



make_sense
americas



LAS SABINAS



LAIDLAW
FOUNDATION

Holly Toombs

RE_ACTION FOR IMPACT

PROJECT IMPACT SHOWCASE



Project Overview

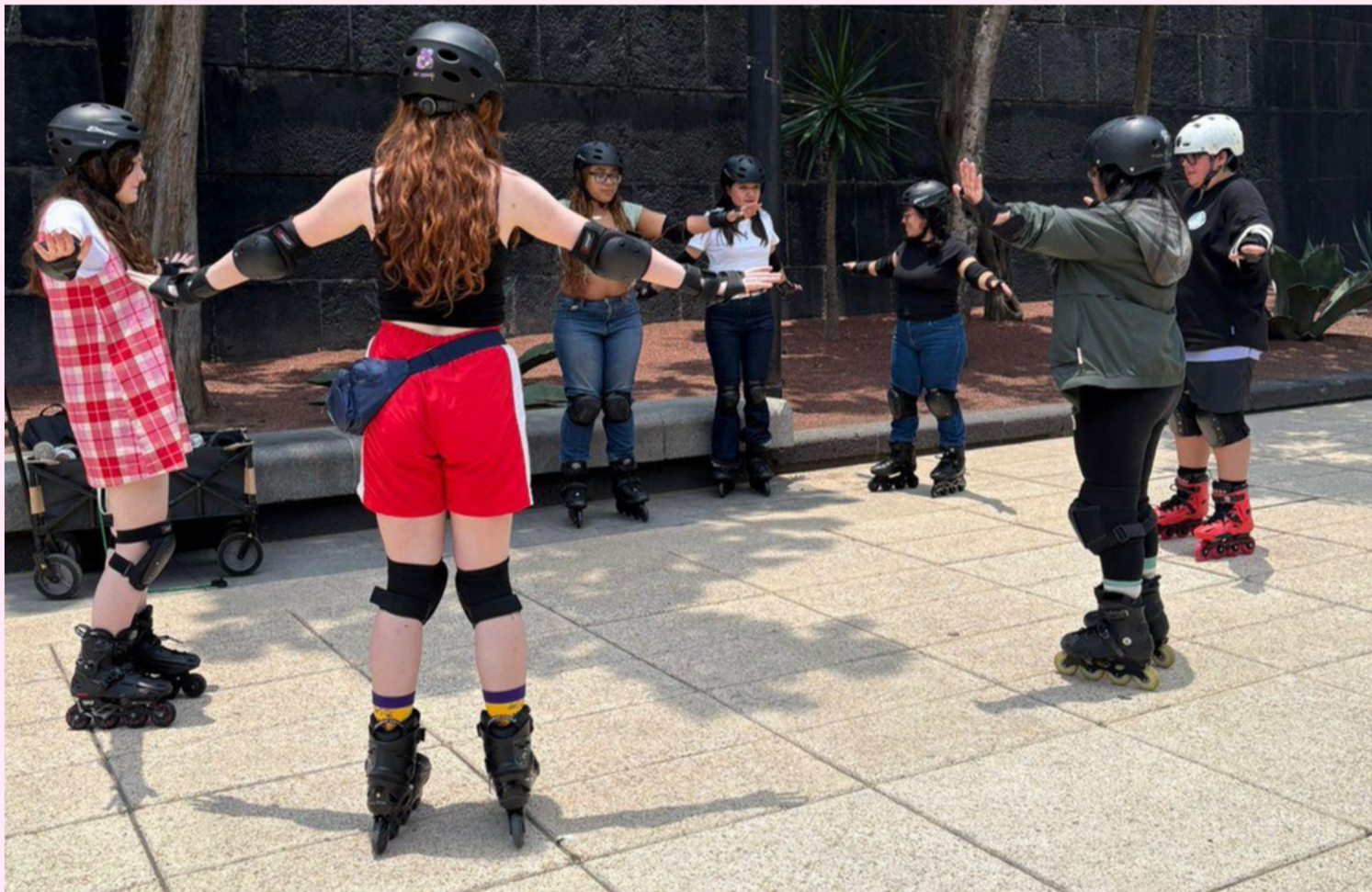
- Worked with Las Sabinas, an organisation focused on supporting survivors of gender-based violence in the periphery of Mexico City
- Developed a social media campaign to promote their rollerskating programme
- Created a feminist puppet to be the face of the brand
- Lead a team of 7 volunteers from the local community



**OXFORD SDG
IMPACT LAB**

The Context

- Mexico has some of the highest rates of gender-based violence in the world
- 70% of women in Mexico have experienced gender-based violence, the majority before the age of 30
- This number increases to 78% of women in the periphery of Mexico City
- Las Sabinas run projects such as Floreciendo Sobre Ruedas to support survivors and provide them a community for symbolic & collective healing, through rollerskating and art

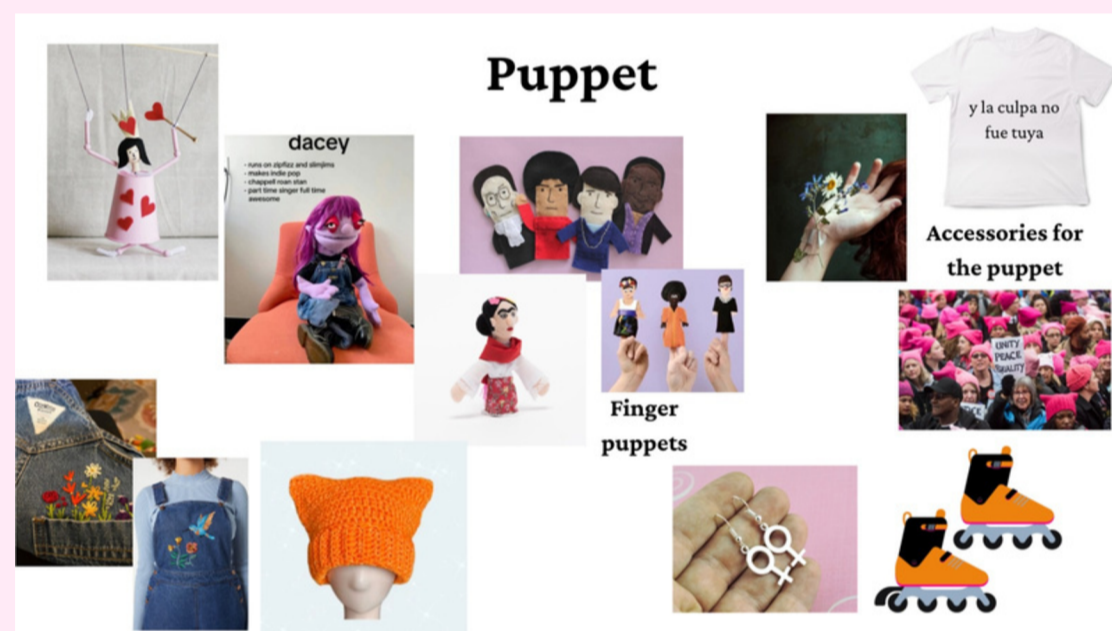


The Challenge

- Floreciendo Sobre Ruedas relies on survivors returning as volunteers, or 'doulas', the year after they participate
- The 'doulas' support other survivors, by offering accompaniment and a listening ear
- They learn to rollerblade through FSR themselves, then can teach others the next year
- The whole system is self-sustaining, but Las Sabinas need to ensure that those who need the service, know about it

The Idea

- We needed to accurately represent the programme, and the organisation's goals, and to educate viewers on issues surrounding gender violence
- We used design thinking to develop our ideas, to form a complete solution. This involved a reciprocal and non-linear process between empathising with the audience; defining the scope of our project; brainstorming ideas; prototyping our designs; testing and evaluating our ideas before implementing them



Relevant SDGs



Promoting healthy recovery & healing with physical activity



Helping women to feel safe in their own bodies



Giving women access to spaces that are safe and positive for them

Our Solution

- A social media campaign - videos and infographics for their Instagram and TikTok pages
- Our posts explored the goals & values of Las Sabinas, specifically looking at their Floreciendo Sobre Ruedas programme
- The representatives from Las Sabinas were shy to have their faces featured online – so we created a handmade feminist puppet to be the face of our campaign!



Meet Emancy!

‘Emancy’ – short for ‘emancipation’, meaning ‘liberation from social or political restrictions.’

- **Roller Skates** – Reflects *habitar el movimiento* (“inhabit movement”)
- **Dahlia in a Wound** – Acknowledges harm against women; Mexican national flower
- **Cat Ears Beanie** – Reclaims misogynistic language and turns it into solidarity
- **Denim Overalls** – Connects to queer history, rejecting restrictive gender norms
- **LGBTQ+ Rainbow Patch** – Affirms that feminist struggle must be intersectional
- **Nonbinary Identity (She/They)** – Reflect the Las Sabinas manifesto's commitment to *desmantelar las opresiones* (“dismantle oppressions”)



Our Impact

- Worked with a team of 7 volunteers to create 6+ infographics and 5+ videos for Las Sabinas' socials
- Aiming for 40-50 participants in the Florenciendo Sobre Ruedas scheme in September
- Our content hasn't been posted yet, so exact impact is difficult to quantify currently!

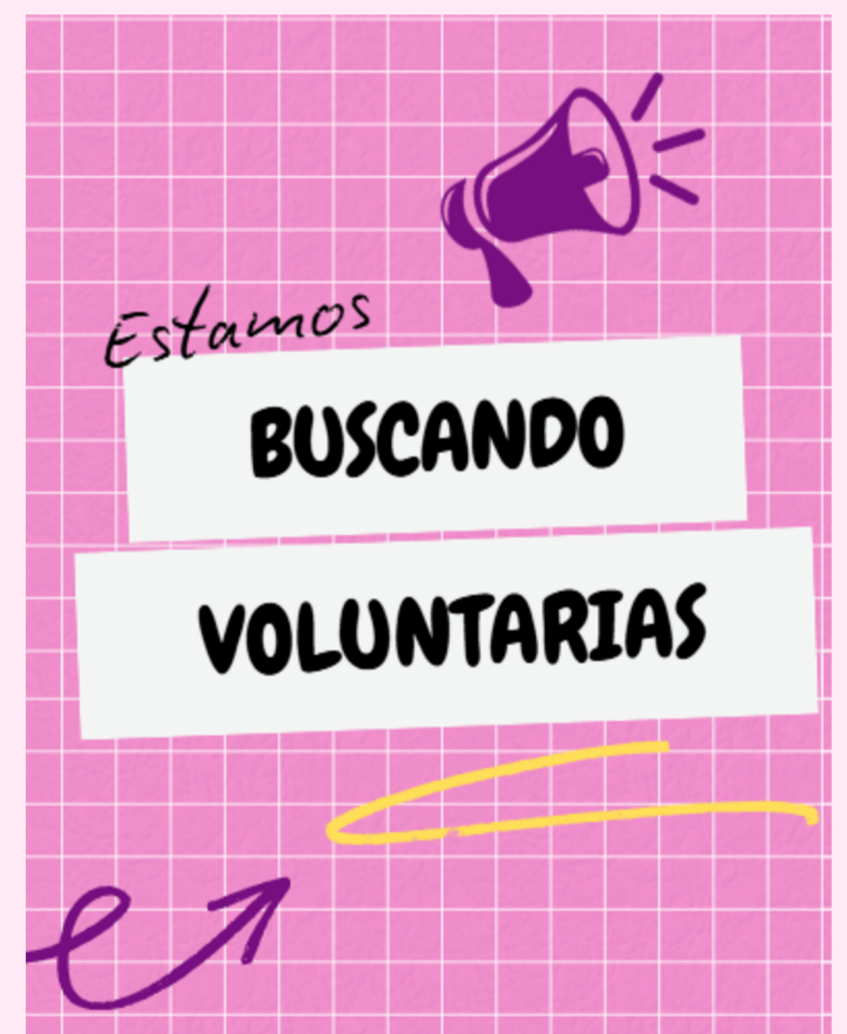
Long-term Viability

- Las Sabinas has access to our video and infographic templates on Canva, as well as the puppet we made
- They can continue to use our ideas and resources to create more of their own content in the future



Gallery

- A collection of some more of the posts we made!
- Follow @_las_sabinas on Instagram and TikTok to see them be posted over the coming months



Thank you to Las Sabinas, make_sense americas, the Oxford SDG Impact Lab and the Laidlaw Foundation for making this possible ❤️

