



MAY WE KNOW THEM
MAY WE BE THEM
MAY WE RAISE THEM

At 'Common Zone' we believe in learning through socializing and fun. Our vision is a society unburdened by sex and gender categories and which actively helps to improve the lives of all members of the community. That's why the Fierce Women game is a natural outcome of the values we are actively promoting and activities we have been undertaking for the past decade.

We believe the experiences we've gained through our long-term engagement in the field of gender equality, social justice and independent culture, the successful operation of www.VoxFeminae.net and Vox Feminae Festival, the numerous projects we've successfully completed over the years, and primarily a great response of different social groups to the Fierce Women game prototype is a solid ground for the successful launch of this product and our social enterprise.

Fierce Women is an inspiring social card game for every generation that familiarizes its players with women's contributions in the fields of culture, politics, science, feminism, human rights and art.

The Fierce Women deck consists of 60 cards, unique works of art with illustrated portraits and short biographies (in English language) of women who made great contributions to society in the fields of science, culture, politics, human rights, feminism and art. There are also 10 additional action cards that add complexity to the game. [The rules are simple](#), so the game is suitable for everyone from age 5 and up. Due to its educational component, the game is also used in classrooms and during workshops.

Fierce Women game was named after the eponymous section on our VoxFeminae.net website, which promotes the work and contributions of women to society through informative biographical texts. It is one of the most popular sections among our readers, and VoxFeminae.net is the most prominent independent media that deals with gender equality in Croatia with 30 – 50 thousand readers per month. We asked ourselves how can we broaden our reach and be more effective in our mission, and have as many people as possible to hear about great contributions of women in world's history. We knew it had to be fun and really beautiful to attract persons to be engaged in not so popular, but in our opinion crucial social issue as gender equality.

The idea was born in 2016, and after making open call for artists and engaging our community we made our first prototype in November 2017, and then launched the crowdfunding campaign to test the audience interest in March 2018. Until October 2018 we have printed and distributed 2000 decks thanks to successful [crowdfunding campaign](#).

We recently translated the game from English to Italian and printed Italian version which is currently in distribution. At the same time we developed in collaboration with youth workers the first draft of a manual with 16 different ways to tackle gender equality education using Fierce Women deck in various ways than just playing the game based on its rules. We are now in the process of finalizing [Fierce Women website](#) and making our webshop.

Also, we are deeply involved in the process of developing prototypes for the complementary tools and products.

Fierce Women is a social card game that promotes and celebrates the work and contributions of women to society. **It empowers its players to break down prejudices about women's abilities, interests and achievements, and inspires new generations of fierce women - all of that while providing great fun!**

Fierce Women is the first social game in this part of Europe dedicated to women, which offers a subtle opportunity to bring the topic of gender equality into our social circles. It is also an opportunity to get our closest ones off gadgets and spend our free time together in a way that is fun, educational and socially engaging.

The new thing for us about Fierce Women is that we have decided to do this project with minimum support from donors, focusing mainly on the crowdfunding and insisting on sustainability and [lean principles](#) of growth on the project. In a way we decided to make a leap into the entrepreneurial waters but at the same time not compromising our organization's mission. The process of stepping out of norms and labels that go with the civil society and nongovernmental organisations brought a lot of self confidence to our team and has brought our organization to the next level.

We are engaged in plans for modifying deck and making versions of it for Central Europeans countries, central Europe, and Scandinavian countries. Our long term goal is to become an international hub of support for fierce women and their allies that incite gender equality and sustainable development around the world by expanding circles of social innovation, independent media and cultural practices, as well as access to information and opportunities.



Innovation in Project Idea – Novelty

Project is taking a rather different approach on tackling gender issues - through social game. It does not insist on negative traits of society that perpetuate gender stereotypes, but rather it focuses on great examples and achievements that are less known and introduce them through dynamic, beautifully illustrated and fun game thus addressing target groups, especially men, that we weren't able to interest in gender issues through our previous activities.

Innovation in Accessing Target Groups – Involvement

Artists and activists from our community joined forces and ideas and contributed in prototyping new tool based on their complementary expertise. In the next phases of the project we intend to continue engaging activists and artists from other countries and make an international alliance that will have broader reach in introducing achievements of women through history with new Fierce Women decks and other complementary tools. The tool is very well received with parents and educators because of the great inspiration that the tool provides, especially for girls and young women.

Innovation in the Realisation of the Project – Effectiveness

The project realisation indeed rests on creative and inventive forces and experience we gather through our engagement within community as well as education we attended in Vienna and Zagreb in the field of social innovation and social entrepreneurship for the past 4 years. We are very excited because through the process we are gathering feedback from our target groups and are developing complementary tools that are needed (for example [16 ideas for the youth workers](#) and mobile application that incorporates quiz about Fierce Women). Team that consists of innovators, artists, designers, economists and IT developers stands in joyful cooperation behind this endeavour.

Innovation in Public Perception – Serving as an Example

Our organisation never in 13 years of existence attracted such media interest as with Fierce Women. Also, what is great is that various companies are interested in Fierce Women because they see it as innovative gift for their partners and employees in promoting diversity and gender equality within their organizations. We were pleasantly surprised to finally enter into dialogue with companies on gender issues and find out more about their needs that we can address in the future stages of this and our future projects.