

# YOUNG CHANGEMAKERS 2019



EVERYONE A  
CHANGEMAKER.







# TRIGGERING THE MOVEMENT

As part of the Women's Initiative for Social Entrepreneurship (WISE), Ashoka Arab World teamed up with the British Council and Red Ochre to catalyze the Young Changemakers movement in the Arab world, beginning in Egypt. With the support of the British Council's Developing Inclusive and Creative Economies (DICE) program, Ashoka and U.K. partner Red Ochre identified **60** women between the ages of 16 and 21 with a passion for leading social change and engaged them in a **transformative journey** toward becoming Young Changemakers.

Through the Young ChangemakHERS program, we are accelerating the **Everyone a Changemaker** movement in Egypt, taking a leap toward building a world where young women are not only equipped with the skills to distinguish themselves as creative and critical thinkers, but are also empowered to lead positive social change.

Although the world is changing rapidly and new fields of work are emerging every day, educational systems in the Arab region have been slow to shift away from rote memorization and monotonous repetition. Today's evolving and constantly shifting job market demands **young leaders** who are capable of adapting to new environments quickly, approaching challenges with reflective minds and innovative solutions, and mobilizing their peers in order realize social impact.

Over the course of seven months, participants embarked on a **perspective-shifting experience** with Ashoka and Red Ochre, exploring their strengths, uncovering areas of potential growth, and connecting with leaders in the social entrepreneurship ecosystem – including innovators, business leaders, and media experts – to harness their changemaking abilities to launch impactful initiatives in their local communities.



# CHANGEMAKER CHAMPIONS

A number of partners joined us in spurring the movement to empower young women in Egypt as changemaking leaders.

In addition to our main funding partner, the British Council, and strategic partner Red Ochre, MBC AL AMAL – the **largest media broadcast agency in the Middle East** – joined us as our core media partner.

MBC AL AMAL worked with us to engage the first batch of 60 young women in the power of storytelling, emphasizing the importance of leveraging media platforms to circulate stories of impact and **build movements around social change**.

CSR Al Ahli Group joined to support the selection of the final six leading Young ChangemakHERS participants who were awarded funding to advance their initiatives.

Other champions who have participated in building the Young Changemakers movement in Egypt include Entreprenelle and KMT House.

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**"THE HUMAN POTENTIAL WHEN DIRECTED AND FOCUSED IS CAPABLE OF REMARKABLE ACHIEVEMENTS. THIS UNIQUE PROJECT, WHICH RED OCHRE IS PARTNERING WITH ASHOKA ARAB WORLD ON, HAS THE POTENTIAL OF RELEASING AND DEVELOPING THE ENTREPRENEURIAL AND CREATIVE PASSIONS OF YOUNG FEMALE EGYPTIANS."**

Uday Thakkar  
Founder and Managing Director  
Red Ochre

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Main Funding Partner





In June 2019, Ashoka launched a call for applications to the Young ChangemakHERS journey, seeking young women across Egypt with distinctive leadership qualities, team-building skills, ethical fiber, a commitment and willingness to grow, and a passion for effecting change in their communities.

Out of **150+** applications, we selected 60 young women based in **14** governorates across Egypt with ideas to tackle social challenges through local community initiatives.

Over the course of the program, Ashoka and Red Ochre guided the young participants in refining their ideas for social change, improving their abilities to effectively articulate and measure their social impact, and building supportive networks of peers and partners.

Throughout the various stages of the journey, the young women were exposed to our regional network of Ashoka Fellows and the larger social entrepreneurship ecosystem, gaining access to a myriad of opportunities for mentorship and partnership.

In November 2019, Young ChangemakHERS participants were given the chance to present their initiatives in front of major media representatives and a panel of leaders in the social entrepreneurship ecosystem in the Young ChangemakHERS Final Pitch Event. Six young women were selected to represent Ashoka's changemaking movement as Youth Venturers and receive funding to expand their social change initiatives.

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**"WE HAVE BEEN SO PROUD TO HAVE BEEN ABLE TO SHOW FAMILIES THAT THEIR DAUGHTERS ARE TRUE CHANGEMAKERS AND EARN THEIR TRUST IN ORDER TO SPARK THESE YOUNG WOMEN'S CHANGEMAKING JOURNEYS "**

Dr. Iman Bibars  
Regional Director, Ashoka Arab World  
Vice President, Ashoka Global

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## Amira El-Masry, 20 - Alexandria



*"I'm extremely grateful for this experience, I learned a lot about myself and my potential, thanks to Ashoka!" - Amira El-Masry*

Amira is the founder of "Wanas" initiative where she is leading a movement to integrate Sudanese refugees in the Egyptian community through arts.

## Amira El-Garf, 17 - Giza

*"This experience transformed me. I met like-minded people who shared my passion and are ready to help me to expand my initiative." - Amira El-Garf*

Amira is leading an initiative that teaches female teenagers how to code in underprivileged areas in Cairo.



## Rofida, 19 - Cairo



*"In my opinion, changemaking is changing the principles of people around me."  
- Rofida Mostafa*

Rofida is working on shifting community mindsets in Cairo to raise awareness about the importance of First Aid by increasing people's access to training.





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**"WE ARE WORKING WITH PARTNERS TO HELP SUPPORT YOUNG ENTREPRENEURS WITH SOCIAL OR CREATIVE FOCUSES ACROSS EGYPT TO THRIVE, BY PROVIDING THEM WITH OPPORTUNITIES TO BUILD THEIR SKILLS, KNOWLEDGE, CONNECTIONS, AND EXPERIENCE."**

Alex Lambert  
Deputy Director  
British Council Egypt

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**STEP UP  
AND LEAD  
THE  
MOVEMENT  
WITH US.**



