and gender equality were discussed;
- Launching of "Women of Lebanon and Revolution" art competition on the role of women in the October 17 Lebanese revolution and how they led and mobilized marches across the country, raising the voices of the marginalized and calling out for justice;
- Receiving and filtering more than **40 applications** from candidates who found a way in arts to express how they perceived these women during the revolution through producing short videos, drawings, songs, ...



https://www.facebook.com/FeMaleComms/photos/a.513655312032302/2932512400146569





Production of awareness-raising art tools of which were four paintings and a documentary.

https://youtu.be/MyjpFuQFJBE



IMPAGD.

The selected documentary by Arthur Sarradin, "THAWRETNA", depicts the women's fight told by women and is the first of its kind long documentary in Lebanon that highlights the important role and fight of women living in Lebanon on the frontlines of the 17th October revolution, from a feminist perspective.

"It is very important to document moments like these where women played a pivotal role in the trials of changing the history of the country. My paintings, as all art is, are in one way part of this documentation, and Fe-Male is just the right platform to share and document women's participation in October 17 Revolution."

Olga Safa, Artist and one of the winners in the Art for Equality competition.



Indirect reach: 377,000 people Direct reach: 57 people

The Twenty-Four-Hour Reactive Campaign





https://www.fe-male.org/archives/12773

On his ten-minute show, عمشان Show, which airs during the prime time of a well-known national Lebanese TV station, Al Jadeed, and prior to the daily bulletin, TV presenter Abou Talal explicitly justified rape culture and encouraged it by using offensive and abusive language against women and girls. He blamed them for the act of rape or harassment because of the way they were expressing themselves on social media platforms. Within twenty-four hours, Fe-Male launched a reactive campaign on all of its social media platforms in order to emphasize that nothing is funny in promoting rape.

The IMPAGT:

Having played an important role throughout the years in monitoring and tracking the portrayal of women and their image in media, television commercials, drama, cinema, as well as online, people reached out to Fe-Male to quickly respond to this incident, campaign against the presenter, and urge him and the TV channel to apologize, which was the case within only 24 hours from the release of the episode.

"Many of the most controversial news related to women's issues I first hear from Fe-Male's website or social media platforms. They are the quickest to monitor and respond to any violation and dismantle misconceptions. Abu Talal's reactive campaign was one of these cases where Fe-Male insisted to follow-up on and refused to compromise until an apology was made."

Myriam Sfeir, Director of the Arab Institute for Women, Lebanon



Indirect reach: 1,000,000+ people

4

BEIRUT PORT EXPLOSION: Fe-Male's Feminist Response

Since the onset of the disaster, Fe-Male's staff, members, and volunteers joined forces with all the civil society groups and community members to help in the **immediate relief processes on the ground.**

Throughout the years, Fe-Male has been one of the leading feminist NGOs in the country to advance women and girls' rights through different tools and innovative approaches. Recognizing the stresses that 2020's combined situations are imposing on the country's women and girls, and based on our mandate, our expertise, and connections with the various civil society groups on the ground, Fe-Male was on the frontlines supporting the most vulnerable and marginalized through implementing response-to-crises initiatives such as the use of media, social media, arts, and sports.

Donors and partners:

UK Sigrid Rausing Trust-Internews



Objectives:

- Ensuring the well-being of women and girls affected by the blastthrough arts and sports healing activities to help them deal with the traumatic event and the resulting adverse emotions;
- Shed light on and document the stories of women from different generations and backgrounds, who endured horrifying experiences following the blast:
- Emphasize the important role of journalists and reporters during crises through designing a retreat to help them take care of their wellbeing and cope with the trauma and stress accompanied by their work on ground.



Conducting an **open day for adolescent girls and young women** as a way of providing them with a safe space where they came together and vented out through practicing sports and doing artwork;





Production of 10 photo stories depicting the suffering of women and girls affected by August 4 Beirut Port Blast.



https://www.fe-male.org/archives/13566

Organizing and conducting a self-care and well-being retreat for journalists and reporters from different national and regional media outlets where they were equipped with tips and tools for future crisis-related work, while achieving a better understanding of possible risk factors, and learning how to prevent additional distress.

"If it wasn't for Fe-Male, we wouldn't have realized how stressful things are for us as journalists, facing all the hardships alone. The experience with Fe-Male was very eye-opening, full of support, and taught us to take care of ourselves."

Doja Hassan, Journalist



https://www.instagram.com/stories/highlights/17884106044849527/

WIMPAGT:

Upon sharing the story of five-year old Sama, a little girl who lost one of her eyes in the blast, we received 10 messages from people and organizations asking for her mother's phone number and address, for the sake of either donating money or wanting to sponsor surgery for her eye. Moreover, other people, media outlets, and activists also asked for the contact of the older women in the photo stories in order to reach out to them and provide them with financial support.

Direct reach:

200 adolescent girls
20 frontline journalists and reporters
10 stories of women affected by the blast

5

RINGING THE PERIOD POVERTY ALARM

One of the severe repercussions of the economic crisis in Lebanon was ignoring the needs of women and girls and providing non-gendered solutions. Affected by the consecutive crises, women and girls found themselves amid a silent disaster, the period poverty.

The illogical increase in the prices of hygiene and menstrual products (a 500% increase) has limited 66% of adolescent girls living in Lebanon from buying menstrual pads, which called for an immediate **response from Fe-Male to reduce the impact of this emerging crisis.**

In addition to **raising awareness** on this issue and bringing it forward for discussion, Fe-Male's response was also immediate through **the distribution of hygiene and sanitary products in different areas.**

Donors and partners:

UK Sigrid Rausing Trust- MADRE

Objectives:

- Respond to the young women and girls' needs;
- Fight the emerging period poverty issue.



Extra Soft





- Distribution of 890 hygiene and sanitary kits to all women and girls affected by the economic crisis, Beirut Port Explosion and COVID-19 pandemic. The areas of distribution included Tripoli and Karantina;
- Coordination with different local NGOs including LGBTQIA+ community, refugees, migrant workers, and women with disabilities, to ensure reaching the most vulnerable and marginalized;
- Producing an awareness-raising video on the issue of period poverty in order to highlight this emerging issue, and induce a debate about it, that would later on, lead to encourage finding solutions.

https://www.facebook.com/468837943180706/videos/681138475858496

Watch the video



IMPAGT IN A HER WORDS:

"Participating in this event made me come back to life. After the explosion, I had no intentions of walking outside the house or mingling with people anymore. I had lost all the enthusiasm and love for life, but when I heard that there are other girls like me supporting other women and girls affected by the blast, I felt that this could be my chance to heal. During the distribution, I felt that I was helping in putting smiles on the faces

of people, and that made all the difference."

Hala, 17 years old

"I would like to extend my deep appreciation for all that you are doing to women and girls. The kit came at a time when no one was thinking about us, and we hope that you keep up the good work for the sake of all us."

Darine, Right Holder





Direct reach:

1800+ women and girls from different backgrounds, age and nationalities



VOICE FOR VULNERABLE WOMEN AND GIRLS

"My Fair Home" Campaign

With the economic crisis and the strike of COVID-19 pandemic in Lebanon, the situation of the migrant domestic workers deteriorated.

The International Labor Organization estimates that, in the early stages of the pandemic, in March 2020, 49.3% of domestic workers were significantly impacted, where many got abandoned by their employers on the streets, without pay, their belongings, or passports, and refused of their right to have tickets to return back home. The pandemic worsened things for these workers that were stuck with their employers during lockdowns and repeatedly being abused, which exposed them to the dangers of rape, sexual assault, and harassment, especially with the Kafala system in the country severely marginalizing them and depriving them of their rights.

Donor: International Labor Organization- ILO

Objectives:

- Highlight the repercussions of the economic crisis and COVID-19 pandemic on the migrant domestic workers that are one of the most vulnerable and marginalized groups of the community;
- Promote positive behavior and attitudes of employers towards migrant domestic workers to ensure their safety, fair treatment, and dignity;
- Engage and mobilize at least one million people across Lebanon that would contribute to changing attitudes of the public and influencing decision-makers.









- Launching of a social media campaign that included **interviews** with four migrant domestic workers speaking about their situation in the current Lebanese context, the deprivation of their salaries, inability to go back to their home country, and the persistent discrimination against them;
- Mapping of services across the country that offer assistance and support to migrant domestic workers which included the production and design of a document translated into the five spoken languages of the majority of migrant workers in Lebanon;
- Production of a **study report** on the changes in the behavior and attitudes of the online users (audience)towards MDWs compared to the previous years.

Indirect reach: 4,082,269 people blast

2020

Social Media Reach as a result of the launch of 4 campaigns, one reactive campaign, and reach through the different knowledge productions on Fe-Male and Sharika Wa Laken websites and social media platforms.



23,374,065



National and regional digital campaigns promoting gender equality and fighting discrimination and GBV against women and girls.





Young women and men of Fe-Male's Feminist Clubs trained on Gender issues and Campaigning for a cause.





Online awareness-raising workshops targeting Fe-Male's Feminist Club members, digging deeper into gender issues and international conventions on women's rights.





Capacity building workshops on gender and advocating for equality targeting youth in Tripoli and Nabatieh.

124

Women and girls were guided on reporting mechanisms of online crimes.



Young women were directly supported through Fe-Male's follow-up with the Lebanese Internal Security Forces.

2020



Documented stories of women and girls, migrant domestic workers and survivors and victims of GBV.



Frontline journalists and reporters targeted in a Self-care and well-being retreat.





Hygiene and sanitary kits distributed in areas affected by the blast and the econom-





Artists, activists and community members highlighting women's role in the Lebanese revolution through artwork.



Young women and girls benefitting from hygiene and menstrual products.





200

Adolescent girls and young women targeted through an Open day as a vent out from the traumatizing Beirut Blast.



Photo stories of women and girls affected by Beirut blast.



We couldn't have made it without your support













THE SIGRID RAUSING TRUST

















FeMaleComms www.fe-male.org

