

GLOBAL GIRL GREECE MEDIA PRESENTS:

THE ATHENS AGAPE PROJECT

Our innovation for the UNESCO Hacking Youth Media
Literacy/ Literacy in City and Spaces



**WE NEED A SAFE SPACE,
WHERE WE CAN EXPRESS
OUR FEARS AND DESIRES
AND BE HEARD.**

Mina, from Iraq, living with her two young children in a camp outside of ATHENS,
from the Amnesty International Report, 2018

PROBLEM WE WANT TO SOLVE

AGAPE is a Greek word that means LOVE. Our project focuses on the shadow pandemic of gender-based violence (GBV), on the rise globally since the Covid-19 crisis. In Greece, violence against women, (especially refugee women in camps), femicide, rape, domestic violence, etc. are hitting record highs, and these are just the cases reported. GBV is often stigmatized and survivors are afraid to speak out. But this is changing with the dawn of the Greek #metoo movement, started by Olympic athlete Sofia Bekatorou, which broke open a flood of truth-telling just this year. But it was only among Greek women, and in the Greek language. Refugee women were glaringly absent. We know, because we are from these communities, how dangerous certain parts of Athens is for women. In terms of E.U. countries, Greece ranks the lowest in the Gender Equality Index, lags behind in ensuring women's rights compared to other EU countries, standards and stereotypes of discrimination tend to be perpetuated, and to date young women have not been empowered across the full range of gender equality issues. Holistic empowerment is imperative.

We want to change our city to be a safe and inclusive space for all women.

RESEARCH SHOWS

Research --(Geena Davis Institute, CEDAW, Convention on the Elimination of All Forms of Discrimination Against Women, and UNESCO shows how media and storytelling can be the sharpest tools for change. Telling your story can be transformative for you and for others. More recent feminist studies have revealed how the internet and ICT's are new danger zones for girls, from cyber-bullying and stalking to online pornography, trafficking sites, revenge porn. Changing anti-gender culture and behaviors starts with changing who tells the story. Drawing attention to positive stories of empowerment and resilience is key, for example, calling our project AGAPE (LOVE) and focusing on building coalitions with young men and celebrating businesses, parks and locations as "SAFE" places in our city for women. Our stories can be a community-response tool that changes behaviors and actually saves lives.

Why: Our Reason for Being



Within the refugee and migrant community in Greece, there are little to no resources in the necessary languages or with sufficient cultural sensitivity and context to encourage young women (and men) to come forward. Young women like us can and should be partners and leaders in all aspects of developing effective programs to combat GBV, yet we are often absent from solutions, designing programs and policy-making. Our project will change this!

How can we encourage young women and girls in the most vulnerable communities in our city, such as refugee camps and shelters to access information and resources, but most importantly provide a safe place, both online and offline for them to speak about their experience and create brave, new narratives that will inspire and encourage other survivors to come forward?

REFUGEE CAMPS

Isolated and restricted access due to new government policies

Disinformation and lack of information

No access to resources and technology

No education on reproductive rights / gender justice

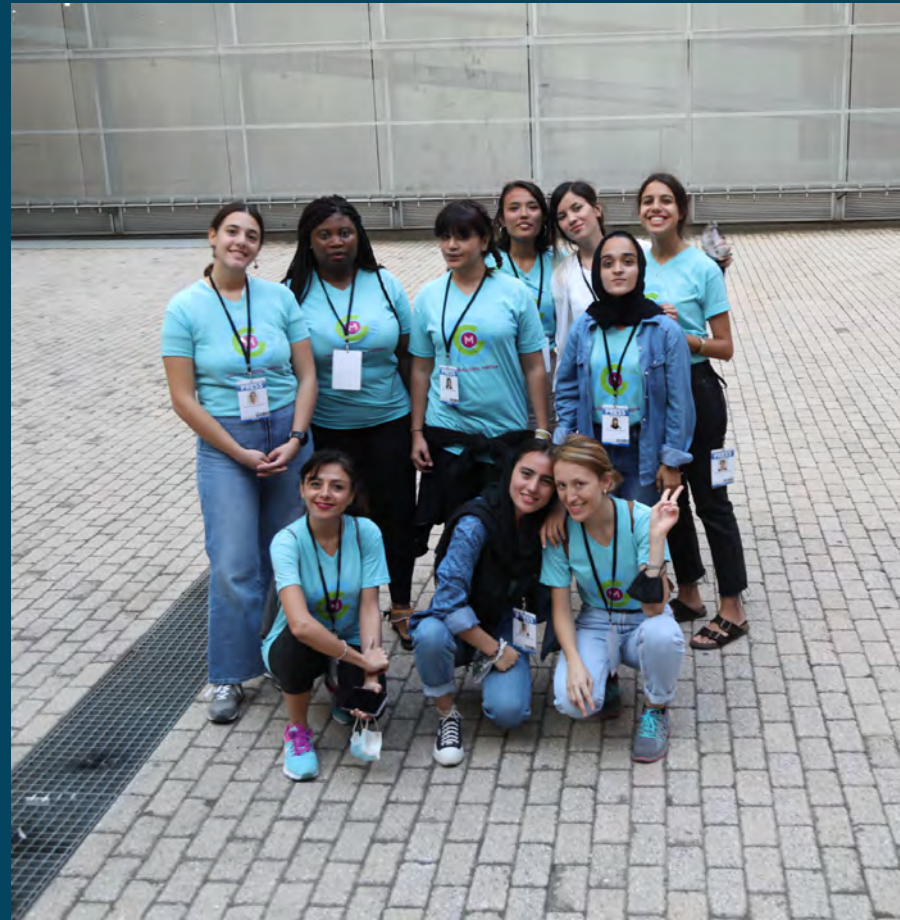
No education on GBV

Limited counseling, legal resources and support

Language and translation barrier

Overcrowded, unhygienic and unsafe living conditions and insinuatory





**"WHILE MEDIA OUTLETS BELIEVE
IN THE POWER OF STORY TO
CHANGE THE WORLD, WE SEE THE
POWER OF STORY TO CHANGE THE
SELF, NARRATIVE MATTERS"**

GLOBAL GIRL MEDIA GREECE

What:

PODCAST, INSTAGRAM ACTIVIST CAMPAIGN AND INFO WORKSHOPS

This project is aimed at raising awareness, shifting narratives, providing resources, information and support for the prevention and elimination of violence against women, especially among the young refugee population in Athens Greece. It consists of a podcast, instagram page/campaign and informational workshops to engage and connect two otherwise separate communities: refugee and host in the city of Athens, Greece. It is also multi-lingual and multi-media/dimensional. We want to change the way refugees in our city are portrayed in the media, but also how women and women's spaces are created here, for safety, building community and challenging gender roles and stereotypes.

The project includes issuing badges to certify safe places (parks, restaurants, cafes, organizations and public spaces that we identify to be supportive and aligned with our campaign.



Why On Instagram?

IT'S SUCH A POPULAR CHANNEL FOR YOUNG PEOPLE.

RECENTLY FRANCES HAUGEN TESTIFIED ABOUT FACEBOOK AND INSTAGRAM, CLAIMING THAT THE COMPANY KNEW THAT ITS PLATFORM WAS SPREADING MISINFORMATION AND CONTENT THAT HARMED CHILDREN, BUT REFUSED TO MAKE CHANGES.

ATHENS AGAPE PROJECT WILL REFRAME INSTAGRAM TO BE A HEALTHY PLACE WHERE YOUNG WOMEN CAN GO FOR SUPPORT, BUILD COMMUNITY, AND BUILD AWARENESS ON GBV.

WE WANT TO REFRAME THE SOCIAL MEDIA SPACE THAT VICTIMIZES, TO BE AN ACTIVIST PLATFORM WHERE YOUNG WOMEN FEEL SAFE TO ADVOCATE FOR THEIR RIGHTS AND THEIR FUTURE.

INSTAGRAM POSTS

Gender responsive communication

DIRECT QUOTES FROM SURVIVORS - privacy protective

PORTRAITS OF SURVIVORS IN AN ARTISTIC WAY - anonymous

STATISTICS AND RESEARCH

RELEVANT CONTENT: Links to our podcast series, videos

PPT POSTS FOR FURTHER KNOWLEDGE

INSTAGRAM STORIES / QUESTIONS BOXES / POLLS



Why A PODCAST?

PODCASTS ARE BECOMING THE NEW TREND, THEY ARE ENGAGING AND ALSO ALLOW FOR ANONYMITY, WHICH IS KEY TO OUR PROJECT.

OUR PODCAST IS DESIGNED TO BE A POWERFUL PLACE FOR WOMEN TO "OWN THE MIC" AND SPEAK THEIR TRUTH, SHARING STORIES OF RESILIENCE, REFRAMING THE "VICTIM" NARRATIVE.

IT WILL FEATURE A GREEK WOMAN SPEAKING WITH A REFUGEE/MIGRANT WOMEN, BOTH SURVIVORS OF #GBV, TO SHOW HOW IT EFFECTS ALL SECTORS OF SOCIETY. IN SOME CASES THE DIALOGUE WILL ALSO BE MULT-GENERATIONAL. GREEK AND INTERNATIONAL GBV EXPERTS, RESEARCHERS, COUNSELORS WILL ALSO BE INTERVIEWED.

EACH EPISODE WILL ALSO DETAIL RESOURCES FOR SUPPORT: PSYCHO-SOCIAL COUNSELING, SUPPORT GROUPS, SHELTER, LEGAL ADVICE, CALENDAR OF EVENTS. THE PODCAST WILL ALSO BE INTEGRATED WITH OUR INSTAGRAM CAMPAIGN, VIA CROSS-POSTS, SHORT VIDEOS, INSTA-STORIES AND INSTAGRAM LIVE CONVERSATIONS, ETC.



WORKSHOPS

We will host monthly workshops held in refugee camps - which are now isolated and non-accessible, and community centers in and around Athens, with our community stakeholders and partners. These workshops will focus on GBV, feminism, gender and human rights, advocacy, women's representation in media, and positive masculinities, that can help draw women and girls to participate in the podcast and Instagram campaign.

Each workshop will be youth-led, and include both refugee and Greek young women to promote integration. We will have translation and in some special sessions, also include young men.

The main purpose of these workshops is to not only raise awareness and provide information but to promote the podcast and Instagram campaign and to encourage young women (and their male allies) to join.

This also gives us an opportunity to ask directly from all these women participants what they really want to achieve through this platform, based on a design-thinking process, which will evolve over time.



Who: GGM GREECE

WHY WE ARE THE TEAM TO DO THIS



Global Girl Media Greece (GGMG) is a young woman-founded and led non-profit organization that uses digital training and media production to empower young women as creative leaders in the fight for gender justice and equality. We are a small but mighty group of young, feminist women from both the refugee and Greek society. We know we are living in a sexist and violent society towards women, but we are also on the cusp of major change. We are taking steps to be at the forefront of that change as reporters, storytellers, artists and activists. The ATHENS AGAPE PROJECT is part of this.

We are using this project as a pilot and hope to expand it to other cities and all of Greece in future years.



PARTNERS

Women in Film and Television Greece, WIFT GR

Centre for Research on Women's Issues (CRWI) "Diotima"

International Rescue Committee, IRC Greece

Melissa Network of Migrant Women in Greece

iMedD (Incubator for Media Education and Development, a Stavros Niarchos Initiative)

Aura Freedom Foundation (International Partner)

Caritas Hellas (Refugee support org)

I.O.M. (International Organization of Migration)

BUSINESS MODEL

KEY PARTNERS

NGOS: Women in Film and TV, Greece, Diotima, Melissa Network, IRC, etc.

Government Entities: Ministry of Education
Ministry of Migration
Ministry of Employment and Social Cases

Journalism Outlets and News Platforms

KEY ACTIVITIES

Podcast

Instagram Campaign/Page

Community Outreach and Building between Refugee and Host Communities

Advocacy

Badges to Certify Safe Spaces and Places in Athens

VALUE PROPOSITIONS

Safe Spaces for Women and Children

Fight GBV

Education

Gender Equality

Refugee Rights

Human Rights

Safe Cities

Diversity and Inclusion

USERS RELATIONSHIPS

Workshops

Instagram Campaigns

Monthly Instagram live

Weekly Q&A

Podcast

Newsletter

USERS SEGMENTS

Young Women, ages 15-30 in Athens (later to expand to all of Greece)

Refugee Community (in cities and camps in Greece)

Young men

All women

note: online segments are open to all of Greece

KEY RESOURCES

Collaboration with industry experts (media/tech)

Collaboration with gender/feminist leaders

Collaboration with academic institutions

Collaboration with. human rights/refugee rights

CHANNELS

- Spotify or Apple for podcast
- Instagram
- Website
- Social media for metrics
- Online store, sales of branded content

COST STRUCTURE

podcast technology (GGM Greece already owns professional recording equipment)

expenses for production, resources and tools

Staffing needs

REVENUE STREAM

- Foundations and other NGOS
- Government funding
- Corporate sponsorship
- Individuals donations
- Sales of branded items (T-shirts, caps, notebooks, mugs)

SDGS on AGAPE ATHENS Project



Psychological health is major aspect of well-being. GBV survivors not only need medical care and physical protection, but psychological support and a community of people who understand what they have been through. Women who experienced GBV exhibit symptoms of Post-Traumatic Stress Disorder, here's where empowerment come.



AGAPE ATHENS raises awareness and educates the public on gender equality issues, targeting both young women and men. It gives voice to the unheard refugee woman and the most vulnerable communities, while also showing how GBV is universal. Women most likely to experience online harassment in its most severe forms, including stalking, sexual harassment and physical threats, are aged 18-24. It develops and provides digital tools and information tools to express and fight for gender inequality.



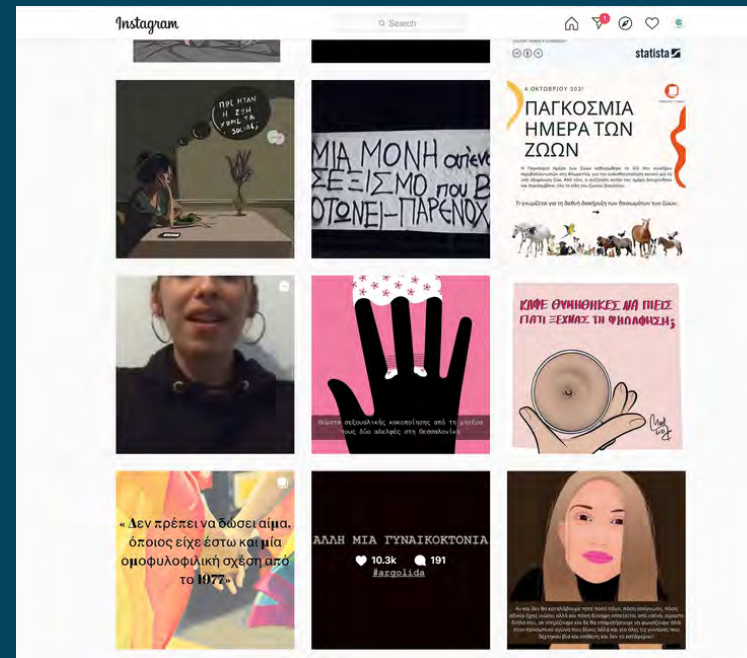
Sustainable cities and communities should first of all be safe and inclusive to all. The Agape Athens project want to create safe places around Athens for women, both online and off. When we think of safety we think of physical safety. We also want these spaces, especially the online space, to be a place where women feel free to speak their minds and share their point of view. Also, women and girls are in the greatest danger in their homes - 55% of femicide victims are killed in their own home or the home they shared with the accused, public spaces and sustainable cities should act for that.

EXAMPLES



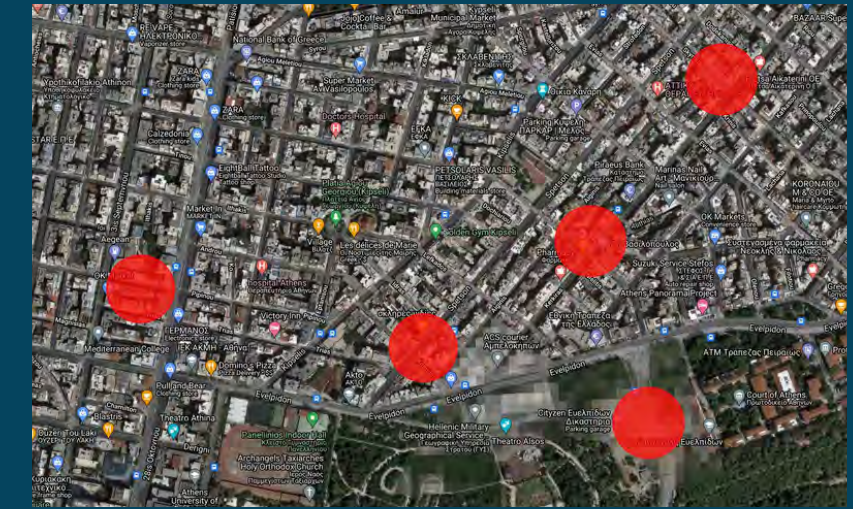
Instagram post for #WhiteWednesdayCampaign in Iran

Example of a digital campaign in Iran to inform and spread the message of gender equality and justice.



Social impact / community account on IG about women rights and social reality in GR, @yperoxes.gynaikes

Example of an Instagram Activist Campaign in Greece promoting gender rights, but more inclusive to Greek society which is multicultural. Our campaign will be in multiple languages and have culturally-sensitive and specific content.



Digital Map of sexual attacks in Athens, informational post on a campaign to strengthen rights and social solidarity, @kanenas_monos

Creating location-specific, information posts like this one, but focused on the positive: a digital map of safe places where women can have a coffee, purchase at women-owned businesses, or support restaurants/establishments that have a gender-rights employee policy, etc.



Instagram campaign #RelentlessResilience from Aura International N.G.O

Example of a digital campaign about GBV by honoring survivor experiences. Protection and anonymity where it's needed is our principal.

Sustainability: Project as a Pilot

We are using this project as a pilot and hope to expand it to other cities and all of Greece in future years. Athens has the largest concentration of refugees, but cities like Thessaloniki, Patras and the islands are also places where the podcast should be expanded.

The Instagram campaign because it is online has the potential to expand faster, but we see this as the beginnings of a national campaign with a wide need and reach.