

GREENLIGHTS FOR GIRLS

Company name : VODAFONE

Activity sector : Autres

Company category : Grande Entreprise

Description of the action

- Directly inspired 195 girls (11-15) to STEM careers and become our future leaders;
- Involvement of 60+ Vodafone SCM role-models;
- Strengthening contribution to local community.

Context

- Inspiring girls from lower socio-economic backgrounds into STEM.
- Provided coaching and mentoring opportunities with leaders to further encourage empowerment around educational choices.

Approach

- Built a strong partnership with greenlight for girls (g4g), a Global non-profit organisation, and the Ministry of Education and SCRIPT (Digital Luxembourg) to broaden the global and domestic spotlight on STEM.
- Further strengthened our community brand in Luxembourg increasing the total number to 195 girls having gone through the programme.
- Assisted in decreasing the gap in STEM participation and building towards an equal playing field for girls.
- Promoted the latest technologies and digital finance tools to inspire them to pursue careers in Technology and become our future leaders.

Objectives

- To inspire young girls (aged 11 - 15) into Science, Technology, Engineering and Math (STEM) careers and boosting self-confidence to become future leaders.

Impact

- 195 girls aged attended our events, participating in educational workshops, with face-to-face interventions.
- 60 inspirational leaders from the Supply Chain community through partnership with greenlight for girls and the Ministry of Education.
- 94% of attendees stated an interest in STEM after the event.
- At least 20% of our attendees come from lower socio-economic backgrounds from rural Luxembourg.
- Indirect impact of +500 lives (siblings, friends and teachers).
- Contributed towards our ambition is to improve 5,000 lives through digital learning by 2025 in Luxembourg (1% of population) and to scale initiative across Vodafone markets.
- Inspirational engagement with girls by Princess Tessy de Nassau
- Co-funding through the Ministry of Education

« To do »

- to partner with greenlight for girls organization.
- to involve employees to show company culture ([diversity](#) / girls inclusion) is aligned with this initiative.
- to get involved with the local community at their early age to raise fondness for the company.
- to invite company daughters and nieces.

- to spread the word: **Anything is Possible!**

« Not to do »

- to think something is not possible.