

# Investing in girls: a good business!

## ARENA Declaration Commitments

### Accenture

On 9 October 2014, Accenture signed the ARENA Declaration and committed to ensuring more and better jobs for girls and young women in developing countries over the next three years. Accenture has considerable experience guiding young women to jobs and entrepreneurship through the company's Skills to Succeed programme. So far, over 10,000 young people in various countries in Asia and Latin America have been trained in cooperation with Plan and 7,500 have secured formal and recognised work. Accenture and Plan will launch a joint YEE project in Africa in the future.

### Basic Water Needs

Basic Water Needs committed to the ARENA Declaration on 9 October 2014. At BWN making jobs available to women has always been a priority. Fifty percent of the employees in the water filter factory in India are women. A new factory will be set up in Malawi in 2015, which BWN expects will increase the percentage of female employees. Together with local partners SAFI Water Treatment Solutions and ARKAY Plastics, BWN's ambition is to employ only women in the factory.

### AkzoNobel

"AkzoNobel's Education Fund, has been making education more accessible to children and young people in developing countries for over 20 years now. Over the next three years, AkzoNobel and Plan will help some 550 young people in Natal, Brazil (60% of whom are young women) enrol in market-oriented vocational training and find a decent job. In addition, we are exploring possibilities in countries such as India and China to expand this approach in cooperation with our local offices. These projects suit AkzoNobel's Human Cities initiative, which focuses on the quality of life in cities throughout the world."

### Amsterdam Arena

"In cooperation with Plan Nederland, we carried out a successful pilot project prior to the 2014 World Cup, in which 150 disadvantaged young people in Natal, Brazil (nearly 70% of whom were young women) were trained as stewards. In addition, we supported Plan in the realisation of a training centre in the World Cup stadium in Natal, where Plan will help these stewards and other marginalised youth (550 in total) find permanent employment over the next three years. Moreover, we are investigating

options for expanding this type of project to other countries. In the process, we will use our network to ultimately provide more girls and young women in developing countries access to decent work."

### ASN Bank

"Our partnership with Plan Nederland shapes our commitment in the framework of the ARENA Declaration. We have supported Plan since 2008 and will continue to do so for the next three years. By supporting Plan's activities in Nepal, we help girls and young women acquire knowledge, skills and self-confidence to allow them to fully participate in the formal labour market based on decent conditions."

### TUI

"TUI Benelux was invited by our partner Plan Nederland to participate in a conference last year in October on the International Day of the Girl. By signing the ARENA Declaration, we commit our ongoing effort to prevent the sexual exploitation of children and to provide them with access to the formal labour market. Following the successful results of the project 'A collective NO to child sex tourism', which was implemented in Brazil's north-east region in 2011-2014, a multi-stakeholder project to boost and train young people in the Dominican Republic is currently in the planning stages. We are cooperating with Plan and other businesses, governments and NGOs to elevate this programme's approach and theme."

### Team Relocations

Team Relocations acknowledges that the world is changing and that the approach towards clients and the impact it has on the world must change accordingly. Team Relocations is taking its responsibility for a changing climate and offering its clients innovative and sustainable innovations through "Excalibur". Plan Nederland also offers the opportunity to contribute to the social side of sustainability in the commercial chain: the youth employment project Saksham in India trains young people (the majority of whom are girls) for a job in the retail sector, and some are being prepared to run small businesses.