



We **CARE BEYOND SKIN** by

**EMPOWERING
GIRLS**

Beiersdorf

OUR COMMITMENT TO GIRLS

For more than 140 years caring for the human skin has been our passion. Girls are not only among our consumers of today and tomorrow, but they are also our future talents, leaders and agents of change. Yet today, girls' talent and power is under-leveraged.

On top of that, the pandemic has created a major backlash to Girls' Empowerment. COVID-19 has become the catalyst for inequality affecting the most vulnerable, among them girls and women, resulting in increased violence, more unpaid (care) work, and less access to education. It has reversed the progress that has been made towards gender equality.

That is why we aim to extend our care beyond skin to thrive for an equitable future. We invest in a sustainable and diverse world by Empowering Girls: Together with our partners Ashoka, CARE and Plan International we foster inclusive quality education and promote protective environments for girls and young women. We strengthen equitable and quality health services and increase their economic resilience. If more girls and women across the world had access to protection, equitable health care and education they could unlock extraordinary power.



In the following, we would like to share with you the highlights of our global commitment towards Empowering Girls since 2020: Get to know our projects around the world, learn about our main achievements and hear voices from the ground – from our colleagues as well as from project participants.

Together, let's take our commitment to the next level and bring our vision of an Inclusive society to life.

A handwritten signature in blue ink that reads "Valerie" followed by a stylized monogram.

Valerie Kruck
Head of Social Commitments at Beiersdorf

GIRLS IN TIMES OF THE PANDEMIC

- × **11 million girls across the world may never go back to school** after the pandemic.
UNICEF (2022)
- × **Approx. 47 million women and girls have been pushed into extreme poverty** since the declaration of the pandemic.
Oxfam International (2022)
- × **An additional 10 million girls are at risk of child marriage** over the next decade due to COVID-19.
UNICEF (2022)
- × **Approx. 1.4 million unintended pregnancies** occurred due to the disruption in contraceptive supplies and services during the first 12 months of the COVID-19 pandemic.
UNFPA (2022)





"In a crisis like COVID-19, girls and young women are the first to be removed from school and the last to return."

—
Malala Yousafzai
Pakistani Female Education Activist
and Nobel Peace Prize Laureate

"The COVID-19 pandemic laid bare the existing global inequalities. It brought progress on women's empowerment to a screeching halt."

—
Sima Bahous
Executive Director of UN Women

"COVID-19 is devastating the lives of girls. Ongoing school closures, economic stress, and service disruptions are putting the health, well-being, and futures of the most vulnerable girls at risk."

—
Catherine Russell
Executive Director of UNICEF

OUR **RESPONSE**

Beiersdorf



03-2020

Announcement
COVID-19 Aid
Program



05-2020

Board Decision
Focus on Girls'
Empowerment

07-2020

Kick-Off Partnership

Beiersdorf 

08-2020

Kick-Off Partnership

Beiersdorf



10-2020

Launch Projects in
Latin America



10-2020

Kick-Off Partnership

Beiersdorf 

07-2021

Ethiopia: 1,170 women*
received cash assistance as
well as mentoring to identify
and pursue business
opportunities



*based on the criteria developed by the
Regional Women and Child Affairs Bureau
and project staff

01-2021

Launch Projects in Africa



10-2021

Get-together of girls from Project with the Beiersdorf Colombia's Human Talent Team



11-2021

Somalia: engagement of 50 VSLA (Village Saving and Loan Association) women to produce 10,000 face masks which were provided to the health workers for free



12-2021

First 100,000 beneficiaries reached



05-2022

Colombia: organization of awareness-raising sessions for 340 parents and caregivers focusing on the prevention of COVID-19 and the importance of gender equality at home



10-2021

Launch Projects in Europe



11-2021

Ecuador: training sessions of 702 adolescents (450 girls) on sexual and reproductive rights, prevention of sexually transmitted infections and HIV-AIDS



03-2022

Interaction of project participants with colleagues from Beiersdorf Ecuador over breakfast



07-2022

Ghana: distribution of hygiene Materials to 500 girls and 200 boys



08-2022

Board Decision

Prolong Projects in Africa, Europe, and Latin America along with expansion to Asia



09-2022

Visit of Beiersdorf colleagues to the Project site in Colombia



10-2022

Mentoring of young girls on the International Day of the Girl at Beiersdorf Brazil



10-2022

Sudan: outreach of the project to 12,961 individuals with information focused on COVID-19 identification, prevention, and vaccination



12-2022

Launch Phase II Projects in Europe



02-2023

Launch Phase II Projects in Africa



01-2023

Launch Phase II Projects in Latin America



03-2023

Launch Phase II Projects in Asia



TOGETHER, LET'S TAKE
CARE BEYOND SKIN
TO THE NEXT LEVEL

IMPRESSIONS







AROUND THE WORLD

EUROPE

Ashoka
10/21-12/23
various countries



Social
Innovation

LATIN AMERICA

Plan International
10/20-12/24
Brazil & Colombia



Education



Protection

AFRICA

CARE & Plan International
01/21-01/25
Kenya, Ethiopia, Ghana & Nigeria



Health
Services



Economic
Resilience



Education



Protection

ASIA

Plan International
03/23-02/25
Vietnam & Philippines



Education



Protection



Economic
Resilience



VOICES

FROM PROJECTS



MIRET TAYE Ethiopia

Miret Taye Belete is a 25-year-old woman (with an impairment) living with her family consisting of three sisters and one brother. The economic status of her family was extremely low, and she was struggling to support her family. Miret was supported by the COVID-19 response project and received financial support as well as training to run a small business.

"Through this project I became the happiest woman. With the cash transferred I started selling "Sheetie" (local clothes) and later on also joined the village savings and loan association (VLSA). My dark life has turned into a bright one and my self-esteem has improved. I have started helping my family members, and as a member of the VSLA group, my savings status has improved. I am further taking a loan from the group, I am adding additional items, my business has expanded, my profit has increased, and I am planning to open a boutique in the city center."



GLORIA* Nigeria

Gloria* is 14 years old and lives with her five siblings. She is a survivor of sexual and gender-based violence who stopped going out of her home and did not return to school due to the shame and stigma. Gloria* was supported by Plan International and Beiersdorf to recover from trauma and return to school.

"I hardly went anywhere and didn't even want to go back to school because people kept on pointing fingers at me. The project supported me to recover from the trauma and return to school. I received mentorship and counselling which helped me in expressing myself more and interacting with my peers. I made new friends during the life skills sessions of the project and was supported with the timely supply of hygiene kits containing items such as washing soap, sanitary pads, and more. My case manager and education officer helped me to get back into school and supported me with school supplies and tuition fees. Initially I was a bit shy but now I participate more in my class, and I look forward to doing better next year. My case manager tracked my progress in school, and it made me feel cared for. I want to study business administration after my secondary school."

* Due to sensitive nature of the topic the identity of the survivor has been concealed in the content and the accompanying picture, including a changed name.



MARIA* Ecuador

Maria* is a 16 years old girl living with her father, mother and older brother. The family's economic situation had been significantly affected by the COVID-19 pandemic. Maria* got involved in the "Learn and Stay Protected" project by the invitation of the community leader and has not missed a single meeting since the beginning of the project.

"Through the project I learned to socialize and to acquire new knowledge about gender-based violence, pregnancy, and other topics. This project has influenced me to know that I can do more things than I think; that nothing is impossible; that if you want to, you can do anything. The project strengthened my communication skills and during a meeting with the District Director of Education on the international day of the girl, I was able to raise concern about the lack of water in my school and as a result, there was water the very next day. The participation in the project has improved my communication with my parents, especially my mother who also actively participates in the activities. I went from being a participant to a person who guides and orients my colleagues on the difference between personal and professional goals and how to achieve goals in the short, medium or long term. It was something very nice, I felt like a leader of my community."



* Name changed.



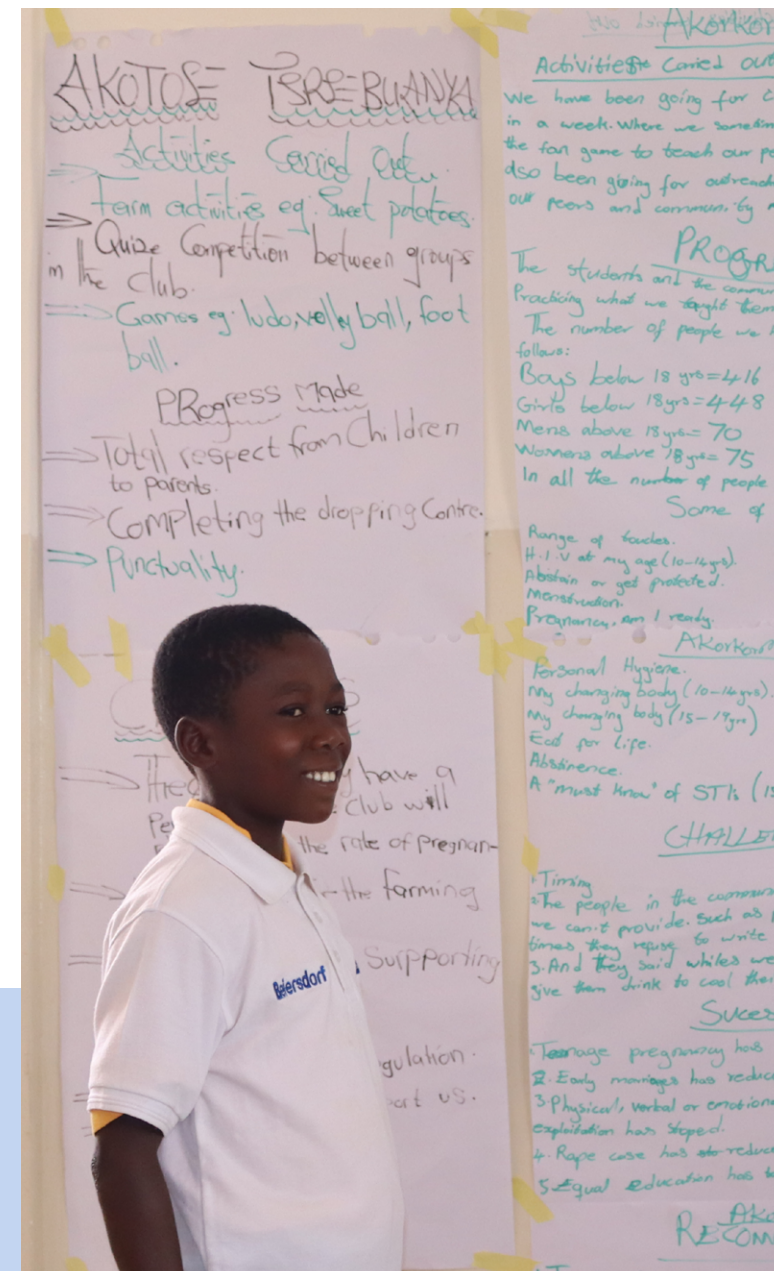
HERA United Kingdom

Ashoka Fellow Hera Hussain is the founder and CEO of Chayn - a global nonprofit that creates resources on the web to address gender-based violence. The platform provides a unique online space for victims and survivors that honors their agency and context by connecting them with inclusively curated support and nudging them to act.

"Many victims of gender-based violence (GBV) are under-served by existing front-line organizations, for example migrant women, women of colour, non-binary people, queer and trans women. 'Chayn' wants to change that. Survivor-volunteers create, and curate simply worded, positively framed and trauma-informed how-to guides and toolkits for victims. All materials we create, respect nuance of experience and inter-sectionality to create a sense of belonging and agency. The lockdowns during the pandemic led to increased tension, stress, and violence. Supported by Beiersdorf, we have expanded our remote trauma support service and created new materials reaching from new reproductive rights guide to podcast series."







OUR COMMITMENT



300+
THOUSAND PEOPLE

will be reached directly
through our Girls' Empowerment
projects **by 2023.**

OUR ACTION AREAS



Education

- ✗ School closures due to COVID-19 impacted 1.6 billion learners out of which 118.5 million were girls who were left out of school (UNESCO, 2022).
- ✗ The school closures have led to a heightened risk of sex and gender-based violence, trafficking, and teenage pregnancy.
- Providing inclusive quality education is a human right, a global development priority, and a core humanitarian need.
- Impact on a girl's education can be felt for generations leaving a vital gap in their community, their country and the world. For many girls, school is more than a window into a better future. It's a lifeline.



Protection

- ✗ Gender-based violence affects 1 in 3 women in their lifetime.
- ✗ Violence against women increased to record levels around the world following lockdowns due to COVID-19. UN described the situation as a "shadow pandemic" in a 2021 report.
- Protecting girls and young women from all forms of violence, and the gender dynamics that drive it.
- Education and training on sexual and reproductive health and rights and sexual and gender-based violence and strengthening of support services help to protect those most at risk.



Health Services

- ✗ The pandemic undermined women and girls' fundamental rights by disrupting healthcare access for women and girls leading to a significant increase in stillbirth, maternal death and maternal depression during the pandemic.
- Delivering essential health services safely, by training more frontline health workers and community volunteers and ensuring adequate COVID-19 response, by supporting health facilities and treatment centers and by conducting community health and hygiene education.



Economic Resilience

- ✗ The economic hardship resulting from COVID-19 affected girls and women disproportionately.
- ✗ Working mostly in the informal sector, burdened with unpaid and domestic work, girls and women were prevented from decent jobs and continue losing livelihoods.
- Mitigating the economic downturn through e.g., the support of village savings and loan associations, a successful micro-financing-model at community level. It empowers girls, women and their families to invest in income generating activities, stopping the vicious cycle of poverty.



Social Innovation

- ✗ The immediate effects of the COVID-19 on the social innovation sector were alarming as the business models of many social enterprises were threatened by the economic downturn.
- ✗ Women and girls are unequally affected by the pandemic.
- Investing in social businesses that are funded by women or empower girls or women who have been affected by COVID-19.
- Building a collective of female social innovators by facilitating and leveraging connection and support to inspire collaborative action.





BEIERSDORF & PARTNER VOICES



Beiersdorf

"From social inequalities to climate change, as a global community, we are facing severe challenges. At Beiersdorf, we recognize our responsibility to foster positive change and to contribute to the Sustainable Development Goals of the UN. We aim to maximize our positive impact on society and minimize our environmental footprint - with our Girls' Empowerment projects we are walking the talk on our societal pillar!"

–
Jean Francois Pascal
Vice President Sustainability



"Plan International's partnership with Beiersdorf supporting young girls and women at the risk of child and forced marriage, and teenage pregnancy marks our renewed commitment to shed light on the lived experiences of young women and children in the Bangsamoro region in the Philippines. The project will foster a protective and encouraging environment where girls and young women can reclaim their future."

–
Ana Maria Locsin
Country Director Plan International Philippines



Beiersdorf

"Diversity & Inclusion is much bigger than Beiersdorf alone and I firmly believe that we are stronger together. Partnering with external organizations, in this case like minded and respected NGOs, will help us to collectively advance our agenda and focus on where we can have the biggest impact jointly. As such, I am delighted to see our partnerships outside our own value chain, supporting communities in need to enable equal opportunities for everyone."

–
Misel Ahom
Global Diversity & Inclusion Director



Beiersdorf

"All over the world, the COVID-19 pandemic has had a devastating effect and Ghana is no exception to that fact. With our funding we support Plan International's local team in the Eastern and the Oti Region to foster access to quality education and to promote protective environments for girls and young women. My team and myself are happy to actively support this important project in Ghana."

–
Kwesi Ofori
Country Manager Central & West Africa



"During the two years of implementation of the 'Learn and Stay Protected' project in Bogotá, Colombia, we were able to reach over 15,000 people with different activities that promoted the protection and empowerment of girls, adolescents and young people. This is the purpose of strategic allies such as Beiersdorf and Fundación PLAN."

—
 Ángela Anzola de Toro
 Director Fundación Plan Colombia



Beiersdorf

"Our business in Africa has experienced outstanding growth in recent years. But as a global corporate citizen, Beiersdorf is also committed to care for people and their communities beyond its immediate business. I fully support our local Girls' Empowerment projects in Kenya, Ghana, and Nigeria."

—
 Mathieu Levasseur
 General Manager Central, East & West Africa



"The two years of the COVID-19 response project brought to light the central role women and girls play in building a resilient community, especially in the face of a pandemic. From the project endline assessment, 91% of the target participants enrolled in VSLAs (80% F) recorded positive saving practices and a higher contribution to household income. In a nutshell, building the women and girls agency is the foundation for transformative development."

—
 Leah Kaguara
 Country Director CARE Kenya



Beiersdorf

"The COVID-19 effects particularly affected young girls and women around the world. I am very much looking forward to the expansion of our Empowering Girls projects to Vietnam and Philippines to create a long-lasting impact for our communities and society."

—
 Stephanie Barraud
 Senior Vice President - ASEAN



"What happened in this past year has been magical! Beiersdorf was the audacious partner that in the aftermath of the pandemic understood the importance of supporting processes, rather than specific predetermined outputs. This is how Ashoka was able to nurture a strong, authentic and motivated group of women social entrepreneurs, from all corners of Europe, to put their experience into building a collective Manifesto for a new narrative on gender equality. A Manifesto that speaks to all of us, calls us all to concrete action, and that will be transformed into recommendations for specific decisions-makers."

–

*Giulia Sergi
Program Manager Ashoka Europe*



Beiersdorf

"The collaboration with Plan International shows how we, as a big global company, can make a tangible contribution to local communities by supporting vulnerable girls and young women so they can have a better place in the Colombian society. We are very proud to be part of this initiative and all our colleagues are highly engaged on this topic."

–

*Gerardo Ponce
Country Manager Colombia*



Beiersdorf

"Strong communities are the foundation of health and growth for all of us. I am deeply touched that Beiersdorf continues to invest with external partners like Ashoka to build communities and networks that are uniquely able to solve the issues of today, in particular, regarding Diversity & Inclusion. Beiersdorf cares beyond skin, Beiersdorf cares about healthy communities and we are all stronger through it!"

–

*Emilie Joubert
Vice President Human Resources Europe*

OUR PARTNERS



Plan International supports children, young adults, their families and communities in order to provide a sustainable and equal improvement of their lives in more than 75 countries in Asia, Africa, and Latin America.

"The 'Learn and Stay Protected' project directly aligns with our global agenda of 'All girls standing strong and creating Global change'. The worsened sexual and gender-based violence, teenage pregnancy and other child protection breaches borne out of COVID-19 have been significantly curtailed by the innovative ideas and initiatives rolled out under the project."

–
Solomon Tesfa Mariam
Director
Plan International
Ghana



Economic
Resilience



Education



Protection



CARE was founded in 1945 to alleviate poverty and hunger in Europe with over 100 million CARE packages. Today, CARE works in more than 100 countries to overcome poverty and social injustice, with a specific focus on the empowerment of women and girls.

"CARE thrives for a world that is equal for all genders because from more than 75 years of experience in implementing development and humanitarian aid projects we know that we cannot eradicate poverty and achieve social justice while inequality exists. Through our great partnership with Beiersdorf, we are empowering women and girls in the most vulnerable communities in Kenya, Ethiopia, Somalia and Sudan to challenge injustice and work towards equality."

–
Karl-Otto Zentel
General Secretary
CARE Deutschland



Health
Services



Economic
Resilience



Protection



Ashoka is world's leading network of social entrepreneurs with the best system-changing ideas to address social problems of the society.

"Our founder Bill Drayton once said 'Social entrepreneurs are not content just to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry.' To me, this quote perfectly describes the power of social entrepreneurship. And it also points at what is needed in the field of gender equality: systemic solutions that address the root causes of the problem and contribute to a new mindset."

–
Katharina Hinze
Partner
Ashoka Deutschland



Social Innovation

OUR SOCIETAL IMPACT

total financial support
14 MILLION

TOTAL OF 16
projects worldwide

230 THOUSAND
direct beneficiaries

9 MILLION
people reached

Status: January 2023

SUSTAINABLE DEVELOPMENT GOALS



Colored tiles show our biggest impact.





LOOKING BACK & MOVING AHEAD

Dear Reader,

Two and a half years ago, we embarked on a journey to support and empower girls, young women and their communities that were massively affected by the pandemic. It was clear that a whole generation of girls risked to bear the costs of this pandemic for the rest of their lives. With our commitment we contributed to alleviate the immediate and long-term consequences of COVID-19.

To name some examples: More than 200 mentoring meetings to support girls in their educational path were carried out in Brazil, around 2,000 girls and young women attended awareness sessions on sexual- and gender-based violence in Nigeria and more than 4,000 girls and women benefitted from trainings on financial literacy and entrepreneurship in Kenya. And in Europe, we contributed to building a powerful network of female social entrepreneurs that aim to change the gender narrative. We are truly proud of the positive impact that has been achieved so far through our projects.



Christiane Hölscher
Head of Social Impact Strategy & Partnerships at Beiersdorf
Project Lead Empowering Girls



Katharina Schulze Herking
Manager Social Impact Strategy & Partnerships at Beiersdorf
Project Lead Empowering Girls

And now, we are looking forward to increasing our efforts even more by prolonging our existing projects in Africa, Europe and Latin America while also expanding our commitment to Asia. We will refine our focus on improving the resilience of girls and young women and the communities they live in towards ongoing and upcoming crises.

Needless to say, our Girls' Empowerment commitment is a collaborative effort: Many thanks to the Executive Committee for believing in the cause and in our work and providing us with your continued commitment.

We would also like to express our gratitude to our colleagues all around the world, in the countries and at Headquarters for your passion and active support, in addition to our partners for the excellent implementation of the projects on the ground and our trusting relationships.

This is how Beiersdorf, as a global corporate citizen, expresses its care for an Inclusive society and fosters social cohesion.

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Beiersdorf

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Further Information



CARE IS INCLUSIVE,
ALWAYS.

Beiersdorf