

## 2014 Worldwide UNESCO Clubs Youth Multimedia Competition

Application by Momal Mushtaq



"For women to be empowered and able to thrive, they must be able to move. People talk about mobility, but they're not talking about women's mobility. At the individual level, when we talk about women's mobility, we're talking about being able to drive a car or go out at night, to be able to carry their goods to the market to earn a livelihood, to be able to swim to safety in a flood or tsunami." - Jan Peterson, Chair Huairou Commission



## Country Profile: Pakistan

Capital: Islamabad

Official Languages: English, Urdu

Area: 796,095 km<sup>2</sup>

Population:

- Total: 182,490,721
- Female Population: 49%

GDP:

- Total: \$514.559 billion
- Per capita: \$2,960

## The Need

500 years ago, women were disadvantaged in the freedoms of movement, speech, and lifestyle choices. 500 years later, has there been any change?

- Women are forbidden from driving a car in Saudi Arabia. They can ride bicycles, but must wear a full-body *abaya* (veiled cloak), be accompanied by a male relative, and are bounded within certain areas.
- Road safety rules do not apply to women in India.
- 62% of all students enrolled in the universities of Pakistan are female but the majority of them do not possess the opportunity to work (Talpur, 2013). They face difficulties on their daily commutes because it is considered taboo for women to be out of their homes, alone. The economy is suffering as such a large percentage of the population stay at home rather than go out to work.

I want to help woman around the world to experience freedom of movement. Enabling girls to be independent would have an immediate positive impact on national economies through job creation and labour mobility.

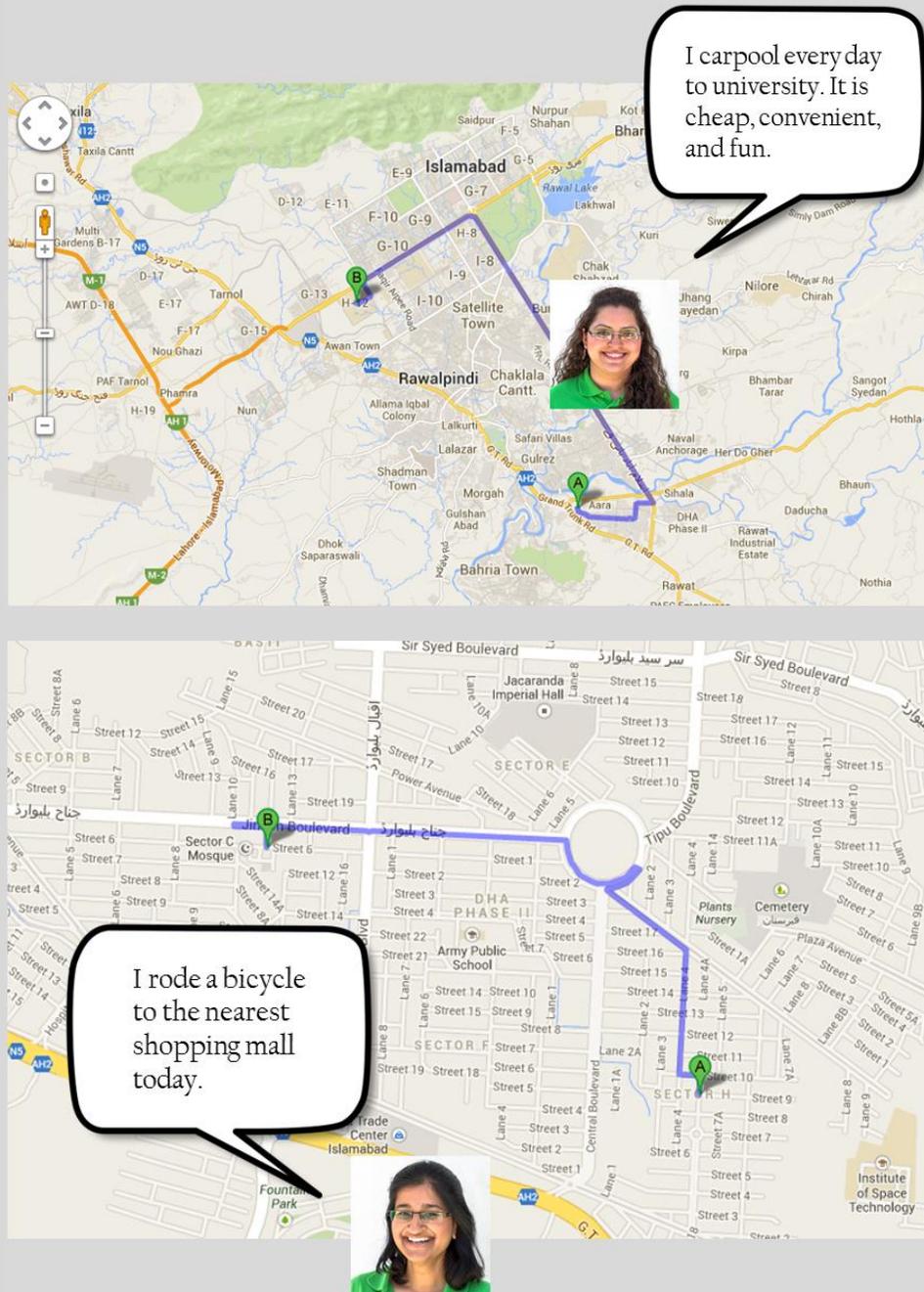
## The Innovation

The Freedom Traveller (TFT) connects and empowers female travellers, especially from the countries where freedom of movement for women is restricted, with a platform where women of all nationalities and beliefs can actively network, share knowledge and resources, and map their experiences of travel via *crowdmapping* technology.

## Recommended for Viewing

- Inspiration behind The Freedom Traveller (Founder's personal story): <https://vimeo.com/76349988> (4 mins.) Password: 123momal
- An introductory video about the project for our supporters: <https://vimeo.com/81561528> (2 mins.) Password: 123momal

## The Magic



The overall concept of TFT is to spark the change. When women will read about other women who were courageous enough to travel alone on a local, national or international level, they would be encouraged to follow suit. One story will give birth to another, causing a gradual societal change.

TFT will initially target the university-going female students of Pakistan who have access to the internet. They are familiar with the western culture and possess a desire for freedom and curiosity for the world. If TFT is a success, the effect would trickle down to other parts of the society. With 30 million internet users in Pakistan, 15 million of whom browse the web using their mobile phone (Desk, 2013); the role of internet in shaping the future of the country is undeniable.

TFT hopes to map 1000 stories of solo female travel by the end of the year. That would indicate a change in the attitudes of 1000 women, which further impacts 1000 households.

## Sustainability

TFT will achieve financial stability via

- **Advertisements:** That will include a) branded content posts, meaning posts that advertise products; B) banner and video ads; and a) social media and newsletter promotion.
- **Sponsorships**
- **Affiliate Marketing**
- **Consulting** in two areas: female travel and social media.

## Founder's Bio



Momal Mushtaq works voluntarily in the field of new media and development and her work is recognized by global awards. Her focus is on youth and gender equality. Having seen the effects of violence on a first-hand basis and messages of hate it can bring to youth, Momal founded The Voice of Youth, an award-winning youth network spread across 151 countries of the world. The Voice of Youth lends youth an outlet and helps to shape their perspectives by presenting different views on popular social issues and developing values of acceptance, tolerance and broad-mindedness.

## Partners

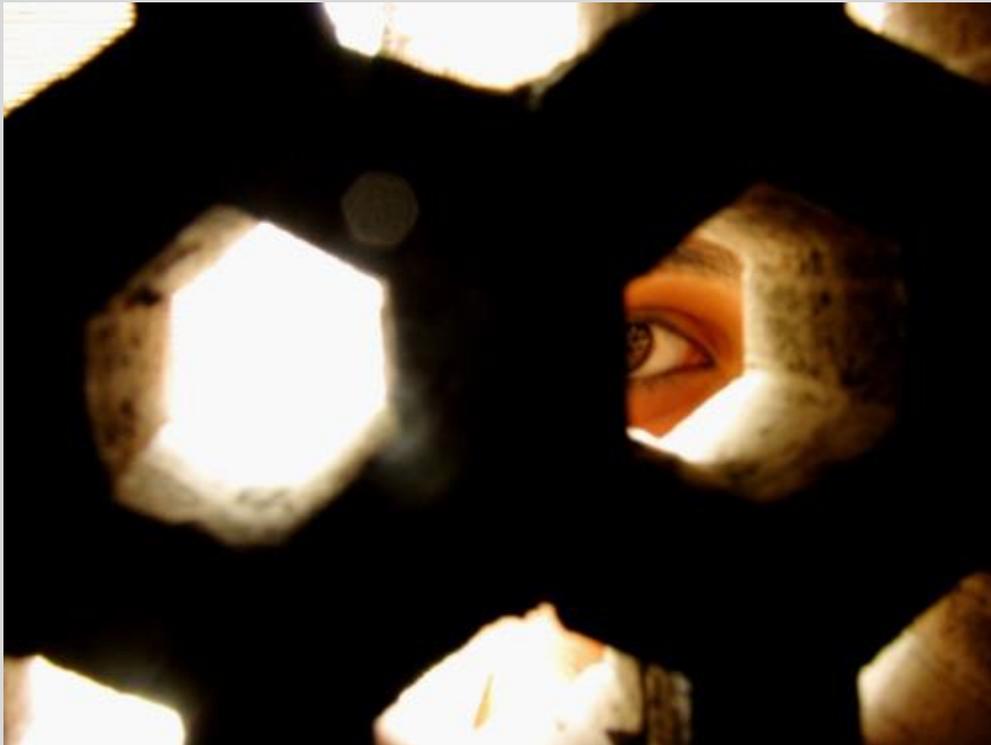


## Works Cited

Desk, W. (2013). *30m internet users in Pakistan, half on mobile: Report*. The Tribune.

Talpur, M. (2013). *Gender disparities in rural Pakistan*. The Daily Times.

## The Freedom To Be



A friend from Lahore recently asked me, “What would you miss most about New York if you were to move back to Pakistan right now?”

“Freedom”, I replied to my friend. “That’s what I would miss.”

- Manal Khan, The Express Tribune