



Abaad Lebanon, during the 16 days of activism campaign 2025.

Five-year overview - Lebanon

Partnership overview

The Generation G coalition in Lebanon was led by ABAAD Resource Center for Gender Equality (providing technical leadership on gender, GBV, safeguarding, and national policy influence) in partnership with Adyan who focused on inclusive societies, and fostering dialogue. The partnership in Lebanon combined youth empowerment, community mobilisation, and national-level policy advocacy. The coalition worked across diverse regions, from Beirut to Bekaa, Akkar, Tripoli, and Mount Lebanon, even in the south before the full escalation of the war. Generation G Lebanon operated in an exceptionally challenging political, economic, and social context marked by institutional paralysis, deepening poverty, large-scale displacement, and hostile attitudes toward feminist organising. Despite Lebanon's challenges, the coalition effectively engaged local communities by positioning gender champions and utilising creative media, fostering sustainable policy dialogue and inclusive narratives.

Key Achievements



Pathway 1.

Youth mobilisation and public support

Generation G Lebanon enabled substantial transformation among young people who had supportive environments and some prior activism experience. However, readiness varied: young people with no prior exposure required deeper mentoring to translate theory into practice, and crises such as war disrupted engagement.

Key achievements include:

- Several high-impact national and digital campaigns: these campaigns (including 16 Days of Activism, the UNSCR 1325 digital series, "Lebanese Mode, ON", and "[Call It Right](#)" and the no shame no blame campaign "Dirty Laundry" that won the Gerety Award in the Cannes film festival in 2023) achieved massive national visibility with millions of views and engagements, which helped breaking GBV taboos and initiate public dialogue about violence, accountability, and masculinities, and increased societal and political support for gender-transformative reforms across Lebanon.
- Shift in attitudes, communication, and awareness: young people developed more nuanced understandings of masculinities, GBV, and gender roles; many reported unlearning harmful norms and adopting respectful, persuasive dialogue styles.
- Behavioural change and increased agency: youth-initiated peer mentoring, community sessions, reframed gender justice discussions using culturally appropriate language, and took active roles in local advocacy.
- Strengthened leadership skills: long-term engagement and small-group formats cultivated leadership, confidence, and stronger ownership of gender justice work.
- Peer-to-peer influence: young people carried learning into their homes and social circles, challenging family norms and mobilising university clubs or local groups.
- Successful launch of ABAAD's regional training "Gender Transformative Reporting in Modern Media": this provided journalists and content creators from

across the MENA region with a comprehensive, rights-based framework to strengthen ethical and gender-transformative reporting.

- Creation of a unique platform for regional exchange and learning: this fostered solidarity among participants from conflict-affected and conservative settings such as Iraq, Sudan, and Mauritania.
- A diverse nationwide youth network was mobilised which equipped young people with the skills and confidence to challenge harmful norms and prevent GBV. Through sustained multi-year capacity building programmes, young people became trusted community facilitators leading dialogues and creative advocacy that reached hundreds and shifted attitudes on early marriage, women's leadership, and GBV in Lebanon.



Pathway 2. Policy advocacy

Generation G made meaningful contributions to awareness-raising and national policy alignment despite political deadlock. These achievements reflect strategic influence, although operationalisation stalled due to war and lack of government functioning. Key achievements include:

- Communities familiar with ABAAD (like Barja) showed strong comprehension and emotional engagement. More conservative or newly reached communities (like Tripoli and Majdal Anjar) agreed with core messages but rejected some visuals (for example, intimate clothing metaphors or the depiction of father as abuser), highlighting the need for localised messaging.
- The coalition co-developed and supported consultations for the National Strategy for Women (2023–2030) and the UNSCR 1325 National Action Plan, reinforcing state-civil society collaboration even during institutional paralysis. ABAAD and NCLW's partnership built on "support not lead" helped maintain progress during crises and sustain institutional legitimacy.
- The coalition contributed to legal reform by drafting amendments to Chapter 7 of the Penal Code to strengthen protection from sexual crimes and remove discriminatory "honour" terminology.
- They contributed to the development and launch of

the National Strategy for Lebanese Women (2023–2030) through technical input, consultation, and coordination with national stakeholders.

- They strengthened national accountability through the production of a gender lens shadow report documenting state responses and gaps during conflict.



Pathway 3. Civil society strengthening

- More than 30 CSOs strengthened: through intensive multi-year coaching on gender integration, PSEAH, accountability, GTA, and organisational transformation, which often resulted in internal policy reform, and institutional shifts such adopting improved survivor-centred language, and embedding gender into programme design (in indicators, budget lines, training protocols and so on).
- Innovative, localised tools: CSOs developed gender-sensitive curricula, SRH game-based toolkits, or mobile apps for women's livelihoods adapted to cultural sensitivities.
- Strengthened the regional feminist digital ecosystem: bringing together hundreds of content creators, journalists, and activists to advance ethical, inclusive, feminist digital narratives.
- Leveraging strategic partnerships with local partners and fostering local ownership to enhance the resilience and unity of CSOs.
- Institutionalised learning and sustainability through the creation of Youth Engagement Guidelines and Community Groups Guidelines, providing models for gender-transformative, community-led change.
- The first and second editions of the Arab Feminist Forum for Digital Content (SHIFT): co-led by No2TA – The Feminist Lab and ABAAD in September 2023 and 2025, respectively, this established a landmark regional platform for feminist digital activism, convening leading content creators, journalists, activists, and youth from across the Arab world. Together, SHIFT 1 and SHIFT 2 engaged more than 1,000 participants online and in person, featured high-impact panels, workshops, and strategic dialogues, and amplified influential feminist voices, transforming digital spaces into powerful arenas for advocacy, collaboration, and collective action for gender justice and freedom of expression across the region.

Challenges

- National crises: Economic collapse, political paralysis, displacement of 1 million+ people, and active conflict redirected priorities and restricted mobility.
- Conservative backlash: Anti-feminist sentiment and cultural resistance to discussing GBV or masculinities, particularly in rural and religious communities, limited acceptability of some campaign content and youth-led initiatives.
- Institutional fragility: NCLW lacked budget, staffing, and internal systems, slowing policy implementation despite strong collaboration.
- CSO capacity gaps: Limited gender expertise, insufficient proposal-writing skills, and lack of leadership buy-in restricted systematic institutional change.
- Donor-driven constraints: Rigid compliance frameworks suppressed creativity and discouraged bold innovation during ideation phases.
- Youth limitations: Young people faced safety concerns, unclear expectations during wartime, and uneven readiness to lead community advocacy independently.

Lessons learnt

- Localisation is essential: Campaigns and training must adapt to Lebanon's diverse sociocultural contexts; bold national messages must be paired with community-specific alternatives.
- Targeted coaching proved critical, helping organisations contextualise gender within conservative communities and adjust language while maintaining rights-based principles.
- Long-term, layered engagement works: behavioural change among young people and CSOs required multi-year engagement, coaching, and relationship-building.
- Partnerships need early alignment: lack of shared planning between ABAAD and Adyan reduced efficiency early on; later improvements underscored the value of joint workplans.
- Leadership engagement is critical: gender mainstreaming succeeds when CSO leaders are also trained and involved, and not only mid-level staff.
- Creativity requires flexible funding: CSOs innovate more when donor constraints are eased and budget parameters are transparent.

