

DEEP DIVE

THE CORPORATE SECTOR AND CHILDREN'S RIGHTS BENCHMARK SERIES



STANDARD CHARTERED - EMPOWERING GIRLS TO BE AGENTS OF CHANGE

Standard Chartered is a leading international banking group. Many of the locations in which Standard Chartered operates are low income countries with high levels of gender inequality. The bank is therefore taking action to make positive social and economic contributions. Since 2006, they've supported girls to take on leadership roles in their communities through the Goal program.

HERE FOR GOOD

Standard Chartered recognises the importance of promoting economic and social development in the markets where it operates. They understand that their sustained success as a bank depends on healthy economies and flourishing societies. For this reason, their approach is to analyse the needs within their countries of operation and identify how they can use their resources to support local development. In fact, their brand promise is 'Here for good,' which guides the way the company does business.

Standard Chartered's main community investments are in eye care, financial education, and Goal, a global program focused on adolescent girls. Using a curriculum that includes sports and life skills training, Goal aims to empower girls. In 2017, Goal reached over 95,000 girls in 24 countries.



Goal participants in Jordan. Photo credits: Standard Chartered

INVESTING IN FUTURE LEADERS

The aim of Goal is to provide girls with the confidence, knowledge and skills they need to support their communities and embark on careers of their choosing. The curriculum is adapted to each country's specific context.

Goal aligns with Standard Chartered's purpose - they recognise that they can increase prosperity and diversity by empowering girls. At a company level, they are committed to recruiting more women into senior management positions. In 2016, they signed on to the United Kingdom HM Treasury 'Women in Finance Charter' and aim to have 30% of the top four levels of senior roles held by women by 2020.

PROGRAM BUILDING BLOCKS

- RELEVANCE**
Using company resources to solve identified needs
- GOVERNANCE**
Program committee includes senior executives
- COLLABORATION**
Strategic partnership with an expert NGO
- MEASUREMENT**
Using quantitative and qualitative indicators



STANDARD CHARTERED AT A GLANCE

PROFILE: Standard Chartered is a global bank operating in 63 countries with a focus on Asia, Africa and the Middle East.

PRE-TAX PROFIT: USD 3 billion (2017)

COMMUNITY INVESTMENT: USD 49.8 million (2017), of which one third (USD 18 million) consist of employees volunteering their time.

Photo credits: Standard Chartered

STRATEGIC PARTNERSHIPS TO ENABLE SUCCESS

Initially, Goal was a pilot program in India involving 70 girls with a focus on netball, implemented in partnership with the Naz Foundation. With the help of the International Netball Federation and the Population Council, the curriculum was then formed and rolled out across India. The program was later extended to additional countries, and by 2011, Goal operated in five countries. In 2012, Standard Chartered partnered with Women Win to enable roll-out of Goal to all of their NGO partners, to structure monitoring, and to control quality.

“Now I have learnt that boys and girls are equal. Anyone has the right to go to school, to find a suitable job to support themselves and their families. I gathered my friends to raise their awareness about what they can do to change their parents’ perspectives and to do what is best for them.”

-Goal participant Binh from Vietnam (2017)

One of the keys to the success of Goal, according to Standard Chartered, is joining forces with experts. By partnering with Women Win, they are able to tap into their expertise in using sports as a tool for social change. Women Win also provides a network of local NGO partners for program implementation, at the same time ensuring global consistency in the quality of Goal.

While Women Win contributes practical know-how to the program, the bank provides funding and a broad network of countries and suppliers, as well as employee volunteers.

Besides tracking the number of girls completing the program, Standard Chartered ensures the relevance of their initiative by conducting pre- and post-intervention surveys, looking into how the girls develop on a personal level over time.

NGO partners conduct case studies with the girls, providing insights into how the program impacts their lives. The results have been promising, showing great advancements in acquisition of knowledge and skills.

In 2016, a video diary project was started with some of the girls, posing questions about their future goals and dreams. Spanning a five-year period, these interviews will enable Standard Chartered to monitor the long-term progress of program participants.

TAKING GIRLS’ EMPOWERMENT TO THE NEXT LEVEL

To further support girls, in 2017 Standard Chartered developed the employability and entrepreneurship module ‘Be Independent’ and began pilots in Jordan, Kenya, Nigeria, Pakistan and Uganda. Each of the pilots takes a different approach. In Nigeria, for example, the focus is on vocational training, connecting girls with work experience in industries they wish to pursue. In Pakistan, they encourage entrepreneurship in schools and enable girls to create and sell crafts.

Through another initiative, Standard Chartered invites interested Goal alumni to learn more about the experience of working at the bank. In 2016, for example, a team of bank volunteers in Chennai, India designed and led trainings on financial crime compliance. As a result 10 girls were recruited to work at the bank. A planned next step is the launch of a mentoring program connecting Goal girls with the bank’s women’s network.

“We are asking ourselves: ‘How can we use the bank’s resources to help these girls reach their aspirations?’”

-Natasha Kwakwa, Program Director Goal