

# Creativity4Change Arts

With Creativity Make a Change

## Is Adidas still the equality rights brand?

In the Summer 2018, there was a national disaster with many people missing. There was an unspoken wall of silence about the missing and injured for over a year. The atmosphere of coldness and apathy was reflected in a lack of public objection about the abuse and mistreatment of the missing and injured. There were unclear political policies for health and social care for the injured with no clear leadership.

The Femme Protect Life campaign was mainly for women and some men. The second aspect was the equality value for women's rights. It was what Adidas represented publicly. The conflict now had a hope of relieving tensions. It reaffirmed the human rights value.

The campaign confirmed the rights for women and men affected by GBV and family as a positive value in society. Thousands of people in 4 cities and two countries joined the Femme Protect a Life campaign to evacuate people with a medical condition. The effort reached Europe and thousands joined to defend their rights to protect their lives, families, partners and safety.

The protest for equality had come at one of the most significant times this era because it was an era of war. It represents a fight for defence, protection and pride.

It is a reminder that what society does not have, we have as individuals and in our communities.



Photo credit: Adidas

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