



PHOTO BY DEBBIE HICKEY

SHINE FESTIVAL

Shine Festival is a festival for young women to help each other find their place in the modern world where issues such as low self-esteem, bullying, the gender pay gap, violence against women and equal representation of women in institutions remain some of the major issues yet to solve in our society.

It is organised by The Shona Project, which supports girls and young women in Ireland to find their place and identity and succeed. The festival reaches out to young women, students, and older teenage schoolgirls. Schools are target organisations as they allow the festival organisers to reach hundreds of young women at a time for maximum impact.

EMPOWERING AND INSPIRING WOMEN

When asked why there is a need for Shine Festival, Communications Manager for The Shona Project Ellen Conway explains:

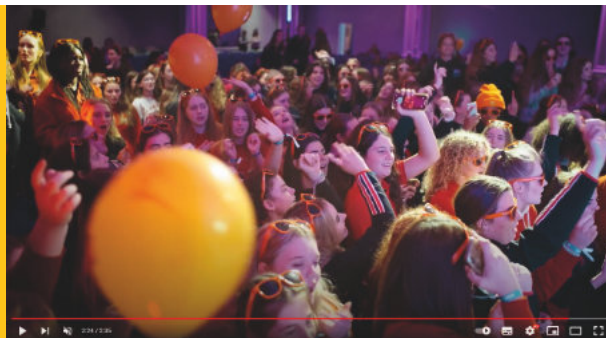
“Irish Girls have amongst the lowest self-esteem in the world, and also have the highest suicide rates amongst teenage girls in all of Europe. Something is happening with our young women, which is worrying. Shine Festival creates an opportunity to connect the young girls of Ireland to inspiring and authentic Irish women, who have overcome a multitude of challenges to be where they are today. We believe by providing girls with inspiring role models, they will feel empowered and supported to use their voices to enact change and reach any goal they have set for themselves.”

– Ellen Conway, Communications Manager, The Shona Project

Shine Festival provides young women with the inspiration they need to alleviate feelings of stress, isolation, and anxiousness that have become more and more prevalent among this demographic, especially since the covid pandemic. The festival invites them to become part of an empowering movement of women who are strong, resilient, and positive. The festival’s speakers cover mental health, mindset, careers, diversity, individuality, and sustainability while also having musical events and poetry.

MAKE YOUTH PART OF THE CHANGE

This method of grassroots engagement and peer-to-peer support instils a sense of togetherness between young women in school and community settings while offering them a national platform where their work and efforts can be celebrated.



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A GREAT IMPACT

The online festival in 2021 eventually had over 40,000 attendees and over 1 million video views. The calibre of the guest speakers makes the event best practice, with ranges from politicians, media presenters, Hollywood actresses and activists. Shine has reached such an audience by creating partnerships with local and regional radio stations around Ireland, calling listeners in every part of the country. To create impact, Conway has advice for others wanting to do a similar project.

“Passion is key. If you aim to promote your passion and unite an audience, this is your unique selling point. Targeting performers/speakers who believe in what you are doing and that align with your mission is also key.”

– Ellen Conway, Communications Manager, The Shona Project



Name: *Shine Festival*

City & country: *Dublin, Ireland*

Capacity: *1,000*

Site: *The Clayton Hotel Burlington Road*

Camping: *No*

Number of days: *2*

Established in: *2018*