



Fight for Feminism – A youth-led initiative aiming to make a societal difference by selling women empowering hoodies designed by local artists, and donating the money to organizations aimed on supporting women in need.

Instagram and TikTok icons followed by the handle @fightforfeminismjo

SDG we address:

1 NO POVERTY



5 GENDER EQUALITY



10 REDUCED INEQUALITIES



Overview of the project, explanation of SDG chosen:

Due to the immense inequalities present in the Jordanian culture & system, from having one of the highest unemployment rates globally of 27%, to having tens of honor killings yearly, my team decided to address the issue of gender inequality. By selling hoodies with empowering designs, along with notes explaining the hoodie's symbolism per order, we were able to raise awareness on the matter. As people wear the hoodies, it sparks conversation in the community, thus inspiring many to speak up on the inequalities they have faced. Moreover, through raising funds from selling, & donating the money, we can make a real difference by helping women in need support their families and enhance their standard of living, thus reducing poverty in our society.

Highlights



Some members of our team with a customer in our FFF hoodies



Two of our team members with an employee of JKB donating the money made

- We started the project by posting infographics, polls, and other interactive posts on our Instagram page. This helped us build an initial audience.
- Receiving a 3295 GBP sponsorship from Jordan Kuwait Bank
- Photoshoot with production studio *Bizaks* provided us with HQ pictures we used for marketing on social media.
- Students and teachers in our school wearing our hoodies daily, allowing more people to buy hoodies through word of mouth.
- Selling out 200 hoodies, and having to restock due to customer demand.
- International citizens asking for international shipping, demonstrating high reach of our project.
- A page has been dedicated to our project on the Jordan Kuwait Bank's magazine for press release.
- Donating almost 6000 GBP to Jameyah. Zad AlKheir, helping hundreds of women in need.

Successes

Reaching over 7000 impressions on Instagram, gaining a total of 642 followers, thus demonstrating effective raising awareness and thus

empowering women.

Selling over 200 hoodies which empowers women by spreading word on Gender inequality.

Our Tiktok page reaching a total of over 45,000 views, over 2000 likes, and almost 200 followers, effectively raising awareness .

Raising almost 6000 GBP, which was all donated to Jameyah Zad AlKheir, helping around 100 women in need, thus reducing poverty in our society.



Over 13 collaborations with organizations and individuals

Over 250 hours spent on the project



Over 1000 people impacted

Failures & Challenges

Since our team is composed of 16-year-olds, upon reaching out to organizations, very few took us seriously. It took us weeks to find an organization willing to sponsor us.

Initially, we wanted to work with orphans by educating them on the matter through fun activities, however, due to Covid-19, we had to eliminate this step from our process.

One of the hoodie designs was not effectively printing on the hoodie and continued to fall off due to its small size. After back and forth messaging the designer, we chose to add a black background to this design, overcoming this challenge.

Get to know the artist interviews were planned but not carried out as most artists cancelled because of Covid restrictions.

One of our models cancelled on us the night before the photoshoot as she had symptoms of Covid-19. Struggling to find a model from the modelling agency we worked with, we contacted models individually. Eventually, Seojin Park agreed to help.

Our photographer/editor started to feel unwell just a few days before our release date, and was unable to edit our teaser video. Choosing to keep the release date as it was, we released photos, and when she felt better over a week after the release, we published the video and showed it to all classes in our school.

Partners & Funds

5 local artists - provided us with empowering hoodie designs free of cost.

MakeupbyJudy – Judy Abdo is a 16-year-old makeup artist who applied makeup on the models free of cost.

Feel Printing – is the hoodie supplier we worked with.

Bilzaks – is a local production company who offered us 4 hours of free photography, with a total of 40 images to be edited, as well as a 30 second teaser video.

Zvmeche – is a local modelling agency who provided us with 3 models. Seojin Park – Our fourth model who was contacted individually. They all modelled as a pro-bono shoot.

Driver – who delivered our local orders.

Jameyeh Zad Alkheir – This is the charity we worked with.

Other groups taking part in the competition – By promoting each other’s pages and supporting Instagram – Instagram provided us with the ability to promote any of our posts for free for one week.

Jordan Kuwait Bank – Provided us with a sponsorship of 3295 GBP.

How to persevere during when faced with challenges – As we faced a considerable number of challenges, we were required to critically and creatively think of ways to keep going and adapt to changes.

Opening our eyes to the issues our world faces – As we continued to work on the project, we learned a considerable amount on gender inequality, and the extremes of poverty present in the women of our society. This was particularly done as we visited the organization that we were donating the money to, who allowed us to meet the women we were helping.

Entrepreneurial skills – Since we were selling hoodies, we were required to take risks, market our product, and learn how to operate a business and deal with customers. How to operate a business

Creating long-lasting relationships with partners
 The importance of teamwork and making use of each member’s skills – whilst carrying out the project, we were required to effectively divide the roles of each member based on their strengths, allowing us to overcome challenges more effectively, and have the best possible project.

OUR NEXT STEPS – aiming to make a sustained difference, my team will continue posting infographics, videos, and real-life, authentic stories of women suffering from inequalities. Next winter, another collection will be released, and the money will be once again donated.

Some quotes and testimonials:

“Raising almost 6000 GBP is a huge achievement! So many women can be positively impacted. The hoodies designed and sold are impressive! I think a long-lasting impact can be generated from such a project. If you keep up this work, you can reach a wider international audience and operate on a wider scale.” - *Lareine Tareq, an employee at Jordan Kuwait Bank*

“Keep up the good work!!! What you’re doing is incredible. You’ll be making a huge difference” - *Fares Haddad, one of our designers*

“I love the hoodie’s quality and design. With such a project, you can impact more than just women, but anyone suffering discrimination. I have suffered with inequalities in the past, mostly regarding my gender, and now feel immensely empowered to speak up on these issues. Thank you!” – *Aya Sharawi, a customer*