



**USAID**  
FROM THE AMERICAN PEOPLE

## SNAPSHOT

# Women's Group Promotes Reconciliation and Unity

**Phoenix Libya shares information to mitigate conflict.**



USAID/Libya

*A Phoenix Libya billboard in downtown Tripoli promotes unity, tolerance, and peaceful coexistence among Libyans.*

*"I would like to cycle to different regions to deliver flyers and posters and spread the message of the campaign."*

*—A male athlete from Sabha who contacted Phoenix Libya after learning about its unity campaign on Libyan television*

### Telling Our Story

U.S. Agency for International Development  
Washington, DC 20523-1000  
<http://stories.usaid.gov>

**April 2012** – In the six months since liberation was formally declared, Libyans have remained optimistic about the future of their newly democratic country, despite the struggles they continue to face.

The transition process has been marred by ongoing conflict among rival tribes and militias and by lingering hostility and tension between revolutionary fighters and Qadhafi sympathizers. Both sides have been accused of committing human rights abuses during the eight-month conflict, and ongoing tensions threaten stability and progress as Libya prepares for critical constitutional assembly elections in June.

To support stability in the run-up to the balloting, Phoenix Libya, a Tripoli-based women's group originally formed in Tunisia to assist Libyan refugees during the revolution, is disseminating information on themes important to Libyans. Working under a grant from USAID's Office of Transition Initiatives (OTI), the group has developed and promoted a national awareness campaign—the first component of which focused on reconciliation, unity, and forgiveness.

The activity employed television, radio, and Internet public service announcements; billboards; posters; and flyers to call on Libyans to accept their differences, let go of the past, and work together to rebuild. USAID/OTI supported the printing and distribution of 5,000 posters and 23,000 flyers in the cities of Tripoli, Misrata, Benghazi, and Zawiya as well as the placement of the unifying messages on 18 billboards: 13 in Tripoli, three in Benghazi, and two in Zawiya.

Within days of the campaign's launch, national interest in Phoenix Libya increased, with the number of "Likes" on the group's Facebook page doubling and its YouTube viewership spiking. The group also received attention from local media organizations. Libyan television stations Libya Awalan and Alassema TV interviewed Phoenix Libya representatives, and the Alassema station dedicated an entire episode of a popular show to the campaign.

Citizen response to the campaign has been overwhelmingly positive. Phoenix Libya received phone calls from Libyans across the country expressing gratitude for the campaign, affirming the importance of reconciliation, and asking how to get involved. Inspired by the group's message of unity, forgiveness, and reconciliation, a male athlete from Sabha, a town in southern Libya currently embroiled in intertribal conflict, volunteered to cycle across Libya and distribute materials to further spread the campaign's message.

Phoenix Libya is currently preparing for The Price of Freedom's second campaign topic: Taking Care of Libya, which will focus on Libyans' civic responsibilities to keep their streets clean and prevent crime and vandalism.

Contact: Shane Perkinson, Program Manager; e-mail: [sperkinson@usaid.gov](mailto:sperkinson@usaid.gov); telephone: (202) 712-0811; Web: [www.usaid.gov](http://www.usaid.gov)