

Inspiring Girls International

2017
GLOBAL
REVIEW



Inspiringgirls 

Inspiring girls

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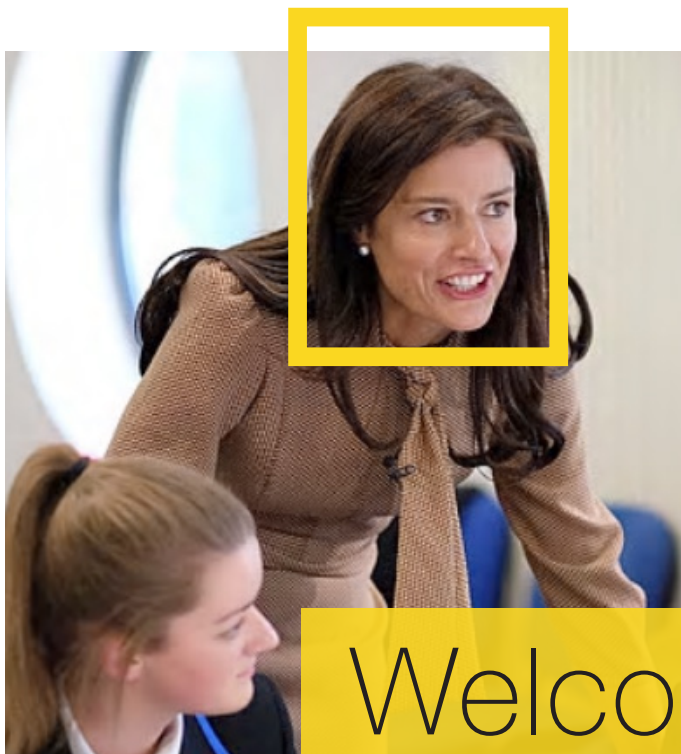
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Welcome from **Miriam González,** Founder

I believe that every girl, every woman, should feel free to dream high and choose whatever she wants to do in life. I believe that women and men are equal, and that the only limit to girls' dreams should be the extent of their own efforts.

I also think that there is an inner role model inside every single woman, and that young girls should look up to them to realise how many possibilities they have in life. That is why we have set up Inspiring Girls International, because we want to make it easy for girls all around the world to have access to female role models no matter where they live.

In October 2013, I launched a national campaign in the UK called 'Inspiring Women' to connect British girls with female role models living in the UK. There are now more than 25,000 women all over the UK (old, young, senior, junior, working full-time, part-time, stay-at-home mums, from most professional sectors...) going back to schools to meet with girls.

Through this work, I have learned that most women, regardless of their background or their age, suffer at some point in their lives from a lack of self-confidence. This is a seed that is often planted while we are still girls. This lack of self-confidence affects girls not

only in the UK, but all over the world. If we do not get rid of that seed when girls are still young, it grows, and it will limit their aspirations and phenomenal potential.

That is why Inspiring Girls International exists. Issues such as the lack of self-confidence, the pressure of labels and the limited access to female role models affect most girls all around the world. Women and men of my generation have a duty to show young girls that they are free to decide what to do with their lives. I want girls to aim high and work hard. I want them to feel free to follow their dreams, because that is their right.

In just the last year, we have launched the campaign in Europe and Latin America, and we are now working to expand in Africa and Asia next. This is such an exciting time to be part of Inspiring Girls as we create a global network of influential women and democratise access for all girls, anywhere, to female role models. This can only be achieved with more support from individuals, organisations and companies. Together we can breakdown gender stereotypes and rebuild confidence in girls – we can eliminate the grip sexism has on the lives of the next generation of women.

**Please join us.
It is not only a
great cause –
it is also a lot
of fun!**

Mission of Inspiring Girls



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

Gender stereotypes constrain the aspirations of young girls, limiting their choices from a very early age. While governments in every country must continue to be encouraged to take further actions to eliminate sexism for women and girls, we believe that both men and women, willing to speak up and lead by example through initiatives such as Inspiring Girls International, can help be the catalyst for change.

There is a drop in girls' confidence at an age when they are making pivotal decisions about their futures, education options and interests; narrowing the variety of opportunities in both their careers and lives. This has a knock-on effect

into adulthood, setting limitations to pursuing goals and decreasing the number of women putting themselves forward for leadership roles.

We need to intervene earlier to prevent this, and we believe that girls need more female role models to speak to, learn from and ultimately break-down barriers and rebuild confidence.

This is the mission of Inspiring Girls – our goals are to expose young girls (10-15 years old) to the full variety of careers and options in life; and inspire them to aim high.

What We Do

Our project aims to:

- Advance young girls around the world with the goal of encouraging them to aim high.
- Promote, sustain and increase collective movements by women, through local and international campaigns, that aim at connecting girls with female role models.
- Develop the awareness of young girls about their capabilities through delivering educational talks at schools, face-to-face group sessions and other events.
- Provide and promote the free exchange of technology and know-how by developing software applications, online films and resources, available to girls globally.



We ask women volunteers to give one hour per year to talk to schoolgirls as a minimum commitment. The project is organised along a two-pronged approach:



Face-to-face sessions between girls and women:

- Volunteers going into schools to talk to a group of girls for one hour about their background, career, choices and experiences in work and in life.
- Organising flagship events to raise awareness of the campaign.
- Organising careers fairs either within a specific sector or cross-sector.



Virtual sessions between girls and women:

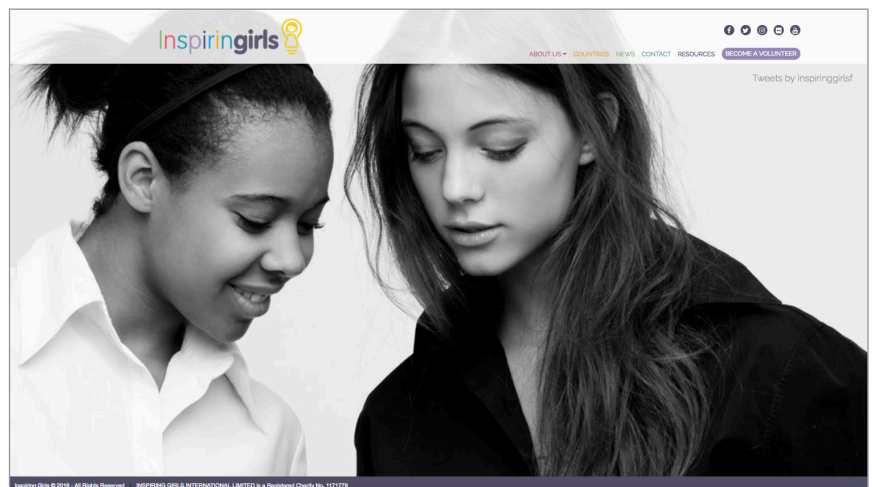
- Live sessions online in school.
- Developing a video library where girls can find recorded interviews of role models.

How do we connect the volunteers with the girls?

In each country, we set-up Inspiring Girls with a national partner. That partner manages the local campaign, recruiting women to volunteer as role models, promoting Inspiring Girls to schools, and coordinating events for groups of women and girls.

To connect female role models and girls, we have built an online platform where schools and women volunteers can register directly through the website. Each partner uses their country-specific link to this online platform, which has been translated into their national language, to register in our central database.

Registered schools can then view the profiles of the women volunteers online. Schools will have access to the global database of all the volunteers and can issue invitations to women to come and speak to their students, either in person or virtually. For safeguarding and child protection, all presentations and events (whether in person or virtual) must take place with a teacher(s) present, arranged directly with their schools.



Our goal is for any country to implement its own Inspiring Girls campaign locally, but with free access to the resources, technology, guidance and contacts of the Inspiring Girls headquarters (in London). Each national partner is self-reliant and part of a strong network of women linking all the countries where the campaign is set up; benefiting from each other's experiences. We believe that the real change for girls will come through the women who live in each country leading by example and who know the issues affecting the girls there.





“

I talked to a class of 13-year-olds and not a single one even knew what programming was. This meant hardly any of them would have considered studying a course related to computing. Because I volunteered with Inspiring Girls, they learnt about the large and growing demand for my skills. Now they understand my profession, and several girls asked how they could prepare to pursue that career. I felt that one hour of conversation had widened the horizon for many girls already.

”

– Larissa Lautert, Data Scientist, São Paulo Brazil

Our Values



Global coverage

This is an international organisation that operates in any country interested in implementing the campaign nationally.

Decentralised and unpatronising

Inspiring Girls coordinates efforts in all countries that undertake the campaign and provide global leadership. However, the implementation of the project is led by national organisations and local women in each country, as they know best how to promote the campaign with local relevance of challenges that the girls in each of those countries face.

Simplicity

We ask volunteers (female role models) to give just one hour per year to talk to young girls at school. Further commitment will be welcomed but not required.

Free exchange of technology and know-how

We share the technology to connect female role models and girls as well as our know-how with any countries interested in implementing Inspiring Girls at no cost in order to maximise the impact of the campaign in every country.

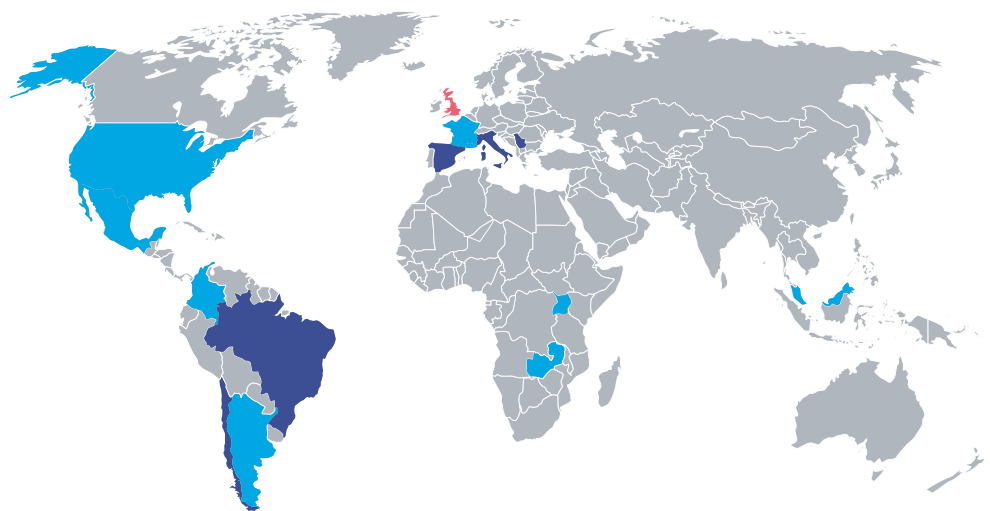
Diversity

We do not aim to impose any specific careers on girls, simply to expose the full variety of role models to them, from CEOs to apprentices, working full time, part time, on a temporary basis; women from all walks of life.

Our Locations

Inspiring Girls is a new charity (UK-registered in July 2016) with great ambition. We currently operate in Spain, Serbia, Italy, Chile and Brazil. We have a UK-based sister campaign called 'Inspiring Women.'

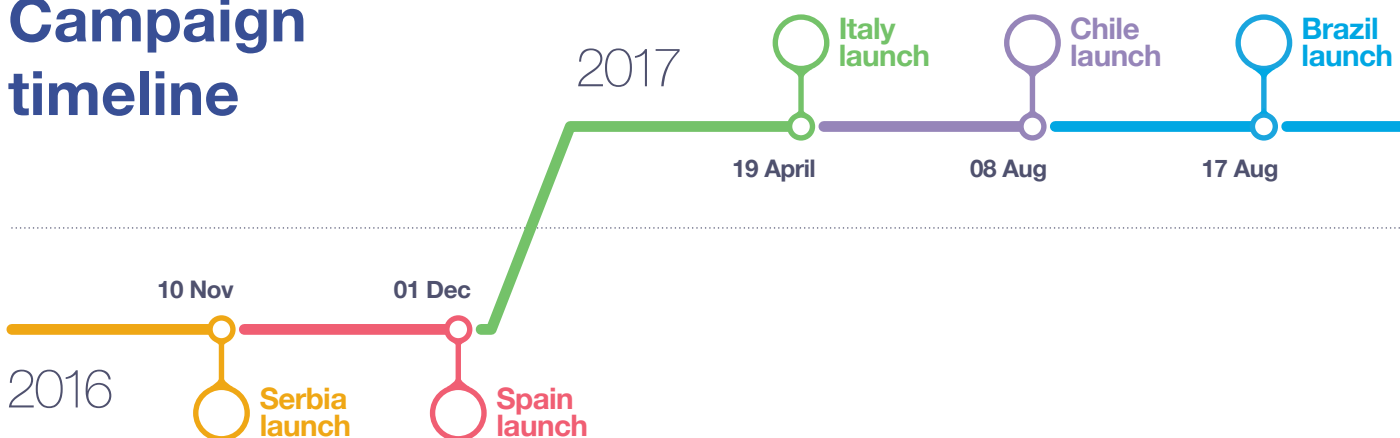
Inspiring Girls is growing, and in our next phase we plan to open in more countries in Latin America and Europe, as well as launch in Africa and Asia too. In all countries, we ensure that our national partners are well-connected with schools, government, influential women, the media, NGOs and the private sector.



- Countries in operation: Spain, Italy, Serbia, Chile, Brazil
- Future Inspiring Girls countries: United States, Argentina, Colombia, Mexico, Zambia, Uganda, France, Singapore
- Sister campaign 'Inspiring Women': United Kingdom

Global Operations

Campaign timeline



SERBIA

Campaign period:
November 2016 to
October 2017

Serbia National Partner:

CRTA (Centre for Research, Transparency and Accountability)

Chair of Inspiring Girls Serbia:

Vukosava Crnjanski

Partnerships:

Key campaign partners (events, media, research)

British Embassy in Belgrade is a partner of CRTA. Costs of events were covered through CRTA's in-kind contribution. Coca Cola Hellenic provided beverages for events.

Funding partners

Secured funding from the Canada Fund for Local Initiatives in 2017 to support the campaign for a two-year period.

Media coverage summary:

- During this period, a total of 46 media articles/coverage regarding the announcement of the Inspiring Girls campaign in Serbia were published.
- Both national public broadcaster RTS and regional RTV filmed videos related to the campaign, the CNN affiliate in Serbia TV N1 hosted CRTA Director Vukosava Crnjanski in their morning show to discuss the campaign.

Activities include:

- Events in Belgrade, Nis, Novi Sad, and Kikinda where girls have had the opportunity to meet extraordinary women who shared their professional and life experiences.
- CRTA representatives presented the Inspiring Girls campaign at two conferences, the Conference "Youth in Agenda 2030" organised by the Ministry of Youth and Sports and the United Nations Population Fund (UNFPA), and 2016 program "Share your knowledge – become a mentor", implemented by the Embassy of the United States of America in Belgrade, ERSTE bank, Organization for Security and Cooperation in Europe (OSCE) and European Movement in Serbia (EMinS).

Please note that Serbia involves both girls and boys from schools in their programme, as it is challenging to ask schools to separate their classes due to limited teacher resources.



SPAIN

Campaign period:
December 2016 to
October 2017

Spain National Partner:

Fundación Inspiring Girls España

Chair of Inspiring Girls Spain:

Marta Pérez Dorao

Partnerships:

Key campaign partners (events, media, research)

10 main sponsors, three main media partners for all events, including TV, MediaSet España, Womenalia, Hays and YoDona.

Funding partners

Main sponsor ACCIONA. Secondary sponsors are Amadeus, Santander, Vueling, Pfizer. Spain has secured funds for their first year of operations.

Media coverage summary:

- Spain was interviewed four times regarding Inspiring Girls on radio programs and featured in eight additional reports on radio.
- Appeared four times on TV (Cuatro, la Sexta y Telecinco).
- In addition, 52 articles in main press media were also published.

Activities include:

- Working groups preparing to launch in different cities such as Málaga, Santander, Burgos, Zaragoza and Córdoba, as they have already done in Madrid and Huesca.
- Multiple events have taken place all over Spain, including an event hosted by ACCIONA with eight female role models and 50 girls aged 12, in Los Peñotes, Alcobendas. With the motto 'Girls without limits: the energy of the future', the event was focussed on environmental jobs and the Spanish Minister of Agricultural and Environment, Isabel García Tejerina, gave the keynote speech.



ITALY

Campaign period:
April 2017 to
October 2017

Italy National Partner:

Valore D

Chair of Inspiring Girls Italy:

Claudia Parzani

Partnerships:

Key campaign partners (events, media, research)

Communication: J.W. Thompson (Group WPP)
Media: Discovery Networks.

Funding partners

Secured funding for the development of the project until June 2019 from Eni and Banca Intesa Sanpaolo.

Media coverage summary:

- Four national and two local newspapers; five online national news media; one national radio; one regional newscast; and one national agency.

Activities include:

- Conducting research, including qualitative research, through two Focus Groups with girls and boys. The research is in partnership with Ipsos MORI with girls and boys aged 11-14 all over Italy about the perception of their future and the existence of gender stereotypes.
- In the past few months, there have been school visits across Turin, Rome, Florence, Ravenna and Naples.



CHILE

Campaign period:
August 2017 to
October 2017

Chile National Partner:

Fundación Inspiring Girls en Chile

Chair of Inspiring Girls Chile:

Macarena Salosny Lagos

Partnerships:

Key campaign partners (events, media, research)

Costs of three events were covered by partners – one. Bolsa de Santiago y SmartCoach International Academy – two. Universidad Diego Portales – three. Comunidad Judía de Chile y Cámara Chilena del Libro; and contribution of our volunteers. Media support from Humano Comunicaciones.

Funding partners

Having recently launched the campaign, the Chile team is currently in the process of developing funding partnerships.

Media coverage summary:

- Newspapers: La Tercera; La Nación; La Tercera; LUN.
- Radio: Programa Nicolás Larraín; Radio Universo.
- Television: Mega.
- Digital media: Mostrador Braga; Biut.cl; AmericaEconomia.com.

Activities include:

- The team in Chile has developed a storytelling workshop for the volunteers to help develop their communications skills when presenting in schools and at events.
- The themes of their first four events were:
 - Women in Finance.
 - Women in Astronomy.
 - Women in Literature.
 - Women in Politics.



BRAZIL

Campaign period:
August 2017 to
October 2017

Brazil National Partner:

Inspiring Girls Brasil

Chair of Inspiring Girls Brasil:

Corinne Giely Eloi

Partnerships:

Key campaign partners (events, media, research)

CEME Conselho estadual da Mulher Empresaria hosted the launch event; ACIF Associação Comercial e Industrial Florianópolis; and ANITAS (women in tech).

Funding partners

Having recently launched the campaign, the Brazil team is currently in the process of developing funding partnerships.

Media coverage summary:


- Newspaper: Article from journalist Ana Lavratti published on DC AcontecendoAqui about the meetings held in public schools organized with role models from Tech.

Activities include:

- The team supported six school events in November and December targeting 1,800 girls in total.
- They have been successfully recruiting role models from areas of entrepreneurship, tech, health, education and women in law.

Key Facts

Here are just a few of the statistics behind the problem we are addressing.




55%
of young women surveyed in 2012 did not feel that they had enough **positive female role models**.

(Girlguiding, 2012)



7 in 10 girls believe they are **not good enough**, including their performance in school and relationships with family and friends.


(Dove Self-Esteem Fund, 2016)



Globally, the **average salary** for women in 2017 was **\$12,000**, compared with **\$21,000** for men.

(WEF Global Gender Gap Report, 2017)

Average graduate salary is **£2,000** higher for male grads than for female grads.




(Higher Education Statistics Agency, 2016)



At the current rate of change, the **economic gap** between men and women won't close for **over 200 years**.

(WEF Global Gender Gap Report, 2017)

-2 Points


Between 2000 and 2010, **women's share in 'male-dominated' occupations declined** by two points.

(UN, 2015)

4%

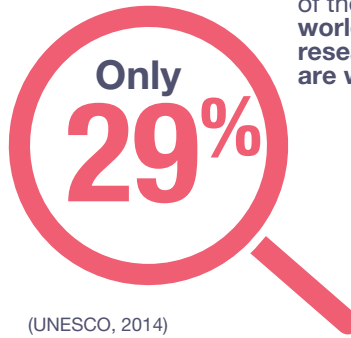
Less than 4% of CEOs in the world's largest 500 corporations are women.

(UN, 2015)



Women are underrepresented in STEM subjects.

Only 29% of the world's researchers are women.



(UNESCO, 2014)



Only 29% of all **animated characters** are women, influencing children early-on in life about their role models and representation.

(Geena Davis Institute of Gender in Media, 2016)

Estimated that nearly **85%** of the world's **domestic workers** are women.



(ODI, 2017)

Case studies of **Girls**



María is an Inspired Girl...

María is 17 years old and goes to school in the Chilean capital – Santiago. We met María when her school was invited to participate in one of our career events called **'Women and astronomy'**.

She has a keen interest in science and wants to be an astronomer. Thanks to the work of Inspiring Girls, she was able to learn more about the career of her dreams by speaking with **five expert women from this field**. María discussed with our volunteers that her biggest fear is being told she can't pursue her goals because of her gender.

Whenever María had previously attended science talks, the room was always full of men, and she felt so discouraged. She never saw any women, which made her start to question whether this could be a career for her or not.

At our event, María was able to **ask our female role models** lots of questions without feeling self-conscious. She told us that Inspiring Girls helped her to realise that **she can empower herself**, and that women play **fundamental roles in different areas**. She would never have had this opportunity without the Inspiring Girls campaign. María is just one of **thousands of inspired girls across the world**.

My family and others have told me not to study astronomy, that this isn't an area for women. They told me, this is a career for men and it will cost more for me to get there...

This Inspiring Girls event led me to do what I really want – to fulfil my goals and be able to move forward with everything I can do. Meeting women who have achieved everything they wanted is something significant and important to me. This motivates me every time.

The situation for girls and women in Chile:



Just 1 in 10 women in Chile have a University degree (Survey published by GfK Adimark, 2017).



Women in industry earn 28% less than their male counterparts.



Only 34% of ministerial positions are held by women.



80%



55%

In 2013, just 55% of the female working-age population was part of the labour force, while this was 80% for the male working-age population.

Emma is an Inspired Girl...

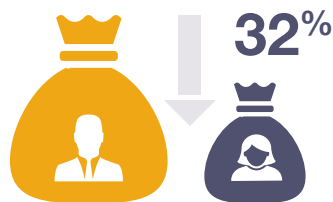


I will remember this event for a long time. I was very inspired by the opportunity to meet and talk to Ivana Zaric and Jelena Vasilev because I would like to be a TV presenter or specialist for communication. Also, I wanted to take part in the promotion of the campaign, so after the event I went with the Inspiring Girls team to lots of TV and radio shows – I learnt so much. I never thought I would get this experience.

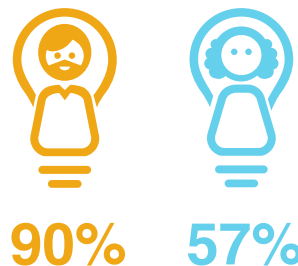
Emma is 12 years old and goes to school in the Serbian capital, Belgrade. We met Emma when she came to an Inspiring Girls event held in her school to **celebrate International Day of the Girl**, and she was one of 50 girls inspired that day by four extraordinary women: Anja Susa (theatre director); Ivana Zaric (journalist and TV presenter); Jelena Vasilev (Digital Communication Expert Erste Bank); and Jovana Paljic (Coca Cola HBC, expert).

Emma has many interests, but her focus now is on communications and journalism. **She was amazed by the women presenting** and the variety of their roles. **Emma's confidence was raised** as she was able to hear first-hand experience from female role models about a career she wants to pursue. **She was also able to ask lots of questions**, without feeling self-conscious. This isn't an opportunity she, or the other 49 girls at this event, would have without our campaign. Emma is just one of **thousands of inspired girls across the world**.

The situation for girls and women in Serbia:



In almost all sectors, women are paid less than men for the same work. The biggest difference is in the financial and insurance sectors, where women are paid *32% less* than men for doing the same role.



90% of the Serbian Academy of Sciences and Arts members are men, though 57% of women have relevant PhDs.



Serbia has strong patriarchal values and unequal power relations between women and men. This experience leaves girls with a lack of self-confidence and difficulties finding female role models in different sectors.

Generating Debate on Gender Equality



© 2017 ph: vladimir opsenica

The countries we operate in report that Inspiring Girls is creating positive press, raising awareness and initiating important dialogue with policymakers in government. For example, in Serbia we met with representatives of the Coordinating Body for Gender Equality, who support the campaign. In Italy, Spain, Chile and Brazil, the campaign has received coverage in national newspapers, online news media, radio and TV.

Inspiring Girls receives excellent media coverage in all of our operating countries, which helps generate wider social debate, opening up the discourse on gender stereotypes. As well as connecting girls with female role models, we also highlight problems with sexism in each country and increase understanding of the negative impact stereotypes have at an early age and throughout life. Our local partners in each country develop relationships with key government ministers to raise awareness of issues around gender inequality and generate support for the campaign.

Next phase of Our Campaign

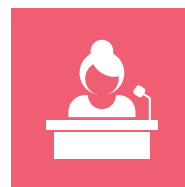
Our next phase of development is to create an online library of video interviews that women can self-record to go on our website (once checked and vetted) that can then be accessed by anyone. This will provide girls with a greater variety of role models across multiple careers and sectors – and not limited by their location as to which women they can learn from, or who visits their school. This technology will enable us to democratise the access for all girls to both local and global role models.



Pilot test in five countries.
Testing with volunteers and schools in real-time online sessions.



Launch date
Autumn 2018 launch at 10/10 Summit with world wide media.



Project set up
Launch database of self-recorded interviews. Set up online live sessions.

« We can achieve this in 2018 »»

Organisational Structure

Chair and Founder



Miriam González Durántez

Director of Operations



Sara Parry

Country Chairs



Claudia Parzani
Italy



Marta Pérez Dorao
Spain

Board of Trustees



Nimco Ali



Genevieve Muinzer



Vukosava Crnjanski
Serbia



Macarena Salosny Lagos
Chile



Noreena Hertz



Doug Wills



Corinne Giely Eloi
Brazil

The Global Advisory Board consists of international advisors (women and men) with worldwide recognition in their respective fields. In addition to providing strategic advice, the members of the Global Advisory Board are ambassadors of Inspiring Girls,

using their experience and expertise to influence international decision makers to put the issue of girls' aspirations in the global agenda.

Our Partners

The core activity of the Inspiring Girls campaign is based on a simple concept – connecting girls with role models to open their eyes to the huge variety of options available for their future. Leading by example is the best way to show girls how they can achieve, which is why Inspiring Girls International puts real women in front of girls to talk about their experiences.

The global partners of Inspiring Girls International are companies and organisations whose reputation, expertise and networks help enhance the campaign internationally

and therefore scale its impact worldwide. By being our partner in the expansion of Inspiring Girls and supporting our development, you would benefit from being associated with a global education initiative focussed on girls (the workforce, consumers and voters of the future). Our partners also have access to our network of female global influencers who are supporting, directly or indirectly, the campaign.

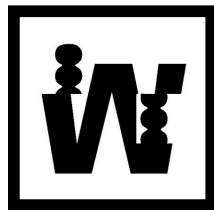
Dechert
LLP



El Guateque
AGENCIA DE COMUNICACIÓN



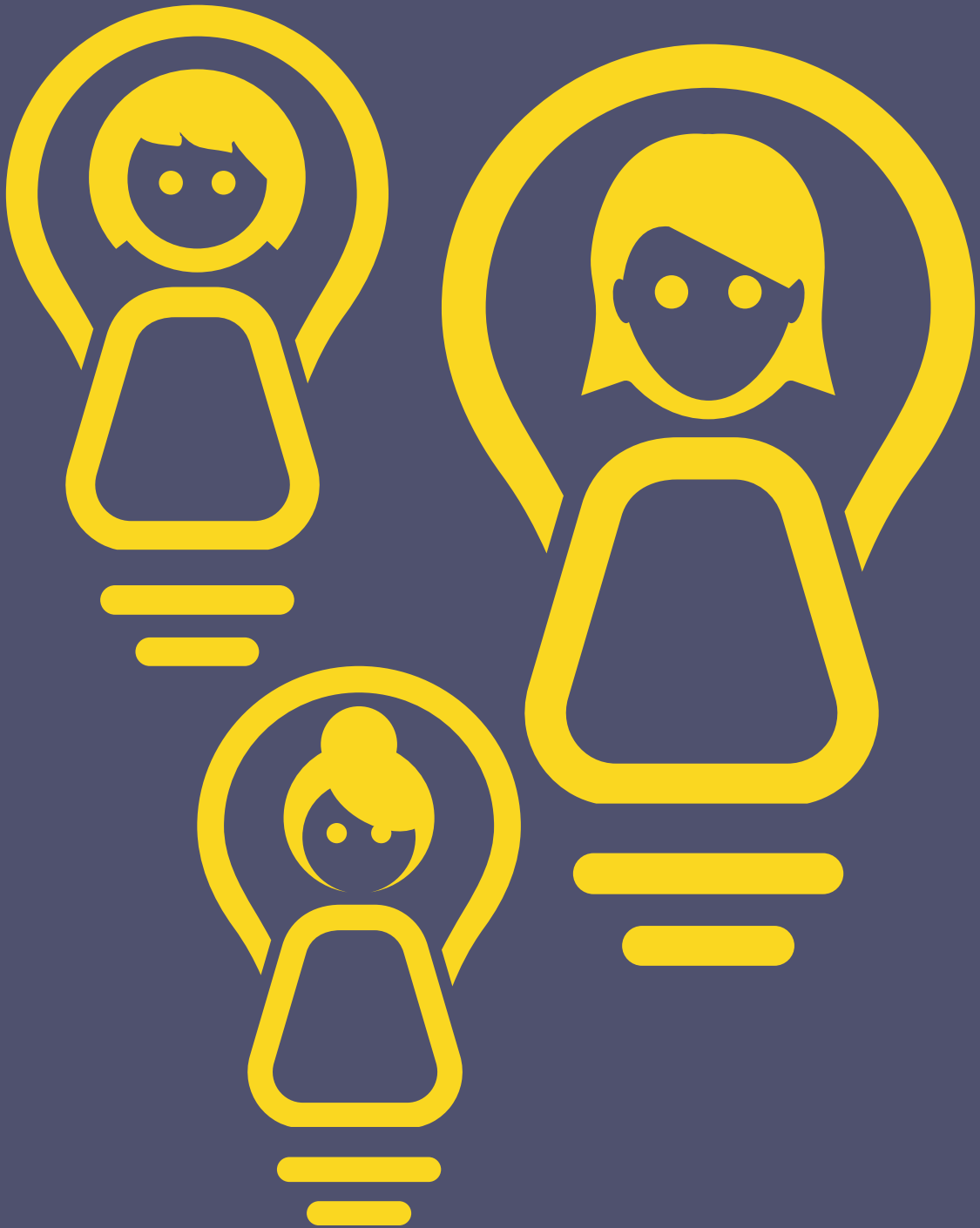
eudonet



Inspiring Girls is also the proud sponsor of London Welsh Women's Rugby team.

By joining forces, we hope to break down existing gender stereotypes around women in sport and encourage girls to consider playing rugby – either professionally or for fun.





Contact info/social media details



Website: inspiring-girls.com



Twitter: [@inspiringgirlsf](https://twitter.com/inspiringgirlsf)



Instagram: [@inspiringgirlsint](https://www.instagram.com/inspiringgirlsint)



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