

# Investing in business innovation and partnerships for girls' education

Connecting global business with new partners to change how marginalised girls in Africa and Asia learn.



Girls' Education Challenge

PHOTO: School

Through an open competition, the Girls' Education Challenge will provide up to £10m of match funding to support strategic partnerships that have the potential to transform learning opportunities for girls in Africa and Asia and, in turn, advance both economic progress and development.

The Girls' Education Challenge aims to broker and support the most promising partnerships that bring global businesses together with non-profits, local enterprises, social entrepreneurs, universities and others to deliver new products, new solutions and new ideas that will improve marginalised girls' learning across 21 countries for the long term.

## How you can get involved

The Girls' Education Challenge is looking for companies across different sectors that are prepared to show leadership, innovation and a commitment to collaborate with others to identify new ways of supporting girls' learning. By entering the Girls' Education Challenge, you will receive:

- Assistance to consider how the Girls' Education Challenge may be relevant to your company and business objectives
- Opportunities to meet potential partners and develop your proposals
- Access to match funding of up to £10m per partnership through a competitive process
- Support for successful partnerships to help them get up and running

## What we are looking for

All proposals are welcome, but there is a particular focus on receiving applications from the following:

- Organisations that intend to implement activities in Burma and/or Occupied Palestinian Territories
- National/regional companies with a strong local presence in the proposed countries of implementation, or international companies that will engage with local private sector companies
- Proposals that leverage the applicant's core business activities rather than philanthropic initiatives
- Organisations that propose to use innovative technological solutions to address barriers to girls' education
- Proposals that will develop solutions for measuring learning in a simple, efficient, and effective way, particularly at higher grades (i.e. secondary rather than primary levels)

## To take part in the Girls' Education Challenge, please email the team at:

[girlseducationchallenge@uk.pwc.com](mailto:girlseducationchallenge@uk.pwc.com)

to obtain your Partnership Idea form and guidance. We are open to receive applications until 12 noon (BST) on 24 June 2013.

A 1 percent increase in the level of a women's education generates 0.3 percent in additional economic growth

**The Girls' Education Challenge target countries for strategic partnerships are:**

- |               |                                    |                |
|---------------|------------------------------------|----------------|
| ● Afghanistan | ● Malawi                           | ● Sierra Leone |
| ● Bangladesh  | ● Mozambique                       | ● Somalia      |
| ● Burma       | ● Nepal                            | ● South Sudan  |
| ● DR Congo    | ● Nigeria                          | ● Tanzania     |
| ● Ethiopia    | ● Occupied Palestinian Territories | ● Uganda       |
| ● Ghana       | ● Pakistan                         | ● Zambia       |
| ● Kenya       | ● Rwanda                           | ● Zimbabwe     |



**The Challenge**

While more girls around the world are getting into school, real challenges persist. Thirty-two million girls remain out of primary school across the world, and a much larger number are dropping out and leaving school without basic literacy and numeracy skills. Girls living in remote or poor communities continue to have less access to education than their peers. Many girls struggle to stay in education due to barriers including:

- **Cost:** Schooling – uniforms, textbooks and travel – may be too expensive. Parents also balance the value of schooling against the loss of their daughter's contribution at home to domestic work or childcare (opportunity cost).
- **Distance:** Schools may be too far away from their homes particularly if girls want to attend secondary school. Parents worry about their daughters' safety in, and on the way to, class.
- **Lack of appropriate staff and resources:** There are too few female teachers, many teachers are poorly trained and in some places teacher absence is high. This is sometimes because when teachers need to collect their salaries or supplies, or get training, they have to travel far from their schools and miss days of work as a result. Learning materials may be inappropriate and costly.

If these challenges are overcome, the benefits could have a huge impact on households, communities and the wider economy.

**Women's income rises by 10 to 20 percent for each year of schooling**

**The business benefits of investing in girls**

Increasingly, companies around the world are recognising the financial and social returns of investing in girls' education. Programmes have already been developed by companies in the retail & consumer, financial services and telecoms sectors, among others.

More girls learning and completing school will result in more skilled employees, a better educated consumer base for products and services, and economically vibrant communities in which to do business. If all 1.6 million adolescent girls in Kenya completed secondary school and all 220,098 adolescent mothers were employed instead of falling pregnant so early, the cumulative effect could have added US\$3.4 billion on Kenya's gross income every year. This is equivalent to the entire Kenyan construction sector.

Companies are using their **core assets** to generate 'shared value' for business and society by increasing revenues while helping to improve girls' learning, and scale up what works in education through innovative business models.

Companies invest in new partnerships that enhance their brand reputation, build strong government and community relationships, develop a skilled workforce and create a better operating environment for business.

By investing in girls, businesses can gain employees, suppliers and distributors in their value chains who are literate, numerate, skilled, healthier and wealthier.

**The social and economic benefits of investing in girls**

In addition to the direct benefits to business, there is considerable evidence to show that girls' education is one of the most effective ways to generate a wider social and economic return on investment.

Education is the main source of knowledge and skills that prepare girls for employment. It can offer girls and their families more fulfilling, healthier, and more prosperous lives.

Girls who receive an education tend to marry later, have fewer children and are less likely to contract HIV/AIDS. Their children have a better chance of survival and are more likely to go to school themselves, improving their own prospects and those of future generations.

**FURTHER INFORMATION**

**For more information, please write to [girlseducationchallenge@uk.pwc.com](mailto:girlseducationchallenge@uk.pwc.com) or call the Strategic Partnerships team on +44 (0)20 7213 5969.**