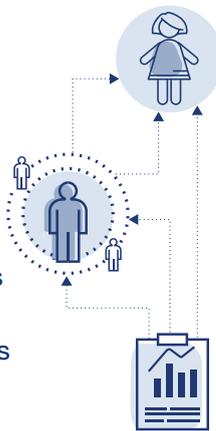


**SPRING** works with businesses as “bridges” to develop product and service prototypes to reach girls and improve their lives. What will be the legacy of **SPRING**? **Coffey** investigated this question. We interviewed 18 Cohort 2 businesses and 18 Cohort 1 businesses.

## Will the work of **SPRING** continue after the programme closes?

### WHY DO BUSINESSES TARGET GIRLS?

- There were strong social motivations to target girls
- There were economic reasons.
- Girls influenced household purchases
- Targeting girls was a strategic decision – it helped build the business brand with potential investors and potential clients



### WHAT CHALLENGES HAVE BUSINESSES FACED IN REACHING GIRLS IN THE VALUE CHAIN?

Incorporating girls into the business value chain proved difficult, unless this was already an integral part of the business. There were: legal obstacles related to age; skills, capacity and self confidence issues of the girls themselves; competing demands on girls’ time (e.g. school and other responsibilities); and a lack of understanding of what girls need and look for in terms of employment.

### WILL BUSINESSES CONTINUE TO REACH GIRLS?

#### Of the 18 Cohort 1 businesses:

- Six have changed their prototype and continue to reach girls
- Six are scaling up their prototype to reach more girls
- Six do not have plans to scale up their prototype
- Two businesses have discontinued their prototype (1 faced problems related to repayment; 1 faced

challenges related to integrating girls into the value chain)

- Six are targeting girls specifically
- Eight do not target girls specifically but reach them as members of another group, including boys, older girls and families
- Two are no longer targeting girls

### Has HCD had an impact on the businesses?

Human centred design (HCD) is an important characteristic of **SPRING** methodology – helping businesses understand the needs of girls, from the girls’ point of view.

HCD was sometimes seen as expensive and time consuming, but of the 18 Cohort 1 businesses 11 continue to use HCD including in areas unrelated to their **SPRING** prototype; and in stakeholder mapping and entrepreneur training.

“I’d say we have HCD in our blood now at this point.”

“We listen to people and say is this what you need? We’re going back to the drawing board, we’re going to change this... and give it back to you in a better way.”

