



## YAM

YAM is a women’s rights advocate and digital activist from Ethiopia with nearly five years of experience advancing gender equality, combating gender-based violence (GBV), and creating safe spaces for marginalized voices.

She is the co-founder of Setaset-Power, a growing digital community of over 300 Ethiopian women that offers peer support, feminist education, and emergency response for survivors of GBV and conflict. Her work bridges grassroots organising with digital influence—using platforms like TikTok, where I have over 150,000 followers and 65 million views, to spark national conversations around feminism, social justice, and structural inequality.