

2018  
GLOBAL  
REVIEW

Inspiring Girls

**INTERNATIONAL**



# Contents

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**03** Foreword from **Founder and Chair**

---

**04** Mission of **Inspiring Girls**

---

**09** **Headquarters** Update

---

**14** **Global Operations** Update

---

**32** Our **Future**

---

**34** Administrative **Information**

---

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# Foreword from Founder and Chair



The first two years of the Inspiring Girls International campaign have been packed-full of empowering events, building partnerships, launching in different continents, creating new resources, with a huge increase in activities. We are thrilled with the progress of our campaign, as we continue to flourish through our network of women to inspire thousands of girls. Moreover, launching the campaign in Asia and Africa is just on the horizon.

Building on the success of launching Inspiring Girls in Serbia, Spain and Italy, we have now launched the campaign in Chile, Brazil and Colombia, and look forward to launch events soon in Mexico, Peru and Costa Rica. We now have volunteers in these 9 countries where our teams are busy organising dynamic events – including those in the very popular ‘speed-dating’ format with schools, expanding geographically in each country.

Improving the situation for girls will improve the future for all, to make it equal and ensure that half of the population are no longer constrained. Leading by example is the best way to show girls how they can achieve, which is why we put real women in front of girls to talk about their experiences.

As we grow geographically so too does our brand visibility. Our campaign countries have received coverage in national newspapers, online media, and on TV. The international headquarters in London have also had extensive campaign publicity in news media, magazines, TV interviews and social media. For example, to mark International Women’s Day, Inspiring Girls was the featured bulletin on BBC London News. This helps generate wider social debate, opening up the discourse on gender stereotypes in each country, as well as promoting excellent exposure.

To ensure girls are not limited by their location or background we are working on an online resource to democratise this access, creating a new online video hub with a growing collection of inspiring filmed-talks from our female role models. We plan to launch this new video hub in early 2019.

Between the ages of 10-15 there is a drop in girls’ confidence at an age when they are making pivotal decisions about their futures; including education options and career interests, which has a substantially negative impact on their self-esteem. This can continue into adulthood, setting limitations to pursuing goals and decreasing the number of women putting themselves forward for leadership roles. Raising the aspirations of girls will help close the global gender pay gap and raise economic opportunities as well. But we have to intervene early on in a girl’s life to make this change possible.

This is an exciting time to be part of Inspiring Girls as we create a global network of influential women and open up access for all girls, anywhere, to female role models. This can only continue with more support from individuals, and partnerships with organisations and companies. By joining our campaign, you can help make positive changes for the next generation of women.

Girls should feel free to follow their dreams, because that is their right. With your support we can inspire millions more girls globally!

A stylized, handwritten signature in white ink, appearing to read 'Miriam'.

Miriam González Durántez

# Mission of Inspiring Girls



## Our Campaign

The lack of self-confidence, pressure of gender stereotypes and limited access to female role models affects girls all around the world. Inspiring Girls International is an organisation dedicated to raising the aspirations of young girls by connecting them with female role models. Our goals are:



Exposing young girls (10-15 years old) to the full variety of careers and options in life.



Inspiring them to aim high.

The campaign is organised along a dual 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 career, choices and experiences in the work place and in life.
- Organising career insight events (speed-networking) with large groups of girls and women.



### Virtual sessions between girls and women:

- Live-streamed talks online in schools.
- Developing a video library where girls find recorded interviews of role models.



We have built an online platform where schools and volunteers can register directly through our website (and then also the local website of each country). National partners in each country register the volunteers in a database, and then schools can view the profiles of the women volunteers. 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. We ask volunteers to give just one hour per year to talk to schoolgirls as a minimum commitment.

The success of the campaign is due to its simplicity and its decentralised nature; it operates as a franchise model, working with national partners in each country so that it is adapted to the local issues affecting girls. Both schools and volunteers must agree to accept our terms regarding data protection and, for safety reasons, all sessions (whether in person or virtual) must take place within the school, with a teacher(s) present, or at an external venue for a careers event with their teacher(s).

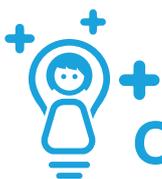




## Our Aim

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, which 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; and
- Provide and promote the free exchange of technology and know-how by developing software applications, online films and resources, available to girls globally.



## Our Values



### Global coverage

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



### Decentralised and unpatronising

Inspiring Girls International coordinates efforts in all countries that undertake the campaign and provides global leadership. However, the implementation of the project is led by national organisations and female role models in each country, as they are the ones that know best the specificity of challenges that the girls in each of those countries face.



### Simplicity

We ask volunteers to give just one hour per year to talk to young girls at school. Further commitment is welcomed but not required.



### Free exchange of technology and know-how

We share our technology to connect role model and girls with our country teams 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, but just expose them to a full variety of role models, from CEOs to apprentices, professional women working full time, part time, self-employed; women from all walks of life across all sectors.



# Our Outcomes



Our objective is to build a strong global network of women so we can empower girls around the world and give them access to more role models. To break-down gender stereotypes we need to show the next generation that they have a choice, to build their confidence and lead by example. By connecting girls with as many different female role models as possible, we can expose them to more varied ideas.



## Personal and social impact

Girls who come to our events don't just learn about a particular career or industry, they learn to follow their own interests – they learn to be bold. The girls who we inspire can then influence their peer group, to change the message among girls that they are not limited. Moreover, because our campaign allows any woman to become a role model, we are also providing women with a platform to be confident and proud of their own achievements and to feel that they are contributing to a positive change by participating in a global campaign that champions girls and women.

After each session with a female role model and participating girls, a survey is completed to ask about the experience on both sides, and the emerging narrative is uplifting. A woman can widen the horizons of the girls, and the girls are inspired to follow what they are passionate about as well as to explore different careers they were unaware of, or worse, didn't think women could pursue. National partners also report that Inspiring Girls is creating positive press and initiating important dialogue with policymakers in government. This helps generate wider social debate, opening up the discourse on gender stereotypes.



## Economic impact

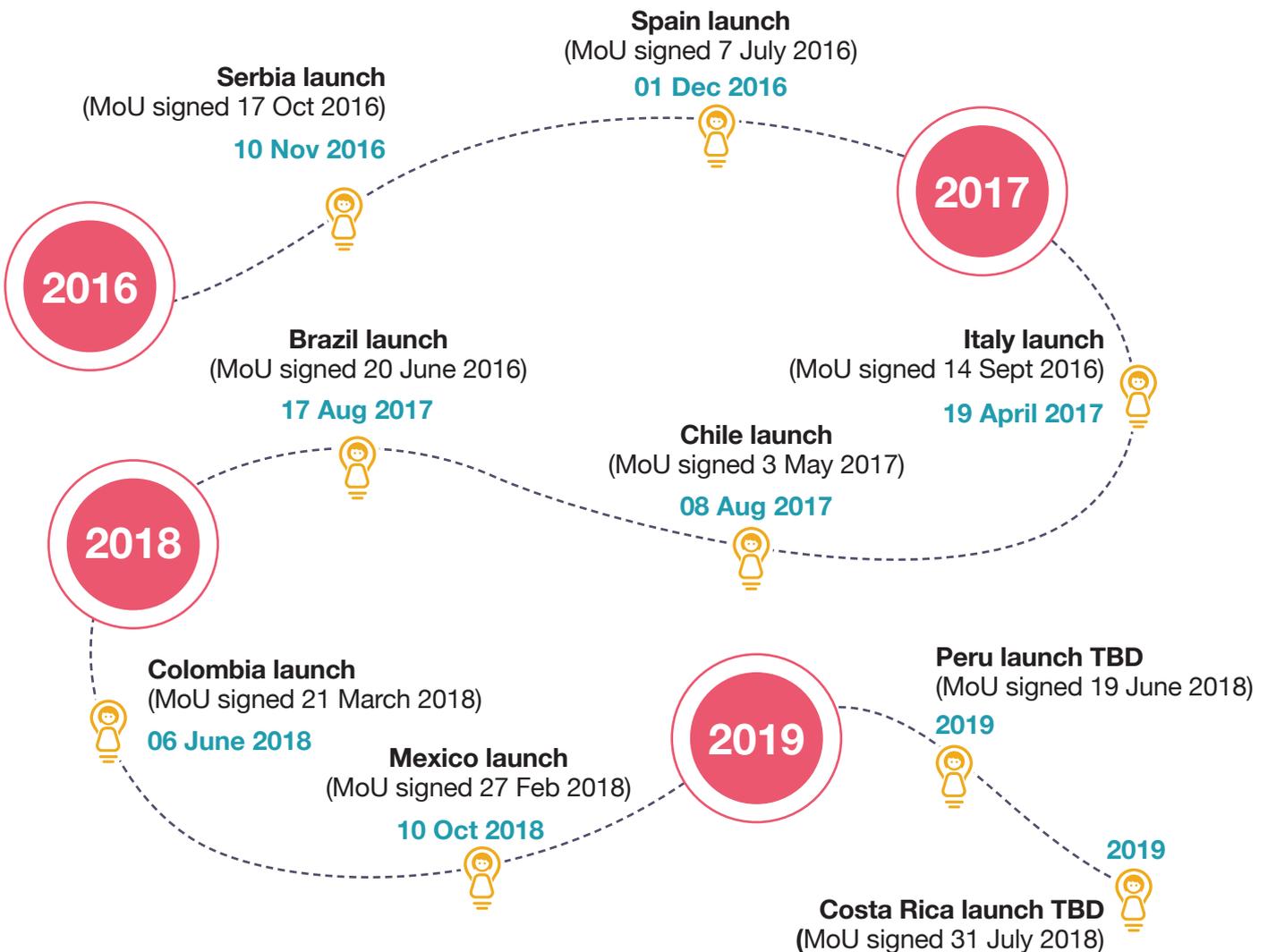
Globally, the average salary for women in 2017 was \$12,000, compared with \$21,000 for men (WEF Global Gender Gap Report, 2017). The aspirations of girls are constrained early in life, and this unfortunately continues on throughout their career into senior roles.

A report by BNY Mellon and the UN Foundation found that achieving gender parity across just 5 sectors could unlock a market of nearly \$300 billion in incremental annual spending by 2025. Moreover, McKinsey & Co. research shows that companies in the top quartile for gender diversity in senior

management and at board level are 15% more likely to outperform the average financial returns for their industry. Research indicates gender equality, investment in women, and women in leadership are in fact better for the economy as a whole.

To make these changes possible, we need to provide girls with access earlier on in life to more female role models. To ensure girls are not limited by their location, there needs to also be an online resource to democratise this access.

## Campaign chronology



# Headquarters Update



## Inspiring Girls' sponsorship of London Welsh Women's Rugby

Two days before the 2018 Six Nations rugby tournament, Inspiring Girls announced a partnership with London Welsh to attract more women and girls to play rugby. By joining forces, we hope to break down existing gender stereotypes around women in sport, and encourage young girls to consider playing rugby – either professionally or for fun.

The partnership was the brainchild of London Welsh supporter Sarah Johnson. Johnson, CEO of PR company LOTUS paid for the sponsorship, which included new shirts for the players including Inspiring Girls branding.



The England RFU has committed to raise the number of women who play rugby to 50,000 by 2019. London Welsh is keen to be at the forefront of this recruitment drive and hopes the collaboration with Inspiring Girls will help. As part of the recruitment drive the club held an Inner Warrior event in February for women to meet the team and coaches and learn key skills and drills for rugby.

## International Women's Day (IWD) 2018



Inspiring Girls arranged its first global social media campaign to coincide with IWD 2018 to highlight our work, with our global campaign teams and partners taking photos of their message to #PressforProgress on gender equality.

To mark IWD, the Inspiring Girls partnership with the London Welsh Women's Rugby team was also featured on BBC London Evening News, including an interview with charity Founder and Chair, Miriam González.

We were also delighted to mark IWD by announcing Mexico as the next country to launch the Inspiring Girls campaign, joining Chile and Brazil as our third country in Latin America.





## Press and publications

Inspiring Girls appeared in numerous print press and online media stories about our operations, campaign, and partnerships, as well as TV and magazine publications including interviews with charity Founder and Chair, Miriam González.

We also published our first Global Review in 2017, which captured campaign activities and included the first two case studies of 'Inspired Girls'.

## CRM Database

The charity further developed its CRM database in partnership with platform provider Eudonet, including translations of all content into existing operational languages. The database is the core tool we use to register volunteers and schools in all countries in which we operate, and through which

schools can connect with volunteers to arrange face-to-face events for girls and women role models. We have been through two significant updates to the database over the course of the year to improve its functionality and the user experience.

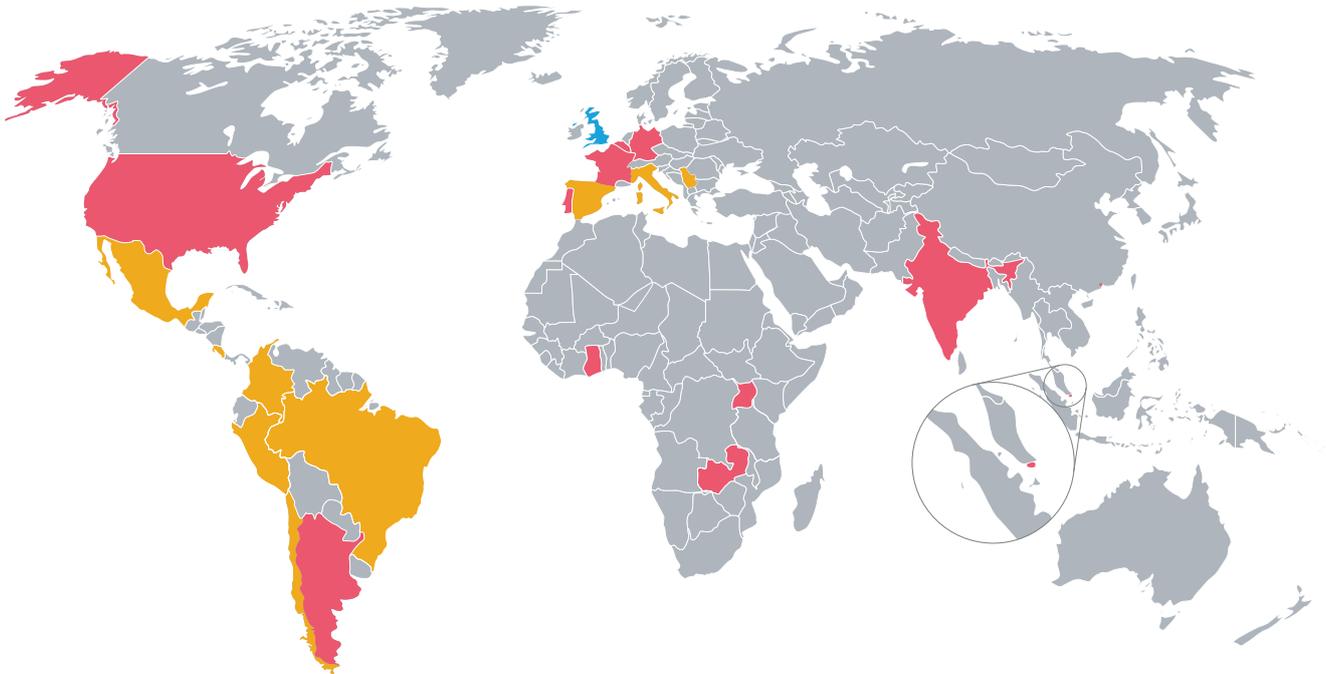
## GDPR compliance

In line with the mutually agreed General Data Protection Regulation (GDPR) which came into force on 25 May 2018, Inspiring Girls implemented a review to address our GDPR compliance. This included publishing a new Privacy Policy on our website, and adding an opt-in consent section in the registration process for volunteers and schools. Our full Data Protection and Privacy Policy is available on the Inspiring Girls International website at

<http://inspiring-girls.com/privacy-policy/>.

## Global expansion

Teams in Chile, Brazil, Mexico, Colombia, Peru and Costa Rica all signed MOUs with Inspiring Girls International to launch the campaign between 1 August 2017 and 31 July 2018, continuing our rapid growth in Latin America. Marta Pérez Dorao, Chair of Inspiring Girls Spain, has taken on additional responsibility as Co-Global Coordinator to help develop new relationships in Latin America and Europe. In tandem, we are also developing discussions with potential partners to introduce the campaign in Africa and Asia.



■ Countries in operation   ■ Future Inspiring Girls countries   ■ Sister campaign 'Inspiring Women'



## Administration

This year we reviewed and amended our Terms and Conditions, which now includes a privacy policy.

We have also formalised a Due Diligence process to run checks on potential local partners in new countries. This service has been provided as a pro-bono project with Dechert LLP.

## Partnerships and awards




Organisation	Status	Partnership outline
Dechert LLP	Partner since 2016	Providing pro-bono legal support, office space and administrative support services
El Guateque	Partner since 2016	Providing our website, branding and email accounts at a reduced rate
W Enterprise	Partner since 2017	Providing PR consultancy to elevate the Inspiring Girls brand
Eudonet	Partner since 2017	Providing our CRM database at a reduced rate
Lotus	Partner since 2017	LOTUS paid for Inspiring Girls to become team sponsors of the London Welsh Women's Rugby squad – including branding on players' shirts
Chambers and Partners	Partner since 2018	Inspiring Girls are the charity partner for the global events and awards managed by Chambers and Partners
Women of the Future	Partner since 2018	Inspiring Girls will be the charity partner of the 2018 Women of the Future Awards
Not Just a Princess	Partner since 2018	Will donate a percentage of income to Inspiring Girls from the sale of their t-shirts
WME	Partner since 2018	Leverage connections and engagement with VIP talent to support the Inspiring Girls Summit

## Small and medium grants

Proposals in request of funding have been submitted to 38 smaller grant-making trusts and foundations. These applications have been submitted in batches throughout the year. The grant sizes range from £1,000 - £20,000. However, many grant-making organisations require applicants to have a minimum of 3 years of audited annual accounts and annual submissions to the Charity Commission, and so

we are not currently eligible to submit proposals to numerous trusts and foundations. Once we have launched the campaign in countries in Africa and Asia, this will open up more funding application opportunities for Inspiring Girls as these are priority regions for a larger number of grant-making organisations and other donors.

# Global Operations Update



Between August 2017 and July 2018 we welcomed six more countries to the Inspiring Girls campaign. Our geographic growth has been impressive, and so too have the local partnerships that have been created, the variety of career-insight events held in each country, and the increase in activities connecting girls with female role models. From year one to year two we have doubled the number of countries that we are operating in, we have quadrupled the number of girls that we have reached, and we have seen a 265% increase in the number of role models taking part. The campaign has now spread to 41 locations in 9 countries – Serbia, Spain, Italy, Chile, Brazil, Mexico, Colombia, Peru and Costa Rica. The following pages summarise the activities of each of our operating countries. Peru and Costa Rica are still in the early stages of setting-up their campaign and so we will have their operations summary available for next year’s annual report.



# Serbia operations report: August 2017 to July 2018

**Name of National Partner:** Crta (Centre For Research, Transparency And Accountability)

**Name of Country Chair:** Vukosava Crnjansk

**Number of campaign team members in-country:** 2



Vukosava Crnjansk

“ I am very proud to be part of today’s event **Girls have the floor**. [The] Inspiring Girls Campaign is a great initiative to encourage children to overcome gender stereotypes. There was a really important message that was being passed through all the speakers today – that both boys and girls need to think outside of those traditional roles and to think what they want to do in future. ”

— Kati Csaba, Ambassador of Canada in Serbia, Macedonia and Montenegro

“ I am really happy for being today here with all of you, in this way I have an opportunity to contribute to this initiative. This type of conversation with children is very important, especially for girls because you can influence so many life decisions which they are going to make in their future. I truly support this campaign. ”

— Brankica Jankovic, Commissioner for the Protection of Equality

“ It was very interesting. We had the opportunity to talk and meet very successful women in different profession areas. They gave us so much ideas and advice. Thanks to this event, I learned that there are many interesting professions, for which I did not even know they exist.” ”

— Ema Starcevic, student from Drinka Pavlovic school in Belgrade

Inspiring Girls Serbia is the longest running campaign country in the Inspiring Girls network. The team has continued to move from strength to strength with a varied programme of engaging events and by developing an innovative new partnership that has extended the reach of the campaign in-country.



## Main activities

- **October 2017:** CRTA organised a speed-dating event in the Belgrade school “Drinka Pavlovic” on the International Day of the Girl. The event included 4 female role models and 40 girls.
- **March 2018:** A group of influential women with a variety of careers participated in a ‘speed-dating’ style event with girls from the school. The women rotated around groups of girls, to have multiple and quick-fire Q&As with them. The girls expressed how delighted they were to have an opportunity to talk with inspirational role models and reflected on the importance of learning about different jobs, hearing the first-hand experiences of these women. This was part of numerous events held all over the world to raise awareness for International Day of the Girl, which is a UN initiative to recognise girls’ rights. The event took place in the school “21.oktobar” in the city of Kragujevac with 5 female role models and 80 children (girls and boys).
- **March 2018:** A CRTA representative took part in the event “Ladies of New Business”, organised by Netokracija, where the campaign was introduced to a variety of **potential female volunteers**.
- **March 2018:** In the Belgrade school “Svetozar Markovic”, CRTA organised a speed-dating event with 5 female role models and 50 children (girls and boys) on the International Day of Happiness.
- **May 2018:** CRTA organised a speed-dating event at the 7th International Biennale of Children’s Artistic Expression in city of Pančevo. The event took place in the Culture Centre’s theatre stage with 5 female role models and 40 children (girls and boys).
- **June 2018:** In the ICT Hub (a co-working space) CRTA organised a thematic speed-dating event, together with Rails Girls Community from Belgrade, about the IT industry and programming. This event gathered 3 female role models and 15 girls from different schools.



## Partnerships

Name	Type of organisation	Type of partnership
Teenage magazine – Hej magazine	Media	Free media space
Embassy of Canada to Serbia, Macedonia and Montenegro	Diplomacy, Embassy	Two-year project (2017 and 2018) – ongoing

### Media highlights

CRTA has established a strategic cooperation with Hej, a specialised monthly teenage magazine in Serbia (currently the only one in the country). Every month, as of June 2018, the magazine publishes a column written by one of our volunteers. The column includes Inspiring Girls branding and extends the campaign's messaging to even more girls in our target age group.

Local TV stations across different cities and the national public broadcaster (RTS and regional RTV) filmed videos related to the campaign. A member of the Inspiring Girls team and a girl from a Belgrade school were also guests on the morning show on RTS television. The CNN affiliate in Serbia (TV N1) hosted CRTA Director, Vukosava Crnjanski on their morning show to discuss the campaign.

### Forward Look for Serbia

On 20 November 2018, CRTA will organise a speed-dating event at the Teen Talk conference, gathering different female role models and teenage girls from different Belgrade schools.

Before the end of the year the team will organise at least one more event at a school in the Vojvodina region that applied to be part of the campaign through our online form.

The team is also planning to organise a panel discussion in the first months of 2019 about gender stereotypes and the importance of inspiring and supporting girls to dream. This event will gather successful public female role models and schools to meet under the umbrella of the Inspiring Girls campaign.

### Social media platforms

 [www.inspiringgirls.rs](http://www.inspiringgirls.rs)

 [inspiringgirlssrbija](https://www.facebook.com/inspiringgirlssrbija)

 [inspiringgirlssrbija](https://www.instagram.com/inspiringgirlssrbija)

 [BudiNaPrimer](https://twitter.com/BudiNaPrimer)

# Spain operations report: August 2017 to July 2018

**Name of National Partner:** Fundación Inspiring Girls España

**Name of Country Chair:** Marta Pérez Dorao

**Number of campaign team members in-country:** 3



Marta Pérez Dorao

## Main activities

Inspiring Girls Spain has organised a huge range of events over the last year with different schools and organisations around the country, including events in Malaga, Marbella, Montegancedo (an event on girls and science), Cordoba, Aranda de Duero, Gijón, Jerez and Cadiz (a speed-networking event with AIRBUS). The team has also organised events in collaboration with the Natural History Museum, Spanish Chamber of Commerce, CEOE, Red.es (for international Women's Day) and INESDI.



The team is also dedicating more time to wider research and investigation on gender issues, including instituting a special project to measure the impact of the campaign, in collaboration with San Pablo CEU University. Inspiring Girls Spain is also contributing to the white paper on the 'girls in tech workforce' with the Spanish government.

## Partnerships

Name	Type of organisation	Type of partnership
ACCIONA	<b>Spanish</b> conglomerate group dedicated to renewable energy	Funding Partner
Pfizer	One of the world's largest pharmaceutical companies	Funding Partner
AMADEUS IT Group	Spanish IT Provider for the global travel and tourism industry	Funding Partner over 3 years + web page & IT consultancy fees paid
Procter &Gamble	American multi-national consumer goods corporation	Funding Partner over 3 years + web page & IT consultancy fees paid
BBVA	Bank	Funding Contributor
Accenture	Global management consulting – digital	Funding Contributor
PWC	Second largest professional services firm in the world	Funding partner over 3 years
Citi	Bank	Funding Contributor
YoDona	Women's magazine	Media Partner
Deloitte	Accounting – professional services network	Juridical services
HerbertSmith & Freehills	International Law Firm	Office and catering facilities



In July 2018, Inspiring Girls Spain signed an agreement with P&G to partner with their EVAX mark, including the unlimited use of their call centre to coordinate visits at schools as well as collaborating on an extensive advertising campaign.

### Media highlights

Inspiring Girls Spain has garnered extensive media coverage about campaign activities in both national and local TV and Radio, as well generating articles in national and local newspapers, including placing an Inspiring Girls Spain campaign video with accompanying article on the online platform of El Pais (available in English at: [https://elpais.com/elpais/2018/05/23/inenglish/1527069479\\_940252.html](https://elpais.com/elpais/2018/05/23/inenglish/1527069479_940252.html)).

### Forward look for Spain

Inspiring Girls Spain has quickly gained national recognition for its work and will be honoured over the autumn period with awards from Harpers Bazaar and Woman magazine. The team will also host its inaugural Inspiring Girls Awards in November 2018,

the first such awards event to be hosted by a country in the campaign’s global network.

There are also several more high profile speed-dating events in the pipeline, including with the Spanish Air Force San Javier (Murcia), Coca-Cola, Acciona (Navarra), Talent Woman Malaga, Herbert Smith & Freehills (on girls and the law), the Civil Guard and Atletico de Madrid (on girls and sport). The team will also deliver a presentation to the Regional Council and traders in Malaga and host an event for volunteers to present their video site. In addition, Inspiring Girls Spain has been invited to attend the PwC NGO’s Fair, Wikithon (an event hosted at Telefónica’s headquarters), the ‘What a Woman’ meeting and a STEM Talent Girl event.

### Social media platforms

 [www.inspiring-girls.es](http://www.inspiring-girls.es)

 Inspiring Girls España

 Inspiring Girls España

 [inspiringgirlse](https://www.instagram.com/inspiringgirlse)

 [@InspirinGirlsE](https://twitter.com/InspirinGirlsE)

## Italy operations report: August 2017 to July 2018

**Name of National Partner:** INSPIRINGGIRLS ITALIA – VALORE D

**Name of Country Chair:** Claudia Parzani

**Number of Campaigning Team Members:** 2+ support from Valore D

“ Thank you for the opportunity, I’ve spent very valuable hours that I will remember for a very long time, I hope it will be the same for the young girls I’ve met ”

— Quote from a Role Model participating in the campaign

“ Some girls admitted that their future choices are conditioned by external factors. Talking with the role model made them aware of this issue and encouraged them to take control over their future. ”

— Quote from a School participating in the campaign



**Claudia Parzani**

### Main activities

The team launched their website [www.inspiring-girls.it](http://www.inspiring-girls.it) that seamlessly integrates the global Inspiring Girls CRM database developed by Eudonet for volunteer and school registrations. Expanding their work around communications and outreach this year, Inspiring Girls Italy commissioned a short video entitled *Il futuro come lo vuoi* (the

future as you want it) for an ad spot to promote the campaign. Following on from this, they have also produced an engaging series of videos featuring role models interviewed by girls. The ad clip and interviews are available to view on the Inspiring Girls Italy website and the ValoreD channel on YouTube.

There have also been some further updates this year on the qualitative research carried out by Inspiring Girls Italy in partnership with Ipsos MORI, conducted with focus groups of 401 boys and girls from across Italy. As part of their research efforts, the team tested and rolled out a survey specifically designed for participating children in order to verify and monitor the impact of the project. The results of the research were delivered at a press briefing.

Of the many events Inspiring Girls Italy has organised this year, there are two of which the team are particularly proud:

- “Faccia a faccia con il futuro” (“face to face with the future”) — an event in Rome which took place on 22 March at the premises of energy firm, Eni with 190 participants, including children aged 11-14, teachers and managers from Valore D companies. The event consisted of a plenary with 8 role models as speakers, a round of speed mentoring with 9 role models and 57 boys and girls, a training workshop for 61 new role models on how to manage the sessions with children, and additional training for 40 parents and teachers on hidden and unconscious gender bias.

- A preview screening in Milan on 12 April of “Sogni in grande” (“big dreams”), a documentary co-funded by RealTime and GiuMa Produzioni about the dreams of four girls from different parts of Italy: Zoe and Viola who would like to create a girls-only rock band; Naomi who would like to be a cartoonist; and Marta who would like to be an astronaut. The film follows their attempts to make their dreams a reality with the support of their family, teachers and friends. The screening took place in a movie theatre with 240 attendees (adults with their children) which was open to the whole city in the context of the initiative #STEMinTheCity organised by the Milan municipality. The event also included a panel discussion with the woman who directed the

documentary, the girls who starred in it and three role models. A trailer for the documentary can be seen here: <https://video.corriere.it/sogni-grande-piccole-storie-bambine-coraggiose/17920efa-3f29-11e8-876a-83c5b28c227f>

In addition to this, the team also co-organised a “Girls and Technology” event in Milan on 9 May for 23 girls at the co-working space “Talent Garden Calabiana” in partnership with Google and The Fab Lab - Make it Real. This event was composed of an Inspiring Girls session with role model Paola Scarpa (Sector Director from Google), a “Mind the Gap” session by Google about women&tech, and a practical exercise using LittleBits in the Fab Lab.

## Partnerships

Name	Type of organisation	Type of partnership
Eni	Energy company	Funding Partner over 2.5 years
Intesa Sanpaolo	Bank	Funding Partner over 2.5 years
Gruppo Hera	Multi-utility company	Funding Contributor
Avanade	IT consulting	Funding Contributor
Real Time (Discovery Italia)	TV company for women’s lifestyle	In-kind broadcasting of a spot ad In-kind use of a documentary co-funded by them for a public projection
J. Walter Thompson	Marketing agency	Support at cost price for: <ul style="list-style-type: none"> <li>• Development of a corporate identity</li> <li>• Development of a communication and marketing strategy</li> <li>• Design and production of a spot ad</li> <li>• Design and production of a website</li> </ul>
Hill+Knowlton Strategies	PR agency	• Support at cost price for the development and the execution of a PR strategy at national and local level
Corriere della Sera	National newspaper	In-kind media partnership



### Media highlights

The activities of Inspiring Girls Italy over the last year have generated 24 articles in national and local newspapers as well as 38 articles in online publications. They have also been profiled on national radio and local TV.

### Forward Look for Italy

The priorities for Inspiring Girls Italy over the next 6-12 months are:

- Expansion of the campaign to more locations throughout Italy.
- Setting up a paid collaboration with a communication agency that specialises in

working with schools in order to promote the campaign in their network of schools.

- Engaging teachers and parents to raise awareness of gender bias.
- Participating in meetings and events focused on student counselling to promote Inspiring Girls Italy and foster awareness of its mission with education professionals.
- Partnering with Italian organisations working on girls' empowerment.

### Social media platforms



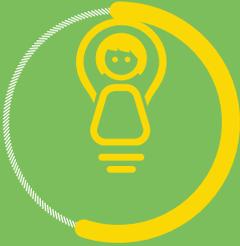
[www.inspiring-girls.it](http://www.inspiring-girls.it)



InspirinGirls\_Italia

# Key Facts

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



**55%**  
of girls **aged 7–21** say gender stereotypes affect their ability to say what they think (Girls' Attitudes Survey, Girlguiding, 2017)

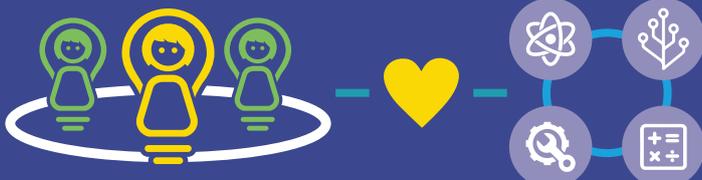


Between the ages of 8 and 14 girls' confidence drops by **30%**  
(The Confidence Code for Girls Report, Ypulse, 2018)

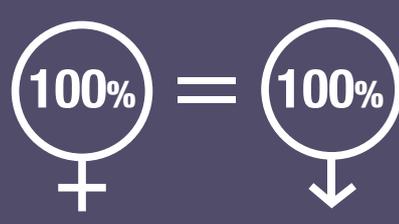
Every additional year of primary school increases girls' eventual wages by



It also encourages them to marry later, have fewer children, and leaves them less vulnerable to violence (UN Women, 2017)



Having a role model is one of the most effective ways to prevent girls falling out of love with **STEM subjects** (Microsoft STEM Research Report, 2016)



There is no nation in the world that has a gender parity score of **100%** (Global Gender Gap Report, WEF, 2017)



As of January 2017, only **18.3 percent** of government ministers globally were women (Political Participation, UN Women, 2017)

If women and men were to share unpaid tasks equally, women would gain **5 hours** of free time per week (Better Life Index, OECD, 2017)



Gender-based restrictions rationalised as **'protecting' girls can actually make them more vulnerable by emphasising inferiority** and may suggest physical abuse as punishment for disobeying gender rules (The Global Early Adolescent Study, Johns Hopkins Bloomberg School of Public Health and the WHO, 2017)



# Chile operations report: August 2017 to July 2018

**Name of National Partner:** Inspiring Girls Chile  
**Name of Country Chair:** Macarena Salosny Lagos  
**Number of Campaign Team Members:** 12



**Macarena Salosny Lagos**



## Main activities

- Inspiring Night 2017, Santiago, 100 attendees.
- Sponsoring the Robotic team of Liceo Carmela Carvajal, 16 girls.
- Signing of an agreement to carry out activities in the city of Iquique, norther Chile, 250 attendees.
- Inspiring Meeting for women role models 2018, Santiago, 40 volunteers.
- Women in Management Speed Dating event, Santiago, 6 female role models in high corporate positions.
- Women in Engineering and Science Speed Dating event, Talca, 9 role models who work in engineering and mining.
- Joining “Universo Salvaje Animatronic Santiago”, an event with National Geographic where 12 volunteers shared their expertise in space and science with children.
- A talk with “Mujeres Ensamble” (a women’s organisation in Iquique with 250 attendees).
- Meetings with role models and volunteers to share inspiring content.
- Sponsorship of the Caelum women’s robotic team of Liceo Carmela Carvajal in Santiago.
- Supporting International Day of ICT Girls.

## Additional highlights this year include:

- Recognition for Inspiring Girls Chile at Asexma Chile’s business seminar with an award for outstanding contribution to social development.
- The launch of the podcast “Mujeres que Inspiran” (Women who Inspire).
- Participation in a mentoring certification program in alliance with SmartCoach International Academy.

Inspiring Girls Chile was also the chosen charity for the “Chambers Latin American Women in Law Awards” in May 2018, which raised awareness and funds for the campaign.

## Partnerships

Name	Type of organisation	Type of partnership
Coach International Academy	Education	Education Alliance for volunteers' programs
DHE training centre	Catering company	Discounted catering for all events with volunteers
ALMA	Observatory	Gift-in-kind: providing venue, catering and gifts for Women in STEM speed-dating event
Universidad de Talca (Facultad de Ingeniería)	University	Gift-in-kind: providing venue and catering for Women in Engineering and Science speed-dating event
Fundacion Telefonica	Foundation	Providing venue and equipment for Women in Management speed-dating event
Fundación Belén Educa Educational	Educational foundation	Help to coordinate and schedule visits to all schools in its network



### Forward look for Chile

The priorities for Inspiring Girls Chile over the next 6-12 months are:

- Inspiring Night 2018, an awards ceremony in December for women, schools and companies who inspire.
- Women in Literature speed dating event (November 2018).
- Creative Literature Workshop for 40 girls in FILSA 2018 (International Book Expo Santiago).
- Women in Economy and APEC speed dating event (April 2019).
- Women in Medicine speed dating event (May 2019).
- Growing the volunteer community through monthly meetings.

### Social media platforms

 [www.inspiring-girls.cl](http://www.inspiring-girls.cl)

 InspiringGirlsChile

 Inspiringgirlscil

 @inspiringg\_cl

## Brazil operations report: August 2017 to July 2018

**Name of National Partner:** Coletivo Inspiring Girls Brasil

**Name of Country Chair:** Corinne Giely Eloi

**Number of Campaign Team Members:** 30



**Corinne Giely Eloi**



*“You are a bunch of incredible women changing our vision of what a woman’s life can be!”*

– Quote from an inspired girl participating in the campaign

### Main activities

Inspiring Girls Brazil has been a dynamic force in its first year of operation. The team has worked hard to both engage with girls and schools in less advantaged communities whilst also developing senior level engagement with the government department for education on cooperation to roll out the project across schools. They have also innovated by introducing a local campaign ambassador role model well positioned to connect with girls. The team has focussed on events around STEM professions and have held two events at Eletrosul with 100+ students and 4 role models. Inspiring Girls Brazil has already grown the campaign in São Paulo with the recruitment of new team members and role models and has also expanded campaign activity to Rio de Janeiro and Minas Gerais. The team continues ongoing efforts to identify new campaign sponsors to support their programme of activity.

### Additional highlights this year include:

- Preparation of a song with a campaign ‘Madrinha’ (a ‘godmother’, acting as local ambassador and role model for the campaign) about Inspiring Girls.
- Activities, visits and presentations with technology companies to secure sponsorship.
- Roadshow tours in various cities with Madrinha and community schools.
- Receiving the award from Anitas for girls’ empowerment.

## Partnerships

Name	Type of organisation	Type of partnership
Involves	Technology	Funding for one event
Eletrosul	Energy	Providing transport for schools and welcome catering for in-house events



### Media summary

Inspiring Girls Brasil made an impact when launched in December 2017 with a story published in newspaper *Diário Catarinense* (in the column of economics journalist, Estela Benetti), which covers 90% of the municipalities of Santa Catarina.

In March, the event held by Inspiring Girls Brasil at Eletrosul Centrais Elétricas for International Women's Day was covered by *Hora de Santa Catarina*, the newspaper with the highest reading and circulation in the region of Greater Florianópolis, with an average circulation of approximately 30,000 copies.

### Forward Look for Brazil

- Partnership launch event with campaign 'madrinha', singer and composer Kell Smith, with a private talk in a state school with 70 girls, and music roadshow with 1000 students.
- Event with a technology company with 120 girls from disadvantaged communities.
- 2 events with an engineering company with 240 girls from disadvantaged communities.
- Women's day in a technology centre with 5 companies and community public schools.

## Social media platforms



[www.inspiring-girls.com.br](http://www.inspiring-girls.com.br)



[inspiringgirlsbrasil](https://www.instagram.com/inspiringgirlsbrasil)



[inspiringgirlsbrasil](https://www.facebook.com/inspiringgirlsbrasil)



[@InspirinGirlsBr](https://twitter.com/InspirinGirlsBr)

# Colombia operations report: March to July 2018

**Name of National Partner:** Fundacion Inspiring Girls Colombia

**Name of Country Chair:** Angela M Feged

**Number of campaign team members:** 1 Director and committee of 10 volunteers



**Angela M Feged**

## Main activities

On 6 June 2018, Inspiring Girls Colombia held its first event in the Fundación Nueva Granada School, a small school promoted by the community of a private school, the Nueva Granada School. The event was attended by 6 female role models: an actress, a plastics artist, a painting and ceramics teacher, an occupational therapist, a fashion designer and a publicist. 20 girls from grades 10 and 11 attended. This event served as a pilot to showcase how the campaign works, with the aim of promoting and encouraging women and schools to register in Colombia. The event proved a great success with girls expressing the positivity they felt after meeting different female role models with whom they could speak and question about their careers. The school directors were so impressed by the campaign that they have requested another event for next semester.

## Partnerships

Name	Type of organisation	Type of partnership
Grupo Albión	Strategic communication	Developing effective communication strategies in environments where media and other communication channels are integrated
Philippi Prietocarrizosa Ferrero DU & Uría	Lawyers	Pro Bono support to establish the statutes of the Foundation
Campo Alto	Institution of technical programs	Collaboration on outreach to/registration of schools

## Forward Look for Colombia

More schools have already asked to join the campaign. The Colombia team are looking at dates to officially launch the Inspiring Girls campaign nationally while also seeking more volunteers for registration. Forthcoming events include:

- Official Inspiring Girls Colombia launch in August.
- Campaign events at the premises of Microsoft and Alsea Group.
- Development of sponsorship opportunities with companies.

- Instituting monthly meetings with the support committee for programme planning.
- Contacting schools through Inspiring Girls' education partner, Campo Alto.
- Contacting public schools via the Ministry of Education as soon as the Foundation has established its statutes.



## Social media platforms

 Inspiringgirls Colombia

 Inspiringgirlsco

 @InspiringgirlsCo

# Mexico operations report: March to July 2018

**Name of National Partner:** Inspiring Girls México

**Name of Country Chair:** Magda Coss

**Number of campaign team members:** 6



**Magda Coss**

## Main activities

Inspiring Girls Mexico has been busy establishing its new team and formalising their institutional set-up, i.e. drafting a legal constitution, setting up their website and social networks, preparing presentation letters, drafting a work plan and media strategy, and producing an institutional video.

Looking outward, their next priority has been to begin building a network of volunteers and links with the school network before looking to calendar school visits (with an initial target of 4 talks at schools by May 2018).

The team has already delivered a presentation about the Inspiring Girls campaign on a panel of ‘Women and Security’ at the CIFTA (The Inter-American Convention Against the Illicit Manufacturing of and Trafficking in Firearms, Ammunition, Explosives, and Other Related Materials) meeting. This meeting took place at Mexico’s conference “Breaking gender stereotypes”, in the context of a prevention of domestic violence training workshop organised by Control Arms.

## Partnerships

Name	Type of organisation	Type of partnership
Notimex	Media Agency	Coverage of school visits
Holland and Knight	Law firm	Pro-bono services for events
General Attorney Office, Crime Prevention Office	Government	Working with the public schools network to program a calendar of monthly school visits. Disseminating the activities of Inspiring Girls across the 60 schools in their network. Designing a brochure on Inspiring Girls’ work with them, to be launched in January 2019.
Basham	Law firm	Pro Bono advice
UBS Bank México	Bank	Expanding the volunteer network and exploring the possibility of holding an event
Jumex Group	Production and distribution of juices	Pro-bono use of a venue in their corporate offices
Cuestionone	Digital Media	Campaign media coverage

## Forward Look for Mexico

Inspiring Girls Mexico will continue to develop activities to motivate girls to follow their dreams, alongside activities designed to raise awareness in the community regarding gender stereotypes. Among the planned activities are:

- Monthly visits to schools with Inspiring Girls Mexico Ambassadors.
- Establishing a Working Agreement with the Ministry of Education of Mexico, to increase the network of schools to include those located in other regions of the country. The agreement will also include gender-awareness workshops for teachers and workers of the education sector.
- Ambassadors' gatherings, to develop a strong bond between them and the network, and to seek synergies and sponsorship.
- A special fundraising event to help finance the team's programme of activities and approach a wider audience for the campaign.

- An event in September at a school with 200 girls and 3 women role models on leadership and dreams.
- A formal launch event for Inspiring Girls Mexico in the last week of October.
- The creation of a media allies network (small workshops with journalists on gender stereotypes in the news).
- An event to celebrate the anniversary of Inspiring Girls Mexico in March 2019.
- Strengthening contacts and collaboration with abogadas.mx, a network of female lawyers across all sectors.
- Continuing the development of the media allies network through various events.



## Social media platforms

 [www.inspiring-girls.mx](http://www.inspiring-girls.mx)

 @InspiringGirlsMX

 @inspiringgirlsmx

 @InspirinGirlsMx

 @Inspiring Girls México

# Our Future

## Inspiring Girls Video Hub

Inspiring Girls has grown extraordinarily fast. Since the charity was established in July 2016 we have launched in 9 countries with more joining in the coming months. Our current challenges are:

- Continuing to serve the increasing demand to launch the campaign in more countries (requiring initial and ongoing support from HQ) with minimal central resources;
- Addressing the time commitment needed from teachers, on which the campaign heavily relies, as they must be present at all sessions with girls;
- The disparity between the number (and variety) of volunteers in urban versus rural areas



**To meet this challenge, we have devised a new initiative: the Inspiring Girls Video Hub.**

## Our Ambition

**Our aim is to give any girl in the world connected to the internet access to inspiring female role models by 2020.**

Gender stereotypes affect most girls, no matter their background or where they live. Those stereotypes undermine girls' self-confidence all over the world, including in countries which are leading progress on gender rights. Female role models are an abundant resource, there are millions of inspirational women worldwide. The challenge is not 'to find' female role models, but 'to connect' them with girls who would benefit from their guidance and support.



By digitalising the interaction between women and girls, we can **democratise access** to female role models so that location or background no longer serve as barriers. The Inspiring Girls Video Hub will allow all girls with access to the internet to connect with female role models no matter where or who they are. This would allow us to **exponentially expand** the reach of Inspiring Girls worldwide.



## A New Digital Resource

Inspiring Girls Video Hub is our project to create a new digital resource consisting of a growing collection of short, filmed interviews of female role models online. Women all over the world and from a huge variety of backgrounds would **self-record short interviews** of around 3-6 minutes in length. The interviews (in a variety of languages) would be categorised by career and uploaded onto an open platform to make them easily accessible to girls worldwide. This will provide girls with a greater variety of female role models across varying careers,

not limited by their location. It would also allow girls to access the resources on their own without taking-up school and teacher capacity.

We also aim to provide a facility for **schools to arrange live-streamed talks** with any of the female role models on the Inspiring Girls database. This will complement the current model of women volunteering to go into schools to speak to a group of girls, by also encouraging online sessions between the schools and role models.



## Inspiring Girls Summit

### We aim to launch the Inspiring Girls Video Hub at a Summit in London in 2019

The Summit will gather high-profile, influential women from across different countries. It would be hosted in London with some of these women present on site and others participating 'virtually' from other global locations (via pre-filmed talks or live streaming). These summit talks will be filmed on the night, creating headline content for the Inspiring Girls Video Hub.



The objective of the Summit will be to help amplify the message about the Inspiring Girls campaign and our target of **democratising access to female role models by 2020 worldwide**.

# Administrative Information

## Organisational Structure

### Charity Founder and Chair



Miriam González

### Director of Operations



Sara Parry

### Trustees



Nimco Ali



Noreena Hertz



Genevieve Muinzer



Doug Wills

## Administration

**General Administrator:** Tricia Carlin

Inspiring Girls International Limited is a Registered Charity in England and Wales, Charity No. 1171779

**Registered Office:**  
160 Queen Victoria Street,  
London EC4V 4QQ

**Pro Bono Legal and Business support:**  
Dechert LLP,  
160 Queen Victoria Street,  
London EC4V 4QQ

**Accountants:**  
Duncan Chartered Accountants,  
The Workshop, Suite 5  
Cherrytree, Union Road,  
Sheffield S11 9EF

**Bankers:**  
Santander, Bridle Road, Bootle,  
Merseyside L30 4GB



