

THEORY of CHANGE

Gamila Secrets

What is the problem we are trying to solve?

Insufficient offer of affordable quality cosmetics that are 100% natural and organic and meet sustainable production requirements

What do we invest into the project?

Inputs

Facilities (product and package factories)
Knowledge on Bio-chemistry
Locally trained workforce
Logistics services
Recyclable materials
Biodegradable products
Environmental preservation practices
Market expansion with product distribution

What are we doing to bring about change?

Activities

Research and Development in Bio Chemistry for manufacturing bio cosmetics
Capacity building and training courses for Arabic women in Israel (product manufacture and marketing)
Capacity building for people with disabilities in Holland
Cosmetics production and packaging
Marketing and distribution for emerging markets and developing countries

What will change in the short term?

Outputs

A 100% high quality natural-organic cosmetic line
Increased levels of decent employability amongst Arabic women and people with disabilities
Cosmetic production taking into account the environmental preservation and social inclusion, following sustainable production standards
Income generation for supply chain actors in developing countries

What are the wider benefits we work to achieve?

Outcomes

Consumers benefitting from a purely organic product
Greater access to high quality products amongst women in Latin America, Europe and the US
Health and image benefits for the consumers improving their self-esteem
Arabic women's empowerment
Social inclusion for people with disabilities
Increased revenues from international trade

What is our purpose / long term change?

Impact

Enhance consumers' health and well-being
Increase the offer of eco-friendly products in the world market
Widen the diversity, equity, fairness and inclusiveness of the job markets

Beneficiaries

Customers
Arabic women
Workers with disabilities
Distributors, vendors

Stakeholders

Local workers (Israel – Holland)
Public sector
Commerce Chamber and other sectorial associations
Dermatologists
Environmentalists
Media and opinion makers