**SPRING** works with businesses to impact girls’ lives. **Coffey** is the independent evaluator of **SPRING**. This infographic shares what we have learned about **SPRING** half way through its implementation.

**TOTAL NUMBER OF GIRLS REACHED IN COHORT 1 AND 2, BY TYPE OF GIRL**

<table>
<thead>
<tr>
<th>Type of Girl</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>As end users</td>
<td>23,422</td>
</tr>
<tr>
<td>In the value chain</td>
<td>1,553</td>
</tr>
<tr>
<td>As trainees</td>
<td>4,921</td>
</tr>
<tr>
<td>As indirect beneficiaries</td>
<td>127</td>
</tr>
</tbody>
</table>

**IT IS EASIER TO REACH GIRLS AS END USERS THAN INCORPORATE THEM INTO A VALUE CHAIN**

Reaching girls in the value chain means reaching fewer girls. The impact might be greater but the business may struggle to reach scale.

**GIRLS AGED 10-19 ARE VULNERABLE AND UNDERSERVED - BUT SO ARE OTHER AGES**

**SPRING** only counts girls between 10 and 19. But for efficiency and scale, businesses reach girls outside these parameters as well. Therefore the programme’s benefit might be more widespread than reported.

**REACHING GIRLS IS NOT A DIRECT PROCESS**

**SPRING** businesses work with men, boys and other economic decision makers - ‘gatekeepers’ - to navigate the multiple potential routes to adolescent girls.

**INSIGHTS ON ACCESSING GIRLS AS A MARKET:**

- Personal networks attract further girl customers
- ICT helps with the socio-cultural settings that make reaching girls more difficult
- Female relatives often hold significant sway on girls’ decision making
- Male relatives - especially brothers at household level - are key to accessing girls

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**UKaid** from the British people  
**Australian Aid**  
**USAID** from the American people