



## Supporting GBV survivors

### MEDIA KIT

### #ActNow COMMUNICATION CAMPAIGN

#### Contents

#ActNow: AWARENESS-RAISING CAMPAIGN ABOUT GENDER-BASED VIOLENCE .....	2
OUR PURPOSE .....	3
ABOUT THE VIDEOS .....	4
IMAGES .....	6
FOLLOW OUR CAMPAIGN .....	8
ABOUT THE LILA PROJECT .....	9
THE CONSORTIUM .....	11
CONTACT .....	13

## #ActNow: AWARENESS-RAISING CAMPAIGN ABOUT GENDER-BASED VIOLENCE

The digital campaign #ActNow to raise awareness about **all forms of gender-based violence** launches this week heading towards the International Day for the Elimination of Gender-Based Violence, November 25th. Running simultaneously in Spain, Italy, Greece, and Belgium, the initiative highlights the importance of community support for survivors and promotes active citizenship.

#ActNow will be launched in **English, Spanish, Italian, Greek, Catalan and Dutch**, on the social media of the LILA project partners **ABD, ACRA, Diotima Centre and Payoke**, four organisations specialised in victim support, gender equality and violence prevention.

## OUR PURPOSE

Three videos and other support materials are included in the campaign to educate and raise awareness about subtle manifestations of gender-based violence. The videos illustrate the importance of community support for survivors and the need to speak out when abuse is witnessed.

The campaign's underlying message is that everyone can actively contribute to preventing gender-based violence and offer support to survivors. To do so, we must change our attitudes and behaviours, cultivate empathy and understanding, question gender roles and stereotypes that normalise gender-based violence, and advocate for a life free from violence and discrimination.

The videos are available on the [LILA Project website](#) and on the project partners' YouTube channels, and have been produced by the creative agency [Tripwire](#).

Follow the campaign on the partner organizations Social Media.

For more information, please visit the contact section.

## ABOUT THE VIDEOS

The campaign comprises three videos that depict everyday situations showcasing hidden forms of gender-based violence that may happen within our daily lives.

- The **first video** displays one of the most prevailing form of **sex trafficking** involving girls and young women in Europe, the **loverboy phenomenon**.

A pimp uses social media to attract and prey on a young girl to sexually exploit her. Through the campaign, the LILA partners seek to shed light on this form of abuse, illustrate its patterns, and warn those who may be victims or witnesses.

Teenage or loverboy pimping is a form of human trafficking. Teenage pimps are typically young men who feign love and affection to lure often underage girls into sexual exploitation or other illicit activities. There is a common pattern: seduction, manipulation, gifts, isolation, incitement to drugs, and finally exploitation. In recent years, the use of social media has allowed teenage pimps to ensnare their victims much more quickly and easily.

- The **second video** sheds light on the multiple discrimination faced by **migrant women**, stemming from their migratory background, documentation status, and gender. It also reflects on the assistance available to them, and the challenges to access it.

Whereas their reasons for leaving their country vary, as does their legal status, migrant women are at an increased risk of violence and face similar difficulties in overcoming it. In many countries, migrant women still encounter significant challenges in accessing essential rights. This is primarily due to structural racism and systemic discrimination, as well as numerous barriers that prevent them from seeking and receiving assistance. Although their reasons for leaving their countries may vary, as does their legal status, migrant women are at an increased risk of violence during their journey, in the origin, in transit and in the destination country. In Europe, the Istanbul Convention on preventing and combating violence against women and domestic violence prohibits discrimination based on the legal status. Still in many countries, migrant women still encounter significant challenges in accessing essential rights.

- In the **third video**, we eavesdrop on a phone conversation where a young man talks about his girlfriend with a friend. While it may initially appear as a typical conversation, one of them takes a stand and points out his friend's **abusive behavior**.

Isolating a woman from her friends, displaying jealousy, constantly monitoring her activities, checking her phone, and telling her what to wear are clear signs of abuse. These are all forms of gender-based violence. The video is intended to serve as an encouragement to speak out against such actions when witnessed to help build a society that rejects abuse and embraces equality.

**We invite all of you to join us in sharing our campaign and actively participating in raising awareness against gender-based violence.**

# IMAGES

**TEENAGE PIMPS (LOVERBOY METHOD) TYPICALLY PREY ON VULNERABLE YOUNG GIRLS**

**RECOGNISE THE PATTERN?**

**SEEK HELP**

**GENDER-BASED VIOLENCE IS STRUCTURAL**

**INSTITUTIONAL RACISM MAKES ITS CONSEQUENCES EVEN WORSE**

**OFFER SUPPORT**

Are you telling me  
how to speak  
to my girlfriend?



EXERTING CONTROL  
OVER YOUR PARTNER  
IS ALSO A FORM  
OF VIOLENCE

CALL IT  
OUT

ACT  
NOW

## FOLLOW OUR CAMPAIGN

On LILA project [Facebook page](#) and partner's platforms:

### ABD

- Youtube: [ABD](#)
- Instagram: [@abd\\_ong](#)
- Facebook: [@abd.ong](#)
- Twitter: [@abd\\_ong](#)
- LinkedIn: [ABD](#)

### ACRA

- Youtube: [ACRA](#)
- Instagram: [@acra\\_ong](#)
- Facebook: [@fondazioneacra](#)
- Twitter: [@fondazioneacra](#)
- LinkedIn: [acra](#)

### DIOTIMA CENTRE

- Youtube: [Κέντρο Διοτίμα](#)
- Instagram: [@diotima\\_centre](#)
- Facebook: [@NGOdiotima](#)
- Twitter: [@CentreDiotima](#)
- LinkedIn: [Diotima Centre](#)
- TikTok: [DiotimaCentre](#)

### PAYOKE

- Youtube: [Payoke](#)
- Instagram: [@payoke.vzw](#)
- Facebook: [@payokevzw](#)
- LinkedIn: [Payoke](#)



## ABOUT THE LILA PROJECT

The [LILA Project](#) activated a **comprehensive psychosocial support program** for women and girls survivors of gender-based violence and their children. This program is tailored to meet their individual needs, with an emphasis on addressing the challenges arising from the socio-economic crisis triggered by the COVID-19 pandemic.

Special attention is given to migrant and refugee women and their children, as well as those who have experienced trafficking and sexual exploitation.

The project extends across four European Union countries: **Spain, Italy, Greece, and Belgium**, implemented by the organisations **ABD, ACRA, Diotima Centre, and Payoke**.

## Impacts & results:

- 80 to 200 women GBV survivors, including victims of intimate partner violence with or without children; victims of human trafficking, and minors victims of trafficking with a focus on minors victims of loverboy trafficking accessed specialized and holistic support through a pilot program. The pilot prioritizes women at risk of social exclusion, migrant and refugees
- More than 100 front-line service providers and professionals trained through the online Capacity-Building Training, receiving up to 20 hours of training on supporting GBV survivors
- 200 stakeholders involved and reached through the desk research and the pilot implementation, including experts, the civil society and public administrations
- 500.000 EU citizens reached out through the awareness-raising campaign

## THE CONSORTIUM

[ABD](#) is a Spanish NGO, designated a public service by the government aimed at protecting the rights of people, as well as responding to the processes that generate situations of social exclusion. ABD was born in the 1980s, when a group of professionals and volunteers came together to face the increase of drug use and AIDS. Today, ABD's social action is transversal, addressing situations such as physical and cognitive dependency, lack of basic resources, gender-based violence, child abuse, elderly care, migration issues, discrimination based on gender, ethnicity or origin, among others. Currently, ABD is developing more than 180 national and international programmes, assisting more than 172,000 people annually with a team of more than 1,950 professionals and 650 volunteers.

[ACRA](#) is a non-governmental, secular and independent organization, founded in Milan in 1968. ACRA works along with local communities in Africa, Asia, and Latin America to ensure access to the rights of food, water, education, energy, and environmental protection. Its goal is to support inclusive and long-term growth assisting local enterprises and talents. In Europe and Italy ACRA promotes a culture of peace, dialogue and integration, cultural exchange, and solidarity. It promotes educational activities for schools, agricultural models and sustainable consumption practices.

[Diotima Centre](#) is a non-profit, non-governmental women's organisation, established in 1989. Combating gender discrimination is our vision, preserving gender rights and empowering women and femininities is our mission. Support services to gender-based violence survivors through specialized legal and sociopsychological aid are at the core of our action. Moreover, we carry out research and provide gender-based violence training. Since 2016 we have extended our action to provide support to women, LGBTQI+ people, men survivors of sex and gender-based violence and torture with refugee background.

[Payoke](#) a pioneer in tackling trafficking since 1987, is one of the three government-recognized reception centers for victims of human trafficking in Belgium. The organization's victim support program, lasting two to three years, is designed to help the person from the first stages of identification and accommodation, to the end of the judicial proceedings. Payoke also offers knowledge and resources to help government, civil society, communities and individuals recognize and prevent exploitation, inspiring action and helping prevent modern slavery. In 2018 Payoke has been appointed by the Flemish government referral center for all victims of trafficking through the Loverboy modus operandi in the region.

## CONTACT

### LILA PROJECT

- Website: <https://lilaproject.eu/>
- Social Media: [Facebook](#)
- Email: [international@abd-ong.org](mailto:international@abd-ong.org)