

SHIFT BALANCE

ACTIVITY REPORT 2016-2017

During the last 2 years, Shiftbalance has considerably developed its activities in terms of geography and range.

MISSION

Shiftbalance is a think and action tank sparking conversations on the need for a more balanced society.

It is a positive activism platform wishing to renew the conversation around feminism in particular and gender balance in general. Making it more fun, more inclusive, more visual and creative.

Our mission: to collect, produce and spread information on everyday sexism and existing solutions!

Our objective: transform each of us in to a balancemaker!



**I'M NO LONGER ACCEPTING
THE THING THAT
I CAN NOT CHANGE.
I AM CHANGING THE THINGS
I CANNOT ACCEPT.**

— Angela Davis

These past 2 years, we have developed the following activities:

- Research
- Newsletter
- Trainings
- Talks
- Books
- Videos

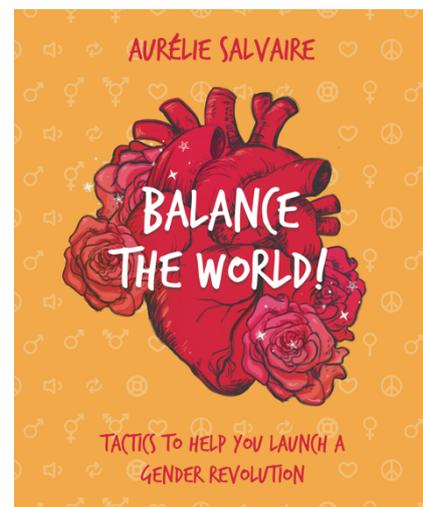
RESEARCH

We dedicated the last 2 years to gather information about all kinds of women-empowering, balance-making initiatives around the world.

We first published this information freely online through Slideshare on our website with more than 20 dense presentations from *Why we need more women investors* to *Diversity is the new Darwinism*.

We then decided to hire a design team in Pakistan in order to publish this whole information in one dense book: **Balance the world!**

Again, because we believe in freely sharing information to change the world, the digital version is available online and we are currently working on the print version.



This book is an anthology of the most innovative solutions to bring greater gender equity around the world. We classified them per tactic and topic (from education to

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politics, from leadership to violence) and we ended each chapter with very practical recommendation on what the reader can do on an individual basis. In only 3 weeks, we had more than 450 reads and 2.380 impressions of our digital book on Issuu.

NEWSLETTER

We have constantly shared the result of our research to our community through our 15.000 subscribers mailing list. With more than 20 newsletters sent in the past 2 years, we ensure that we are spreading our message as far as possible.

SOCIAL MEDIA

We are currently active on Facebook (+6.000 followers), Twitter and Instagram. We also created a Youtube channel to share our video productions.

TRAININGS

Our research gave way to a wider range of trainings.

First, we developed our storytelling workshop for women entrepreneurs and activists in different contexts:

- SPAIN: Eres impulso finalists' trainings in 2016 and 2017
 - o For three years now, we have been collaborating with the competition from **Font Vella Eres Impulso** which gives a special push to female social entrepreneurs in Spain. During one full day, as for the past 2 editions, we coached the 10 finalists on how to better master their pitch and present their project in a personal and impactful way.
- SPAIN: Union for the Mediterranean Women empowerment conference
 - o We were invited to coach the prestigious speakers of this international conference on Women empowerment in the Mediterranean.
- SPAIN: **Women in Mobile** event
 - o We gave special training to the speakers and entrepreneurs of this Barcelona-based community aiming at giving more visibility to female professionals in the tech industry, especially during the Mobile World Congress annual event.
- FRANCE: Sciences Po FAM
 - o In 2016 and 2017, we were part of the training team of the exclusive program **Femmes d'Avenir Méditerranée** organized by Sciences Po Paris. About 20 young female leaders from the southern countries of the Mediterranean attended an intensive 10 days' program in the best French schools and institutions. We imparted a masterclass there on storytelling and gender stereotypes to evaluate how much these women were facing.



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- PAKISTAN:
 - o We have trained different cohort of female entrepreneurs in storytelling and public speaking within the SheSkills program (aimed at providing digital skills to young female professionals), WomenX incubator in Karachi or We Create coworking space in Islamabad. We also ran a storytelling summer class at LUMS prestigious university.
- IRAN:
 - o We have coached the artist and activist community of DEEGAR in storytelling and we were part of the jury of the first ever edition of the Silk Road Start Up.
- JORDAN:
 - o Thanks to 7iber media support, we ran a storytelling workshop for gender activists from Jordan and Palestine.
- MYANMAR:
 - o Mid December, we flew to Yangon to deliver a storytelling workshop for the rising stars of the Wedu mentoring program. These young and promising women learned to better tell their story and master their own narrative in order to give powerful interventions in public.

We also developed new trainings such as:

- Diversity workshops within Telenor Pakistan. We coached a total of 500 top managers of the group in different half-day sessions in order to reduce unconscious bias in recruitment and management.
- Social activism crash course within Beaconhouse School Systems. During 30 intense hours, students from grade 8 to 11 learned about new tactics to change the world.



TALKS:

We have been invited to different events and companies to give inspiring talks or moderate experts' panels:

- School of Tomorrow Lahore (20.000 attendees): Towards a gender-neutral society panel.
- School of Tomorrow Islamabad (15.000 attendees): The future of masculinity panel.
- TEDxPorto (1.500 attendees): How stories will balance the world.
- BBC London HQ (150 attendees): Why we need diverse stories.
- Belgrade Smart City event (150 attendees): Inspiring Women in Tech.
- Women in Aerospace annual event Toulouse (100 attendees): Why we need more women in tech
- Airbus Balance for Business annual event (250 attendees): Why diversity is good for the bottom line.
- Ouishare Fest Paris (5.000 attendees): How to build inclusive cities for women panel.

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And we also attended the Masculinities in the Arab World event in Beirut as well as the MenCare Global Meeting in Belgrade.

VIDEO:

We first started by filming 20 short video tutorials summarizing our research for every chapter of the book. We also created short 60 seconds social media video on key chapters.

But then we decided to explore a subject we thought particularly relevant in today's world, and especially in the Middle East: the evolution of masculinity.

At Shiftbalance, we believe that gender equity will never be reached if men do not question the traditional conception of masculinity.

We think most of the conversations focus on women empowerment but 2017 sexual harassment scandals and the #metoo campaign showed us that men need to reflect deeply on what it means to be a man as well.

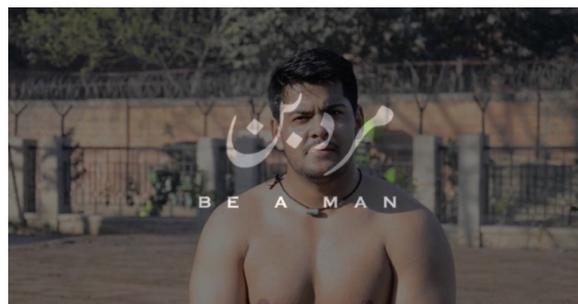
In India, the famous actor Amir Khan challenges the norms of masculinity through his mainstream TV show Satyamey Jayate and his last movie Dangal where a father is teaching his girls to wrestle.

But we found that this conversation was not really taking place on the other side of the border, in Pakistan.

So, we first gathered some friends and activists for an informal conversation on the subject and released our first video, which was viewed more than 2.000 times.

So, as a consequence, we decided to interview local activists, artists and entrepreneurs about this topic.

The result was the Maard Ban (Be a man) documentary. 28 minutes of interviews including the famous South Asia feminist Kamla Bhasin, the human rights lawyer Jibran Nasir or the UN Women Country Representative Jamshed M Kazi on how men need to be more in touch with their emotions.



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We then decided to expand the conversation to other countries:

- In Lebanon, we took the opportunity to interview Anthony Keedi, Program Manager from Abaad NGO, to know his position on masculinity in the Arab World. If you're as fascinated by this part of the world as we are, you can watch his interview here and you can also watch his talk at the Spark Talks event we organized in Beyrouth in 2014.
- We also shot local activists from Centar E8 in Belgrade, which in a strong masculine society as the Balkans challenges gender stereotypes among the young generation.
- And finally, we shot the interview of Gary Barker, CEO of Promundo NGO and who just presented the 2017 edition of the State of the World's Fathers, an annual report on world's only report to provide a global view of the state of men's contributions to parenting and caregiving.



Our Youtube channel currently has 180 Subscribers and the total of 74 videos posted so far have had more than 14.000 views.

VIDEO PROJECTIONS:

Last November 2nd, we were in Paris for the first screening of our documentary in Europe.

We were hosted by the crowdfunding platform KissKissBankBank and we had a great conversation with the audience after the screening!

During the month of November, we partnered with the French Alliance and the French Embassy in Pakistan through the program Open Doors which promotes French artists and intellectuals in the country in order to screen our documentary on different locations.

We started in Lahore at the Feminist Comic Con and during the media week from FC College, followed by an intervention at the Feminist Society of LUMS prestigious university, as well as National College of Arts.

In Karachi, we had a very intense post-screening debate with the HFem Collective of the prestigious Habib university. The writer Bina Shah and the professor Severine Minot were part of the panel as well as Sadaffe Abid whose campaign #elevatepak promotes the participation of women in panels and conferences.

Then we had the opportunity to screen the documentary at the Women of the World event in Karachi. The international event, supported by SouthBank Center and the British Council, showcased the vast feminist initiatives of the country.

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And then, in Islamabad, we had the best screening of all, at the FACE cultural center, in presence of the French ambassador and of some of the activists interviewed in the documentary.

WEBSITE

More than 3 years after the creation of Shiftbalance, we decided to update our website and to launch a new version to better showcase our work.

FORECAST FOR 2018

Our plan in 2018 is to launch the Shiftbalance Tour, visiting around 40 countries around the world in order to:

- Train the young generation in storytelling, social activism and gender stereotypes
- Train companies in diversity
- Interview activists and social entrepreneurs shifting the gender balance

Our tour will obviously start in Pakistan since it is where we have been working more intensely in the past two years.

We are working with the French embassy in Pakistan to print 1.000 units of the book and launch it at Karachi Literature Festival in February.

We also plan to launch a campaign of recruitment of ambassadors to promote our message at local levels.

WE ARE PLANNING OUR **SHIFTBALANCE TOUR!**



Our objective in 2018: Increase our outreach and spread the message as much as possible!

More information on our work online:

www.theafactor.org

www.shiftbalance.org

Twitter: @asalvaire / @shift_balance

Facebook: asalvaire / Shiftbalance

Instagram: asalvaire / @shift_balance

Linked in: <https://es.linkedin.com/in/asalvaire>

Youtube channel: <https://www.youtube.com/user/asalvaire1/videos>