



**FINAL REPORT FORM
for
WACC-SUPPORTED PROJECT**

This document is for end-of-project reporting. It has two parts: a) Narrative Report; b) Financial Report.

You will need to refer to your Project Application Form, the Agreement with WACC, and your bank statement when completing this form. Please return it with supporting documents and materials to WACC. Please answer the questions as fully as possible.

THE NARRATIVE REPORT

1. Project Title: (as appeared in the Agreement)	Alternative media to fight violence against women in media
2. Project Reference Number: (as appeared in the Agreement)	747
3. Full Name of Project Holder:	Appropriate Communication Techniques for Development ACT
4. Full Address:	22 Elshahid Yousri Fahmi St., Colleyat Al Banat, Heliopolis, 11341, Cairo
5. Name of Country:	Egypt
6. Period the project was implemented: (from month/year to month/year)	August 2009 – August 2010
7. Project Grant received:	Amount in local currency: 99195 EGP Amount in Euros : 12750
8. Date(s) Project Grant(s) were received: (as in your bank statement) 1 st remittance 2 nd remittance	2 July 2009

9. Activities

Give a summary of the major activities carried out during the reporting period in comparison with those planned. In case of changes from the original objectives, please explain the reasons.

- Two meetings were conducted with the Egyptian Network member organisations, the first took place to discuss the project, come out with suggestions for the idea and set a plan for the project. The second meeting was held with the Network organisations, ACT, the film director and scriptwriter to discuss of and explain the idea.
- Production of the documentary film
- Premiered the film in three large fora until now and discussed it with the public, there are currently preparations for the elections and the rest of the shows will be done after the elections
- Three copies of the film were made.

Please describe in detail the activities of the project that were implemented such as content of production, programmes, workshops or training

9.1 If the project is a workshop, seminar, or consultation, please attach the list of participants, the themes/topics of their speeches/papers, and any statement, declaration, or book published.

The meetings discussed alternative media and its relation to violence, and how to involve independent cinema to feature such issues. There were explanation and examples of violence being perpetrated against women in media, showing of films that presents stereotyped images of both men and women, and inculcate the culture of violence when dealing with women, which is completely unacceptable.

The outcomes included mechanisms and strategies that would be needed to create an alternative media

9.2 If the project is primarily purchase of equipment, please describe what kind of impact / change the equipment is bringing to the beneficiaries.

Not applicable

10. Was the project successful? (If possible, please give measurable indicators.)

The film was distributed to 60% of the target group, and 40% of them presented it in shows implemented as part of their activities as non-governmental organisations. There were clips of the film featured in certain television shows.

At the present time, a number of young independent filmmakers are preparing to make films about violence and we are working with them to develop ideas together.

11. Project Beneficiaries

Please describe the actual direct beneficiaries and indicate the number of women and men. Please also mention any indirect beneficiaries.

- Decision and policy makers in the field of media
- Media productions
- Documentary film directors, males and females, to incite them to adopt such issues.
- News writers, broadcast journalists, actors, scriptwriters
- Human rights and women's rights organisations to create a joint vision and a collective campaign to expose violence perpetrated against women in media.
- Women in different groups and organisations
- Women research and study centres, independent filmmaking organisations.

12. How have the beneficiaries reacted to the programme activities? What were the impacts of the project and different effects on women and men in the project?

In all presentations where the films were shown there were acceptance from the part of men and women regarding the results, and demanded more shows in various venues, in order to change the stereotype image of men and women. When the films were shown before an audience of filmmakers, there was competition and in the end, everyone realised the amount of violence perpetrated against women in media.

13. Outcome and Outputs of the project: What has your project achieved and what has changed?

If your project produced media, please send a sample copy of audio/video cassettes, CD, VCD, or DVD and label it with title, duration, language used, and date of production. If you can, please send photos with informative captions (digital photos, if possible), newspaper/radio clips, homepage links, etc.

One of the most important results of the project it was agreed with a number of young filmmakers to make a film and they started working on the idea, since it was a new issue

to them, they visited civil society organisations that work in fighting violence against women, and took studies and researches which resulted in them being more informed about the issue.

50% of the staff working on the film were women and 50% men, they initiated acquaintances and relations with film producers and scriptwriters in presenting the problem, and these producers and scriptwriters are now aware of the existence of this issue.

Four of the young filmmakers have agreed to work with civil society organisations to make films about violence, and they have actually made them and they were presented during the Ismailia International Film Festival last October.

ACT has helped in organising an annual seminar as part of the Ismailia International Film Festival during which these films were shown, as well as foreign documentary and feature films about violence against women.

Arab and Egyptian media both featured the films shown in their coverage of the Film Festival, and many satellite channels hosted them in shows.

Outcomes

1. A large number of human rights and women organisations made use of the film as a tool for advocating against violence directed to women in media.
2. Independent filmmakers adopted this kind of films and intend to start a series of production and deliberations with media monitoring organisations to manage to produce the film.
3. A core of civil society organisations, academics, researchers and writers that take the issue of monitoring men and women's issues in a more serious manner and begin working on it

Outputs

- A documentary film that exposes for the first time the violation and violence from the part of media towards women's and girls' issues
- A number of independent filmmakers that would adopt the making of such films.
- A number of journalists and media personalities to adopt women's issues.
- 25 human rights and women organisations that monitor media coverage of women's issues

14. Evaluation

14.1 What were the results of evaluating the project?

90% of the activities of the project were implemented, and the project succeeded in disseminating the idea of alternative media, among the public, yet the evaluation will not be complete without conducting more presentations and discussions, forming focus groups, and identifying the results of the projects on the different categories. This can be done after the completion of the presentations in the rest of the fora.

14.2 What were the challenges, difficulties, and/or failures in carrying out the project? Please explain how you addressed these issues.

None

15. Other comments, if any.

16. Name of the person submitting the report: Azza Kamel

Position: Executive manager

Date: 8/11/2010

Signature:

