

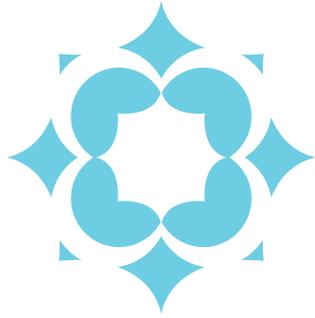
A N N U A L

2011 2012

R E P O R T

LET THE RESOLUTION BEGIN... LIVE GENDER EQUALITY





## TABLE OF CONTENT

**04** A word from a Board Member

**05** Why ABAAD?

**05** Our Vision

**05** Our Mission

**05** Our Values

**06** Our Strategies

**08** Policy Development and Dialogue

**12** Capacity Development

**16** Primary Prevention

**18** Engaging men in Gender Equality

**22** Community Engagement

**24** Profiling ABAAD at International Forums

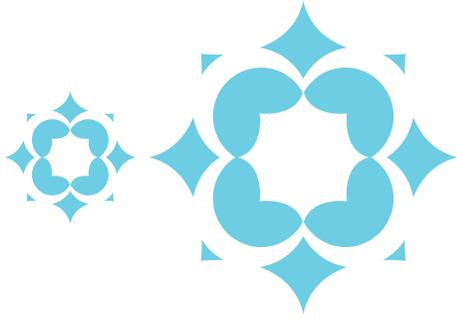
**25** Memberships

**25** Our Funding Partners

**25** ABAAD Team

**26** ABAAD Opening – July 2011

**27** Contact Us



## A WORD FROM A BOARD MEMBER

4

ABAAD Annual Report June 2011 - June 2012

I am honoured to be writing this letter of introduction on behalf of ABAAD. This Annual Report is testimony to the substantive accomplishments of this dynamic young organisation of great dimensions.

### *Dimensions... of Activism*

*In Lebanon and throughout the Arab world, activism takes many dimensions.*

These highly politicised – and often polarised – societies have struggled with notions of women’s rights, intertwining movements to achieve gender equality with nationalist and religious tensions. In this challenging landscape, we need to employ diverse dimensions to generate the change we seek.

### *Dimensions... of Change*

ABAAD believes that multi-dimensional strategies are required to bring our vision to life. We promote dimensions of policy development and dialogue to ensure that women’s rights are protected, build dimensions of organisational capacity to enhance community-based work on gender equality, strengthen the rule of law to protect women from discrimination, and engage men and boys in preventing all dimensions of violence.

### *Dimensions... of ABAAD*

ABAAD expands dimensions as a leading resource center on gender equality and gender-based violence in the region, espousing the belief that gender equality is an essential condition to sustainable social and economic development for the region. ABAAD creates new dimensions where women are empowered, and where women and men live as equal partners with equal access to resources and opportunities.

The driver behind this movement – and the critical ingredient to ABAAD’s success - is a high-calibre technical team of activists, lawyers, social workers, researchers, and an army of committed individuals who believe that equality is possible – and who believe in ABAAD.

### *Dimensions... of Engagement*

In this last year, I have watched this organisation grow – and continue to be proud of its work.

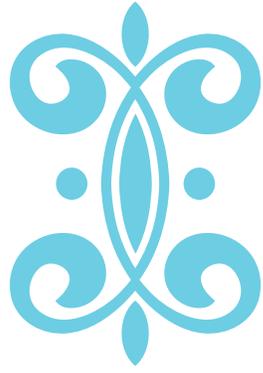
I stumbled upon ABAAD by chance – a happy accident. A veteran to working in gender issues, I was new to Lebanon and looking for ways to engage in the feminist movement and contribute to gender equality. My career has been multi-dimensional: I am at once a feminist, an activist, a gender-based violence expert, a humanitarian, an academic. I was drawn to ABAAD because in this organisation I see a dedicated group of individuals who possess both the skill and the will to achieve their goals... and they found a way to put me to work!

### *Dimensions... of Equality*

We are all essential ingredients in this movement. Gender equality benefits all of us – and together we can bring it to fruition. We invite you to read this report, join this movement, and work to build a community where dimensions of peace and equality are a reality.

Lina Abirafeh, PhD

*Gender-Based Violence in Emergencies Expert.  
ABAAD Advisory Board Member.*



## WHY ABAAD?

ABAAD\* (Dimensions) - Resource Center for Gender Equality; is a non-profit, non-politically affiliated, non-religious civil association founded in June 09, 2011 with the aim of promoting sustainable social and economic development in the MENA region through equality, protection and empowerment of marginalized groups, especially women.

ABAAD comprises a dynamic pool of resources, human rights activists, lawyers, consultants, social workers and researchers that are all dedicated towards achieving gender equality and women empowerment.

\* Registered under number: 497/2011

## OUR VISION

ABAAD envisions a world in which men and women live as equitable partners and work together to secure better lives for their future.

Women are effectively empowered and participate in democratic processes that affect their lives and their communities. In this world there is no violence or discrimination, and women live in freedom, dignity and inner peace. Women also have fair access to assets and resources within their communities.

## OUR MISSION

ABAAD believes that achieving gender equality requires systemic changes in policy and modes of social interactions at all levels of the society: home, work place, school, public services, media, and among others.

Hence, *ABAAD seeks to promote women's equality and participation through policy development, legal reform, gender mainstreaming, engaging men, eliminating discrimination, and advancing and empowering women to participate effectively and fully in their communities.*

*ABAAD also seeks to support and collaborate with civil society organizations that are involved in gender equality programs and advocacy campaigns.*

## WE WORK THROUGH...

1. Providing technical support and services to NGOs;
2. Designing and implementing programs.

## OUR VALUES

ABAAD draws its values and goals from the Universal Declaration of Human Rights, the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) and the Beijing Declaration and Platform for Action. ABAAD, as an association, also believes in the spirit and values of:

**equality, protection, empowerment, inclusion, partnership, networking, good governance, accountability and transparency.**

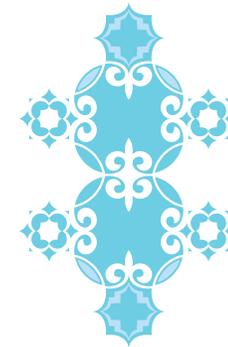
## ABAAD STRATEGIES

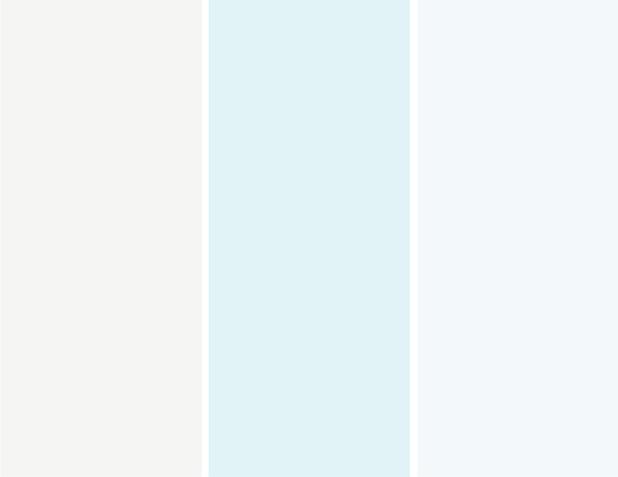
We believe that prevailing gender equality and combating gender based violence can only be achieved through addressing the restricting challenges that exist at different levels: policy, institutional, as well as at the level of individuals themselves. We work on promoting gender equality through four main strategies:

- 1) fostering policy development and policy dialogue.
- 2) institutionalizing capacity development.
- 3) engaging men in Gender Equality Programming.
- 4) conducting primary prevention.

## OUR OBJECTIVES

1. Develop and mainstream a wide gender perspective through developing fair policies that ensure the protection of women's economic, social, political and cultural rights.
2. Develop the capacities of governmental and non-governmental institutions, processes and resources on gender rights and Gender Based Violence related issues.
3. Strengthen the rule of law to protect women against all forms of violence and discrimination.
4. Engage women and men to foster gender-equitable relations and more balanced power and control mechanisms.
5. Develop the skills and change the behavior of men and women to prevent the incidence and recurrence of Gender Based Violence.
6. Adopt gender analysis approach and research in the assessment of women's unique needs in different communities.
7. Support and work with civil society organizations and networks that aim to promote gender equality, women's active participation, capacity development and support of survivors of GBV





## **POLICY DEVELOPMENT AND DIALOGUE**

ABAAD uses policy dialogue as a mechanism to promote equitable and violence-free society. Well aware of the pattern of power distribution in dialogue settings, ABAAD is committed to set the foundation of dialogue and positive channels with community leaders, policy makers, religious leaders, as well as with decision makers, in an aim of engaging them to achieve gender equality in our societies.

## **CAPACITY DEVELOPMENT**

ABAAD is committed to develop the capacities of governmental and non-governmental institutions, processes and resources on gender rights and Gender Based Violence related issues. ABAAD is also committed to developing the skills and changing the behavior of men and women to prevent the incidence and recurrence of Gender Based Violence. Hence, ABAAD provides cross-cutting

and functional capacity development for individuals and organizations working towards achieving gender equality and/or ending violence against women (VAW).

## **PRIMARY PREVENTION**

From the time their children are babies, parents treat sons and daughters differently, dressing infants in gender-specific colors, giving gender-differentiated toys, and expecting different behavior from boys and girls (Thorne, 1993). One study indicates that parents have differential expectations of sons and daughters as early as 24 hours after birth (Rubin, Provenzano, & Luria, 1974).

Hence, because gender is “done” or constructed, it can also be “undone” or deconstructed. By learning the terms and concepts associated with Gender Equality, children can begin the important process of questioning the inequalities that they see around them. Despite civil society efforts and attempts to eliminate gender stereotypes from society, the tendency to evaluate people on the basis of their sex remains a challenging social problem. ABAAD is committed to ‘deconstructing’ gender stereotypes at childhood and early adolescent phases and educating them on principles of gender equality.

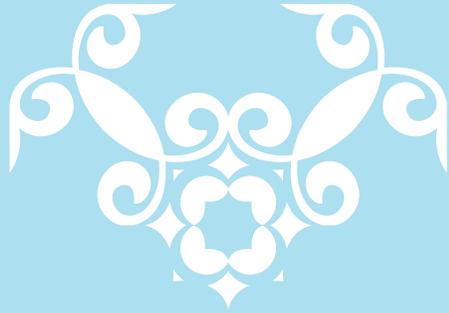
## **ENGAGING MEN IN GENDER EQUALITY PROGRAMMING AND ENDING GBV**

ABAAD works with concentrated efforts to revisit and transform men’s roles and identities in order to significantly increase men’s involvement in working towards gender-equal society. Changing individual men’s and boys’ understanding of acceptable behaviors that normalize violence is an essential component in ending violence against women and girls.

## **OUR CROSS CUTTING STRATEGIES**

In addition to the aforementioned four main strategies that outline the core of our work, ABAAD use four cross-cutting strategies, and these are as follows:

1. Networking.
2. Resources & Tools’ Development.
3. Action-oriented Research.
4. Media and Campaigning For Change.



ONE YEAR AT A GLANCE!



## Policy Development & Dialogue

ABAAD believes that addressing Gender-Based Violence (GBV) and promoting gender equality require comprehensive and coordinated efforts of a number of actors, primarily government and non-governmental organizations.

Hence, since its establishment, ABAAD has been proactively engaged in fostering policy dialogue and development to address GBV and VAW.

#### ◆ **ROUNDTABLE WITH RELIGIOUS LEADERS**

With the aim of developing a shared vision and explicit consensus on the objectives of gender equality, ABAAD launched its policy dialogue program with religious figures around the issue of personal status code and protection of Iraqi refugee families.

In December 2011, ABAAD held a consultative roundtable gathering head of religious courts and religious figures in Lebanon as key advocates for promoting gender equality and ending GBV. This roundtable was organized in partnership with International Medical Corps (IMC), UNHCR, and the Iraqi Embassy to ensure provision of legal protection for women, victims of domestic violence affected by displacement in Lebanon, including Iraqi women.

ABAAD will continue working on building consensus of religious figures to address one of the barriers that limit the access of vulnerable groups and women to justice.

#### ◆ **FOUNDING & CO-CHAIRING THE NATIONAL TECHNICAL TASKFORCE TO END GBV IN LEBANON WITH MOSA**

ABAAD believes that governments have a primary role in eliminating GBV and sustaining efforts in this field, yet through building and fostering effective partnerships between governmental institutions and NGO sectors. For this end, the Ministry of Social Affairs

(MOSA) and ABAAD & International Medical Corps (IMC) founded and launched the “National Technical Task Force (NTTF) to End GBV in Lebanon” on March 9, 2012. This technical task force is comprised of a wide range of experts, activists, practitioners and representatives of NGOs, INGOs as well as relevant ministries working on ending GBV in Lebanon.

#### **This technical task force aims at:**

- Building a national data-bank on cases of victims of GBV to bridge the statistical gap in Lebanon.
- Developing a wide range of standardised national tools for monitoring, screening, and documenting GBV.
- Drafting a unified Code of Conduct for medical staff & PHC staff for listening, counseling, and referral of women victims of VAW.



Picture 2 - Interactive session during the NTTF meeting

### ◆ COORDINATING THE LEBANON NATIONAL CONSULTATION ON WOMEN PEACE AND SECURITY AGENDA

Women are systematically neglected from decision making roles and there are no clear supportive mechanisms or regulations that ensure their fair participation in issues that are relevant to both men and women in a country that has been marred by wars and instabilities for several decades.

For this end, ABAAD partnered with Women's League for International Peace and Freedom (WILPF) to coordinate and facilitate a National Consultation process in Lebanon around Women, Peace and Security. In collaboration with the United Nations Interim Forces (UNIFIL) in South Lebanon, the national consultation meeting was organized on May 10th 2012.

This national consultation came within a framework of a broader regional process set to initiate a regional action agenda that aims at identifying constraints and opportunities for the advancement of women rights in the MENA region. WILPF is taking the lead of this process in partnership with UNDP, Cairo Institute for Human Rights Studies CIHRS, Kvinna till Kvinna, International Action Network on Small Arms (IANSA), Women's Network, Geneva Institute for Human Rights (GIHR), Geneva Graduate Institute, Geneva Center for Security Policy (GCSP), Women in



Picture 3 - Participants during the National Consultation meeting

International Security (WIS), Geneva Center for Democratic Control of Armed Forces (DCAF) and Friedrich-Ebert-Stiftung (FES).

Focusing on current challenges and opportunities related to women, peace and security in Lebanon, the consultation aimed at reflecting on current opportunities and challenges pertaining to women's participation in government reform processes resulting from the ongoing political transformations

More specifically, this one-day national consultation sought to draw a set of recommendations to advance women's participation in issues related to peace and security. The set of these recommendations were presented in the International meeting in Geneva held in parallel to the 20th session of the Human Rights Council in June 2012.

### ◆ CHAIRING THE GENDER THEMATIC WORKING GROUP IN THE SOUTH WITH UNIFIL & UNRCO

On the occasion of the UN Open Day on Women, Peace and Security the Gender Thematic Working Group in the South was launched on November 1st, 2011 over an event organised by The United Nation Resident Coordinator's Office (UNRCO), in partnership with ABAAD & the United Nations Interim Force in Lebanon (UNIFIL) Gender Unit.

The event started with the screening of the movie “Halla2 La Wein?” (Where Do We Go Now?), in presence of the Lebanese Director Nadine Labaki and her crew, giving a perfect illustration of the active role of women in armed conflicts through a musical comedy-drama set in an isolated village in Lebanon during the war.

The Event highlighted the role and challenges faced by women and their contributions to conflict resolution and peace building and influence policies and programmes related to the implementation of UN Security Council resolution 1325 (2000) on Women, Peace and Security.

The event took place with the participation of UN agencies, ministries, international NGOs, local authorities and civil society representatives.

At the end of the ceremony, participants submitted an appeal to the Government and all stakeholders on the role of women in conflict prevention and peacemaking.





## Capacity Development

ABAAD believes that capacity development is a key-in for bringing about sustainable change in promoting gender equality while addressing Gender Based Violence (GBV). While this axis stands alone in meeting institutional as well as individual needs, it complements the policy development axis of ABAAD's work.

**This pillar includes two intertwined angles:**

1. Capacity Development Programmes.
2. On-call capacity development activities.

The building blocks of these activities angles are as follows:

- Identifying needs and building on existing capacities:

ABAAD offers cutting-edge approaches that reflect the specific conditions and priorities of frontline personnel and care providers (health and social workers, psychologists, counsellors) working with victims and/or survivors of GBV.

- Using a wide range of capacity building approaches: ABAAD uses a wide range of new psycho-social approaches including training, formal education, capacity building projects, networking and others.

- Post assessment on the job training: ABAAD carries out on the job training and coaching for participants to oversee hands-on techniques acquired by participants and to provide support and coaching where necessary.



## ◆ CAPACITY DEVELOPMENT PROGRAMS

This angle exclusively targets care providers to enhance the quality of service for victims/survivors of GBV. ABAAD does so through utilizing art-therapy, drama therapy, stress and anger management.

In 2011 - 2012, ABAAD conducted many specialized training and capacity building workshops for its partners' communities. These workshops targeted social and health workers and counselors in Lebanese, Palestinian, and Iraqi communities. These were as follows:

### 1. How to organize support groups?

In 2011, ABAAD in collaboration with Heartland Alliance organized a three-day workshop where participants were able to experience the different concepts related to organising support groups:

- The theoretical framework which allowed participants to be aware of the different steps to follow while planning, implementing and reporting on support groups for men, youth and women;

- The practical exercises (role plays, body and writing exercises).

### 2. Caring for Care providers sessions for IMC Iraqi Community Health Workers.

Arts-in-therapy is a tool utilized in the psychotherapy sessions to enhance physical

and emotional wellbeing of people. It helps in gaining new techniques to express ourselves and develop our personality. ABAAD in partnership with International Medical Corps held two round of training workshops targeting community Health Workers working with IMC, in June 2012. The workshop aimed at using photos and colors as a means to reflect participants' inner feelings and thoughts and build their capacity in GBV case management.

### 3. Neuro-Linguistic Programming Course for Counselors of General Union of Palestinian Women in Lebanon.

In May 2012, ABAAD organised a course of 'Neuro-Linguistic Programming' targeting social and health workers and counselors who work with women victims of domestic violence at listening and counseling centers affiliated with the General Union of Palestinian Women in Lebanon.

These sessions come as part of a series of training sessions aiming at equipping health and social workers with the needed knowledge and skills to enhance the quality of services provided to Palestinian women victims of GBV.

### 4. Drama Therapy Sessions in collaboration with Catharsis

In October and November 2011, ABAAD in collaboration with Catharsis held a drama therapy workshop for household care providers. The workshop built the capacities of

target groups on stress management techniques, gaining insight to life experiences, and identifying the cases of women victims of domestic violence.

### 5. Caring for Care Providers

ABAAD in collaboration with Heartland Alliance organized four art-therapy sessions for social workers working with victims of GBV in Lebanon in November 2011. 20 care providers (social workers, psycho-therapists) attended this session with aim of enhancing the quality of services provided to victims of GBV.

### 6. Enhancing the skills of screening, listening, counseling, and referral of women victims of domestic violence

Responding to victims of family violence requires sensitivity rooted in understanding how it differs from other types of violence.

ABAAD in partnership with Palestinian Women Union and with the support of Norwegian People's Aid organized a five-day training workshop on "enhancing the skills of inquiry and listening, counseling and referral for women victims of domestic violence" in October 2011.

Targeting counselors in Palestinian communities, the training aimed at building the skills needed to screen case of domestic violence, assess risk, provide counseling and document violent situation in charts and referrals.

◆ **ON-CALL CAPACITY DEVELOPMENT ACTIVITIES**

ABAAD capacity building Programme includes trainings for professional and service staff in institutions, and development of guidelines and models for preventive, protective and rehabilitative services.

**1. Media Role in social protection and community based campaigning**

ABAAD-Resource Center for Gender Equality in partnership with Oxfam GB organized a training workshop entitled «Media Role in social protection and community based campaigning» between July 29 and 31, 2011. The training targeted Oxfam GB partners in Iraq. The workshop aimed at developing advocacy & media plans for a campaign advocating for protection of Widows in Baghdad.

**2. Women’s Rights as Human Rights - Intervention Session at «Let’s Act Together for Change»: Training of Trainers workshop**

ABAAD moderated a session on women’s rights in the context of human rights during a training of trainers’ workshop on democratic citizenship for youth and women in the Middle East and North Africa. The workshop was organized by Equitas in partnership with AN-HUR network. 20 participants from Iraq, Jordan, Egypt, Morocco, and Palestine took part in the session. ABAAD highlighted gender rights in the overall context of human’s rights,

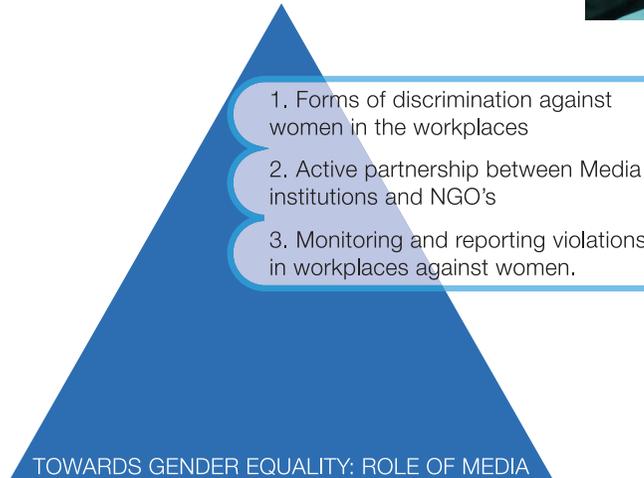
while highlighting the transitional phase the region is witnessing vis-à-vis women’s rights and gender equality.

**3. “Towards Gender Equality: Role of NGOs and Media”**

On the occasion of International Women’s Day, a training was jointly organized by Amel International Association, CESTAS, with the financial support of the European Union, and in collaboration with ABAAD over three non-consecutive days for 60 participants divided into 2 groups.

The training workshop was designed to target activists and people working in non-governmental sector, as well as media personnel.

The workshop aimed at opening new prospects of partnerships between media institutions and civil society organizations. It aimed also at emphasizing the positive roles of media in identifying, monitoring and reporting all forms of discrimination against women in the workplaces.



GENDER
GENDER ROLES
RESOURCES [equal access]
STRATEGIC V/S PRACTICAL NEEDS
ECONOMIC VALUE IN ALL GENDED ROLES
DISCRIMINATION IN WORKPLACES [formal / informal]
MEDIA & ADVERTISEMENT
STEREOTYPED IMAGE OF WOMEN IN THE MEDIA
STRATEGIC PARTNERSHIP BETWEEN NGO & MEDIA
LEGAL PROTECTIVE MEASURES
REPORTING VIOLATIONS THROUGH LABOUR’S WATCHING

#### **4. Stress and Anger Management**

ABAAD in collaboration with IMC held two Stress and Anger Management workshops in June 2012.

Young Iraqi and Lebanese men participated in the workshop discussing Anger & Stress while engaging in interactive activities, thus gaining insight and knowledge in:

1. What Stress & Anger are (technical terms, definitions, and differences between the two)
2. The physiology of Stress & Anger;
3. The number and diversity of possible stressors in our lives;
4. Signs of how stress and anger show themselves in thoughts and behaviors;
5. How different individuals manage their stress and anger (healthy and unhealthy);
6. Advanced techniques for short term stress and anger management (such as Muscle Relaxation and Guided Imagery);
7. Long term solutions for stress and anger management.

#### **5. Introducing the Concepts of Gender Equality for Palestinian Women Activists**

Peace Building Academy conducted three-day training workshop in June 2012, on conflict resolution and non-violence through unmasking the root-causes of violence in gender dynamics. The training targeted personnel of Women Humanitarian Organization active in Burj Al-Barajneh Camp. ABAAD facilitated a session in this training by introducing par-

ticipants on the concepts of gender, gender equality, discrimination, gender analysis.

#### **6. Advocacy and Campaigning for Gender Equality**

In early 2012, ABAAD conducted three-day training workshop for Oxfam GB partners in the mena region on campaigning and advocacy. The training aimed at building the capacities of OGB partners on designing and running advocacy campaigns by designing tools, and strategies relevant to their work in eliminating discrimination against women.

#### **7. Listening and Counseling to GBV survivors Techniques for Imam Sadr Foundation Personnel**

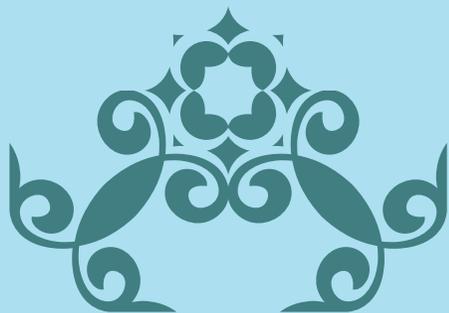
In June 2012, ABAAD facilitated two inclusive sessions on listening and counseling techniques for counselors & PHC students. Each session aimed at equipping participants with the knowledge and skills needed for addressing gender based violence at community level.

#### **8. Listening and Counseling skills for students of Faculty of Public Health**

In June 2012, the Faculty of Public Health at the Lebanese University requested from ABAAD an intervention session targeting social workers on hands-on experience in listening and counseling techniques. Ms. Ghida Anani, Counselor, GBV advisor, and ABAAD director engaged with the students in an interactive session on tools, techniques, and

ethics pertaining to offering listening and counseling services to victims and/or survivors of GBV in Lebanon.





## Primary Prevention

By learning the terms and concepts associated with Gender Equality, children can begin the important process of questioning the inequalities that they see around them. This pillar of ABAAD work, primary prevention that is, aims at addressing gender stereotypes at early stages. In doing so, children can be engaged in discussions that will give them a different perspective of gender relations than those that they have witnessed in their home, culture, and local media. Thus, children can start on a path to becoming adults, who are sensitive to issues of gender and gender inequalities.

ABAAD, in partnership with Save the Children – Sweden started a primary prevention program that aims at educating around 1500 boys and girls (8-11) in Lebanon on Gender Equality and Gender Based Violence (GBV). This program included the following pillars:



◆ **TESTING A PILOT WORKBOOK:  
“PLAYING FOR GENDER EQUALITY”**

In 2011, ABAAD held a testing workshop with 12 social animators from Palestinian Women Humanitarian Organization. The workshop aimed at testing a pilot workbook for children aged between 8 and 11 years old developed by ABAAD to educate children on gender equality concepts & values.

◆ **PRODUCING TRAINING KIT AND BUILD-  
ING SOCIAL WORKERS’ CAPACITIES**

Building on the previously produced booklet “Playing for Gender Equality”, this initiative aims at producing and disseminating 500 validated comprehensive training kits and equipping 30 Social workers and facilitators with new, relevant, and culturally validated tools for educating boys and girls aged 8-11 on principles and terminology on GBV and GE, as well as facilitating discussions on those topics with around 400 children in Lebanon.





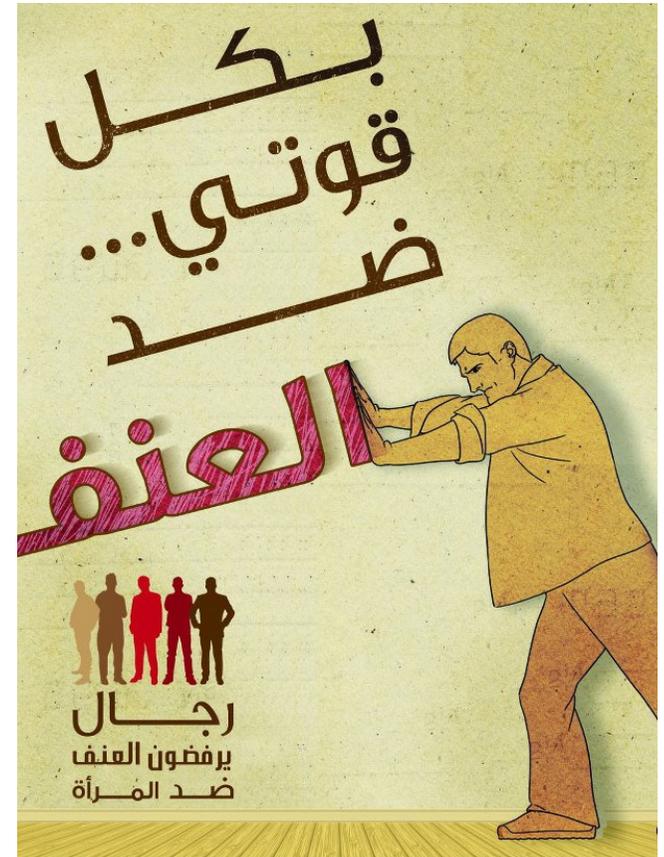
## Engaging Men in Gender Equality Programs

While the concept of gender equality is not new, what is relatively new is the concentrated effort to revisit men's roles and identities in order to significantly increase men's involvement in working towards gender-equal societies. While men have long been addressed as perpetrators, now they are also being addressed as "partners" in prevention (Flood 2005-2006). A number of studies have argued that in associating men with violence, we should also ensure that men are part of the solution (Lang 2002a; Ruxton 2004; Flood 2005).

ABAAD believes that increasing men's involvement will not only promote gender equality, but will contribute to ending men's violence against women in a secondary prevention approaches.

ABAAD is committed to offering counselling services for men engaged with violent behaviours through its newly opened MEN CENTRE.

Parallel to the men's centre, ABAAD, through using media as a tool for change, has launched two media campaigns to ending violence against women through engaging men while celebrating the 16 days of activism to end VAW



#### ◆ “WITH ALL MY FORCE AGAINST VIOLENCE” – MEDIA CAMPAIGN

ABAAD-Resource Center for Gender Equality, in partnership with Heartland Alliance for Human Needs and Human Rights and the Lebanese Ministry of Social Affairs and in collaboration with the Forum for Development Culture & Dialogue, launched a nationwide media campaign entitled “With all My Force Against Violence”. This media campaign commenced the revolutionary journey towards using positive psychology to foster men allies in the world of women’s human rights. This campaign does not focus on blaming the males in our society who are the perpetrators of Domestic Violence. Rather, this campaign praises men in our society who are against the gender biases and who are active in the fight to end VAW. Through the produced TV Spot, Unipole, Newspapers’ Ads, Thousands of SMS, Flyers and posters and number of awareness raising activities, this campaign supports men who, like their female counterparts, refuse to remain silent about the issue of VAW and gender inequalities in our countries.

The TV Spot of the campaign can be watched on ABAAD’s youtube channel.

#### ◆ “MEN SAYING NO TO VAW” – FILMMAKING WORKSHOP AND SHOOTING

Eight Lebanese and Eight Iraqi young men took part in a training workshop, carried out in

partnership with Wonderbox Productions late 2011. Participants learned many aspects of the filmmaking process, while highlighting aspects of Gender Roles, Gender Equality, and the importance and theory of Engaging Men in Ending Violence against Women.

Eight T.V. spots were the main outputs of this activity, focusing on sending a positive message to Men and Women alike: We all have a role to play in Ending Violence against Women. Each T.V. spot is an original creation of these young men. Each T.V. spot is a call for action for men, from men residing in Lebanon. The 8 T.V. spots were aired on Lebanese & regional T.V. stations throughout the 16 days of activism, & can be watched on ABAAD’s youtube channel.

#### ◆ THE 16 DAYS OF ACTIVISM TO END VIOLENCE AGAINST WOMEN 2011

#### “BEATING IS... SHAMEFUL” MEN & WOMEN SAY NO TO VIOLENCE AGAINST WOMEN NATIONAL CAMPAIGN

ABAAD in partnership with International Medical Corps launched their joint campaign for the internationally recognized 16 days of activism to End Violence against Women in November 2011. The campaign focused on using a hegemonic masculine trait, the use of power or force, in paradox against the use of violence. This approach, using masculinity to transform masculinity, was the first of its kind in a TV commercial campaign in the Middle East. The TV Spot of the campaign can be watched on ABAAD’s youtube channel.



The National campaign was united under the message “Beating is...shameful - Men & Women Say No to Violence against Women”. The campaign’s success was thoroughly documented through the social media venues in which it was also posted, namely Youtube (3151 view to-date) and Facebook.

The ad campaign also was shown as a visual in several different formats:

Web-banners on several different Lebanese Newspapers websites (Al-Akhbar & Al Joumhouria),

- 14 Uni-poles, 50.000 Fliers, 3000 posters, and 6 newspaper Ads.

- 100.000 Text messages were also sent out throughout the country.

- 1.350.000 Bulk e-mails were also sent to individuals throughout Lebanon & the Middle East.

- 200.000 additional bulk emails were donated to the campaign

#### ◆ OPENING ABAAD/IMC MEN CENTER [MAJOR HIGHLIGHT OF 2012]

The International Medical Corps (IMC) & ABAAD took the initiative to establish a Men Center as a space where trained professionals treat men with respect, anonymity, and confidentiality.

Through their specialized support, the Centre’s team provide men with ways of relieving stress, identifying triggers that can make them angry, discovering possible alternatives of control, learning new behaviours, and en-

gaging with their loved ones in a less aggressive manner. The Men Center comes as a new approach in Lebanon, and in the Middle East, to revisit gender stereotypes.

The Center also aims at changing individual men and boys’ understanding of acceptable behaviors that normalize violence as an essential component in ending violence against women and girls.

#### ◆ NATION-WIDE MEDIA CAMPAIGN UNDER THE SLOGAN “MEST’EDEEN NESMA’ HAKI” (WHICH READS: “WE ARE WILLING – AND HERE - TO LISTEN”)

International Medical Corps & ABAAD and with the support of the Arab Foundation for Freedoms and Equality launched a nationwide media campaign. The aim of this campaign was to enhance and promote an institutionalized referral system and to spread the word about the Men Center in the country. The slogan of the campaign is: “Mest’eedeen Nesma’ Haki” which reads: “we are willing – and here - to listen”. The slogan has a double meaning of “someone is speaking to you in an abusive manner”. The campaign targets men residing in Lebanon, among other communities, in an inclusive approach to engage them in combating violence against women.

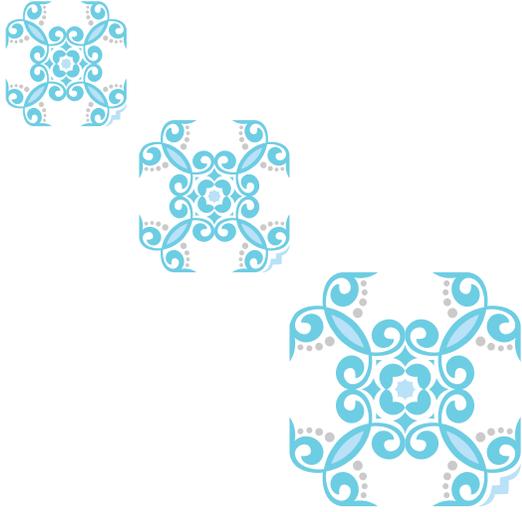
The promotional materials of this campaign (TV spot, ad, posters, and cards) portray

four male figures assuming different professions. While all these men coming from different socio-economic strata, they all express their emotional stress and anger in the same way by assimilating external stimulations – transmitted from daily routine. The emotional discharge however, reflects behavioral manners that are accepted by society and often expected from men. This in turn creates a vicious circle of violence with which the victim becomes the perpetrator.

The TV Spot of the campaign can be watched on ABAAD’s youtube channel.







ganized a “Dialogue Project” in collaboration with the American University of Cairo’s (AUC).

Youth residing in Lebanon and Egypt and engaged in the field of development, conversed about different issues concerning “The gender dimension in the Arab Spring: The Role of Women in State-Building” in their respective countries and contexts. Topics discussed included: Political participation of women, the changing role of women in our societies, post revolution issues of gender equality, the current stances of our respective governments in emphasizing and concretely working towards gender equal practices, the media’s depiction of gender issues in our country, etc.



## 22 Community Engagement

ABAAD Annual Report June 2011 - June 2012

ABAAD engages with partners, sister organizations, community centers as well as academic institutions and universities to build community awareness and understanding on issues of engaging men and promoting gender equality. In 2011 – 2012, ABAAD took part in university talks, mobilization street campaigns, seminars, as well as demonstrations. These were as follows:

- ◆ VIDEO CONFERENCE ON «GENDER DIMENSION IN THE ARAB SPRING» WITH AUC  
ABAAD in partnership with Oxfam GB or-

#### ◆ ABAAD @ NDU “INTERNATIONAL HUMAN RIGHTS DAY”

ABAAD took part in 2011 Human Rights Day at Notre Dame University (NDU). ABAAD had a stand at the event where young activists from the university met and were introduced to ABAAD while discussing issues facing Gender Equality in Lebanon today. ABAAD gave a presentation to interested students about the work that ABAAD do and, most importantly, how they can get involved.

#### ◆ ABAAD @ THE AUB “CIVIC AND VOLUNTEERING FAIR”

ABAAD was part of the «Civic and Volunteering Fair 2012,» organized on April 4, 2012 by Civic Engagement and Community Service (CCECS). In the lively area of the university, ABAAD was able to spread its messages, state its achievements, while displaying the projects related to engaging men in attaining gender equality.

#### ◆ ABAAD TAKING PART IN A PANEL DISCUSSION @ LAU

«Living in the 21st Century: Women Re-count their Stories» was the event organized by IWSAW and Women Voices Now in May 2012. ABAAD – Resource Center for Gender Equality presented by Ms. Ghida Anani – Founder and Director - took active part in the film screening event in May 9, 2012. Eleven films were presented on the lives of women in the Arab Region followed by a vibrant panel

discussion focusing on the messages of each short film. ABAAD highlighted many messages during the discussion session, namely social normalization, gender role valorization, and the effect of it on the gender dynamics.

#### ◆ A FUTURE WITH OPPORTUNITIES TO END VAW WITH YOUTH IN LEBANON

ABAAD in partnership with IMC organized a panel discussion in partnership with The Institute for Women’s Studies in the Arab World & the Outreach and Civic Engagement Unit at The Lebanese American University. The panel aimed at introducing students to ways of men engagement in combating VAW and GBV.

#### ◆ JOINT DEMONSTRATION WITH WOMEN NGOS – TOWARDS EQUALITY AND FULL CITIZENSHIP”

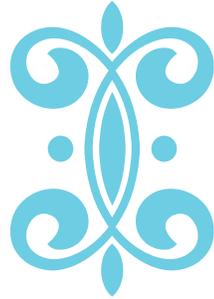
On the occasion of International Women’s Day, ABAAD along with more than 30 organizations in Lebanon took active part in preparing for the National March on 25th of March 2012. This National March comes to ensure that gender equality and full citizenship is a prerequisite for sustaining democracy and enhancing human rights and liberties in the country. This year’s march called upon the government to protect and ensure the following rights:

- Optional civil personal status law
- Lebanese women’s right to nationality
- Criminalization of violence against women and girls

- Adoption of the women’s quota by 33% in all decision-making positions
- The reform of electoral law and the adoption of the proportional system
- Ensuring civil rights and economic and social development of Palestinian refugees in Lebanon
- Protection of the personal safety of women and enhance their role in the civil peace process
- Elimination of discrimination against women in the Lebanese Penal Code
- Gender equality in labor law and social security and maternity rights
- Gender equality in the taxation system

#### ◆ ABAAD @ NDU

In November 2011, ABAAD took part in the panel discussion on “Gender-based Violence (GBV) in Lebanon: Prevalence, health outcomes, legislations, & challenges for enhancing GBV prevention & response”. Panelists were Dr. Rita Sabat, from NDU, Dr. Faysal El Kak, Faculty of Health Sciences, AUB, Ms. Ghida Anani, Founder & Director of ABAAD-Resource Center for Gender Equality, as well as Mrs. Abeer Abdel Samad, Head of Women Studies Unit, Ministry of Social Affairs in Lebanon



## PROFILING ABAAD AT INTERNATIONAL FORUMS

24

### ◆ COMMISSION ON THE STATUS OF WOMEN – NEW YORK 2012

ABAAD took part in the regional delegation to the CSW meeting held in New York in February 2012.

### ◆ 12TH AWID FORUM – ISTANBUL 2012

ABAAD, in partnership with Karama Network, organized a delegation of youth leaders and women activists from the MENA region to the 2012 International Forum of the Association for Women's Rights in Development, held in Istanbul, Turkey from the 19-22 of April to share voices and perspectives on women's advancement and priorities for gender equality. The delegation was representative of youth and grassroots ac-

tivists from the region and aimed to bring insight and expertise from the ground on the future of gender equality post-revolution, the implementation and meaning of democracy in post-revolution contexts, and how women's rights fit into new frameworks and agendas.

The delegation attended AWID events on topics including the role of the state, access to and control of resources, capacity-building on economics and women's rights, culture and religion. In-depth sessions "Women's Rights and Transitions to Democracy in the MENA region" and "Bringing Gender to the Streets: Young Women Amidst the Arab Spring" were priorities within the delegation's agenda.

### ◆ ADVOCACY TO END GBV THROUGH "WORKING WITH MEN AND BOYS" DENMARK 2011- 2012

ABAAD took part in the international conference organized by Kvinno in Denmark in 2011 and 2012 respectively. The conference highlighted advocacy efforts to end GBV through working with men and boys.

Mr. Anthony Keedy; Engaging Men in GE Program Coordinator, presented the main pillars of working with men and boys, reflecting on ABAAD experience in the region in this respect.



## MEMBERS IN

### ◆ MEMBERSHIP IN INTERNATIONAL NETWORKS

- Association for Women in Development (AWID)
- The International Campaign to Stop Rape and Gender Violence in Conflict
- Say No – Unite to End Violence Against Women Campaign
- GBV protection Network
- MenEngage
- 16 Days Global Campaign
- Enagagingmen.net

### ◆ ABAAD TEAM

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◆ ABAAD would like to thank the generous support of its donors, sponsors, partners, and allies, without which we couldn't achieve what we have achieved so far.





## ABAAD OPENING – JULY 2011

26

ABAAD Annual Report June 2011 - June 2012

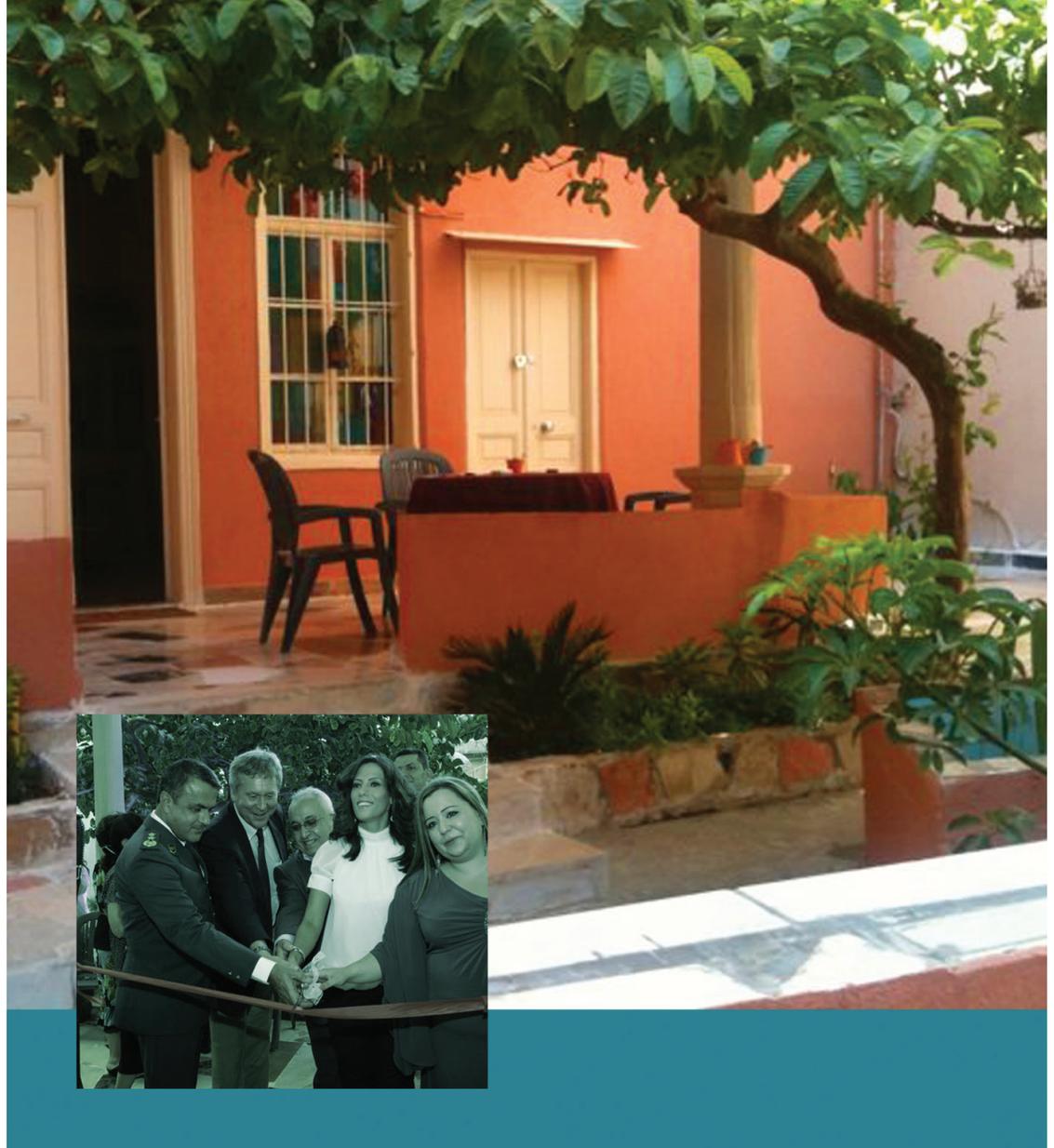
### JULY 2011

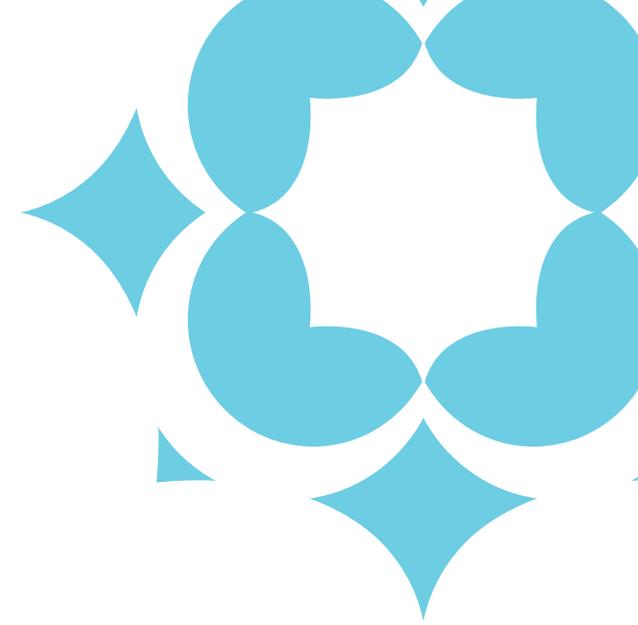
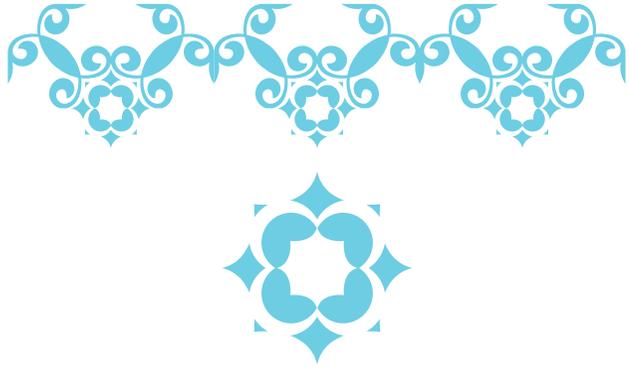
ABAAD Center was officially opened on July 29, 2011 under the patronage of HE Minister of Social Affairs Dr. Wael Abou Faour represented by Ms. Abir Abdel Samad – Head Of Women Department.

Over 400 friends, colleagues, as well as representatives of NGOs, INGOs, and GOs shared ABAAD team the joyful moment.

View more photos about the opening by following this link:

<http://on.fb.me/LWdcBm>





## CONTACT US

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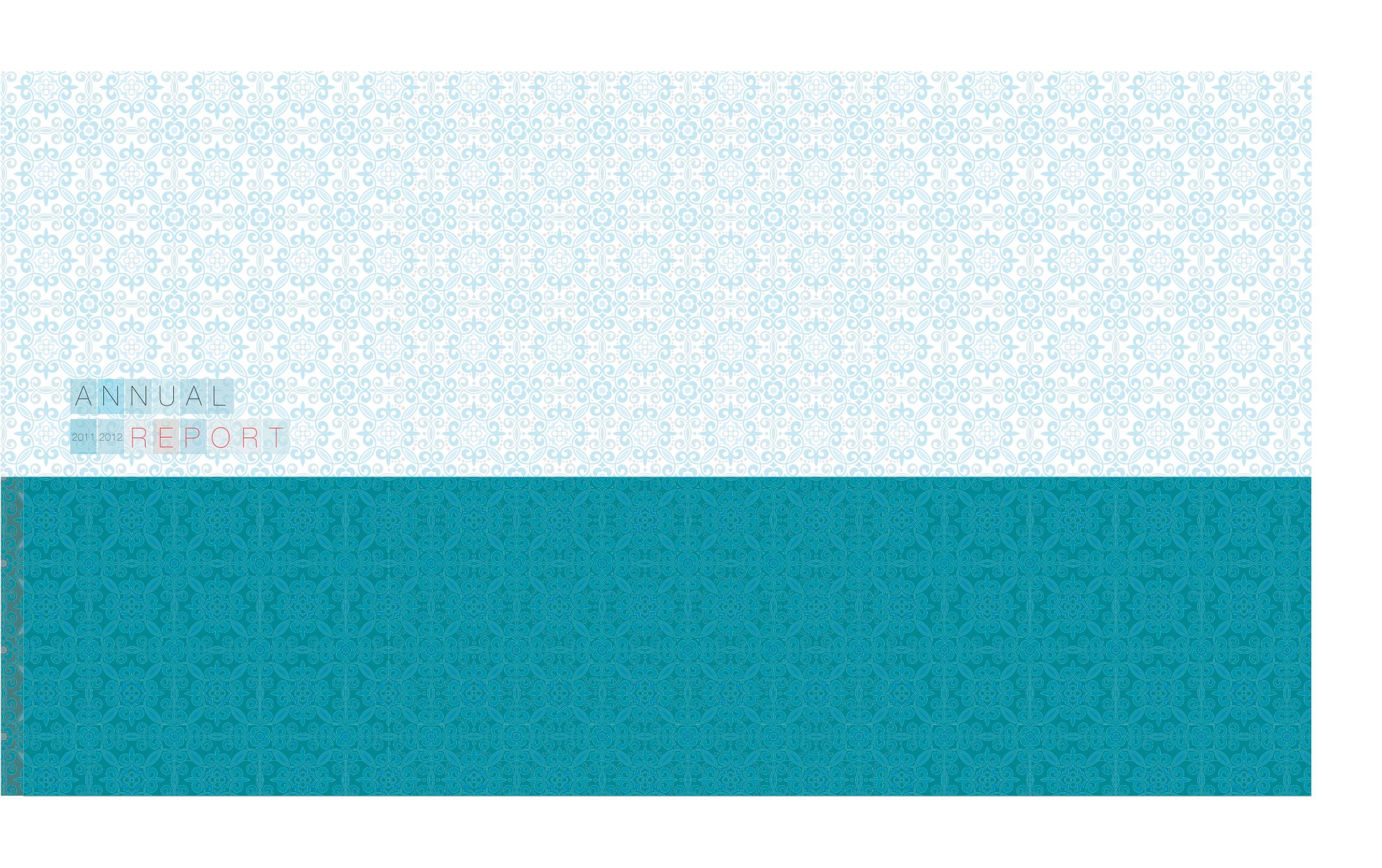
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Follow us on Facebook: <http://www.facebook.com/ABAADmena>

Register to our YouTube Channel: <http://www.youtube.com/user/ABAADMENA>

The image shows the cover of an annual report. The top half features a light blue background with a repeating geometric pattern of interlocking circles and floral motifs. The bottom half is a solid teal color with a similar, slightly darker pattern. The text 'ANNUAL REPORT' is centered in the top half, with 'ANNUAL' in white on a light blue background and 'REPORT' in white on a teal background. The years '2011 2012' are positioned to the left of 'REPORT' in white on a teal background.

ANNUAL  
2011 2012 REPORT