

BINTI DIJITALI

CREATIVE CHALLENGE

We are inviting young creatives of the AGCCI 'Binti Dijitali' Tanzania coding camp to showcase their talents!

What's the Challenge?

5 Best
GRAPHIC
DESIGNS

Create five stunning visuals for packaging and labeling that captivate, tell a story, and sell a vision, specifically tailored for products and businesses run by rural women.

5 Best
Marketing
IDEAS

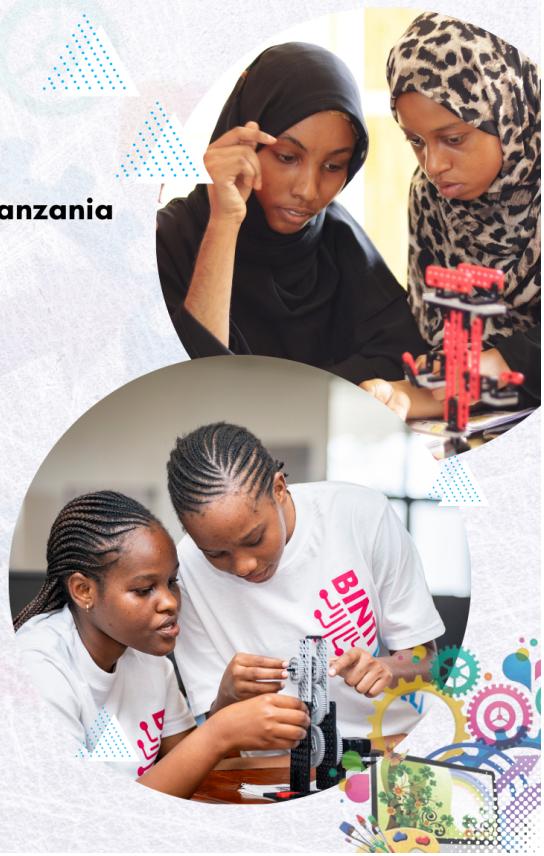
Develop innovative digital marketing strategies that revolutionize how women in rural areas market their products and services.

KEY
DATES

Challenge Begins: 20th March 2024

Submission Deadline: 29th March 2024

Winners Announcement: 5th April 2024



UN Women is excited to invite you to participate in a Creative Challenge as part of the African Girls Can Code Initiative (AGCCI) 'Binti Dijitali' coding camps in Zanzibar and Dar es Salaam. This initiative provides a platform for young women and girls to exhibit their creative prowess alongside gaining profound insights into the work of UN Women. The #CREATIVECHALLENGE invites you to take part in a distinctive competition where your innovative thoughts and digital masterpieces could unlock transformative opportunities for women in Tanzania.

ELIGIBILITY: Exclusive to the participants of the AGCCI 'Binti Dijitali' coding camps in Zanzibar and Dar es Salaam, this challenge is your canvas to make a change.

REWARD: Winners will get the opportunity to contribute to UN Women's economic empowerment programmes in different regions across Tanzania. This includes immersive interactions with women entrepreneurs in rural localities, where you'll apply your digital talents to bolster their ventures and champion their economic successes.

How to Participate:

- **Create Captivating Graphic Designs:** Channel your creativity to produce five compelling visuals aimed at product packaging and labeling. Your designs should specifically narrate and speak to the essence of the enterprises established by rural women.
- **Innovate in Digital Marketing:** Break the mold with digital marketing strategies that can radically alter the way products and services are presented and sold in rural communities taking into consideration their local contexts.

SUBMIT your projects to faithnector.silaa@unwomen.org by the 29th March 2024 deadline date.

This Creative Challenge is an opportunity for young women to leverage on their digital skills to shape social good, inspire change and foster empowerment. Don't miss this chance to make a concrete change in the lives of women across Tanzania! All travel costs for selected candidates will be covered by UN Women.

For more information please reach out to Ms. Faithnector Silaa at faithnector.silaa@unwomen.org