



WE ARE HER

TOOLKIT

FOR LOCAL CAMPAIGNS
D3.1

TOOLS, IDEAS, AND STEPS TO
DRIVE CHANGE



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ABOUT THE PROJECT

Ensuring Gender Equality and Women's Empowerment through International Projects

In line with EU policies, the **WE ARE HER** project works to empower women, girls, and young people to “fully use their rights and increase their participation in political, economic, and cultural life” by tackling the structural causes of gender inequality and gender-based discrimination across diverse regions of the world. Running from November 2023 to November 2025, the project unites international partners to drive lasting impact through collaboration, knowledge-sharing, and local action.



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YEU



BELGIUM

USB



GREECE

BDK



TÜRKIYE

ASPIRE



EGYPT

SIFD



ALBANIA

RD:FL



LEBANON



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WE ARE HER

OBJECTIVES



- **Create a transnational network of partners across the Mediterranean** to share capacities, competences, best practices and cooperation skills in gender equality mainstreaming, and to implement the lessons learned at the policy level within their own organizations.
- **Establish a network of youth workers** and build on their capacities in preventing gender inequalities and women's rights violations in local and international activities while promoting gender equality and engagement through local and digital actions.
- **Create awareness among, connect, engage and empower** culturally diverse youth in women's rights issues to take action through a transnational social media campaign.

The objectives will be achieved through activities such as capacity building for youth workers, youth exchanges and awareness raising directed at various groups: young people, youth workers, youth organizations, policy makers and general public benefitting a total of 2000 people.



ABOUT THE PROJECT PARTNERS

YEU (YOUTH FOR EXCHANGE AND UNDERSTANDING)



**YOUTH FOR EXCHANGE
AND UNDERSTANDING**

YEU is an international Non-Governmental Youth Organization established in 1981. It is a member of the European Youth Forum (YFJ) and Lifelong Learning Platform (LLL) in Brussels and is considered as a European level non-governmental youth organization by the European Union and the Council of Europe. The mission of the organization is achieved through the implementation of innovative projects and capacity building events based on the principles of non-formal education, experiential and self-directed learning. In addition to that, YEU also pays a lot of attention in creating youth policies, participating in important youth events on European level and producing educational manuals. At the moment, the network includes 39 different youth organizations from the EU and neighboring countries.

USB (UNITED SOCIETIES OF BALKANS)

United Societies of Balkans was founded in 2008 by the inception of a group of active young people who wanted to address the social issues which affect the youngsters in the Balkans and Eastern Europe. The vision and aim of the organization is the promotion of youth empowerment, participation in the economic and political life, youth mobility, voluntarism and human rights. In particular, USB attaches great importance to its human resources, as the evolution of the organization is directly related to the evolution of the individuals within. USB has also developed a child protection and zero tolerance policy aiming to protect all its volunteers and participants and provide a safe place.



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ABOUT THE PROJECT PARTNERS

BDK (BODRUM DANI GENCLIK VE SPOR KULUBUDERNEGI)

Bodrum Youth, Culture and Art Centre is a nonprofit/non-governmental organization established by experienced youth workers and social entrepreneurs in Bodrum in 2006. The members of the organization are mostly young professionals (university students, high school pupils, young entrepreneurs and artists), who come together to spread the idea of promoting equality, self awareness on European opportunities for young people in Bodrum community, supporting people, helping people with fewer opportunities in their social integration, making youth participation in public life more active and strengthening the principles of civil society and democracy.



ASPIRE (ASPIRE CONSULTING INTERNATIONAL)

Aspire Training Solutions is an entrepreneurial training and consulting firm established in 2007. It is experienced in delivering transformational solutions using innovative methodologies serving the private sector, community-based organizations and youth at large. Aspire's vision is to empower, enlighten and inspire a deep and lasting transformation in the lives of individuals, teams, organizations and communities to live, lead and prosper. While mainly serving the private sector, Aspire's role in the public sector is equally essential through empowerment of the incapable and unqualified communities and people in their societies to lead and make a real difference through social change and cultural transformation. Under this perspective, Aspire has partnered with several prestigious local and international community-development organizations providing services such as life skills programmes, gender programmes, health and well-being programmes, education empowerment programmes, family programmes, sports for development and capacity building programmes. Aspire's youth sector specializes in designing empowerment programs focused on employability, bridging the gap between university and the job market. For this reason, Aspire has built strong outreach to institutions such as universities across Egypt



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ABOUT THE PROJECT PARTNERS

SIFD (SOCIAL INCLUSION FOR DEVELOPMENT)

The Social Inclusion for Development (SIFD) is a non-profit organization founded in 2015 and officially active since 2019, created by a group of passionate professionals and friends dedicated to improving community life in Lezha. Guided by the core values of volunteerism, integrity, and partnership, SIFD works to promote an active community that lives with dignity through initiatives in socio-economic and cultural empowerment, awareness and advocacy, psycho-social and legal services, service-learning methodology, career counseling, and educational activities. Over the past five years, the organization has gained valuable experience working with young people and the wider community through impactful projects such as the Career Counseling Center in Lezhë, the School Engagement for Active Citizenship initiative, the Change Yourself, Change Your Community program, the I, the Municipality and the Municipal Council project, as well as community-focused efforts like Legal Education of Citizens of Lezha, Driving in Drin, and Boat on the Drin. These projects have trained students, teachers, and young citizens in leadership, communication, advocacy, and civic participation; created libraries and recreational spaces; improved road safety; strengthened cooperation with local government; and promoted tourism, environmental care, and health. With a diverse team of sociologists, psychologists, political scientists, lawyers, and social workers, SIFD continues to be a strong force for positive change, active citizenship, and inclusive development in Lezha.



RDFL (THE LEBANESE WOMEN DEMOCRATIC GATHERING)

Lebanese Women Democratic Gathering was established in 1976 and is a feminist, grassroots and membership-based organization working to advance gender equality through advocacy, networking and solidarity work in Lebanon. Aiming to achieve gender equality between women and men in all spheres and provide protection from gender-based violence, its work focuses on creating an enabling environment where girls and women are protected and empowered to be agents of change. The organization's values are rooted in non-discriminatory, secular feminism, democracy, equality, transparency and intersectionality. In order to achieve its mission to work on and advocate for the elimination of gender-based violence and all forms of discrimination while achieving full citizenship for women through a widespread and empowered membership and collaboration with civil society, RDFL uses the following approaches: - free legal and psycho-social services and support for survivors of GBV/SGBV (through 5 centers across Lebanon); - nation-wide campaigns on gender equality issues; - enhancing solidarity and coordination among women's networks in the country to brings them closer to achieving their goals and to building the future generation of feminists and women-led organizations.



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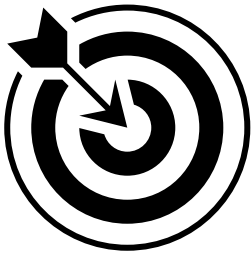
ABOUT THE TOOLKIT



The “WE ARE HER” toolkit is constructed for anyone who aims to build fairer and freer societies, starting just where they are. It’s designed for youth, educators, activists, volunteers, and community leaders who are ready to create change and raise awareness, believing that gender equality isn’t just an added value, but a mission.

Built from real experiences of our WE ARE HER ambassadors, this toolkit is your guide to the bold campaigns they created and now it’s your turn to take what they’ve started and carry it forward. Inside, you will find real campaign examples, creative ideas, and some tips that can inspire you to implement ideas of your own without the need to start from scratch.

WHAT IS A CAMPAIGN & WHAT ARE ITS KEY ELEMENTS



A campaign is usually an activity with a coordinated, focused effort to shed light on a pressing issue. The purpose is to drive change, raise awareness, or inspire people to act on a specific topic.

Campaigns can take many forms and it's not meant to be complex, but rather meaningful; for example, a school presentation, a social media post, a theatre play, or even a simple conversation circle! Remember to think of your target audience, whatever keeps them engaged and attentive will serve the purpose.

YOU DON'T NEED A HUGE BUDGET, OR A HUGE TEAM; YOU JUST NEED TO START!

KEY ELEMENTS

1

OBJECTIVES

Objectives are the tangible outcomes you want to achieve, they bring your big goal down to earth. A strong objective is:

SMART



- **Specific:** Who? What? Where? When? Why?
- **Measurable:** How will you know it worked? Use numbers or clear indicators.
- **Achievable:** Is it realistic with your resources and time?
- **Relevant:** Does it directly support your goal and vision?
- **Time-bound:** When do you plan to reach it? A timeline keeps things on track.

KEY ELEMENTS OF A CAMPAIGN

2

COMMITTED PARTICIPANTS

No plan can thrive without people who believe in it. Having committed team members, those who put their heart and soul into the cause, can make all the difference. Dedication, teamwork, and shared energy are what keeps it going, even when challenges pop up.

3

TARGET AUDIENCE

Your target audience should be clear from the start. This helps you choose the right language, style, and approach. What works for teenagers in a school may be very different from what works for decision-makers or parents. Knowing your audience helps you connect, not just communicate.

4

VISION

This is the big picture, the future you want to help create. Your vision might be a more gender-equal community, empowered youth, or safer spaces for women and girls. What matters is that everyone on your team shares this vision. It keeps you all motivated and aligned as you work hand-in-hand toward your goals.

5

GOALS

Think of your goal as the target you're aiming for. It should be clear and ambitious, but not vague. For example: "Increase awareness about gender stereotypes in local high schools" is a stronger goal than just "Talk about equality."

6

STAKEHOLDERS

Stakeholders could be supporters, influencers, decision-makers, or people affected by the issue.

Ask yourself:

- Do they have power over the issue?
- Are they likely to support or resist?
- Can they help spread your message?

Understanding your stakeholders helps you build stronger alliances.

7

DETAILED PROGRAM

For campaigns including multiple steps, events, or people, create a clear, detailed plan with:

- Timeline
- Key activities
- Team roles and responsibilities
- Locations and logistics
- Tools and materials

This keeps everyone on the same page and helps you stay organized and focused.

Expected Risks

Every campaign has its challenges. Being aware of potential risks from the start helps you prepare, adapt, or even prevent them. Whether it's low turnout, miscommunication, or external pushback, naming the risk is the first step to managing it.



Why Taking Action Matters

1

Empowering the Marginalized

Initiatives like these give a voice to those who've often felt unheard or overlooked. When individuals get involved, especially those from underrepresented groups, it helps them discover their voice, build confidence, and realize they can be part of change.

2

Uniting the Community

When people gather around a shared purpose, something special happens: a sense of unity forms. Collective action has the power to bring together diverse individuals and groups, building stronger, more connected communities.

3

Amplifying Your Cause

Organized efforts draw attention. When a group stands behind an issue, people notice. A well-run campaign amplifies your message, brings visibility to important topics, and can influence public opinion, policy, or behavior.

4

Inspiring More Change

Change is contagious. When people participate in a successful campaign, they often realize that they can do more. Such experiences spark confidence and motivate others to take part in additional acts of change, whether big or small.

5

Contributing to Long-Term Social Change

Even if your campaign starts small, it can plant the seeds for lasting transformation. With consistency, creativity, and community support, local actions can lead to major impact over time.

IDEAS TO SPARK YOUR CREATIVITY

Not sure where to start? Here are some formats to help you brainstorm your own idea. Use these as jumping-off points, mix and match, or come up with something totally new! You don't need fancy equipment or big numbers, what matters most is your message and your audience.

For Creative & Visual Storytellers



- Street theatre or performance art on gender-based violence, helping people see the emotional impact in real time.
- Photo exhibition or poster gallery in your school or community center, highlighting gender stereotypes in daily life.
- Short film or video interviews with women in leadership or underrepresented jobs.

For the Discussion Starters



- Community discussion circles on gender roles and how they're shaped by tradition and media.
- School debates or panel talks on gender gaps in employment, what's behind them and how to close them.
- Interactive quiz or myth-busting sessions around gender-based violence or legal rights.

For the Digital Creators



- Instagram storytelling campaign: Share stories of everyday gender inequality and challenge followers to reflect.
- Podcast episode or mini-series with guests discussing why we don't see enough women in politics.
- Awareness infographic series for sharing on WhatsApp or Telegram groups.

For the School/University Activists



- Awareness week with each day focused on one of the four themes (e.g., Monday: Gender-Based Violence, Tuesday: Employment Gap...).
- Classroom activity kits or peer-led workshops tailored to different age groups.
- Student-led petition to include more female guest speakers or leaders on school boards

TIPS FOR EXECUTION

START WITH PURPOSE & STRATEGY

Always come back to your “why.” Choose a strategy that matches your capacity and your audience. Don’t jump straight into the most complex or energy-consuming activities. Start small and smart and build from there. Growth happens in steps, not leaps.



MONITOR AND ADJUST AS YOU GO

Keep an eye on how things are going throughout the process. Is the message landing? Are people participating? Be ready to adjust, support each other, and learn in real time.



PLAN THE LOGISTICS

Make a checklist, think ahead, and prepare anything that might need customization (like signs, flyers, or props). Anticipating the details means less stress on the day of the action.



ENGAGE YOUR AUDIENCE THROUGHOUT

Don’t wait until the end to involve people, find ways to keep them engaged from start to finish. This could be through interactive elements, short polls, Q&A moments, or creative challenges that invite participation.



BUILD COORDINATION & SUPPORT SYSTEMS

Assign clear roles and make sure participants know who to check in with for questions or support. A little structure goes a long way in helping the team feel confident and taken care of.



TRAIN AND PREPARE YOUR TEAM

Take time to brief everyone involved, offer training on the tools or topics, and create space for skill-sharing. Even a short orientation session or a quick simulation can make a huge difference.



SOME EXTRA TIPS (FROM US TO YOU)

- *Celebrate small wins* (even with a few engaged participants)
- *Document your journey* with photos, testimonials, ...
- *Stay Connected* after the campaign ends (Send a thank you message or an update on what's next)
- *Be kind to yourself*. Organizing is not always easy. Things may go wrong. Take a breath, stay flexible, and remind yourself why you started.

If you found this toolkit helpful in creating your own campaign, don't hesitate to let us know! We'd love to hear your story; sharing your experience can inspire others, too!



REAL-LIFE INSPIRATION

In this section, we showcase inspiring activities led by our partner organizations, each activity reflects the power of innovation, collaboration, and local leadership in breaking stereotypes, raising awareness, and building more inclusive communities.



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Video Voices: Promoting Gender Equality in the Community

**Implemented by:
Social Inclusion for
Development**



Overview

Participants went around the city, identifying gender stereotypes in public spaces and media and captured them in pictures. They later utilized them to collaboratively create a video reflecting on their findings and sparking discussion.

The Setting

Target audience:
Youth of Lezha, Albania
Location:
Lezha, Albania
Timeline & Duration:
40 second video
Stakeholders:
Youth of Lezha, Albania

Main Objective

To raise awareness about gender equality among young people through sharing engaging video messages that highlight equal rights, challenge stereotypes, and promote inclusive attitudes.

Step by step

Step 1: Explore the City

Participants walk through their local area to observe and identify gender stereotypes in public spaces, media, advertisements, and daily interactions.

Step 2: Capture the Evidence

They take photos of the stereotypes they notice and document real-life examples.

Step 3: Share & Discuss

Photos are shared in a dedicated online group chat, creating a space for collaborative discussion and exchange.

Step 4: Reflect & Analyze

Participants join a reflection session to:

- Spot recurring patterns among the evidence
- Organize the information and structure the narrative to communicate it in the video

Step 5: Create the Video

Participants were responsible not only for the filming and acting in parts of the video but also for the technical aspects of it (editing, adding visuals, integrating music and graphics). Particularly, they made sure that authentic youth voices were represented by getting deeply involved in every step of the project. The result was an engaging video that conveyed powerful messages on gender equality and stereotypes.

Step 6: Share & Inspire

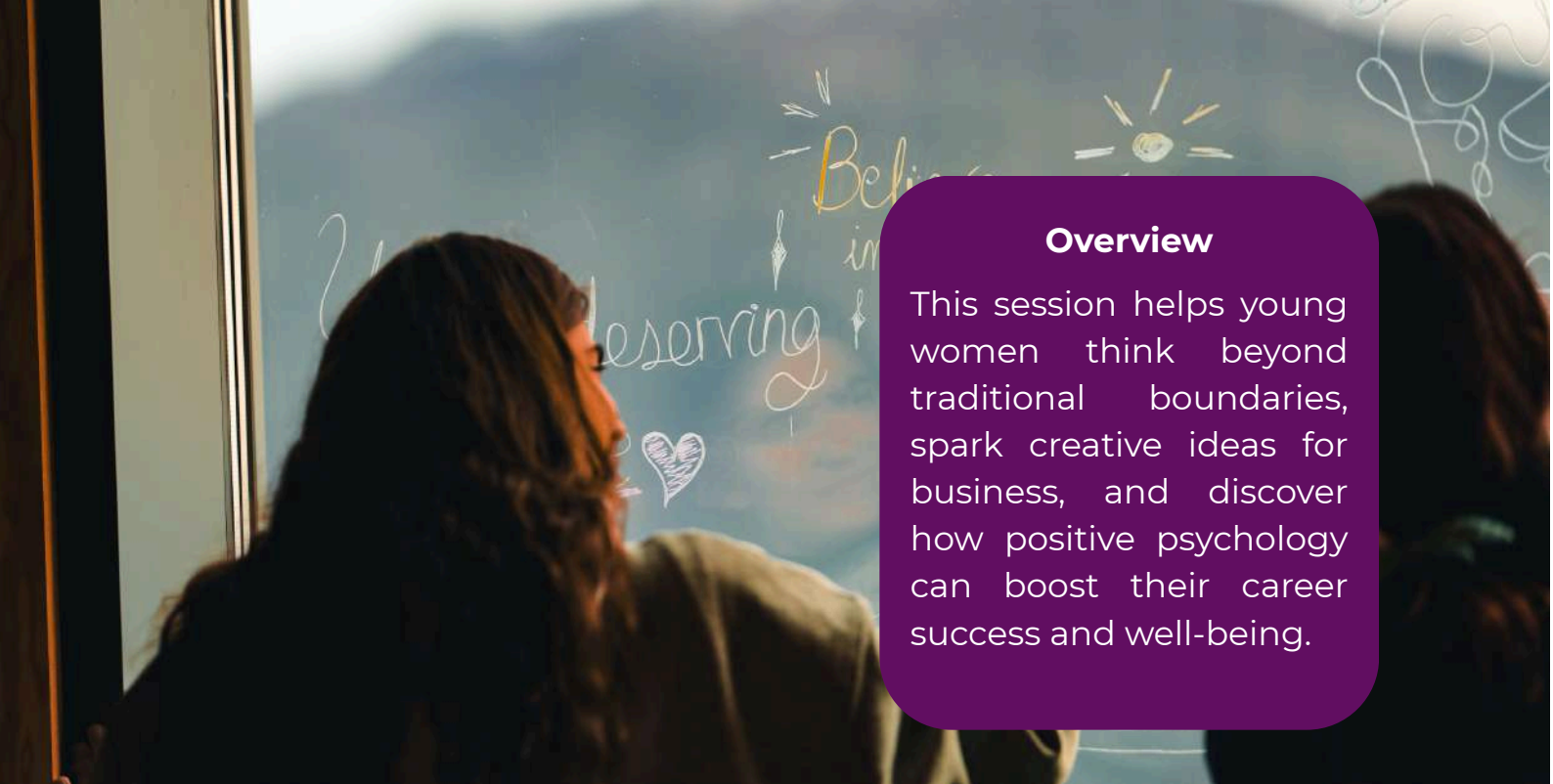
The finished video was shared on social media platforms to raise awareness, encourage critical thinking, and inspire others to reflect on and challenge gender stereotypes in their communities.

Triggers/ Risks

- Cultural differences can affect participants' understanding of sensitive gender issues
- Limited tech skills should be considered in projects that rely on digital tools
- Logistical challenges may disrupt smooth project execution

Tips and recommendations

- Ensure a safe, inclusive space for discussing sensitive topics
- Use varied activities to boost engagement and interest.
- Plan thoroughly to avoid logistical issues



Overview

This session helps young women think beyond traditional boundaries, spark creative ideas for business, and discover how positive psychology can boost their career success and well-being.

Recycle Yourself

Implemented by:
BDK
Bodrum Youth, Culture
and Art Centre



The Setting

Target audience: Young Entrepreneur women

Location: Antakya, Turkey

Duration: 2 hours

Level of facilitators: Intermediate

Stakeholders: Antakya youth Centre

Main Objective

- To encourage young women to think out of the box
- To increase creativity in ideation phase of a business idea.
- To learn about positive psychology in employment

Tips and recommendations

Motivation may be low for participants who are victims to environmental disasters and have lost hope for the future.



I see through Your Eyes - Gender (In)Equality

Implemented by:
BDK
Bodrum Youth,
Culture and Art Centre



Overview

This activity aims to raise awareness of gender identity, discrimination, stereotypes, and social exclusion, encouraging participants to reflect on how society treats different identities.

The Setting

- **Target audience:** The organization's facilitators
- **Location:** Bodrum, Turkey
- **Duration:** 90mins

Main Objective

- To build empathy towards marginalized identities by experiencing societal treatment firsthand
- To increase awareness of inequality and develop skills to tackle it

Step by Step

Step 1 – 10 min: Preparation

- Each participant receives a post-it on their forehead with a person's description (they cannot see it).

Step 2 – 7–10 min: Non-verbal Interaction

- Participants move around the room reacting to others as society would, using only non-verbal communication (gestures, eye contact, avoidance, small noises, etc.).

Step 3 – 5 min: Freeze

- Facilitator calls "Stop!"
- Three papers ("islands") are placed in a triangle:
I am accepted, I am not accepted, I don't know

Step 4 – 5 min: Positioning

- Participants choose an island based on how they felt and observe others.

Step 5 – 30 min: Small Group Discussions

- Participants move, then form groups when a number (2–5) is called.
- Discuss in sequence:
 - a. Which island did you choose and why?
 - b. How did others react to you and how did it feel?
 - c. How did you react to others – society's attitude or your own?
 - d. Guess your own description (check post-it).
- Stay in the same group for final questions:
- 5. Can you identify the description? Usual attitudes toward this group?
- 6. Difficulties, stereotypes, privileges in your community?

Step 6 – 30 min: Plenary Discussion

- Reflect on the activity and relate it to personal and community experiences. Key questions:
 - How do you feel? How was the activity?
 - How does it connect to local stereotypes, prejudice, discrimination?
 - Can society act differently? How? What could change?
 - How could we challenge stereotypes (considering previous sessions on feminism/women's rights)?

Tips and recommendations

Depending on the flow, more questions can be asked and a space can be provided to the participants to express themselves on their personal experiences. They need to be let to make a relation with their own society, education system, and cultural background.



I got 99 problems and being a woman is one of them

Implemented by:
BDK
Bodrum Youth,
Culture and Art
Centre



The Setting

- **Target audience:** young women, students
- **Location:** Bodrum, Turkey
- **Duration:** 90 mins

Overview

An interactive session where participants watch a video, discuss stereotypes and discrimination in small groups, play a word-association game to explore perceptions, and end with a presentation and Q&A to consolidate learning.

Main Objective

To let participants understand what is inclusion, to create awareness on inclusive activities for women and people with disadvantages.



Step by Step

Step 1 – Video Introduction (15 min)

- Facilitator introduces the “Maysoon Zayid” video to participants.
- Participants watch the video and take notes on:
 - Stereotypes they notice
 - Cultural aspects
 - Experiences of discrimination

Step 2 – Small Group Discussion (10 min)

- Participants share their notes within small groups.
- Groups discuss observations and highlight key points.

Step 3 – Group Presentations (10 min)

- Each group presents their observations to the plenary.
- Facilitator encourages questions and clarifications after each presentation.

Step 4 – Taboo Game (15 min)

- Facilitator provides each group with 4 words.
- Each group defines 3 related words for each given word.
- Groups prepare a flipchart with their chart of words and definitions.

Step 5 – Reflection Discussion (10 min)

- Facilitator asks leading questions:
 - What meanings did you give to the words?
 - How do you feel after seeing the charts from other groups?
 - Why might different groups give different meanings to the same words?

Step 6 – Summary and Q&A (30 min)

- Facilitator shares a presentation summarizing key points from the session.
- Open Q&A with participants to reflect on learning outcomes.



Treasure Hunt

Implemented by:
**Aspire Consulting
 International**



Overview

Facilitated by the National Museum of Egyptian Civilizations, participants solved riddles linked to artefacts, completed challenges and discovered facts about the gender gap in employment across different historical Egyptian eras.

The Setting

- **Target Audience:** "WE ARE HER" Youth Exchange participants
- **Location:** National Museum of Egyptian Civilization
- **Duration:** 1.5 hours

Main Objective

To engage participants in exploring the gender gap in employment across different eras in Egypt through an interactive treasure hunt, fostering creativity, reflection, and active participation in mixed teams.



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Step by Step

The treasure hunt was conducted at the National Museum of Egyptian Civilizations.

Step 1:

The participants were divided into teams of 5, each team had one facilitator. Each team received one paper that explains the background of the fictional story of the treasure hunt: The story is the same for all the teams. The paper had different riddles for each team to solve by exploring the museum artefacts.

Step 2:

After receiving the paper, participants were given 1 hour to explore the museum and solve the riddles. After each riddle, they were asked to either do a challenge or receive a piece of information that they should stick in front of each riddle. The piece of information related to the gender gap in employment throughout the historical Egyptian eras.

Triggers/ Risks

Lack of prior knowledge on historical topics can make participation in English difficult.

Tips/Reccomendations

Adequate preparation and familiarization with the topic before the activity is a great way to ensure it runs smoothly.



Pulse Check

Implemented by:
**Aspire Consulting
International**



Overview

Pulse Check is a survey by local ambassadors to gather insights on gender equality. Combining collaborative research, careful design, and broad outreach, it offered an accessible tool for collecting data from the community.

The Setting

- **Target audience:** General public from different countries
- **Duration:** 3 weeks: research/execution, dissemination, analysis (one week each)

Main Objective

To assess participants' knowledge and perceptions of gender equality while gathering insights on the current situation across different countries.



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Shaalebha (Flip it)

Implemented by:
Aspire Consulting
International



Overview

“Shaalebha” (Flip It), part of the Manhood Project with the Embassy of the Netherlands, uses role reversal to challenge gender stereotypes. Men take on cooking while women focus on self-care, followed by shared reflection and evaluation.

The Setting

Target audience: Married couples
Location: Manhood Project's Family Camp
Duration: Two hours for the activities, followed by 30-40 mins for a reflection sessions
Stakeholders: The Embassy of the Netherlands and family participants in the camp

Main Objective

Educate families and married couples on gender equality as well as raising their awareness on traditional gender stereotypes through role-reversal activities.



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Step by step

Step 1- Introduction:

Facilitators introduce the activity during the family camp and explain its purpose: breaking traditional gender stereotypes.

Step 2- Role Assignment:

Men are asked to cook (a role often seen as female in Middle Eastern culture), while women spend time on self-care.

Step 3- Cooking & Self-Care:

Men prepare the food, and women focus on their skin routines.

Step 4- Evaluation:

Women take turns evaluating the cooking results.

Step 5- Reflection Session:

Facilitators guide a group discussion where participants share thoughts and feelings, linking the experience to gender roles in their daily lives as married couples.

Tips and recommendations

- Include reflection time so participants can link the experience to real-life gender roles
- Ensure materials are well-prepared in advance to avoid shortages during the activity



GBV Awareness Session

Implemented by:
**Aspire Consulting
International**



Overview

Participants explore different forms of violence while also gaining practical tools to reflect on their own behavior and address it effectively. At the end, a testimonial session provides a safe space for men to share personal transformation journeys and celebrate growth.

The Setting

- **Target Audience** : Adolescent boys and men above 19 years old
- **Location:** Mansheyet Naser, Cairo, Egypt
- **Duration of the session:** 3 hours
- **Stakeholders:** Male participants

Main Objective

To raise awareness among men in underserved areas about gender-based violence, its impact, and prevention, while providing tools to reflect on their behavior and promote respectful, fair treatment of women in their lives.



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Tug of Change

Implemented by:
Aspire Consulting
International



Overview

A tug-of-war game where drawn cards influence the rope's movement, teaching children how words impact balance and teamwork. Through reflection, they learn that respect builds harmony, stereotypes create division, and true strength comes from valuing everyone.

The Setting

Target audience: School children aged 10–15 y.o.
Location: School's playground, summer camps
Duration: 30-40 minutes- Including 10 mins for the reflection session
Stakeholders: Middle/ High school teachers, students, parents, or counselors

Main Objective

To help students understand how words and stereotypes affect relationships and teamwork, while encouraging respect, empathy, and equal value for all strengths, and breaking down harmful gender stereotypes in a playful and engaging way.



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Step by step

How to Play

1. Teams take turns drawing a card from the stack
2. Pause for a 2-minute discussion
3. Players share whether the statement is respectful or harmful
4. Group decides together whether it's "mean" (pull) or "kind" (no pull)
5. If the card is kind/respectful → no one pulls the rope
6. If the card is mean/stereotypical → that team pulls the rope toward themselves

Reflection

- Words have power: they can either keep us connected or pull us apart
- Respect keeps the rope steady; stereotypes break the balance
- True strength is not just physical, it's also emotional, mental, and creative
- Mixed teams work better when everyone's abilities are valued equally

Triggers/ Risks

- Tug-of-war may cause rough pulls or falls, so safety measures like a flat, non-slippery surface and adult supervision are essential
- Reflections may surface sensitive topics like bullying, so a trained counselor should be present to offer support and manage emotionally triggering discussions

Tips and recommendations

Participants can sometimes struggle to grasp concepts such as "gender equality" or "emotional strength". This is why we will train the facilitators on guiding and simplifying the discussion: After each card, the facilitator would help participants understand the statement or the meaning behind it.



Gender Stereotypes Workshop

Implemented by:
**Social Inclusion
for Development**



Overview

This activity aims to raise awareness and provide information to the youths of Lezha on the topic of gender stereotypes, with facilitation and organization support from local ambassadors.

The Setting

- **Target audience:** Youths
- **Location:** Lezha Youth Public Center, Albania
- **Duration of the workshop:** 2 hours
- **Stakeholders:** Lezha Youth Council, Public Youth Center

Main Objective

The goal of this activity is to inform the youths of Lezha about gender stereotypes. This was facilitated and organized by local ambassadors.



Feminist Book Club

Implemented by:
United Societies
of Balkans



Overview

Participants were invited to research female authors whose work challenges gender stereotypes. As a group, they selected one book to read, setting a common deadline for completion. Following the reading period, they took part in reflective workshops that concluded with the co-creation of a promotional video inspired by their collective experience.

The Setting

- **Target audience:** Young people 18-30
- **Location:** Thessaloniki, Greece
- **Timeline & Duration:** 3 months (December 2024-February 2025)
- **Stakeholders :** No stakeholders involved

Main Objective

The goal of this activity is to promote gender equality through literature written by women, while also highlighting diverse female perspectives and voices. It aims to encourage critical reflection on gender roles and stereotypes and create a safe space for empowerment among participants.



"Panic Button" against GBV

Implemented by:
**United Societies
 of Balkans**



Overview

Participants learned about the services offered by the local Counseling Center, how to respond safely in situations of danger, and how to support survivors of gender-based violence (GBV).

The Setting

- **Target audience** : Local youngsters, We Are Her Ambassadors
- **Location** : USB Offices- Thessaloniki center
- **Duration** : 3 hours
- **Stakeholders** : Counseling Center of Thessaloniki, Women SOS

Main Objective

The objective of the activity was to raise awareness around women's rights and available protection mechanisms, equip participants with practical tools for personal and community safety, and foster a culture of solidarity and active bystander intervention.



Digital Tools for Social Impact

Implemented by:
United Societies
of Balkans



Overview

Participants worked in thematic groups to create digital campaigns addressing gender-based violence (GBV), using tools like Canva and social media mockups. The activity combined hands-on group work, reflection, and peer learning to develop practical skills and translate ideas into creative actions.

The Setting

- **Target audience:** Youths
- **Location:** Thessaloniki
- **Stakeholders that could use this activity:** CSOs, NGOs, Local Authorities, Schools, Public Services

Main Objective

- Raise awareness about GBV and ways to address it
- Build skills in teamwork, communication, and campaign creation.
- Encourage creativity, ownership, and advocacy through digital tools

Step by step

Step 1 – Introduction and Energizer

- Facilitator introduces the session and explains the objectives:
 - Raise awareness about gender-based violence (GBV).
 - Encourage creative thinking, teamwork, and communication skills.
- Begin with a participatory, interactive energizer to engage participants.

Step 2 – Team Division and Task Assignment

- Participants are divided into four thematic teams: Media, Education, Fundraising, Advocacy
- Each team is tasked with designing a creative campaign on GBV.

Step 3 – Campaign Design and Hands-On Work

- Teams work on their campaigns using tools such as: Canva for visual design, Social media mockups, Brainstorming techniques

Step 4 – Group Presentations

- Each team presents their GBV campaign to the plenary.
- Other participants are encouraged to ask questions and provide constructive feedback.

Step 5 – Debrief and Reflection

- Facilitator leads a discussion to reflect on:
 - Common challenges faced during the activity
 - Lessons learned from other teams' campaigns
 - How ideas and skills from the session can be applied in real-life contexts

Step 6 – Summary and Closing

- Facilitator summarizes key takeaways, reinforcing learning through peer exchange and practical application.

Triggers/ Risks

Level of Faciliators : Low

Risk Level : Low

Tips and recomendations

- Use daily reflection by encouraging ongoing feedback through group circles, creative journaling, or one-on-one talks to help participants process their experience
- Anticipate challenges by being ready to manage language barriers, cultural misunderstandings, homesickness, or group conflicts through trained facilitators and good preparation



Green Wave Festival

Implemented by:
**United Societies
 of Balkans**



Overview

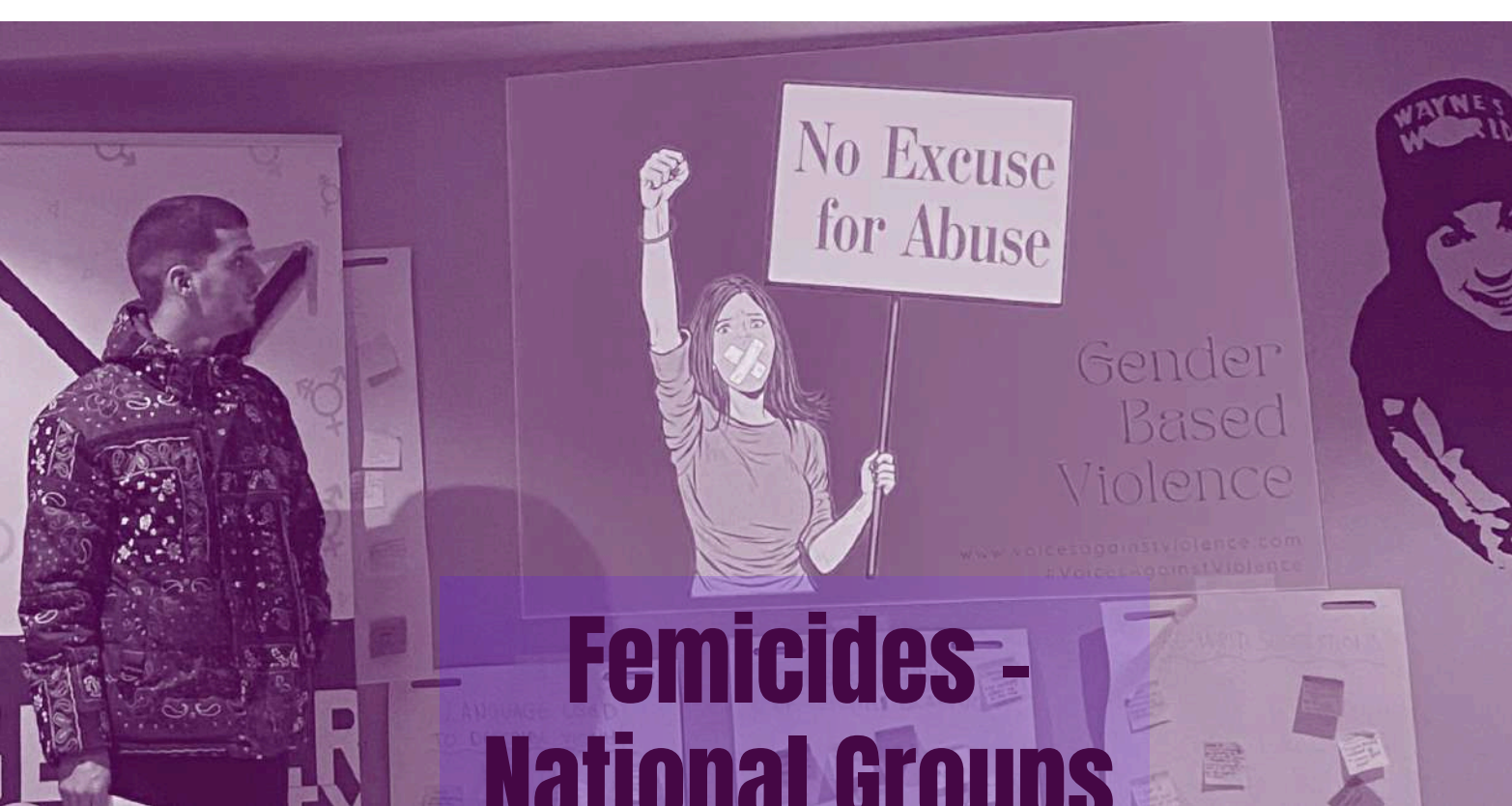
As part of their engagement in the Green Wave Festival, USB organized a public artistic activity where they invited festival attendees to co-create a collaborative collage reflecting on the stereotypical ways women are portrayed in magazines. To support the activity, USB provided recycled magazines as creative material, reinforcing the project's sustainable approach.

The Setting

- **Target audience** : Festival attendees of all ages and genders, especially young people
- **Location** : Thessaloniki, City Center
- **Duration** : 2 hour activity
- **Stakeholders** : Green Wave Festival Organizers: Offered the public space and platform for the activity to take place as part of the wider festival program

Main Objective

The objective was to spark dialogue around gender representation, raise awareness of the harmful effects of such portrayals, and promote feminist expression through participatory art.



Femicides - National Groups Research

Implemented by:
United Societies
of Balkans



Overview

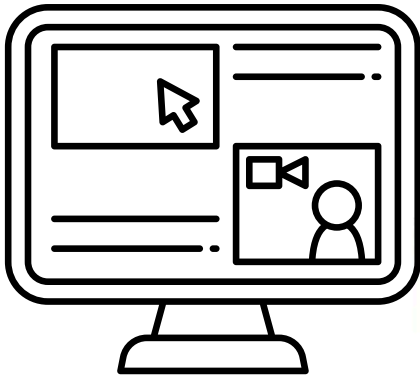
The Femicides – National Groups Research activity was designed as a non-formal educational session focusing on gender-based violence (GBV), specifically the issue of femicide. It brought together participants from different national backgrounds to research, present, and discuss femicide in their own contexts.

The Setting

- **Target audience:** Participants with growing awareness around gender-based violence and the concept of femicide
- **Location:** Thessaloniki

Main Objective

- Increase understanding of femicide – its causes, prevalence, and legal responses
- Develop teamwork and critical thinking through group research
- Raise awareness and empowerment regarding the role of individuals and civil society in combating gender-based violence



The Setting

Target audience : Local ambassadors
Location : Online
Duration : 2 hours
Stakeholders : The session was implemented internally, with the active support of the RDFL project manager in Lebanon, who collaborated with the facilitator and local ambassadors to guide the process. No external stakeholders were directly involved

Introductory Online Session on Gender-Based Violence

Implemented by:
Lebanese Democratic
Women Gathering

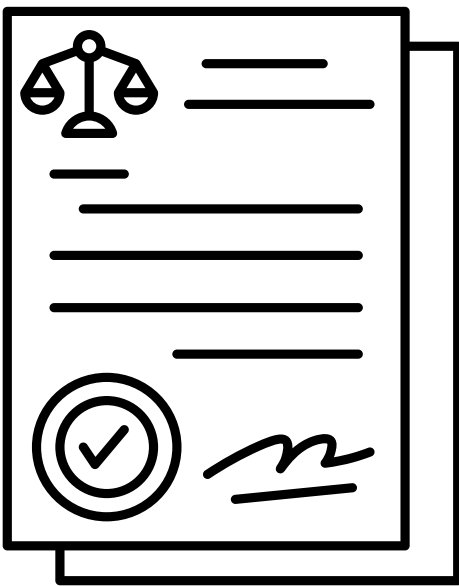


Overview

The main purpose of this session was to introduce the concept of GBV, explain what we mean by it, and connect it to different forms of consent within the Lebanese context.

Main Objective

- Explore the different types of GBV and their manifestations in everyday life
- Clarify the concept of consent, highlighting its role in preventing and addressing GBV
- Contextualize how GBV and consent are understood, practiced, and challenged within the Lebanese social, cultural, and legal context



Round table about: "Accelerating the legislative process of the law on setting the minimum age of marriage and referring it to the joint parliamentary committees"

Overview

Local RDFL ambassadors were invited to this major event, where they were briefed on the campaign. Their active participation and lively discussions led to valuable insights, which they will later share with other youth in the WE ARE HER project. Additionally, they will collaborate to develop their own campaigns based on these learnings.

Implemented by :
Lebanese Democratic Women Gathering



Main Objective

- Engage youth in RDFL's GBV advocacy efforts
- Deepen their understanding of advocacy processes
- Equip them with knowledge and experience to lead their own campaigns

The Setting

- **Target audience** : Youth of Lebanon
- **Location** : Lebanon
- **Duration** : 3 hours
- **Stakeholders**: Parliamentarians, representatives from various local organizations, Lebanese security forces and members of the judiciary



Co-funded by the European Union



Parental Leave Is Not Only for Meghle

Implemented by :
Lebanese Democratic Women Gathering



The Setting

Target audience: Employers and Employees - different stakeholders

Location : Lebanon

Duration : 2 hours

Stakeholders : The session was implemented internally, with the active support of the RD=FL project manager in Lebanon, who collaborated with the facilitator and local ambassadors to guide the process. No external partners or stakeholders were directly involved

Main Objective

Increase participants' understanding of the current maternity and paternity leave policies in Lebanon and their limitations. Also, encourage collaboration among youth to design and implement elements of an advocacy campaign on maternity and paternity leave.

Overview

Advocating for better Maternity and Paternity Leave in Lebanon-raising awareness - engaging youth of WE ARE HER to be part of an Advocacy Campaign.



FROM CHALLENGES TO SOLUTIONS: A GUIDE FOR NAVIGATING YOUTH EXCHANGES

This section provides a collection of real-life tips and recommendations from young people who have been there. You'll learn how to navigate common obstacles and create a meaningful and successful youth exchange for everyone.

THE CHALLENGES

(AND HOW WE BEAT THEM!)

International youth exchanges are an incredible journey of discovery. They're a chance to step out of your comfort zone, meet new people from different cultures, and make friendships that last a lifetime. But let's be real; they're not always easy. Sometimes, language barriers pop up and cultural differences cause a bit of confusion. It's all part of the experience, but knowing how to handle these moments is what truly makes an exchange a success.

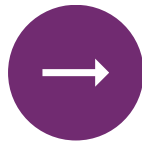
That's where this guide comes in. We went straight to the source and asked participants what challenges they faced and what helped them get through it. This is the inside scoop—a candid look at the bumps in the road and the best strategies to navigate them.



CHALLENGE

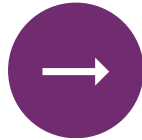
SOLUTION

Cultural & Communication Barriers – misunderstandings, language difficulties, or different norms may cause tension, exclusion, or misinterpretation.



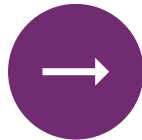
Strong Preparation & Risk Management – conduct risk analyses, collect pre-information about participants (e.g., health, dietary needs, visas), plan logistics early, and prepare back-up plans for weather or unexpected issues.

Emotional & Psychological Strain – sensitive topics, adapting to new environments, or intense schedules can trigger stress, trauma, or disengagement.



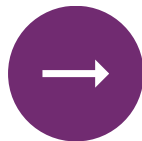
Inclusive Communication & Facilitation – use simple language, translation support, interactive activities, and clear group agreements to ensure everyone can participate equally and comfortably.

Group Dynamics Challenges – conflicts, cliques, unequal participation, or national groupings can harm cooperation and inclusion.



Safeguarding & Emotional Support – train facilitators in handling sensitive topics, provide content warnings, safe spaces, debriefings, mentorship, and access to professional help if needed.

Health & Safety Concerns – accidents, illness, allergies, or weather disruptions may affect participants, especially during outdoor or physical activities.



Health & Safety Planning – establish emergency procedures, keep first-aid kits, identify local health services, and monitor activities closely for risks (allergies, accidents, outdoor activities).

Organizational & Logistical Issues – visa problems, accommodation errors, low engagement, or involvement of negatively-influential outsiders can disrupt the exchange.



Group Building & Partnership Coordination – invest in trust-building exercises, inclusive facilitation to prevent cliques/conflicts, and maintain close cooperation with partner organizations to quickly solve issues.

TOP TIPS FOR YOUR NEXT YOUTH EXCHANGE



01

Set Clear Objectives & Prepare Participants in Advance

Share a detailed info pack, outline goals and outcomes, and encourage light pre-readings or online preparation meetings.

02

Select & Support the Right Participants

Work with reliable partners, choose motivated participants, and provide language support to ensure inclusion.

03

Foster a Safe & Inclusive Environment

Address both physical and emotional safety, mix groups to avoid cliques, and promote cultural sensitivity.

04

Use Interactive & Reflective Methods

Combine structured and creative activities, encourage small-group work, and hold daily reflection sessions.

05

Ensure Lasting Impact Through Follow-Up

Collect feedback, encourage community actions, and maintain connections for long-term results.

THANK YOU

WE ARE HER



YOUTH FOR EXCHANGE
AND UNDERSTANDING



RDFL

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ASPIRE
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