

Reaching girls through different stakeholders: lessons learned from **SPRING**



SPRING was an accelerator programme that helped businesses develop products and services to improve girls' lives.

SPRING businesses targeted girls aged 10-19 in nine countries. In order to understand what works to reach girls, we carried out in-depth case studies with 28 businesses. The experiences of SPRING businesses showed that adolescent girls can be reached through different stakeholders, including their teachers, parents and their peers.

Why work with stakeholders?

Out of our sample, 16 businesses tried to reach girls with the support of different stakeholders. This made it easier for businesses to reach girls, especially girls in rural areas or areas affected by poverty. Working with stakeholders helps overcome cultural barriers and can also help reach girls in the places where they spend most of their time, for example in school. Stakeholders can have different roles in outreach, distribution and direct implementation.



PAKISTAN

Sehat Kahani's male and female mobilisers have been working to change perceptions about the importance of girls' healthcare. They were able to reach over 4700 girls through training sessions, at community events and through conversations with community leaders. By working at the grassroots level, Sehat Kahani was able to raise awareness and interest around girls' and womens' health in urban slums across Pakistan.

www.sehatkahani.com/join-us/



Outreach among girls

Some businesses engaged with stakeholders to encourage girls to buy or use their products or services. But just working with stakeholders is not enough. This strategy worked best where businesses spent time engaging with girls, gaining their trust, and understanding what stakeholders to work with. Peer-to-peer marketing was especially effective, as girls tend to trust and relate to others their age.

Distribution of business products or services

Different stakeholders helped businesses distribute their goods or services directly to girls. This was often done through schools or NGOs. The success of this strategy depended on having shared objectives and the right price point. It also depended on finding the right distribution strategy to reach girls and whether the product captured girls' interest.

NEPAL

JBS set up savings groups, called *Nawa Bihani*, in rural and peri-urban secondary schools. Through *Nawa Bihani*, JBS is providing training on financial literacy and other topics, including agriculture, health and self-care. With the support of local schools and education authorities, there has been steady growth in the number of JBS schools and savings groups.

www.jeevanbikas.org.np/

Rwanda

Resonate delivers its unique storytelling, leadership and confidence-building workshops to facilitators from NGOs, schools or private companies. These different stakeholders then trained their own beneficiaries, helping Resonate reach more girls and women in different areas of Rwanda and beyond.

www.resonateworkshops.org/

Implementation of business-designed interventions

Stakeholders acted as implementers when they received training from the business to provide a specific service to girls. This strategy saw mixed results. Success depended on finding the right price point and a motivated partner. Interventions were most successful where all actors involved shared the same social impact objectives and costs were affordable.

Key lessons and recommendations



It is important to involve stakeholders that act as girls' gatekeepers (parents and community leaders) since they can affect girls' capacity to make independent decisions, as well as their purchasing power.



Stakeholder buy-in can be achieved by having strong shared objectives and affordable business products and services. Businesses have been able to keep costs low through technology, grants and efficient service delivery.



When products or services are delivered through stakeholders, girls respond well to people they trust and see as similar to them, or view as a role model. Engaging with girl champions, mentors or community health workers can be especially effective.