

نساء فى الصناعة السمعية
البصرية: تجربة جنوب المتوسط

Women in Audiovisual
in the Southern Mediterranean

SouthMed WiA

Towards greater gender equality in the Southern Mediterranean Audio-visual Sector

**Stakeholders Advocacy Meeting
Amman - Jordan
28-March-2019**

SouthMed WiA in collaboration with the Royal Film Commission (RFC) are hosting this advocacy event in Amman. The sub-grantees will present an overview on their actions and share their experiences, achievements and challenges, with the objective to raise stakeholder's awareness on gender equality in the audio-visual sector.

The description of the 6 sub-granted projects of the second call is enclosed to the programme

PROGRAMME TIMELINE

09:30 – 09:45

Welcome note – Introduction

**Presentation of SouthMed WiA by
Paul Baboudjian (SIB)**

Project Presentations

09:45 – 10:00

Project (1) Theatre Day Productions – Anan Terhi

10:00 – 10:15

Project (2) Muntada – Majd Hammouri

10:15 – 10:30

Project (3) Tadwein – Amel Fahmy

10:30 – 10:45

Project (4) Shashat Women Cinema – Rand Taweel

10:45 – 11:00

Project (5) Ma3mal612 – Shima Al Tal

11:00 – 11:15

**Project (6) Atabet Fann for Arts, Media and
Training – Lina Ghanem**

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DISCUSSION EXCHANGE

11:30 – 12:30

Jordanian Producer – **Mervat Aksoy**

Jordan Filmmaker – **Tima Al Shomali**

RFC Jordan Regional Training Manager – **Baha Othman**

Moderator – **Paul Baboudjian**

WRAP

Address:

*FILM HOUSE, RFC – 1st Circle, Jabal Amman 5
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Location map on the last page

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DESCRIPTION OF SOUTHMED WiA PROJECTS

Atabet Fann for Arts, Media and Training – Palestine “Women Digital Storytellers for Gender Equality”

“Women Digital Storytellers for Gender Equality” is a capacity building project, targeting women who work and are interested in the audio-visual industry in three partner countries: Palestine, Lebanon and Tunisia.

The two main objectives of the project are enhancing women’s participation in the audio-visual sector in the three countries and boosting women and girls’ capacities in using mainstream audio-visual tools to produce campaigns for women rights.

Project Partners:

- Atabet Fann for Arts, Media and Training/ Palestine is an independent association founded in 2013 with aim of promoting cultural rights and contributing in social development through arts and media, especially for people who live in marginalized areas. Atabet Fann considers practicing and producing arts and media as every individual right, and a tool to bridge the gap between people from different social and economic backgrounds.
- Association for Development and Alternative Media, ADAM/ Tunisia , is a nonprofit association, it aims at giving a voice for marginalized and vulnerable people in particular youth and women in Bani Khallad, empower youth in digital and alternative media, and strengthen their relation with their communities.
- Resource Center for Gender Equality, ABAAD/ Lebanon, is a non-profit, non-politically affiliated and non-religious civil association founded in 2011. It aims at promoting sustainable social and economic development in the MENA region through equality, protection and empowerment of marginalized groups, especially women.
- Animate Palestine Initiative/ Palestine is a Palestinian Animation film festival, established in 2016, it targets Palestinian animators, filmmakers, artists, distributors, comic artists, and all related careers to animation production. Its main core activities include screening films, capacity building program, organizing the International day of Animation, and animation industry market.

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**Muntada (Arab Forum for Education, Sexuality and Reproductive Health)
Palestine**

**“Breaking Taboos and changing the image of women in audiovisual sector
in the Arab World”**

The project presents a gender equality intervention on regional and national levels with focus on sexual rights and women’s bodily integrity in the audiovisual sector. It is a regional collaboration between two well-known audiovisual organizations (Prod’it in Tunisia and 7iber in Jordan) with the MUNTADA (Arab Forum for Education, Sexuality and Reproductive Health in Palestine) reflecting a golden cooperation to enhance the capacity of key audiovisual regional professionals in promoting the role and image of Arab women in their professions and producing audiovisual products to be launched in a widespread campaign around the Arab World.

In addition to that, the project targets national Palestinian Universities particularly Media Departments which yearly graduate hundreds of young active professionals in this sector.

Project Partners:

The Arab Forum for Education, Sexuality and Reproductive Health in Palestine (MUNTADA) is human rights based organization that works on achieving social human development particularly for women and youth by addressing educational and counseling needs related to sexual and reproductive rights as a baseline for gender equality focusing on reclaiming women’s positions in private and public spaces.

Prod’it is the first network of freelancers and actors (organization, producers, technicians, schools of audiovisual) in Tunisia that provides work opportunities and partnerships between different protagonists of the sector. In addition to 7iber; a media organization and online magazine in Jordan that seeks to promote more open society that upholds values of human rights, accountability, rule of law, and pluralism, through in-depth multimedia journalism, critical analysis, and public conversation.

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Theatre Day Productions (TDP) - Palestine
“New Audio-visual Society, by women... for women”

Guided by their visions, Theatre Day Productions (TDP) and Arab Educational Forum (AEF) intend to contribute in changing the images of women in media and in the Arab communities.

The approach sought here is quite untraditional. By coordinating the efforts, 34 women from Gaza and Jordan will be trained by professional trainers and engaged in a peer-learning approach; all as part of a well-developed comprehensive audio-visual curriculum.

The curriculum trainings include: developing film ideas, script writing, acting, directing, broadcasting, and filming using high-end cameras and smart devices.

Trainees will obtain essential skills for careers in the animation and filmmaking sector and be young professional artists.

Project Partners:

- Theatre Day Productions(TDP) began a pilot project in Gaza in 1994. Since then it has grown into an experienced artistic and cultural training and production centre; focusing on young adults and women, and successfully launched 2 local organizations in Gaza and Hebron.
- Arab Educational Forum (AEF)is a cultural education organization that works with youth and women in the Arab world for discovering their own inspiring initiatives. AEF focuses on the learning processes, the people, the results and the dissemination of the culture of initiative.

Tadwein Gender Research and Training Center - Egypt
“Gender representation in Egyptian media”

The research project aims to examine and analyze women’s and men’s(gender) images in the Egyptian drama and their effect in shaping and reinforcing gender stereotype and discourses among young Egyptians. It will further

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examine the obstacles facing drama producers and directors in presenting non-conventional gender images.

Project Partners:

- *Tadwein Gender Research and Training Center* was founded in 2014 to fulfill the needs for a more evidence-based approach to gender based violence (GBV) in Egypt. To achieve this, Tadwein has been working with several partners to implement different initiatives/programs on domestic violence, sexual harassment, FGM and empowering women at the political level.
- “*Waha Wogoh Okhra*” (she has another faces) is an online feminist platform dedicated to Egyptian women’s issues. It discusses via various journalism arts women’s issues, and present and discuss alternative through its media platforms.
- *HRDO Center* founded by a group of Egyptian youth, who is concerned with human rights and community development, and who believes in media role impact of spreading human rights culture and strengthening mechanisms to defend it.

Ma3mal612-think factory - Jordan
“Women to Women – W2W”

Women To Women Ta’a Marboutah: Empower and build the capacities of female professionals working in the audio-visual industry. The project aims to create a collective network to exchange knowledge and opportunities, monitor gender disparity in different interrelated layers to claim space and redefine their conception of gender, through content training and mentoring in addition to roundtable discussions with prominent senior filmmakers and thinkers in both Jordan and Beirut. Create and circulate an audio-visual Manifesto for the region to instill gender sensitive dimension industry, to increase awareness and create real impact on professionals in audio-visual industry.

Project Partners:

- *Ma3mal612- think factory* is a collaborative pool of thinkers and workers from different backgrounds and disciplines, who design innovative projects on thematic topics that are a priority for our region. Ma3mal means Factory, and

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it is designed to produce and enhance the production of films, feature and documentaries, installations, film networks and artistic projects of an avant-garde nature, aiming to ignite change in the region's civil society.

- UMAM D&R works diligently to establish a platform from which it can assess and help manage Lebanon's and the region's past and current problems and challenges. A continuous effort to cultivate a citizen resource centre that focuses on Lebanon's and the region's conflict-laden, war-loaded past by utilizing a wide variety of tools (including cultural activities, technical workshops and targeted research).

Shashat Women Cinema - Palestine "Fostering Gender Equality for Women and Men Behind the Camera"

As women are underrepresented in the film industry and still misrepresented onscreen in terms of roles and characters, this project aims to enhance the gender sensitivity of film facilitators in the film sector in Tunisia and Palestine, and to improve gender equality in the film sector either at the level of the content delivered or the female and male representation.

CAWTAR along with its partner Shashat Woman Cinema in Palestine will train facilitators in the film sector as well as other workers in it on gender basics, how to observe, identify and measure gender bias in films.

Project Partners:

- CAWTAR – Center of Arab Women for Training and Research was created in 1993, in response to the desire expressed by a number of Arab stakeholders to establish a center of academic research and field studies relating to the status of women. In addition to collecting data, indicators and statistics on women's economic, social and political conditions, CAWTAR significantly contributes in sharing knowledge, building partnerships and reinvigorating policy dialogue and advocacy in order to improve the lives of women in the Arab world.
- Shashat Women Cinema is an independent non-profit women cinema NGO in Palestine, whose focus is on women's cinema and the social and cultural implications of women's representations. Shashat also aims at building the

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capacity of young women filmmakers through training, mentoring, production support and exhibition so that they are producers of Palestinian culture and not only consumers of it. Shashat, which means “screens” in Arabic, was founded in 2005 in order to provide sustainability and continuity to these objectives.



This project is co-funded by
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It is implemented by:



culture & media agency europe, ASBL

CUMEDIAE



Associate partner:



EUROPEAN WOMEN'S
AUDIOVISUAL NETWORK



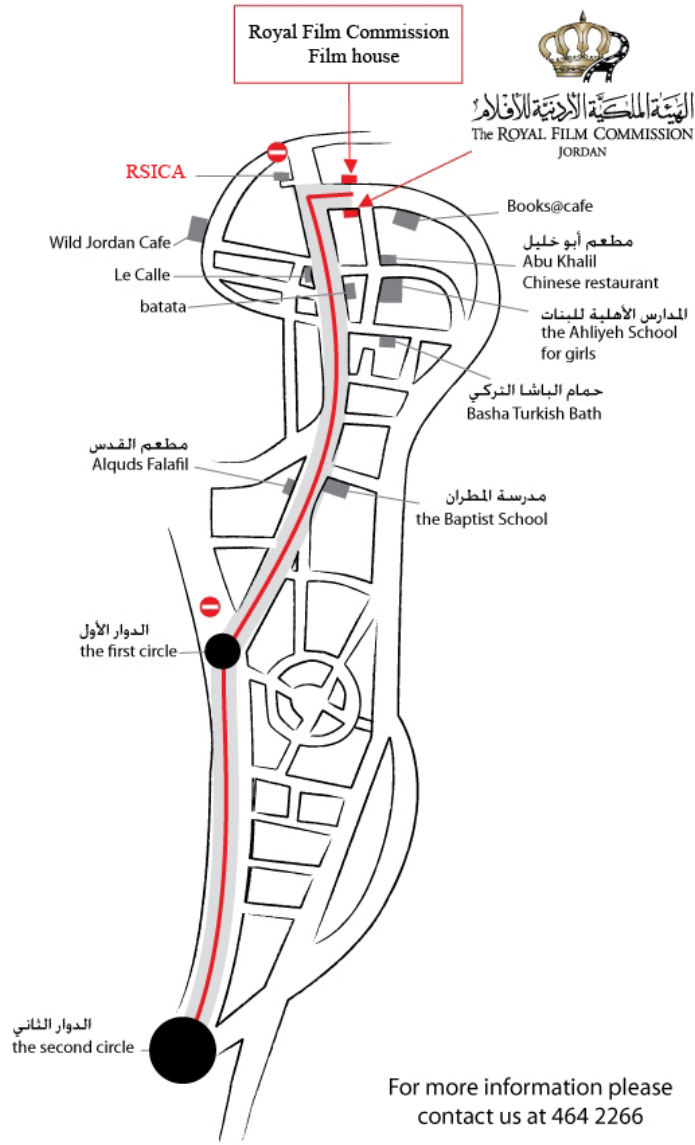
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Royal Film Commission – Location map



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