



The Clinton Global Initiative (CGI) *Commitments to Action* 2010 - Supporting the Empowerment of Girls and Women

The Belinda Stronach Foundation's *Commitment to Action* through the G(irls)20 Summit

PARTNER(S)

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SUMMARY

In 2010, the Belinda Stronach Foundation committed to holding an annual G(irls)20 Summit modeled after the annual G20 Summit attended by heads of finance in twenty of the world's most powerful economies. The G(irls)20 Summit is a viral global campaign to solicit grassroots ideas on how to reach the Millennium Development Goals (MDGs) that most impact girls and women. The Summit brought together one girl from each of the G20 countries to work together on a concrete project, engage in global conversation about the economic prowess of girls and women, and to discuss how the delegates can create a space where girls voices can be heard globally.

Just as the G20 Summit , the G(irls)20 Summit convenes one girl from each G20 country: Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Russia, Saudi Arabia, South Africa, South Korea, Turkey, the United Kingdom, the United States and a representative of the European Union. Unique to the G(irls)20 Summit is the designation of a seat for a representative from the African Union.

DETAILS

Estimated Total Value: \$5,000,000

Commitment Duration: 5 years

Geographic Region: Africa; Asia; Europe; Latin America & Caribbean; Oceania

Countries: Australia; Brazil; Canada; China; European Union; France; Germany; India; Indonesia; Italy; Japan; Mexico; Russia; Saudi Arabia; South Africa; South Korea; Turkey; United Kingdom; United States of America.

APPROACH AND METHODOLOGY

The Belinda Stronach Foundation utilizes a partnership based approach in this commitment by engaging non-profits, NGOs, the government and private sector corporations.

IMPLEMENTATION, TIMELINE, AND DELIVERABLES

Year 1: 2010-2011

Phase I:

G(irls)20 Summit Follow-up and Ambassador Implementation & Support (July 2010 - June 2011)

- Develop and distribute evaluations to all participants (Ambassadors, partners, speakers, etc.) to conduct a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis to learn of possible improvements to the summit (if necessary) and to build on the successes from the previous year;
- Determine which partners are committed for the 2011 Summit and campaign
- Follow-up with the G(irls)20 Ambassadors to support the work they choose to undertake in their local communities.

Phase II: Research and planning (September 1-December 31, 2010)

- Develop an action plan to influence G20 leaders;
- Develop a plan for partnership, outreach and dissemination;
- Develop a strategic communications plan for advocacy of global development issues;
- Develop new criteria for 2011 delegates.

Phase III: Delivery (January 1-July 2011)

- Implement both the action and communications plans (including full viral campaign); and,
- Host 2011 G(irls)20 Summit in France

Phase IV: Post-Mortem (July-August 2011)

- Assess the lessons learned from the project in building an advocacy platform and consult with partners and interested parties about extending the project to prepare for

future Summits

Years 2-5: 2011-2015

Please note that this timeline will be replicated in years 2-5 with adjustments as required. The 2011 G(irls)20 Summit will be used as a learning year for future Summits, and as such may influence future implementation timelines.

BACKGROUND

There are 3.3 billion girls and women in the world with the potential to change their communities and the larger global populace. In spite of this potential, girls and women are often not in a position to implement the changes they wish to see in the world and in their communities. Through economic empowerment, political engagement and social action, girls and women can be supported so that they can strengthen their communities and countries. The Belinda Stronach Foundation is the lead organizer and funder of the G(irls)20 Summit, a summit that is designed to empower and engage girls and women.

PARTNERSHIP OPPORTUNITIES

SEEKING: Financial Resources, Implementing Partners, Media/Marketing Opportunities

The Belinda Stronach Foundation is seeking partners who will commit to supporting the G(irls)20 Summit financially, by partnering with us to support Summit logistics and, for those that are able to connect to a network of girls and women and boys and men around the world to promote the campaign and to secure young women applicants for the Summit. Additionally, they would welcome partners with media expertise to help drive awareness of the campaign and the Summit.

OFFERING: Best Practice Information, Media/Marketing Opportunities

The Belinda Stronach Foundation is offering to share best practice and learning outcomes and to helping to cross-promote organizations, via its website, social media and traditional networks, that share its mission and vision to economically empower girls and women.

POINT OF CONTACT

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<http://clintonglobalinitiative.org/commitments/>