

**#DEFYHATENOW**

**Art 4 Peace**  
**#Artivism**

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# ART AND SOCIAL CHANGE

## #BeTheChange

Any form of creative self-expression is one way to empower ordinary citizens to mobilise action. The use of technology and digital media has allowed art movements to grow with unprecedented speed and access.

Social media can be used to change deeply rooted stereotypes and prejudices by giving a platform for those who were often silenced or had no vehicle for their message. New creative online art movements are where people can break down long-established barriers, work to facilitate new perspectives, cultivate dialogue and build a culture of empathy through creative connections and expression.

Ethiopians can occupy the social media landscape with peacebuilding, taking action against hate, conflict and incitement to violence.

'**YEGNA**' started as a female music group project. They were called the 'Ethiopian Spice Girls'. Their highly relatable series addressing gender based violence and other topics that affect girls in Ethiopia is broadcast on TV and Facebook.

<https://www.girleffect.org/what-we-do/youth-brands/yegna/>

**YEGNA Information about COVID19** in multiple local languages:

<https://www.facebook.com/yegna/>

**Dignity Period**, non-profit organization supports girls in school by providing the supplies and education they need to manage menstruation and continue their studies.

[www.dignityperiod.org/](http://www.dignityperiod.org/)

### **Amplifier 'We The People'**

Amplifier is a design lab that builds art to amplify the voices of grassroots movements. The We the People campaign aims to restore hope, imagination, curiosity, and creativity into our country's dialogue.

<https://amplifier.org/>

**Beautiful Rising** harnesses the insights of change-makers worldwide to help make our movements more strategic, creative and effective. out the key elements of creative activism.

<https://beautifulrising.org/about>