

Challenge name	Teenage moms & Female Empowerment via Sanitary Pads
Challenge owner	One World Citizens (NL) – GAAFAADE Collection project (Rwanda)
	<input type="checkbox"/> Company <input type="checkbox"/> Research <input checked="" type="checkbox"/> NGO
	Monique van Dam
Email challenge owner	
Phone challenge owner	
CoC Number	
Preferred way to contact	<input checked="" type="checkbox"/> email <input type="checkbox"/> What's app <input type="checkbox"/> Zoom
Account manager from TU/e innovation Space	Ana Pereira - TGD
Availability	What is your availability as Challenge owner? <input checked="" type="checkbox"/> Regular (weekly) meetings with project group <input type="checkbox"/> Only during presentation moments (kick-off, midterm & final) <input type="checkbox"/> Also during co-creation – inspiration sessions @TUE
Brief summary	Help One World Citizens to empower teenage moms, girls & women in Rwanda by creating a self-sufficient social enterprise business model for reusable and sustainable sanitary pads.

### About the challenge owner

Please briefly describe yourself as challenge owner (100-150 words).

What is your vision, what are the goals you hope to reach?

One World Citizens is a global network of young people that share the vision to “work together by #DailyAction with #NoOneLeftBehind empowering YOUNGSTERS to become Living Legends”.

The objective is to share ideas and work them out into local projects and start-ups that can improve and scale up social inclusion and sustainable development worldwide.

There is a focus on the power of communities and projects by and for youngsters to achieve the United Nation's Sustainable Development Goals (SDGs).

More info: <https://www.oneworld-citizens.org/>

## Challenge description

*Please describe the challenge in sufficient detail to allow evaluators at academic departments to estimate whether their students can contribute to it.*

*What is the overall goal you aim to achieve?*

*What are possible components you see fitting in the work of the project group?*

*Explain whether something already exists that students will build on.*

One World Citizens is supporting the GAAFAADE Project, in Rwanda, started by [Nduwimana Jean Paul Noopja](#) and [Jeniisah Jenny](#), in 2019, to provide tailoring and dress making training to teenage mothers to become professional tailors and get their own income to take care of their families.

After a successful pilot in Rusizi, Rwanda, the project is being developed towards the creation of GAAFAADE community start-ups based upon 'Made in Rwanda' products that can be sold in local markets and touristic places.

One of the main products are affordable & reusable sanitary pads, especially, for girls and women in rural areas who cannot afford regular pads. Consequently, these females have to stay at home during their period which often result in dropping out of school or losing their jobs.

Therefore, a product that is usually taken for granted in the Netherlands has a great two-fold impact to improve the lives of the young mothers producing the pads who can provide for their families; and all girls & women using the pads and having a more independent life.

Of course, the GAAFAADE program is also about sexual health education that can be shared and given by and for youngsters. To prevent early, unwanted pregnancies. To enable girls and boys to choose when and with whom they have children.

Currently, there is one GAAFAADE training Centre in Rusizi, in collaboration with the YeGo Center, with the necessary machines & equipment and a basic budget via an ongoing crowdfunding.

However, the organizations are looking for a business model that can provide self-sufficiency on the long-run and scale-up the project to other parts of Rwanda.

And that's the challenge for the TU/e students.

GAAFAADE program develops also art products and fashion which has been supported by several artists and a national promotion program in collaboration with Country Records. Moreover, a TU/e

student, Lianne Daan, has been working in this project and visited Rwanda last year, so she can provide information about this specific context.

More info: <https://www.livinglegends.community/product-review/gaafaade-startups-by-young-moms-in-rwanda/>

## Challenge Picture



## Input and involvement of challenge owner

Please indicate briefly what your involvement will be for the project group.  
How would solving this challenge help your organization?

One World Citizen will provide contextual knowledge and connection to the local responsible for the project. A successful business model is aimed to be implemented in the real-world and further possibilities for volunteering in the project can be discussed.

## Resources

What resources are necessary for the students to work on the challenge?  
(Base of the Pyramid / Social Enterprise) Business Model knowledge and research of the particularities of the Rwandan context are necessary.

What resources do you offer to students?

x Expertise:

- Social Entrepreneurship in a Global, inclusive and bottom up context, in co-creation with the Living Legends who are active in Rwanda and the teenage moms themselves.
- Expertise on system change development in which young sustainable entrepreneurs are seen as essential game changers and community developers towards an inclusive and climate-proof world and future, including the next generations.

Materials: not applicable

Workplace; online

Other; offline meeting in Eindhoven or online meeting with [Sjef Ernes](#), and [John Tumaini](#) developer of system change and new business models for Living Legends.

## Please note

For the purpose of introducing your challenge to the Master students you will later be asked to record a short pitch video. Please note that we will archive this video so that we have the possibility to also use it as promotion material for the ISP course. By delivering a challenge you automatically consent to this. In case you object, please let us know by emailing [business.innospace@tue.nl](mailto:business.innospace@tue.nl).

