



Muslim women and  
communities  
against gender  
Islamophobia in society

# IDEAS & COALITION BUILDING HUB

European Institute of the Mediterranean (IEMed)

Barcelona, 21<sup>st</sup> and 22<sup>nd</sup> November 2022

The project MAGIC aims to prevent gender Islamophobia in Spain and Belgium, in particular in media outlets.

MAGIC rationale is that media are playing a crucial role in shaping public opinions, perceptions, and behaviours. Lack of cooperation between Muslim communities, leaders and civil society and media circles and fragmentations hinders effective action to counter anti-Muslim women hatred. Increased exchanges and cooperation between those groups sine qua non for preventing anti-Muslim women and hatred and for promoting inclusiveness and diversity in media outlets. Against this background, MAGIC approach is two-fold: first, to equip Muslims communities' leaders and Muslim women in media outlets; and second, to enhance knowledge, dialogue and cooperation among Muslim communities' leaders and Muslim women, CSOs working on diversity, media circles and citizens in Spain and Belgium.

In the span of two years (2021-2023) the project will map gender islamophobia in Belgian and Spanish newspapers and equip Muslim communities' leaders, Muslim women, and CSOs working on diversity with skills and tools to recognize and stand against stereotypes against Muslim women in public narratives and to promote inclusiveness of Muslim voices in the media. It will do so not only through training and supporting awareness campaigns but also by enhancing knowledge, dialogue, and cooperation among those groups and media practitioners.

The MAGIC project is coordinated by the European Institute of the Mediterranean (IEMed). The consortium is formed by four organisations: the European Institute of the Mediterranean (IEMed), Media Diversity Institute Global (MDIG), Fundación Al Fanar para el Conocimiento Árabe (Al Fanar) and Collectif pour l'Inclusion et contre l'Islamophobie en Belgique (CIIB).

On behalf of MAGIC, the European Institute of the Mediterranean organized the ideas and coalition building hub, which aims is two-fold:

- Present and fine-tune the selected local and online awareness campaigns in a dynamic and interactive way.
- A MAGIC – A Coalition of Muslim women and communities Against Gender Islamophobia in Society will be officially formed.

## AGENDA

### Day 1, Monday 21st November 2022

12.30h **MAGIC Advisory board meeting**  
*Sala del Consell, 2<sup>nd</sup> floor*  
**\*Attendance by invitation, only**

15.00h **Opening and welcome words**  
*Sala d'Actes, Ground floor*

**Senén Florensa**, Executive President, European Institute of the Mediterranean (IEMed)

15.10h **Workshop: Why are Awareness Campaigns important?**  
*Sala d'Actes, Ground floor*

What are the main aspects to take into account when designing an awareness campaign? While presenting the exercise, examples in the creation of awareness raising campaign. Special attention will be given to the impact of the campaigns and their potential multiplier effect of the project's results.

#### Moderator

**Layla Azzouzi**, Co-Founder, Project and Advocacy Officer, Collectif pour l'Inclusion et Contre l'Islamophobie en Belgique (CIIB)

#### Trainer

**Lucila Rodríguez-Alarcón**, Director, PorCausa

15.45h **MAGIC's Awareness Campaigns pitch**  
*Sala d'Actes, Ground floor*

#### Presentation

The selected local and online awareness campaigns (6 teams) will be presented. Each team will have 5 minutes to present their campaign.

#### Asociación G-CHIME

Ikram Bellamkadem Bellamkadem  
Hind El Fadli  
Lucía Sáez Risueño

#### La Xixa

Rocio Cuadra  
Ariana Solanes Rivera

#### Asociación Estudiantes Musulmanes

Siham Baghadi Kalai  
Hajar Berissoune Ouali

#### Asociación Amigos de Europa

Eleni Pasiakou  
Jesús Pineda Carrasco

#### Frauenliga vie féminine

Hanan El-Khoury  
Anwar Guerch  
Manuela Barry

#### CEM

Aafia Bouteyna  
Farah Bouzarda

### Comments and observations from the experts

Discussion and feedback from the members of the task forces and the advisory board, experts, and journalists.

### Wrap up and conclusions

Each team will have 5 minutes to present how they will improve their proposals based on the feedback received.

17.30h Coffee break

17.45h **Declaration of MAGIC - Coalition of Muslim women and communities Against Gender Islamophobia in Society**

*Sala d'Actes, Ground floor*

Presentation and discussion of the Declaration of MAGIC.

**Lurdes Vidal i Bertran**, Professor of International relations, Blanquerna - URL

19.00h **Debate “Media, democracy and diversity”**

*Sala d'Actes, Ground floor*

Hosted by the IEMed in the framework of the EU-funded project MAGIC, the debate will address the growth of extreme political positions, the polarization of societies, the risk of rupturing coexistence, and the weakening of European democracies. The speakers will debate about how objective and rigorous journalism can guarantee inclusive narratives, a suitable environment for the free circulation of information, and ensure informed and critical public opinion, the backbone of democratic, plural and diverse societies.

### Welcome words

**Senén Florensa**, Executive President, European Institute of the Mediterranean (IEMed)

**Núria Serra i Busquets**, Head of the Department of Interculturality and Religious Pluralism, Barcelona City Council

**Manuela Fernández Ruiz**, Director of the Office for Equal Treatment and Non-discrimination, Government of Catalonia

### Speakers

**Rizwana Hamid**, Director of the Muslim Council of Britain's Centre for Media Monitoring

**Xavier Giró**, Professor of journalism, Universitat Autònoma de Barcelona (UAB)

**Alaaddine Azzouzi**, Journalist, VilaWeb

### Moderator

**Lali Sandiumenge**, Freelance journalist, Professor at UAB

**Day 2, Tuesday 22nd November 2022**

10.00h **Seminar: Recommendations and dissemination of the project**  
*Aula 4, 3rd floor*

Seminar about how to disseminate project's results and to prevent, report, act against and raise awareness of gender Islamophobia in public narratives. Also, on how to promote inclusiveness of Muslim voices in the media beyond the scope of the project.

**Moderators**

**Pedro Rojo**, President, Fundación Al Fanar

**Roxane Biedermann**, MAGIC Project Manager, Media Diversity Institute

**Ángela Martínez-Carrasco**, European Citizenship Point Officer – Citizens, Equality, Rights and Values Programme (CERV), Ministry of Culture and Sports

12.00h **Conclusions and next steps**  
**Mariona Rico**, MAGIC Project Manager, IEMed  
**Oumaya Amghar**, Management Officer MAGIC, IEMed

12.30h **MAGIC Project Committee Meeting**  
*Aula 4, 3rd floor*  
*\* Internal meeting for MAGIC partners only*