

Youth in Action's Zine: "She Can Do"- Egypt

A part of its robust learning and research agenda, the Youth in Action Program always seeks innovative and youth engaging tools to better understand the issues and barriers affecting youth livelihoods development, especially for girls. Therefore, we have worked with girls who had graduated from the program in Egypt to conduct a formative research on girls' economic asset building. As active youth



participation and ownership by youth of their socio-economic development process is one of the main YiA approaches, we worked with the girls in an interactive and engaging manner to deepen the understanding of how younger girls (12-14) experience building economic assets and view asset building in their households and communities.

Ten Girls make "SHE CAN DO" Magazine

Throughout two weeks, in collaboration with the Zinester team, we have worked with 10 girls from Sharkia, Lower Egypt, who had graduated from YiA and have started their own small businesses, to create their own magazine, which they called: "She Can Do".

The girls were introduced to the Zine making concept. They were trained on basic communications and media skills, including interviewing, photography and story writing, which revealed how the girls experience asset development within their communities. This process empowered the girls and enabled them to articulate livelihood related issues that are relevant to them through a platform they created themselves. It also enhanced skills making them more marketable, such as communication skills, active listening skills and storytelling.

The Formative Research

In addition, a formative research was conducted with the same girls, building on topics that surfaced during the process of the magazine production. The outcomes of this research provided the YiA program team with a deeper understanding of how younger girls (12-14) experience

building economic assets in their households and communities. One of the key finding of the research was that girls noted the top challenges they face are related to men's view of women having businesses and negative rumors spread on women's businesses. In addition, girls perceive that the two key ways to deal with challenges are through use of soft skills and using business strategies. For information about the research outcomes, contact amhanna@savethechildren.ca

