

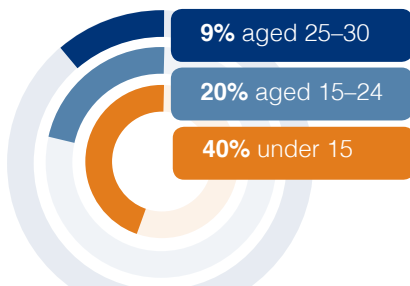
RESONATE

Business that participated in Cohort 3 of SPRING

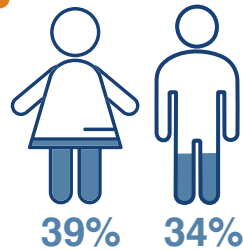
SPRING is a business accelerator programme funded by DFID, USAID and DFAT. It works with businesses to develop products that impact girls' lives in 9 countries.

Coffey is the independent evaluator of SPRING. Coffey's Business Performance Evaluation is part of the overall evaluation and examines the effects of SPRING on business performance. It also looks at how businesses are reaching adolescent girls.

The Rwandan government is recognised as a leader in advancing gender equality by adopting favourable policies and legislations. **Rwanda also has a youthful population:**



However, secondary school enrolment rates are low with only 39% of girls and 34% of boys in school.



Resonate partners with initiatives that provide skills and education, integrating leadership and confidence-building workshops into existing programmes.

The company uses storytelling in trainings to build self-confidence and leadership skills in girls and women to help them take advantage of economic opportunities.



SPRING Prototype and Business Goals

Resonate shifted from direct delivery of its training of beneficiaries, to training staff of partner organisations. This **Training of Facilitators (ToF)** model increases scale and improves business sustainability. Resonate offers three training programmes:

- **Storytelling for Leadership:** Trainees work to identify their values, build on their strengths, and pursue their goals for the future.
- **Action Leadership:** Participants gain leadership experience through designing and implementing community projects.
- **Professional Development:** Resonate provides tailored training in professional skills to increase staff capacity and effectiveness.

SPRING Support



Business Focused Support

Resonate opted to develop a **ToF model** to reach more girls and have a lasting impact on organisations. SPRING also offered marketing and branding support, guidance on how to plan for scale, and legal support.



Financial Support

Resonate used its Prototype Development Funding (PDF) to test the effect of engaging with boys, but using Human Centred Design processes helped them realise that this was not a path to scale.



Girl Focused Support

Within the **ToF model**, Resonate's trainers no longer work directly with girls, which consequently reduces the company's direct girl impact. However, the **ToF model** may increase indirect girl reach and impact.

Use of Human Centred Design

The introduction to Human Centred Design (HCD) was crucial. In applying HCD, Resonate:

- Was able to rule out prototype features and models that did not achieve scale in the short term.
- Began to develop additional tangible products or services, such as its end of training survey.
- Shifted the prototype focus towards its present indirect **ToF model**.

Girl Insights and Emerging Signs of Impact



Girls and women are not a homogenous group.

They are a diverse group forcing Resonate developed an adaptable and flexible curriculum to allow its facilitators to deal with different types of girls and women.

Reaching poorer girls and women is difficult.

This is due to transport costs, as well as childcare and time commitments.

Working with young girls is not particularly suitable to Resonate's traditional training content.

This is because younger girls often lack sufficient life experience for the training to be applicable. In response to this, Resonate has developed girl-specific content.

Reaching girls below 18 is challenging for Resonate.

Targeting schools is difficult since they are not usually willing or able to pay for Resonate to train their teachers. Most potential clients also tend to work with young women rather than girls.

There is anecdotal evidence that Resonate's trainings were useful to girls.

Trainings helped girls feel more empowered and confident to make changes for the better in their lives.

Early signs indicate that facilitators need **longer engagement and more feedback sessions** to have the intended impact on girls.

Overcoming Challenges

Gender equality and empowerment are key priorities for the Rwandan government, donors and civil society. This creates a favourable environment for Resonate. However, Resonate still faces some challenges:

- The price of the training tends to be a concern especially for donor-funded initiatives looking at short term, soft skills, capacity building interventions.
- Determining the impact of a soft skills training programme is often difficult for donor-funded programmes.
- While girl reach may increase through the indirect **ToF model**, quality of training, and thus girl impact may be reduced.

Further Reading

Coffey (2019). Case Study Report – Resonate. SPRING Evaluation, BPE – Cohort 3