

**2024**  
UPDATE

We **CARE BEYOND SKIN** by

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**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 are under-leveraged. The ongoing global crises, exacerbated by the long-term effects of COVID-19, climate change, and other humanitarian emergencies, have disproportionately affected girls and young women.

That is why we extend our care beyond skin to thrive for an inclusive and equitable future. Together with our partners Ashoka, CARE and Plan International we work towards a more sustainable and diverse world. 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. Our focus on girls and young women stems from a profound understanding of the critical role they play in the fabric of society. They are not just participants of our initiatives;



they are catalysts for sustainable development and positive transformation. They bear a heavier burden yet possess remarkable resilience and strength.

Therefore, we committed to impact 300,000 people with our projects by 2023. Now, we are happy to share that we achieved more than we pledged and extended our commitment, making tangible progress towards our global goal of Empowering Girls.

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.

*Yours,  
Social Commitments Team*



# GIRLS IN TIMES OF THE PANDEMIC

- × **11 million girls across the world may never go back to school** after the pandemic.  
[UNICEF Press Release \(2022\)](#)
- × **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 Press Release \(2022\)](#)
- × **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

**"In low-income countries without the means to offer economic support during lockdowns, many women lost their only source of income. As family incomes fell, many girls stayed home when schools reopened, or went to work."**

—  
*Dr. Ngozi Okonjo-Iweala*  
Director-General of World Trade Organization



OUR  
**RESPONSE**

**Beiersdorf**



**11-2022**

Launch Gender manifesto



**08-2022**

**Board Decision**

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

**12-2022**

Launch Phase II Projects in Europe



**01-2023**

Launch Phase II Projects in Latin America + Kick-off workshop in Colombia & Germany



**01-2023**

Financial support to seven female social entrepreneurs



**02-2023**

Launch Phase II Projects in Africa



**02-2023**

**Pledge overachievement**

400,000+ people reached in Phase I

**03-2023**

Launch Phase II Projects in Asia





## 04-2023

Announcement of Phase II pledge



## 05-2023

Colombia

431 parents & caregivers attended awareness sessions for topics of child protection, the importance of education & the prevention of SGBV



## 09-2023

Philippines

10 girl leaders took over the role of AS Watsons and NIVEA's Beauty Ambassadors and store managers across several Watsons branches

Beiersdorf



## 10-2023

Brazil

Interaction and mentoring session for project participants by Beiersdorf Brazil colleagues

Beiersdorf



## 10-2023

Philippines

45 girls participated in a career exploration workshop followed by a panel discussion on the topic of promoting gender equality for girls within the beauty and wellness industry

Beiersdorf



## 11-2023

Results of the Summative Evaluation of Phase I projects conducted by Wider Sense presented

WIDER  
SENSE

**12-2023**

**Kenya**

77 health workers trained to strengthen the capacity of frontline health workers to offer Adolescent and Youth-Friendly Sexual Reproductive Health (AYFSRH) services

**02-2024**

First 40,000 direct participants reached in Phase II

**03-2024**

Feature in DAX40 Study on Corporate Citizenship: Empowering Girls projects and their impactful reporting



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**



# YORDANOS Ethiopia

Yordanos, 23, lives with her mother and sister in Dire Dawa and is a member of a girls' saving group which was established by CARE with the support of Beiersdorf. The members of the group save a certain amount of money each month, can take loans for their businesses, and receive vocational trainings. Through this project Yordanos received cash known as "livelihoods transfer" to support her business, a small food shop. She is the sole breadwinner of her family since the divorce of her parents.

"I started from nothing but made a whole living for myself. My food shop gives me mental freedom. I do not have stress anymore but peace of mind, because I can do this by myself. I support my family and we are doing good. We even can buy clothes for ourselves. I took a loan last week from our savings group and installed Wi-Fi and lights to make it more homely for my customers. Four weeks ago, I installed a power line to have electricity. I constantly try and find ways to improve my business. I am studying to be a pharmacist. So, I will graduate this year and I am going to be a health professional soon. My five-year-plan is to expand this business to have the funds for my own pharmacy."



# NINA\* Nigeria

Nina\* is a survivor of Sexual and Gender-Based Violence (SGVB) who had to endure the trauma of being raped by an acquaintance. Recognising the urgent need for support, Nina\* reached out to Plan International project and was welcomed at the safe space, where she marked the beginning of her healing process through one-on-one counselling sessions and life skills activity programme.

"The one-on-one counselling sessions really helped me to confront the guilt and shame I was facing. I understood that the blame should lie with the perpetrator and not myself. With the help of the case worker, I was able to enrol back in school and write my final exams while being pregnant. I am now focusing again on my education and taking care of myself and my unborn baby. I am grateful for the work this project is doing and I promise to educate other people in Mamsirmi community on the acceptance of rape survivors and teenage pregnancy victims."

\* Due to sensitive nature of the topic the identity of the survivor has been concealed in the content and the accompanying picture







## **BINH\*** Vietnam

Binh\* turned 14 years old in 2023. When she was eleven years old, her father passed away. As the second eldest of five siblings, Binh gained more responsibility in helping her grandmother and mother take care of her younger siblings. She married at the young age of 14 and dropped out of school. After ten days, she took the decision to get divorced and go back to pursue her education.

“At first, my ex-parents-in-law assured me to let me continue my studies after getting married to their son. However, they didn’t keep the promise as I had to stay at home doing housework. I missed the time at school, my classmates, and the lectures from my beloved teachers. I couldn’t stand the situation, decided to break this marriage and come back on the right track, which is education. As a member of the Champions of Change club at my school, I want to become an advocate for the elimination of child and early forced marriage in my community. In the future, I want to go to college and make my dream come true become a professional make-up artist.”



## **SOPHIA\*** Colombia

Sophia\* is a 14-year-old girl from Venezuela now living with her stepfather, her mother and her little brother in Bogotá. Together with her mother, she attended various project activities over the course of two years such as back to school campaign as well as workshops on Gender Based Violence prevention, sexual and reproductive rights, and menstrual health. She also visited Beiersdorf Colombia office and interacted with the Human Talent team.

“The project gave me a world of possibilities, of other ways of knowing and making decisions in relation to my life project, the exercise of my rights, especially my sexual, reproductive and menstrual rights. My experiences in each activity, and the knowledge I gained about the different cross-cutting themes of the project, empowered me and encouraged me to be more confident. Now, I want to be the voice of many migrant girls, I see the difficult situations they have to go through, but sometimes I don’t dare to speak. I am a bit shy, I want to help them to be safe and protected. I want to promote education and menstrual care for migrant girls and adolescents who do not have access to this information and whose rights are therefore violated.”



# MARIE-MADELEINE

Italy

Marie-Madeleine Gianni is the creator of the non-profit organization "BET SHE CAN", dedicated to empowering young girls (8 to 12 years old) in Italy. The organization is committed to reduce gender bias by providing empowerment programs for pre-teen girls to acquire tools to gain self-awareness, develop their potential, and grow up free to make their own choices.

"Before the program, I was apprehensive about tackling the issue of prejudice and stereotypes, but I was suggested useful tools that I will definitely adopt."

"Now I have more awareness. I pay more attention to book titles and covers. I pay attention to the choices and consider possible gender labels."

*(Quotes from program participants from public libraries)*









# OUR COMMITMENT



OUR INITIAL GOAL BY 2023: REACH 300,000+ PEOPLE

WE OVERACHIEVED: 400,000+ PEOPLE REACHED

OUR NEW GOAL IS TO REACH

# 500,000+

PEOPLE BY 2025\*



# OUR ACTION AREAS



## Education

- ✗ School closures due to COVID-19 impacted 1.6 billion learners. Currently 122 million girls are out of school. (UNESCO, 2022)
- ✗ The school closures 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. One additional year of schooling and women's wages go up 12% compared with 10% for men (WEF, 2021)



## Protection

- ✗ Nearly 1 in 2 women reported that they or someone they know have experienced violence since the start of the pandemic. (UN Women, 2021)
- ✗ COVID-19 lockdowns, as well as pandemic-related economic and social pressures, exacerbated a pre-existing crisis driving a spike in gender-based violence in both households and public settings.
- 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.
- Delivering essential health services safely, by training more frontline health workers and community volunteers and ensuring adequate crises response in future, by supporting health facilities and treatment centers and by conducting community health and hygiene education.



## Economic Resilience

- ✗ The economic hardship resulting from COVID-19 disproportionately affected girls and women to the extent that it was termed as 'shecession'. Women lost an estimated \$800 billion in income in 2020 due to the pandemic. (UN Women, 2022)
- ✗ Working mostly in the informal sector, burdened with unpaid and domestic work, girls and women were prevented from decent jobs and continue facing lower participation in labour markets. (UN Women, 2022)
- Mitigating the economic downturn through e.g., financial literacy trainings and the support of Village Savings and Loan Associations (VSLA), a successful micro-financing model at community level. Investing in income-generating activities empowers girls, women and their families, stopping the vicious cycle of poverty.



## Social Innovation

- ✗ The immediate and long-term effects of COVID-19 on the social innovation sector were alarming as the business models of many social enterprises were affected by the economic downturn and did not recover. Especially women-led businesses were affected hard. (The World Bank Research Observer, 2022)
- ✗ Women and girls were unequally affected by the pandemic.
- Investing in social businesses that are funded by women or empower girls or women to make them resilient against the effects of pandemic and any future crises.
- Building a collective of female social innovators by facilitating and leveraging connection and support to inspire collaborative action.









# BEIERSDORF & PARTNER VOICES



Beiersdorf

"At Beiersdorf, we aim to maximize our positive impact on society and minimize our environmental footprint. The overachievement and extension of our Empowering Girls pledge reflects our commitment to creating a more Inclusive Society."

–  
*Jean-François 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, Equity & 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. As such, I am delighted to see our partnerships outside our own value chain fostering more equitable societies."

–  
*Misel Ahom*  
*HR Vice President Center of Excellence Diversity, Equity, Inclusion and Talent Acquisition*





“During the three years of implementation of the ‘Learn and Stay Protected’ project in Bogotá, Colombia, we were able to reach more than 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



“Our business in Africa has experienced outstanding growth in recent years. But as a global corporate citizen, Beiersdorf is also committed to caring for people and their communities beyond its immediate business. I fully support our local Empowering Girls projects in Kenya, Ghana, Nigeria and Ethiopia and their extension, recognizing the invaluable impact they continue to have within the local communities.”

–  
 Mathieu Levasseur  
 General Manager Central, East & West Africa

**Beiersdorf**



“Women’s participation in the economy depends not only on access to education but also enjoyment of their rights, including to a life free of all forms of GBV, access to Sexual and Reproductive Health Rights and services, and a reduction in the burden of unpaid care work. The Beiersdorf-funded project, implemented by CARE Kenya and partners is addressing structural causes of gender inequalities through women’s economic empowerment, access to SRHR and prevention of GBV.”

–  
 Leah Kagura  
 Country Director CARE Kenya



“The enduring effects of global challenges, including the long-term COVID-19 effects, have particularly affected young girls and women around the world. I am happy to witness the progress of our Empowering Girls projects in Vietnam and the Philippines, as they actively contribute to establishing a positive impact on our communities and society with activities such as building sanitary facilities at schools and organizing community dialogues issues concerning access to education and early and forced marriage.”

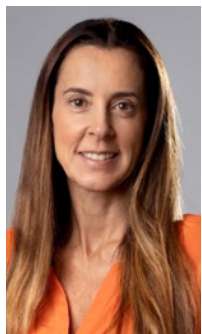
–  
 Stephanie Barraud  
 Senior Vice President - ASEAN

**Beiersdorf**



“Women and girls are unequally affected by the pandemic in many ways - and the global crisis shows in many ways how systems and societal structures don’t work to support and unfold the potential of women. Beiersdorf was the audacious partner that in the aftermath of the pandemic understood how important it is to not only address the symptoms of gender inequality, but to tackle its root causes as well.”

-  
Katharina Hinze  
Partner  
Ashoka Deutschland



“The collaboration with Plan International shows how we, as a global company, can make a tangible contribution to local communities by supporting vulnerable girls and young women towards achieving a better place in society. This initiative fills us with pride, and the continuous engagement of all our colleagues underscores our shared commitment to address the unique challenges faced by girls and young women in Brazil.”

-  
Ana Bógus  
General Manager Brazil

**Beiersdorf**



“Strong communities are the foundation of growth for all of us. I am deeply touched that Beiersdorf continues to invest with external partners to build communities and networks that are uniquely able to solve the issues of today, in particular, regarding Diversity, Equity & Inclusion. In Europe, we have not only leveraged the potential of female social entrepreneurs with Ashoka, but together with Teens in AI, we are also investing in the next generation - by upskilling girls and underprivileged youth in technology & AI. Beiersdorf cares beyond skin, Beiersdorf cares about healthy communities and we are all stronger through it!”

-  
Emilie Joubert  
Vice President Human Resources Europe



**Beiersdorf**



# 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.



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.



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.



Social Innovation



# OUR SOCIETAL IMPACT



Status: February 2024

## SUSTAINABLE DEVELOPMENT GOALS



Colored tiles show our biggest impact.



# MEASURING OUR IMPACT

## Insights from a Summative Evaluation of our Empowering Girls Projects:

Building equitable and resilient communities is a continuous journey, and social initiatives designed to achieve this goal require ongoing assessment. Transparent data-driven evaluation allows us to move beyond assumptions and anecdotal evidence. By leveraging data, we gain a deeper understanding of what works, what needs improvement, and how to maximize the positive contribution of these initiatives. This commitment to continuous learning and improvement formed the foundation for our recent partnership with Wider Sense, a leading independent advisory firm that specializes in corporate social responsibility and social investment, to conduct a comprehensive evaluation of our Empowering Girls projects following the end of initial phase (2020-2022).

The evaluation aimed to assess the ground-level impact of our projects in Africa and Latin America, identify challenges, and extract valuable data-driven insights for future engagements. This collaborative effort, undertaken in mutual agreement with our NGO partners and the external expert Wider Sense, served as a valuable learning experience for all parties involved. As a company, we want to ensure that our future initiatives are grounded in proven strategies, address evolving needs, and ultimately have the greatest possible impact.



### Interview with Karenina Schröder

Member of the Management Board (Wider Sense). Karenina is a Civil Society Specialist with over 25 years of experience across different sectors of international civil society.

#### Q: What were some of the key findings of this evaluation?

**A:** The “Empowering Girls” projects did not unfold in a vacuum. Interviews with the NGO partners CARE and Plan International in Africa and Latin America during this evaluation painted a vivid picture of a world that was dramatically reshaped by the pandemic full of unprecedented and unpredictable challenges for project implementation. However, the evaluation also highlighted the resilience and resourcefulness of these NGO partners.

According to the evaluation:

1. Both NGOs successfully mitigated the exacerbated gender inequalities during COVID-19 by designing and implementing specific interventions based on the requirements of different communities. In Kenya for example, 64 girls who were impacted by the pandemic were financially supported with school re-enrolment, thus ensuring continuity of secondary education.
2. The NGOs managed local realities and ever-changing circumstances through effective local stakeholder engagement, a holistic community approach and flexible project design. For instance, a lot of project activities in Latin America were shifted to virtual mode during the implementation phase due to COVID-19 restrictions.
3. The projects successfully delivered on strengthening economic resilience, fostering equitable access to education and health services and enabling protective environments for girls and young women. For instance, the endline results showed that in Kenya 3,467 individuals (surpassing the original target of 2,000) were trained as new village savings loan association members out of which 88% were women.

#### Q: Following this evaluation by Beiersdorf, why do you think it's so important for businesses, in general, to measure impact?

**A:** In today's world, consumers and employees increasingly expect businesses to act responsibly and contribute to the greater good. Measuring the impact of their social initiatives allows businesses to acquire concrete evidence to improve their support systematically and continuously for social issues. This is a big step forward from the times when corporates were satisfied with some nice pictures of smiling children. Doing an evidence-based evaluation also allows companies to properly demonstrate their commitment to delivering real change. This is important at a time when green- and whitewashing scandals begin to undermine the confidence of corporate social claims.

This data-driven approach allows Beiersdorf to continuously improve their efforts in creating a more equitable and inclusive world. The present evaluation served as a proof point of their commitment to transparency and evidence-based social change.









# DESIGNED

& PRODUCED BY

# Beiersdorf

#### Published by

Beiersdorf Aktiengesellschaft  
Beiersdorfstraße 1-9, 22529 Hamburg

#### Editorial Team and Concept

Corporate Sustainability | Social Commitments

#### Text

UNICEF Press Release, 2022: Statement by UNICEF Executive Director Catherine Russell on International Women's Day; Oxfam International, 2022: 5 ways women and girls have been the hardest hit by Covid-19; UNFPA, 2022: State of World Population report, Seeing the Unseen: The case for action in the neglected crisis of unintended pregnancy; UNESCO, 2022: Keeping Girls in the Picture; WEF 2021: COVID-19 has harmed girls' education. Here's what needs to be done; UN Women, 2021: Measuring the shadow pandemic: Violence against women during COVID-19; UN Women, 2022: Press release: Achieving full gender equality is still centuries away; The World Bank Research Observer, 2022: The Impact of the COVID-19 Pandemic on Women-Led Businesses.

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p.25, p.26, p.28, p.29, p. 31, p.36, p.37,  
p.38, p.46, p.51, p.52, p.53: Plan International

#### Further Information



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CARE IS INCLUSIVE,  
**ALWAYS.**

**Beiersdorf**