



Project Template

European Rotaract Information Center

Name of the project: Soteria Mosaics

Organizing club: Yeniköy Rotaract Club

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I. ANALYSIS, OPPORTUNITIES AND MAIN IDEA FOR THE PROJECT.

1. ANALYSIS OF THE PROBLEM WE WANT TO SOLVE

On February 6, 2023, two major earthquakes centered in Kahramanmaraş, Turkey, followed by numerous aftershocks, occurred. According to official data in Turkey, 53,600 people lost their lives, 22,000 people were injured because of the earthquake. The two earthquakes caused damage over an area of approximately 350,000 square kilometers (equivalent to the total area of Germany). 168.000 buildings were either destroyed or damaged. While 2 million people faced housing problems, 5 million people were displaced. A total of 828,000 people lost their livelihoods.

From the very first day, all Rotary and Rotaract clubs including us provided various types of aid, from toys to stationery items, to food supplies. However, we were aware that more sustainable, long-term solutions lay in projects that would create job opportunities and promote economic development in the region.

Our project aims to achieve economic self-sufficiency of women by the way of supporting women's cooperatives affected by the earthquake, and thereby contribute to economic development in the earthquake-stricken area.

2. OPPORTUNITIES

1- Promoting women cooperatives and their products to Turkey and the world. (We promoted those products by selling Istanbul Swiss Hotel, Instagram also we made a photo catalog for them.)

2- Promoting Rotary and Rotaracts Clubs to the women cooperatives and earthquake area.

3- With the mosaics made by the women's cooperative, we had the opportunity to introduce the art of mosaics to the world and the historical structure of Hatay, a region damaged by the earthquake.

4-For us building a friendship meeting and working with different Rotary Clubs and Rotaract Clubs all over the Turkey. (Such as Yeniköy Rotary, Erenköy Rotary, Erenköy Rotaract, Fındıklı Rotary, Kalamış Rotaract, Caddebostan Rotaract, District 2430 and 2420.)

5- By using the Rotary network for women entrepreneurs and cooperatives, we created a project method that will be an example for Rotary and Rotaract Clubs.

6-Inclusion of women in the labor force in the earthquake zone.

II. HOW TO EXECUTE THE PROJECT

1. ACTION GROUP

Relation with Women Cooperative: 2 members managed the relations with Women Cooperative.

Determining Sales Points for Women Coperative: 15 members make a brain strom at our Rotaract club meeting.

Logistics of Mosaics Products: 3 members transfer the mosaic products to İstanbul from Hatay and provide storage until the sales points.

PR: 2 Members manage to all communication processes such as instagram posts, photo shoots etc.

Selling: In different sales points 12 members help to sell products.

Treasurer: Our club treasurer, collected products selling revenue and transferred to women cooperative bank account.

2. DESCRIPTION OF THE PROJECT

In the earthquake centered in Kahramanmaraş, the products of the Soteria Mosaics Women's Cooperative, whose shop was destroyed, were recovered from the rubble and transferred to Istanbul with the assistance of Erenköy Rotaract Club. They had no hope of selling these mosaics. However, we quickly organized ourselves. We contacted Rotary clubs. The Fındıklı Rotary Club agreed to store the products in their offices. Erenköy Rotary Club bought mosaics as gift to guest speakers and successful members. Yeniköy Rotary Club provided a stand which is costs at their new year bazaars in İstanbul Swiss Hotel because of that we sold not just Rotarians also foreigners. Rotarians enabled us to sell by promoting them to their surroundings. In addition to selling many mosaics, we also ensured the women's cooperative received new orders. As part of the project we organized various events. For example we organized a dart tournament with Kalamış, Yeniköy, and Erenköy Rotaract clubs. We awarded the winners with mosaics as prizes. Districts 2430 and 2441 provided mosaics as awards for district officers. We made 2.500 USD Revenue for Soteria Women Mosaic Cooperative. Now, they started the construct their new shop in Hatay.

3. GOALS OF THE PROJECT

- 1- Providing the economic independence to women who affected from the earthquake
- 2- Helping the constructaion for a new shop for Soteria Mosaics Women Cooperative's (They started to construct their new shop)
- 3- Worked with multiple Rotaract and Rotary Clubs (We worked with ten clubs)
- 4- Making 2.200 USD Revenue for women cooperative (We maked 2500 USD)
- 5- Promoting Soteria Mosaics Women Cooperative and its products.

4. TARGET AUDIENCE

Our target audience is women and their family whose affected from the earthquake. They will benefit from our project by the way of our promotion and selling their products. So they will have sustainable solution for manage their home economy. They can make money for long years by the way of mosaic craftsmanship. Directly and undirectly 100 people will benefit from this project. Among these 100 people are women, spouses, children and parents.

5. ACTION PLAN & TIME FRAME

9 Months Before:

Searching how can we help economic development of the earthquake area.

Agreement with Soteria Mosaics.

8 Months Before:

Making a road map (where can we sell, schedule every events on Rotary Calendar.) according to our goals. Such as Yeniköy Rotary new year bazaar, dart tournament etc.

8 Months Before:

Contact with Rotaract and Rotary Clubs.

The money was transferred to the cooperative 1 week after each sale or sales event.

1 Months After:

We evaluated our projects results.

Brief description of each step

Searching how can we help economic development of the earthquake area: Finding a Sustainable way was a hard point.

Agreement with Soteria Mosaics: Explaining who we are was challenging.

Making a road map (where can we sell, schedule every events on Rotary Calendar.) according to our goals. Such as Yeniköy Rotary new year bazaar, dart tournament etc. : It wast the hardest point of project, Before embarking on a long-term and multifaceted project, it is essential to make a good plan and be prepared to revise this plan.

Contact with Rotaract and Rotary Clubs: Since we presented a concrete project, all Rotary and Rotaract clubs agreed to support it.

6. RESOURCES

Women Cooperative Products
Selling Points(S)
Shipment Costs
Volunteers.
Storage of Products(S)
Dart Tournament(S)

7. BUDGET

2350 Euros.

8. ORGANIZERS OF THE PROJECT

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9. PARTICIPANTS

We convinced the women's cooperative by emphasizing our network and our mission of service. Through our well-planned proposal, we were able to clearly explain that we offered a sustainable solution for the earthquake-stricken area, leading to support from Yeniköy Rotary Club and almost all Rotaract and Rotary clubs. So it showed us how can help us Rotary and Rotaract Collebration.

10. SPONSORSHIP

Swiss Hotel (Permission was granted for the Soteria brand to participate in Yeniköy Rotary new year bazaar through Yeniköy Rotary.)
Trendyol (They provided instructor support to teach e-commerce for cooperative.)

11. MEDIA COVERAGE

Our posts:

<https://www.instagram.com/p/C0mDNC2lvdU/?igsh=eWlmcGc3Zms4a3M3>

<https://www.instagram.com/p/C34vNDXgUqD/?igsh=M3Brd2V6N3VjcjVm>

<https://www.instagram.com/p/C4IM4catWqj/?igsh=ejdncnRkaG5hMGd0>

III. RESULTS

1. RESULTS AND OVERVIEW

While implementing the project, we encountered difficulties regarding payment collection. However, we resolved this by discussing it with our Rotary club. With the financial advice we received, we were able to collect payments in compliance with the laws.

In addition, our results were quite satisfactory. A net income of \$2500 was transferred to the cooperative, and we discovered a new model for Rotaract clubs to undertake projects.

2. ADVICES

We recommend clubs interested in undertaking such projects to consider forming a district project by involving even more Rotary and Rotaract clubs. This way, each club can contribute to the project by hosting an event, enabling us to achieve much greater accomplishments together.

And we advise completing all legal groundwork before starting the project.

3. SUSTAINABILITY

In the coming years, we aim to adapt our project using Rotary's professional organization approach. For example, a financial advisor, lawyer, or consultant member could provide voluntary support to women's cooperatives. Additionally, by conducting more professional activities, we can open our project to international clubs.

We will support women by replicating our sales point model for different cooperatives as well.