

# Effective ways of targeting girls: lessons learned from **SPRING**

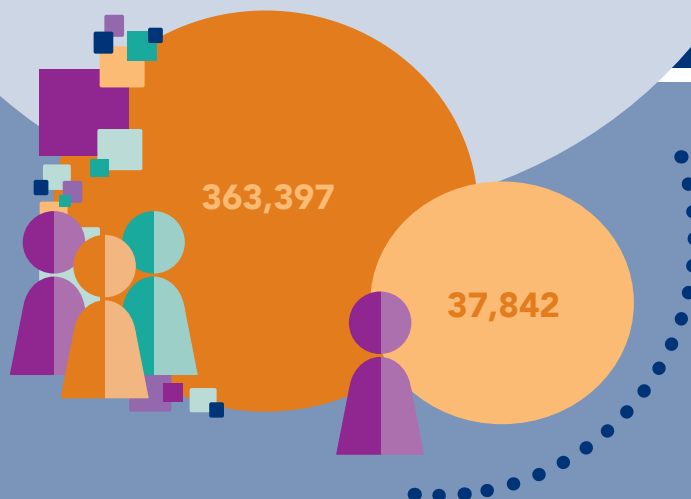


**SPRING was an accelerator programme that helped businesses develop products and services to improve girls' lives.**

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. SPRING businesses targeted girls both as a specific group or as part of broader outreach strategies.

## How did SPRING businesses target girls?

Across our sample, 10 businesses targeted girls through girl-specific interventions and 18 targeted them as part of a broader group. Overall, businesses which targeted girls as part of a broader group reached much higher numbers: 363,397 compared to 37,842. Businesses which targeted only girls with their SPRING product or services faced greater challenges



## UGANDA

**Finance Trust Bank (FTB)** empowers entrepreneurs across sectors with personalised loans to help scale their businesses. **FTB reached over 15,000 girls** as their specific target group. They did so by approaching girls' gatekeepers and ensuring they understood their girl-specific savings account, *Girl's Choice*. At the same time, FTB's Girl Mobilisers motivated girls their age to sign up for a savings account.

[www.financetrust.co.ug](http://www.financetrust.co.ug)

## Reaching girls through specific targeting

Only three businesses that developed girl-specific products or services reached more than 5,000 girls.

These businesses used four successful but different strategies:

- Engaging girls' gatekeepers (parents, male family members, guardians, and mentors)
- Reaching girls through their peers (using girls as sales agents, girl ambassadors, or trainers)
- Continuing to use human centred design (HCD) to better understand the needs and preferences of adolescent girls
- Using technologies that girls were already familiar with (social media platforms, apps, or SMS)

## Reaching girls as part of a broader population

Girls were included as beneficiaries among four broader target audiences: women and girls, youth and children, households, and the general population. Businesses did this for many reasons: to address broader social norms affecting girls, to help others reach girls, and to reach girls at scale.

Some challenges experienced included gaining the trust of gatekeepers and male family members; providing guidance, motivation and support to girls; having a product that is affordable for girls; reaching girls who do not have access to technology; and reaching younger girls.



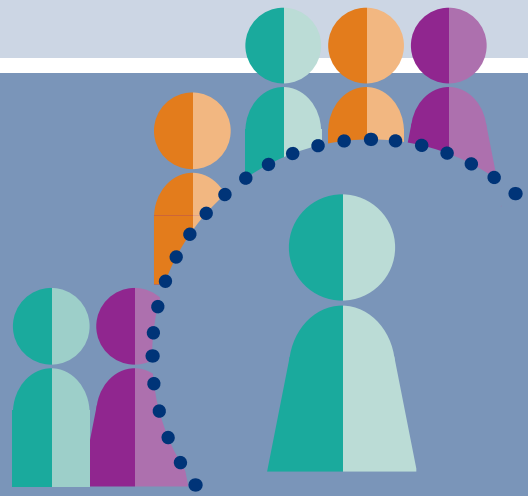
### UGANDA

**SafeBoda** is a ride-sharing app for *boda boda* moto-taxis. Although not girl-specific, the app includes features that respond to girls' needs. **SafeBoda reached more than 100,000 adolescent girls.** It realised the importance of increasing parents' and girls' perceptions of safety, especially to increase trust in its drivers and its service more generally.

[www.safeboda.com/ug](http://www.safeboda.com/ug)

## Changes in girl targeting over time

Several businesses decided to change their target group during and after SPRING. Many businesses chose to expand from targeting only girls, to include other groups in their intervention. Businesses included older women or boys and men as potential clients or beneficiaries. This was done to increase sustainability, achieve wider norm change, or to increase profitability.



## Key lessons and recommendations



To reach girls as part of the general population, interventions should include girl-specific tailoring. They should make specific efforts to better understand girls and their gatekeepers, and develop products that are relevant to their needs. HCD research can help understand the barriers and opportunities of this target group.



Businesses that want to scale up quickly can use technology and platforms which already reach girls. Technology can help overcome barriers to access, as long as girls have enough digital literacy and access to mobile phones (including other family members).



Being able to reach girls ultimately depends on the quality, relevance, and cost of the business offering. Businesses need to find the right price point, considering girls' limited access to their own money.