



GIRA Mujeres

Executive Summary

In the specific context of Iberia, women have been strongly affected by

Spanish context

unemployment and gender inequality, even when they are an essential part of the family economy. Given the importance of women within our society and for our business and the existence of the 5by20 framework, the Coca-Cola System decided to foster a program that enhances women's employability and entrepreneurship linked to the food and beverages sector: GIRA Mujeres.

What is GIRA Mujeres?

GIRA Mujeres is an opportunity to develop the talent and work skills of women through a training and mentoring program designed to encourage personal and professional empowerment, adapted to the different objectives of the participants in collaboration with expert organizations and public administrations. There are 3 main pillars: entrepreneurship (to undertake without an idea of business developed or not very advanced), employability or to undertake with an idea of business already designed (GIRA Women Weekend).

- **Personal empowerment** means for them to be aware of their possibilities, develop self-confidence and direct their own personal and economic destiny.
- **Professional empowerment** means to provide the knowledge and tools needed by women who want to advance as professionals, linked to the food and beverage sector.

Who is impacted by GIRA Mujeres?

GIRA Mujeres aims to impact all kind of women because it wants to be as inclusive as our brands. Our target is all women from 23 till 60 years of age, from either an urban or rural background, employed or unemployed, but who see entrepreneurship or rebooting a company as an alternative to being an employee. In the case of women in risk of exclusion, we benefit women who consider to be employed in an activity linked to the food and beverage sector.

What is the content of the training program for the entrepreneurship pillar?

The training program for the entrepreneurship pillar is divided in 3 phases:

1st Stop: Off-line training "Find your route"

In-person training is designed to empower and inspire women so that they find their entrepreneurial project or the way to reinvent their business. The training is divided into two 5-hour sessions. The first session will be on personal empowerment, and the goal of the second one will be to find business ideas and introduce basic business knowledge.



2nd Stop: On-line training “Begin your journey”

After the off-line training the participants can access a 30-hour online training program, in which they will learn to develop their business idea through a simple and complete model based on the Canvas method. At the end of this part, women who end the training and define their business idea will have the possibility of being selected for the third part of the project: a stop with two parallel possibilities.



3rd Stop: Incubator and Mentoring “We accompany you”

The 10 best projects coming out of the online training will be selected to participate in a third phase, lasting six months: 3 months of incubator services and 3 more months of mentoring that will help them with developing the different parts of their business. Among these 10 women, 3 will be chosen to for another mentoring period of 6 months and will receive 3,000€ of seed capital to launch their project.

The employability pillar

Women at risk of social exclusion follow an itinerary of employability to achieve their insertion in the labor market which consists on three consecutive stages: personal orientation (41 hours), face-to-face training (150 hours) and intermediation and follow-up in the process of labor insertion.

GIRA Mujeres Weekend

Furthermore, in our second promotion GIRA Mujeres aims to impact those women who already manage an entrepreneurship in an activity linked to the food and beverage sector and, look for new tools to improve it with a new training called **GIRA Mujeres Weekend**. During a weekend, women interested receive a training of 14-hour management workshops divided into 6 modules covering the areas of strategy and business idea, sales, legal and human resources, business scalability, finance and corporate communication.

Who are our

We work together with different partners who in coordination with municipalities, associations and public administrations (ie. Golden Triangle) will

partners?

do the recruitment of women and develop the offline training.

In the first promotion, we worked with:

- **Fundación Mujeres:** NGO that works on launching intervention projects in different areas of social, political, economic and cultural participation, with the goal of making equal opportunities between men and women real and effective.
- **Alma Natura:** B-Corp that designs public and/or private projects for rural communities in Spain with the purpose of helping stabilize the rural population, among which they include the training of different targets as women.
- **Cruz Roja Española:** Through its employment plan, this NGO aims to help people in difficult social situations to overcome these, reinforce their capacities and foster their job integration. They have relevant expertise in women projects.

During the second promotion 2017/18, GIRA Mujeres has kept working hand in hand with Fundación Mujeres, Alma Natura and Cruz Roja, and two new entities have joined:

- **Dona Activa Forum:** NGO dedicated to facilitate, guarantee and accompany women in the process of social and labor inclusion, as well as encourage entrepreneurship in the region of Catalonia, Valencia and Balears Islands.
- **Impact Hub (Madrid):** International network of collaborators focused on making a positive impact in the world in charge of the GIRA Mujeres Weekend training in 6 different Spanish cities: Madrid, San Sebastián, Vigo, Bilbao, Pontevedra and Valencia.

2016/17 promotion's results

A total of **4,643 women** were impacted in the first promotion of GIRA Mujeres, achieving an **105%** of the established objective. Each of our partners surpassed their goals:

	Objective	Impact	Achievement
Fundación Mujeres	640	689	107.6%
Alma Natura	3,000	3,035	101.2%
Cruz Roja	800	919	114.6%
Total	4,440	4,643	105%

287 off-line training courses were imparted between Fundación Mujeres and Alma Natura during this time through regions of Spain, impacting 22 cities and 213 towns throughout the country.

Out of the 3,724 beneficiaries from Fundación Mujeres and Alma Natura, 47% of the participants were between the ages of 40 and 50. Even though 38% of all women had university studies, 80% of them were unemployed. It is interesting to point out that 27% of participants, before they started their training in GIRA Mujeres, did not consider entrepreneurship as an alternative to employment.

2017/18 promotion's results

Being actually in the 72% of the project life cycle, **3,356 women** have been impacted in this second promotion of GIRA Mujeres already, achieving the **85%** of the established objective and hopefully, each of our partners will surpass their goals:

	Objective	Impact	Achievement
Fundación Mujeres	600	461	77%
Alma Natura	2,000	1,902	95%
Dona Activa	500	369	74%
Cruz Roja	500	433	87%
Impact Hub – GW Weekend	400	191	48%
Total	4,000	3,356	85%

In the case of GIRA Women Weekend there are four cities remaining to be completed between the end of May and the beginning of June.

The profile of the beneficiaries from Fundación Mujeres, Alma Natura and Dona Activa shows that the 34% are between the ages of 40 and 50, the 45% of all women have university studies and 56% of them are unemployed.

However, the profile for the Weekend shows that the 42% are entrepreneurs, the 82% have university studies and 37% are between the ages of 30 and 40 years.

