

Theory of Change

Target groups – input – output – KPI's - outcome

Target Groups: ranked according to their importance for the idea of the project

I. TG *Europeans*:

- Open minded Europeans, educated and culturally interested in the Arab world
- Travelers
- Europeans in touch with Arabs/migration who want to understand better
- Followers of Safa East Venture

II. TG *Women*:

- European women (see TG I) and
- Middle Eastern women
 - Educated English speakers seeking to connect with Europe and other Middle Eastern countries
 - who want to exchange ideas and present themselves

III. TG *Middle Eastern*:

- People from Middle East, English speakers seeking to connect with Europe and other Middle Eastern countries, interested in generating an alternative European perspective on themselves

IV. TG *Diaspora*:

- People from the Middle East who live outside their country/region and who want to stay/get connected

Input:

Resources:

- Network and money from crowdfunding campaign for the website safatalents.org
- Technical support and design for building an internet platform/ website
- Content expertise: talent management, new leadership, intercultural relationships, (positive) psychology, women's studies, transformational power of arts
- New expertise regarding method and technical implementation of podcasts (media experts, blogger network)

Contacts and stakeholders:

- Followers and supporters of Safa East Venture
- Ashoka fellow network
- Ashoka Visionary Program

- Additional sources: business/trade chamber in Austria, Pan-Arab organizations, Union for the Mediterranean, Social Business Organizations, Talent Networks, related NGOs, investors, ... (potential stakeholders)

Output:

1. www.safatalents.org to be released in October 2019 as the project website/ information platform with regular posts providing new insights with a fun twist, attractive stories to learn about reality, special topics and potentials in the Middle East.
Focus areas: building cultural bridges, women, talents, arts as mediators for intercultural learning
2. Visualize talents from the Middle East and connect them; Generate a talent map
3. Initiate discussions and exchange between Arabs, people from the Middle East and Europeans that enrich our lives and challenge us for more learning
4. Initiate projects and building sustainable bridges

KPI's:

1. *Reach of content*: Number of articles and podcasts published, number of Social Media followers, likes, website visits, shares
2. *Quality of feedback* and comments, invitation for further public discussions and getting referenced in other media
3. Number of *projects* initiated, project goals aligned with the initiative, number of project supporters and reach in audience, connectivity of project owners, sustainability of projects
4. Benefits for *talents* (empowerment, connection, ...) individually rated
5. Reach in women/artist centered communities, widening of their perspectives and access to new markets
6. Contribution to a more *open and self-reflective discussion* on European culture and a mindset that includes others' contributions and strengthens the shift to an integration of heart and mind. - inspiring others to pick up topics, cross-references and quality of content in relevant media

Outcome:

All:

- Contributing to positive (media resonance) public opinion
- Seeing the value of connection and change, widening of perspectives and integrating it into own actions (projects, initiatives)

Target Group I: Europeans

- New or added knowledge of countries, people, cultures and diversity in Middle East
 - Understanding of commonalities with people, how they feel, what they think (fighting uneducated prejudices)
- Self-development: broadening own perspectives by learning about different philosophies and approaches to life (alternative versions of the dominant

performance driven, rational and materialistic consumer oriented Western/European approach)

- Learning (in) a new role as disciples of unacquainted wisdom outside our comfort zone; letting others challenge us

Target Group II: Women

- Learning about commonalities between women in Western and Eastern cultures being exposed to the same patriarchic system with different variations; taking on the cross-sectional feminist perspective of human beings with equal rights while respecting differences of our geographical and cultural norms
- Self-empowerment of ME women, representing themselves differently and adequately for “Western eyes”

Target Group III: Middle Eastern

- Expressing competencies and talents/potentials, being in the role of experts sharing with and teaching Europeans

Target Group IV: Diaspora

- Learning new perspectives about own identity
- Confirming the value of cultural heritage feeling respected by European acknowledgement, feeling proud, engaged