

Inspiringgirls 

# GLOBAL REVIEW

2019





# CONTENTS



Foreword	<b>3</b>
Our Mission	<b>4</b>
2019 Global Highlights	<b>5</b>
Global Summit	<b>7</b>
Video Hub	<b>9</b>
Country Team Updates	<b>11</b>
New Country Teams	<b>21</b>
Inspiring Girls HQ	<b>21</b>
Our Partners	<b>22</b>

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# FOREWORD

Miriam González Durántez,  
Founder and Chair

Three years after Inspiring Girls was founded, it is my pleasure to introduce our 2019 Global Review. This has been such a pivotal year for Inspiring Girls! We have become a real international movement with global reach.

In 2019 we launched Inspiring Girls in five new countries which is amazing - and it means that we are now present on four different continents. Every single country has been a huge achievement, but I was particularly delighted that a group of inspirational women in Morocco decided to launch Inspiring Girls there, making it our first country in Africa. Building on this outstanding progress, we are confident we can attain our objective of reaching 20 countries by the end of 2020.

Our national teams have continued working really hard all around the world. I am amazed, as I am sure you will be when you look at the Review, at how much they have accomplished. National teams are now coordinating and mirroring each other, so that good initiatives and clever ideas are replicated elsewhere. But the most amazing thing is that the enormous amount of activity and awareness-raising in each country has so often been done with small teams and budgets. The women and men running our national teams really shows that Inspiring Girls does not run on money but on energy! They should all feel extremely proud of the impact that Inspiring Girls is having on girls in each country.

Our biggest achievement this year has been launching our new tech tool: a Video Hub with self-recorded videos of female role models that can be watched by any girl with access to the internet no matter where they are. They can also access role models through remote talks

organised by schools. Thanks to this technology, Inspiring Girls has become a true global movement, without boundaries or barriers, so that we can really scale in terms of the numbers of girls we reach and the impact we have on them.

We celebrated all of this with the very first Inspiring Girls Global Summit event in October. It was such a wonderful event, as you will see from the pictures in the Review! We had a great group of role models, teachers, supporters, wonderful interviews of role models conducted by girls, Inspiring Girls representatives from Europe, Africa, Latin America and the US; and, most importantly, a fantastic group of schoolgirls to remind us all that Inspiring Girls is really all about them. The energy was simply amazing and we are looking forward to our next Global Summit in 2021.

None of this would have been possible without the support of our generous global sponsors - Telefónica and the Rumi Foundation - and our partnerships with Google and d-LAB, Mobile World Capital on the Video Hub project. They do not only provide financial support but also plenty of ideas and suggestions that keep us on our toes and make Inspiring Girls relevant and innovative.

The only thing about having such a successful 2019 is that it builds up expectations for an even better 2020! We have very ambitious plans - and we can promise you we will work hard within Inspiring Girls to deliver on them. But ultimately our success depends on women and men like you joining us, helping us to reach out to more and more girls, and also sharing the word about the work we do - so please do!

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We want girls everywhere to have the confidence and support they need to challenge gender stereotypes and follow any path they choose.

Vicky Booth, Inspiring Girls International CEO

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## OUR MISSION

Inspiring Girls International is an organisation dedicated to raising the aspirations of young girls around the world by connecting them with female role models.

We introduce young girls (aged 10-15 yrs) to the full variety of careers and options in life - and inspire them to aim high.

Inspiring Girls International HQ in London acts as the global coordination point for a network of country teams running the campaign all over the world.

67%

of young women believe women do not have the same professional chances as men.

Girls Attitudes Survey 2018, GirlGuiding

30%

- the amount girls' confidence drops between the ages of 8-14.

The Confidence Code for Girls Report, Ypulse, 2018

55%

believe gender stereotypes affect their ability to say what they think.

Girls Attitudes Survey 2018, GirlGuiding

# 2019 GLOBAL HIGHLIGHTS

26.4k

children reached

Now in

15

countries!

Includ

“

*Girls are twice as likely to consider STEM careers after hearing from a woman role model working in the sector.*

Research by The University of Catalonia for Mobile World Capital and Inspiring Girls 2019

”

10

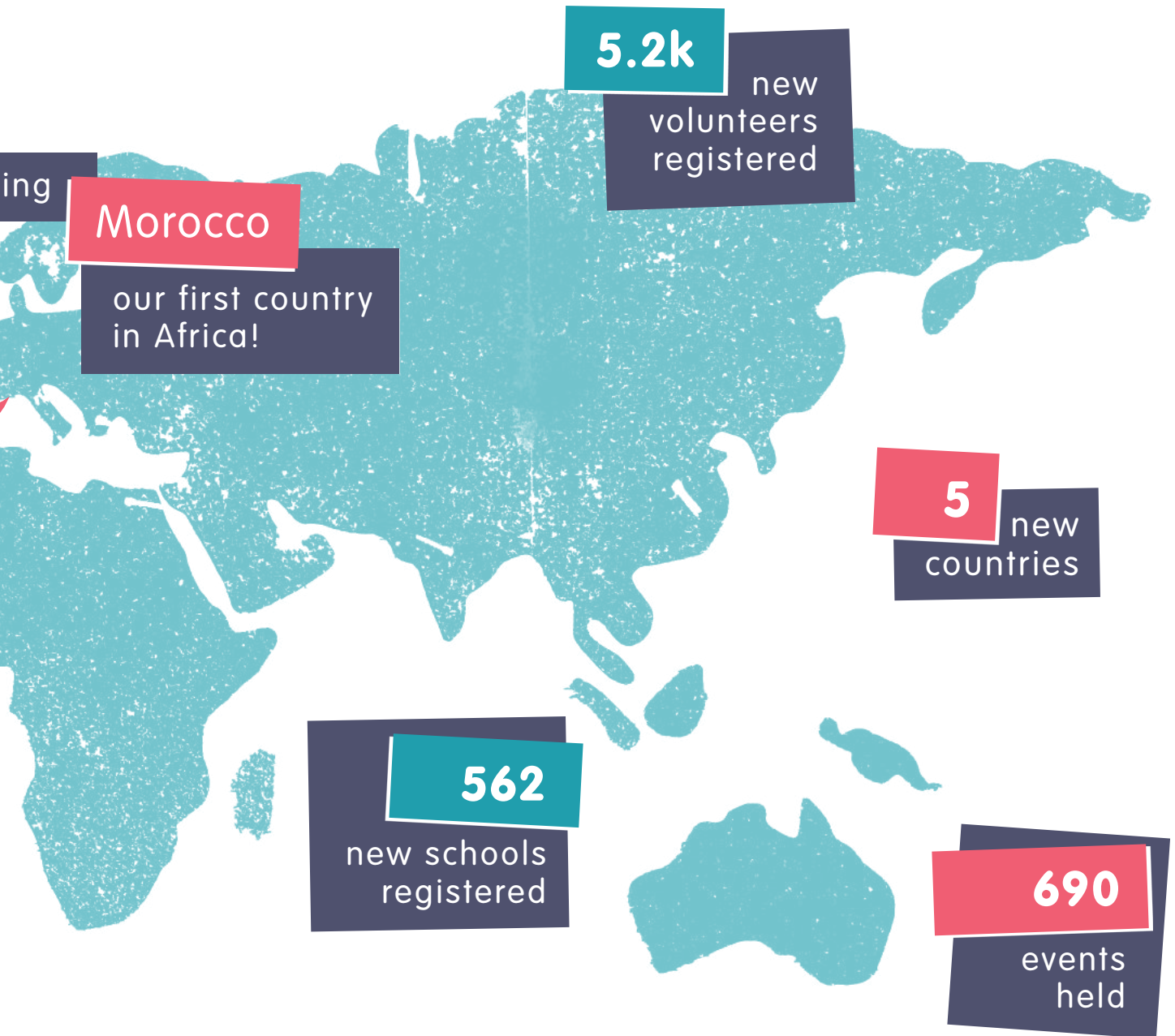
National and International awards won

“

70% of girls say they feel differently about their future after hearing from one of our role models.

Research by nTribe for Valore D and Inspiring Girls 2019

”





# GLOBAL SUMMIT

In October 2019 we held our first Inspiring Girls Global Summit to celebrate the UN International Day of the Girl. Hosted by Google in London, it was a fantastic event which captured the spirit of the international network and launched the new Inspiring Girls Video Hub,

The main event was opened by BBC broadcaster, Mishal Husain, with campaign founder Miriam González Durántez welcoming a host of influential speakers and video messages from Facebook COO, Sheryl Sandberg; former Australian Prime Minister, Julia Gillard; Chair of Santander, Ana Botín; and Telefonica CEO, José María Álvarez-Pallete.

The event also featured a speech from 16 year old Ana Claudia Rodriguez, the winner of our first Inspiring Girls competition, who travelled all the way from Brazil to attend. Ana spoke with great passion about the impact the Inspiring Girls campaign had made on her ambitions and outlook.

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*I feel so lucky to be able to be part of something like this, where a gold medal can be shared and can inspire.*



Anne Usher MBE,  
Paralympic Gold Medalist



Students from Camden School for Girls also played a central role in the event, taking to the stage to conduct interviews with renowned classicist Dame Mary Beard and UNICEF Ambassador, Muzoon Almellehan.

The girls also took part in a speed-networking session with a diverse range of women, including Nathalie Picquot, Dame Pippa Harris and Anne Usher.

They finished the day with an 'I Am Remarkable' workshop for the students run by Grow with Google, designed to empower young women and celebrate their achievements.

With thanks to

our host



# VIDEO HUB

We were delighted to launch the brand new Inspiring Girls Video Hub in October 2019. A new, free-to-access digital resource, the Hub democratises access to female role models, regardless of their location or background. Featuring short interviews with a wide range of brilliant women, girls can explore personal stories and career advice across a diverse range of professions. From apprentices to CEOs, engineers to Prime Ministers, we have a role model to show, by example, that success is within every girl's grasp.

“

*Young women need to be able to see someone else doing a role that they've got an interest in. In this globalised, connected age, I think it's fantastic that the Inspiring Girls Video Hub will mean that any girl around the world any time can get the information and inspiration she needs.*

Julia Gillard, Former Australian Prime Minister and Chair of the Institute for Women's Leadership

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ENGLISH

ESPAÑOL





“

*Our new Video Hub enables girls to hear from diverse women role models with just a few clicks. It is a truly exciting opportunity to use technology to increase aspirations and widen horizons for young girls everywhere.*

Miriam González Durántez, Inspiring Girls Founder and Chair

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And it's easy to get involved! We invite all women to self-record short interviews on their phone, talking about their career journey. The interviews are then edited, categorised by sector and uploaded to the platform, making them easily accessible to girls worldwide.

The Hub also allows schools to arrange live-streamed talks with selected female role models directly to their classroom. Our first pilot talks have been incredibly successful and met with great enthusiasm by both students and role models.

Supported by Telefónica and Mobile World Capital, the development of the Video Hub has dramatically expanded the scope of the Inspiring Girls campaign, and we're hugely excited about the potential for the project in the coming year.

Visit the Video Hub

to record your own video!

<https://videohub.inspiring-girls.com>



# COUNTRY TEAM UPDATES

## SERBIA

Country Chair:  
Vukosava Crnjanski

In their third year of activity the Serbian team have built on their experience and fantastic network of volunteers to provide a varied and exciting calendar of events in 2019.

Over the year five speed-networking events took place across three schools in Belgrade, Sremski Karlovci and Neuzina, featuring women from a wide array of careers, from a professor in biochemistry to a film journalist. Another event was held in collaboration with Designathon Works, an educational program which cultivates both technological literacy and creativity in students, encouraging them to invent, build and present their solutions to a social or environmental issue.

The team also participated in two conferences aimed at teenagers and young adults: Teen Talk and the KIDHub Changemakers Conference, gaining media attention and raising awareness of the campaign across a wider community.

Their proudest moment was a networking session held in honour of International Women's Day at a school in Neuzina, because it gave students of this very small town the rare opportunity to meet with and discuss their career options with professional women. Their aim for next year is to continue expanding their work into smaller communities around the country, and to hold more events for disabled children.

7

events

190

girls  
met





*It was the best day of my life,  
I won't forget it!*



A quote from an Inspired Girl as told to  
Miren Álvarez Chillida, director CEIP San Sebastián

# SPAIN

Country Chair:  
Marta Pérez Dorao

Inspiring Girls Spain have seen huge growth this year, expanding the campaign in innovative and exciting new ways. They have received seven national and international awards in recognition of their outstanding achievements.

Now active in all provinces in Spain, this year they've seen a 60% increase in volunteers and an 80% increase in school registrations. This is thanks to a new app they've developed enabling easier and more fluid communication between role models and schools. 2019 has also seen the formation of the Inspiring Girls Club - monthly workshops in Madrid, Zaragoza and Málaga providing girls between 9-13 years old with a place to learn about STEM subjects in a fun, dynamic and supportive environment.

Alongside regular speed-networking events across the country they've also hosted several high-profile events such as #GirlsEverywhere in collaboration with EVAX, "Unbeatable and Human" alongside BBVA, featuring interviews with Tilly Lockey and paralympic medalist Gema Hassen-Bay (amongst others) as well as hosting the Inspiring Girls Awards.

Their aims for 2020 are to expand the reach of the Inspiring Girls Club into more cities, and increase in-school visits by volunteers. They'll also be releasing the results of a new impact evaluation project in collaboration with San Pablo CEU University.

Thanks to their corporate partners and supporters: Herbert Smith Freehills, ACCIONA, Pfizer, BBVA, EY, Evax, Accenture and Amadeus.

393

schools  
registered

5,420

girls  
met

3,742

role  
models





# ITALY

Country Chair:  
Claudia Parzani

582

events

70%

of girls felt differently about their future after a session

The Italian team have had a fantastic year of events and activity, surpassing their own ambitious goals!

Setting themselves the goal of taking role models into 200 new schools this year, the team are happy to report their final figure was 236. This was thanks to a collaboration with an external agency who promoted the project directly to teachers, a very effective method of growing awareness and one they hope to continue this year. The team has also managed to reach schools in every region of Italy, which is a great achievement.

Italy also carried out some fascinating research into the impact of the project involving a survey of 3,000 children across the country. The results were overwhelmingly positive, with 70% of students saying they felt differently about their career as a direct result of meeting a role model. This shows how effective this is both engage students and help break down the barriers of gender stereotyping.

The team have also secured advertising space for a video ad they filmed in 2018, which will be broadcast by major Italian TV channels this year.

Thanks to their corporate partners and supporters: Eni, Intesa Sanpaolo, Snam, Lancôme, J. W. Thompson, Hill+Knowlton, Strategies, Corriere della Sera, Real Time - Discovery Italia.







We [girls] have to support each other. We have to find the support of people like Inspiring Girls. They're showing us that there are no limits.

Julieta Martinez, Inspired Girl and Ambassador



# CHILE

Country Chair:  
Macarena Salansy

10  
events

380  
volunteers

Inspiring Girls Chile has been in operation for two years and continues to grow, expanding the opportunities available to girls in the country. This year the team has hosted a wide variety of different events showcasing the diversity of career options available to girls, including speed-networking sessions focused on specific themes such as biotechnology, sustainability and architecture. They've also held events in collaboration with the Ministries of Youth and Women, focusing on young female leaders and gender equality in Chile.

The team has also begun filming on an exciting new project, where thirteen girls each interview a different professional woman. The final series will be aired on national television in 2020.

Corporate partners include: Acciona, Ratzmedia, Oracle, Museo Ferrobario, Universidad de Talca, Provoca and wow.



# BRAZIL

Country Chair: Corinne Giely

Inspiring Girls Brazil has seen fantastic growth over the past twelve months and is now active across five states.

The team is particularly focused on raising awareness of STEM educational and career options among girls from the poorest communities in the country. Alongside running events with role models, they've also been educating girls about the many free workshops and training programmes available to them. Their research has found that 30% of girls are more interested in a career in tech or engineering having attended an Inspiring Girls session and 55 girls went on to STEM training programmes as a result. One such student, Ana Claudia, became our first Inspiring Girl competition winner, travelling out of Brazil for the first time to give a fantastic speech at our Global Summit in London.

Another big achievement for the Brazillian team has been establishing a partnership with the Secretariat of Education and Communication, who are helping to grow the campaign both regionally and nationally.

Corporate partners include: Involves, Neoway Tecnologia, Loadsmart, Aurum, Astrea Software, Linx Sitemis, CEME (Council of Women Entrepreneur of State of Santa Catarina) and Engie Brasil.



*I believe it is important to make girls of my age aware of everything we can do regardless of all the limitations society impose on the women in my country. We should not keep our dreams in our imaginations, but make them real!*

Ana Claudia, Inspiring Girls Competition Winner

+21%

Instagram followers

30%

of girls more interested in STEM careers following a session





# COLOMBIA

Country Chair: Angela M Feged

31

events

400

registered  
role models

In their first full year of operation Inspiring Girls Colombia has made impressive advances, organising a total of 31 events and registering over 400 volunteers to the campaign.

Their highlights of the year have been International Women's Day, when they ran events at both the Gimnasio Los Portales and Evergreen School involving 29 volunteers and over 300 students discussing the importance of women in senior positions within society. Country Chair, Angela Feged was also nominated as one of Revista Gerente's 100 leaders of 2019 for her work with Inspiring Girls.

Corporate partners include: Davivienda Corredores S.A, Fundación Terpel Cine Colombia.



*Volunteering for Inspiring Girls fills my heart with joy because we don't just come to inspire girls, they inspire us.*

Diana Briceño, Inspiring Girls Volunteer





# MEXICO

Country Chair:  
Magda Coss

The team in Mexico has flourished this year, welcoming three new organisations to their network: Mexico's National Women's Institute, international law firm Holland & Knight and a network of female airline pilots, adding over 100 new volunteers to their database.

The team has been able to reach and inspire more than 2000 girls this year. Their largest and most successful event took place in April when doctor Lourdes Motta Murguía and forensic pathologist Olga Lucía Barragán shared their career journeys and advice with over 800 girls. The event was also broadcast live on Facebook, so girls across the country could participate.

Mexico's aims for 2020 are to develop a national writing competition for girls and acquire sponsorship which will help them expand into further regions of the country.

232

registered  
role models

2,283

girls met



“

*Together women are stronger, more powerful and can make great changes if we join together.*

Marisol Gasé, Actor, Broadcaster, Activist and Inspiring Girls Volunteer

”



# COSTA RICA

Country Chair:  
Vivian Liberman

19

events

1,265

girls met

In just over a year, Inspiring Girls Costa Rica have established themselves as a dynamic and ambitious team, undertaking a wide range of events and high level partnerships.

Alongside school talks, speed-networking and work-place visits, they've partnered with different organisations to run STEM-themed workshops, raising girls confidence through fun activities in subjects as varied as electronics and robotics to 3D printing and design. One of their most successful events was held in collaboration with Uber when four schools hosted two days of events including workshops on gender equality, STEM activities and talks from Costa Rican scientist Melania Guerra.

The team has also raised the profile of the charity nationally, giving talks at major events such as 'NGO STEAM Day' organised by INTEL, and the 'INSPIRA STEAM' conducted by the US Embassy in Costa Rica and Ministry of Public Education.

Corporate partners and supporters include BLP Abogados, Liberman Arquitectos, INTEL Costa Rica, BAC San José, Johnson & Johnson, Uber, Los Sueños Marina & Resort, Microsoft and Heinz Kraft.



## PERU

Country Chair:  
Andrea Feged

In their first year of activity the Inspiring Girls Peru team have recruited an enthusiastic group of volunteers who've helped them establish the charity and inspire some of Lima's most vulnerable children.

Highlights from their first year include volunteers from the Women's International Shipping & Trade Association taking part in a speed networking session with the students of Our Lady of Guadalupe School in Callao, and country co-chair María Gracia Mendoza participating in a forum discussing better representation of women in advertising, raising the profile of the campaign among the country's media industry.

They also took 15 lucky girls to meet and train with the Peruvian women's national football team!

50

volunteers

450

girls met



# SINGAPORE

Country Chair: Lavinia Thanapathy

12

registered  
role models

71

girls met

Also in their first year of activity, Inspiring Girls Singapore has focused their operations around two main events, both of which were met with great success. The first was a pilot event in partnership with St Anthony's Canossian Primary School to test the effectiveness of the programme, in which 41 girls met with 9 role models through a speed-networking activity. The feedback was very positive, with girls reporting they found it both insightful and inspirational, and the volunteers recounting how rewarding they found it to share their experiences with the students.

The second was 'Fearless and Fabulous', a speaking event in collaboration with Cisco Singapore to celebrate International Women's Day and encourage girls to dream big, aim high and persevere through adversity. Four women shared their personal experiences and advice on how to seize opportunity and eliminate self-doubt, followed by a tech demonstration.

The team hopes to roll out activities into more schools this year, including more speed-networking events and talks on gender inequality in Singapore, as well as a collaboration with a local medical school to celebrate International Day of Women and Girls in Science.



# NEW COUNTRY TEAMS

Inspiring Girls welcomed five new country teams into the network during 2019 - Honduras, Panama, Switzerland, Morocco and Hong Kong. The new teams are just establishing their operations and we're really excited to see what they'll achieve in 2020!



# INSPIRING GIRLS HQ

Inspiring Girls HQ is based in London and is led by global CEO, Vicky Booth. HQ acts as a central point of coordination and support for the network of country teams, providing advice and help on communications and fundraising, sharing best practice, providing technical resources and legal and operational guidance.

HQ has strategic oversight of the international charity, and holds key relationships with our global partners and stakeholders. They also support an engaged board of trustees, chaired by Miriam González Durántez.



WITH THANKS  
TO OUR  
PARTNERS

*Telefonica*

**THE RUMI FOUNDATION**



