

# GRASSROOTS ACTIVIST

She safeguards the natural world and reminds us we are not separate from it. Her care is generational, her vision interdependent - restoring balance between humanity and the Earth

## Key Qualities

- Connector
- Courageous
- Community Driven
- Resilient
- Action-oriented

## What sort of activities it may involve?

- Organising local events
- Facilitating community forums
- Campaigning for local change
- Mentoring emerging leaders



**ASMAA MAHFOUZ (EGYPT)**

Grassroots Activist

A single video uploaded by Asmaa Mahfouz in 2011 became the spark for Egypt's Tahrir Square uprising. Her raw call for citizens to stand against injustice helped ignite the Arab Spring. Young, veiled, and fierce, Asmaa challenged both governmental tyranny and cultural expectations of women's roles in public life. She epitomises the grassroots activist — using whatever tools are at hand (a camera phone, her voice) to awaken the many and catalyse change from the ground up.