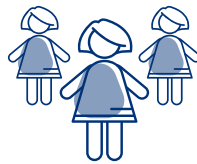


**SPRING** works with businesses to impact girls' lives. **Coffey** is the independent evaluator of **SPRING**. This infographic shares what we have learned about **SPRING** half way through its implementation

## What have we learned from **SPRING** about reaching girls?

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



**23,422**  
as end users

**1,553**  
in the value chain

**4,921**  
as trainees

**127**  
as indirect beneficiaries

### 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.



### BUSINESSES REDUCED THE EMPHASIS OF TARGETING GIRLS IN THE VALUE CHAIN

An initial seven businesses in Cohort 2 wanted to reach girls in the value chain. After refining their prototype, only three continued with this plan.

### 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