



KEEP EVOLVIN'

**TOGETHER WITH PUBLIC AND PRIVATE SECTOR,
WE ARE**

TRANSFORMING UNEMPLOYED WOMEN

**from Africa into the next generation of managers and
leaders.**

ANNUAL COMMUNICATION ON PROGRESS 2020



THE EVOLUTION

Despite the many challenges of 2020 including the travel restrictions and the negative effects on the hospitality and tourism industry, Evolvin' Women was able to adapt and support the local community.

In fact, Evolvin' Women was identified as a local intervention to the pandemic making 2020 a remarkable year for our programme and our partners. By working closely with African Consulates in the UAE, we were able to support women who lost their jobs due to Covid-19.

In 2019, in line with our commitment to ethical governance, we appointed an independent auditor, transferred our licence to Dubai Multi Commodities Centre (DMCC) and introduced an Anti-Bribery and Anti-Corruption Policy. In 2020, Evolvin' Women made a significant change to its organisational structure by creating a Corporate Advisory Board (CAB) in order to enhance overall strategy development, corporate governance and independent oversight. The CAB consists of six members appointed under a formal agreement.

In alignment with SDG #4-Quality Education and SDG #5-Gender Equality, 2020 has been the year of democratising learning to provide equal opportunities to women with limited access to education. Evolvin' Women has in fact, adopted the University of Central Oklahoma UCO definition of Transformative Learning (TL).

With social impact at the core of our enterprise, I am pleased to confirm that Evolvin' Women reaffirms its support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption. Working towards implementing the Global Compact principles is what drives our business. The Evolvin' Women annual Communication on Progress (COP) is part of our commitment to the United Nations Global Compact.

Keep evolvin'
Assia Riccio
Founder Evolvin' Women

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In support of

**WOMEN'S
EMPOWERMENT
PRINCIPLES**

Established by UN Women and the
UN Global Compact Office



EVOLVIN' WOMEN AT GLANCE

Established in 2017 and based in Dubai, Evolvin' Women aims to help build sustainable economies in developing countries through the advancement of women with limited access to education and skill development. Motivated by multi-stakeholder engagement, our programme's unique format brings together international collaborators from private, public and academic sectors to provide our participants access to the first international hospitality skills development programme in the UAE. We currently operate in Ghana, Rwanda, Ethiopia and Zambia and plan to expand to South Africa in 2021.

A key goal is to address female unemployment in developing countries by cultivating future female leaders in the Hospitality sector. We do this by providing:

- Governments in developing countries with an on-the-job, experiential capacity building programme for unemployed women.
- Corporate entities with a socially responsible solution to their recruitment and CSR needs.

Evolvin' Women has been presented as a sustainable tourism initiative at the Women's Economic Empowerment Global Summit by the UN WOMEN, the African Women in Tourism Summit, the Arabian Travel Market in Dubai and at the ChangeNOW Summit in France where Evolvin' Women was selected by the Dubai Government to represent Dubai on sustainability.

Evolvin' Women has also been proud to support the United Nations Sustainable Development Goals (SDGs) SDG #4-Quality Education, SDG #5-Gender Equality and SDG #8-Decent Work, to be one of the first micro-enterprises to become a signatory of the United Nations Global Compact (UNGC) and chair the steering committee in the UAE to deliver the 7 Women's Empowerment Principles (WEPs), the result of a collaboration between UN Women and the UNGC.



4 Countries of operation

128 Global Partners

6 Programmes in the pipeline

4806 Training hours delivered



THE SOCIAL ISSUE - THE WHY

In Africa, where female unemployment rates can reach 50% in rural areas, meeting our vision is crucial to building sustainable economies, intensifying the fight against extreme poverty, and achieving the United Nations Sustainable Development Goals.

According to the World Bank:



ISSUE

Finances & social norms determine if a woman continues training. Catching up with skills development in adult life becomes a challenge leaving women in a vulnerable position compared to men.



INEFFECTIVE INTERVENTION

Less than a 1/3 of vocational training programmes generates employment. Even those that are successful are costly, with returns that rarely justify governments' investment.



OUTCOME

High Female unemployment rates, only 29% of senior management roles are held by women and only 5% of CEOs are female due to the small pool of female candidates.

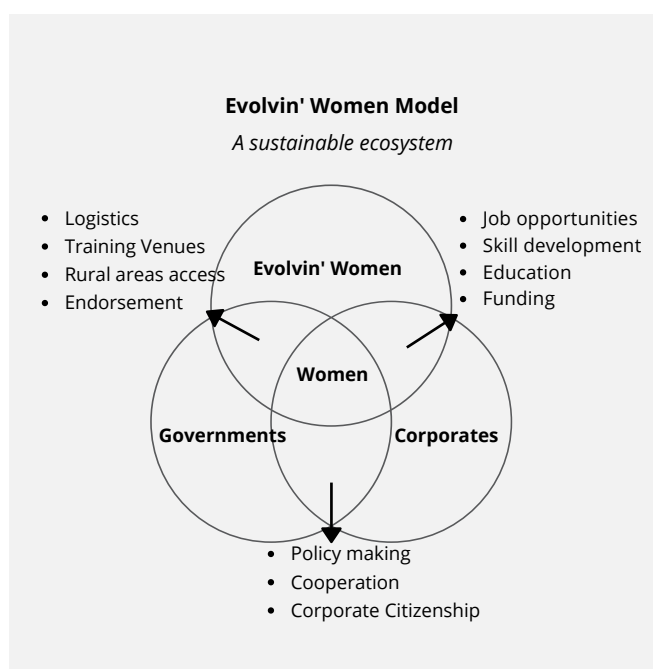
Our Theory of Change at a glance

We believe that by bringing together the public and private sectors to deliver a programme with employment and transferable skills as outcomes, we will enable unemployed women to increase their economic participation in society.

Our effective intervention includes a rigorous selection process, preparation training and two years of professional training and mentoring.

Through this intervention, women gain a level of experience that will allow them to be fully equipped to enter full-time employment in their home country.

We aim for outcomes where our programme graduates increase female employment participation rates, including at senior levels.



THE SOCIAL ISSUE - THE HOW

By implementing our Theory of Change we provide a solution to the challenges faced by both private and public sectors:

The challenge for governments

Governments in Africa are working towards increasing women's economic participation and their representation in senior management roles through capacity building programmes. Yet these programs are not yielding results sufficient to address the problem.

The challenge for corporates

While governments are addressing the issue of women's unemployment, the private sector is addressing the challenge of finding projects that increase their social impact participation and position them as trusted corporate citizens.

By providing:

- Logistics
- Training Venues
- Access to rural areas
- Endorsement

- Job opportunities
- Skill development
- Education
- Funding



Evolvin' Women can deliver a 27 month employability programme inclusive of:

- Application & selection process
- 3 month Preparation training
- 2 years of professional and personal development
- Mentoring
- Support network
- Access to full time jobs
- Impact reporting

AREAS OF WORK TODAY



WOMEN

We are developing the next generation of female professionals through social and economic empowerment.



ENTREPRENEURS

We are developing the next generation of female entrepreneurs through training and market access.



COMMUNITY

We are turning vulnerable ecosystems into viable conservation economies and investable projects through sustainability and inclusion.

THE SOCIAL ISSUE - THE WHO & THE IMPACT

PARTICIPANTS ARE SOCIALLY EXCLUDED UNEMPLOYED WOMEN WITH NO INCOME, DEPENDENT AND VULNERABLE

“socially excluded” means being excluded from society, or parts of society, as a result of one or more of the following factors: child sexual exploitation; victim of rape; victim of verbal abuse; unemployment or unpaid labour; financial hardship; well-being (physical or mental); poor educational or skills attainment; relationship and family breakdown; refugee status. The above is not an exhaustive list and Evolvin' Women will adapt to the changing needs of society.

According to the United Nations (UN)[1]:

“Social exclusion is a multidimensional phenomenon not limited to material deprivation; poverty is an important dimension of exclusion, albeit only one dimension.”

“Social exclusion is what can happen when people or areas suffer from a combination of linked problems such as unemployment, poor skills, low incomes, poor housing, high crime, poor health and family breakdown.”[2]

The UN notes that symptoms of exclusion include: unequal access to resources; unequal participation; and denial of opportunities. At Evolvin' Women, we see these as both symptoms and causes of exclusion and aim to address them through our programme as follows:

[1] <https://www.un.org/esa/socdev/rwss/2016/chapter1.pdf>

[2] United Kingdom Office of the Deputy Prime Minister, 2004, p. 2

Programme

INITIAL PREPARATION
TRAINING IN HOME COUNTRY

PAID JOB PLACEMENT IN
THE UAE

ON THE JOB TRAINING

EDUCATION AND MENTORING

POST PROGRAMME
EMPLOYMENT

Results

SECURE JOB IN THE UAE AND RELOCATION

START EARNING A SALARY, BECOME FINANCIALLY
STABLE, BEGIN TO SUPPORT FAMILY BACK HOME

BUILD RELEVANT SKILLS FOR THE FUTURE, PREPARE FOR
FURTHER POTENTIAL EDUCATION AND CERTIFICATIONS

SUPPORT LEADERSHIP GROWTH AND GOAL
DIRECTED SOCIAL IMPACT

CONTINUE BUILDING A CAREER AND PROFESSIONAL
DEVELOPMENT, INCREASE EARNING AND POTENTIAL,
FULL INDEPENDENCE AND FAMILY SUPPORT

Return to their home countries and improve their social and economic status by gaining professional roles to increase their monthly salaries, often by up to 5X; and also to access higher education to continue their professional development and career paths.



CHARITY BOSOMTWI

**From Ashainman
Cohort - September 2018
Job secured - Front Office**



Charity started in housekeeping and within 8 months moved to Front of House. She is currently enrolled in the Evolvin' Women Social Entrepreneurship Incubator delivered in partnership with Amity University Dubai and the Dubai Business Women Council at the Dubai Chamber of Commerce. She has completed over 200 hours of training and mentoring.



BRENDA ELEBLU

**From Kwabenya
Cohort - September 2018
Job secured - Talent & Culture Assistant**



Brenda joined the Human Resources department and is working as Talent & Culture Assistant. She is currently enrolled in the Evolvin' Women Social Entrepreneurship Incubator delivered in partnership with Amity University Dubai and the Dubai Business Women Council at the Dubai Chamber of Commerce. She has completed over 200 hours of training and mentoring. Brenda also has been selected by Evolvin' Women to become one of our Mission Ambassadors, which provides her the opportunity to travel with the team across Africa and share her experiences with new joiners.



DORCAS DANQUAH

**From Kasoa
Cohort - September 2018
Job secured - Waitress**



Dorcas joined the Human Resources department as HR Administrator. She was part of the team that launched the new Talent Management System. Dorcas has returned to Ghana to start her own business after completing 150 hours of training and mentoring.



AYISHATU MOHAMMED

**From Kaneshie
Cohort - August 2020
Job secured - Front Office**



Ayishatu started in Food & Beverage and within 5 months moved to Front of House. She was recognised by Hilton for her resilience, courage and spirit and has completed over 50 hours of training and mentoring.



FATIMAH MOHAMMED

**From Ofankor
Cohort - August 2020
Job secured - Waitress**



Fatimah joined the Food & Beverage team and within 3 months received a certificate for her excellent customer service skills. She is planning her cross-training in Front Office and has completed over 50 hours of training and mentoring.



GLOBAL COMPACT PRINCIPLES

Evolvin' Women is currently working within the framework of the United Nations Global Compact.

We are actively committed to all ten of its principles.

Below is an outline of how we are executing policies and actions to ensure we comply with these principles.

HUMAN RIGHTS PRINCIPLES

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights

As per our policy, Evolvin' Women works closely with the Government of the United Arab Emirates and foreign country Embassies in Dubai to protect women while they are in the UAE. Women have access to medical insurance, work visa, a suitable means of travel to and from their place of work, suitable accommodation, and competitive remuneration for the duration of the programme.

Principle 2: make sure that they are not complicit in human rights abuses

We have monthly "Sit at the table" workshops aimed at providing our participants with a seat at the table, an opportunity for them to be heard and to make a difference. We also have monthly calls and meetings with every participant for the duration of the programme. We ask questions to find out if there are any incidents of bullying and abuse while working with our hotel partners. The monthly contact policy is to ensure there are no abuses of power and if situations are brought to our attention an investigation is launched and monitored. Mentors are also called on a monthly basis to find out similar information.

We also conduct quarterly meetings with our hotel partners and interview Heads of Departments and Human Resources representatives to compile data and feedback on the performance of our participants. This process allows us to compare our participants' feedback with their managers' feedback and identify any areas of concerns that need to be addressed.

OUR WORKSHOPS PROVIDE PARTICIPANTS WITH A SAFE ENVIRONMENT TO SHARE AND ADDRESS CHALLENGES



LABOUR PRINCIPLES

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining

Our supply chain policy, allows us to work only with licensed organisations and ensures that our hotel partners work in compliance with the UAE labor law. The business conducted within Evolvin' Women gives participants the flexibility to control their participation. The training and tasks assigned are provided with a flexible timeframe so participants can learn at their own pace and get the most out of the tools at their disposal.

Principle 4: the elimination of all forms of forced and compulsory labour

Evolvin' Women works closely with its partners in Dubai and foreign countries to ensure that participants are motivated, dedicated and willing to improve their quality of education and seek other means of employment. As per our policy, participants travel to Dubai when they have an employment contract and work visa according to the UAE Labour Law; they make the decision to come based on the contract they reviewed and signed. Therefore they can stay up to 2 years but are free to resign at their own discretion. They also have access to their Embassy in the UAE. When our participants return to their home countries, they are not forced into employment but are rather given the opportunity to decide what industry-specific field is most appropriate and enjoyable.

Principle 5: the effective abolition of child labour

Evolvin' Women does not associate itself with brands, companies or entities that have a history of possible or proven child labour to our best knowledge. We do not enrol anyone under the legal age of work. We only work with unemployed women 21 and over. Women who complete our programme are able to create a better life for themselves and their families and increase the chances for their children to access education.

Principle 6: the elimination of discrimination in respect of employment and occupation Assessment, Policy and Goals

By teaching women regardless of their race, age, socioeconomic background or nationality, Evolvin' Women has demonstrated its commitment to diversity, education and to the implementation of WEPS. Elimination of discrimination is at the heart of Evolvin' Women.

ENVIRONMENTAL PRINCIPLES

Principle 7: Businesses should support a precautionary approach to environmental challenges

Evolvin' Women is aware of the challenges that arise with global warming and a changing environmental landscape. In 2019 we completed the design of our first Ubuntu Eco-Lodge that will provide women returning home after the programme, with a space to train people in rural areas on sustainable tourism activities that generate new income for the community. In order to respect the environment and educate in sustainability, we have invested time and resources in preparing policies that will demonstrate our commitment to partnering with environmentally friendly organisations, such as Eco Domes. Policies will ensure that the construction is environmentally friendly and sustainable by using resources that are harvested consciously and sustainably.

Principle 8: undertake initiatives to promote greater environmental responsibility

Evolvin' Women has demonstrated its commitment to promoting greater environmental responsibility through its conscious use of resources and commitment to working with hotels that engage in environmental initiatives. Examples are our continued partnerships in 2020 with:

- Hilton Travel with Purpose initiative represents Hilton's commitment to redefine sustainable travel and drive positive environmental and social change across its operations, supply chain and communities.
- Accor Planet 21 programme demonstrates the Group's ambitious goals around four strategic priorities: work with its employees, involve its customers, innovate with its partners and work with local communities to tackle key issues including green buildings and environmental sustainability.

Principle 9: encourage the development and diffusion of environmentally friendly technologies **Assessment, Policy and Goals**

We want to work with women who want to make a difference. In 2020 we launched a social entrepreneurship course in partnership with Amity University to support those participants who wish to develop enterprises that generate environmental and social impact on their return home.

ANTI-CORRUPTION PRINCIPLES

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery

The introduction of the Anti-Bribery and Anti-Corruption Policy in 2020, explains our individual responsibility to comply with anti-bribery and anti-corruption laws and to ensure that any third parties that we engage to act on our behalf, do the same.



CORPORATE CITIZENSHIP STRATEGY & APPROACH

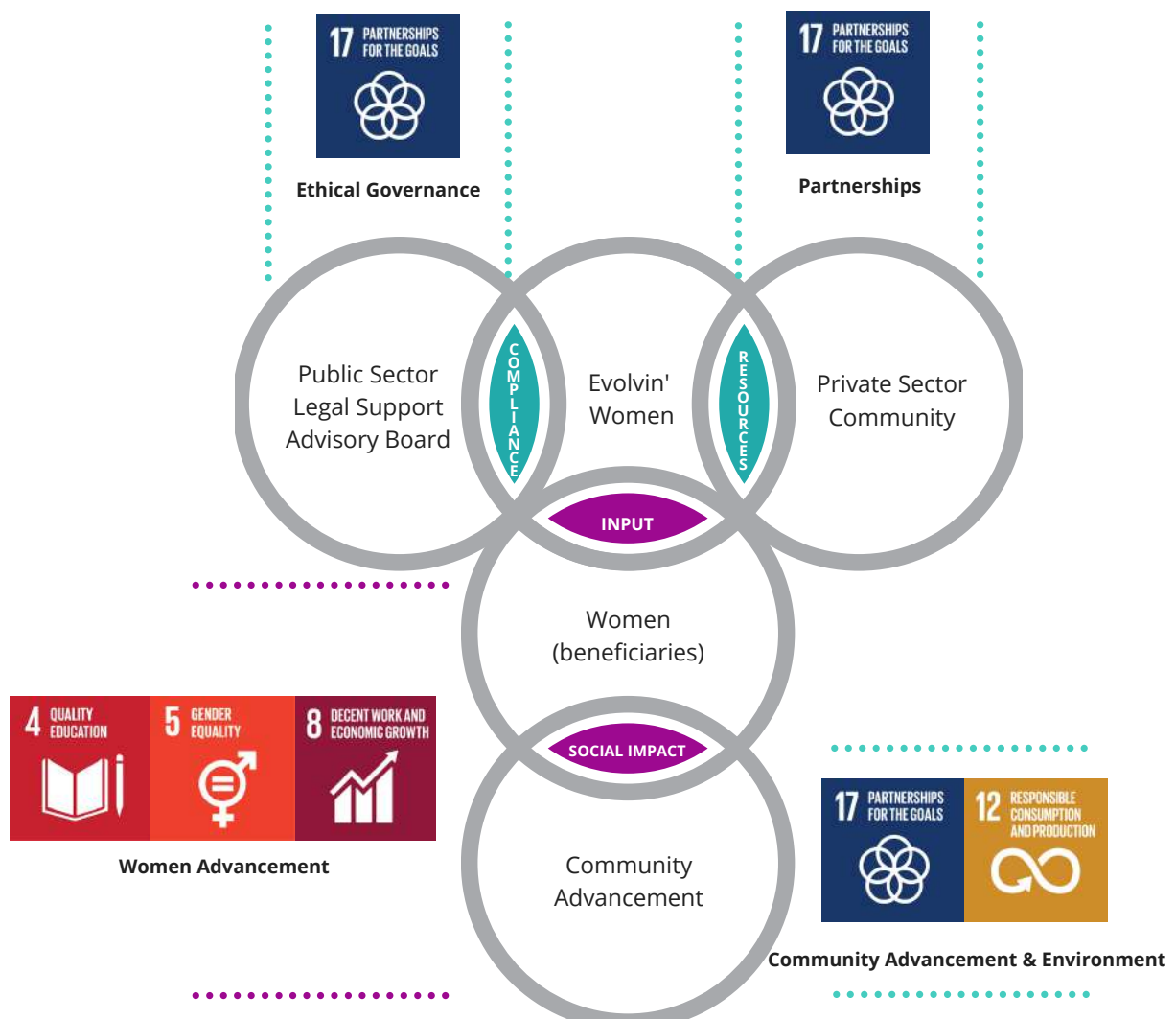
Our strategy includes 4 pillars:

- Ethical Governance
- Partnerships
- Women Advancement
- Community Advancement & Environment

Our inputs, outputs and outcomes are motivated by and explicitly in line with the United Nations Sustainable Development Goals.

CORPORATE CITIZEN STRATEGY & APPROACH

BELOW IS AN OUTLINE OF OUR OUTCOMES AND HOW WE ARE EXECUTING TACTICS TO ENSURE THEY ARE REACHED. THIS IS DONE IN VIEW OF MAINTAINING PROFITABILITY WHILE IMPROVING THE QUALITY OF LIFE OF OUR BENEFICIARIES AND THEIR COMMUNITIES.



ETHICAL GOVERNANCE



Evolvin' Women is driven by the commitment to develop a framework of rules and practices that ensures accountability, fairness, and transparency in our relationship with all stakeholders.

Advisory board

In March 2020 Evolvin' Women made a significant change to its organisational structure by creating a two-tier panel of advisors. In order to enhance its overall strategy development, corporate governance and independent oversight, a Corporate Advisory Board (CAB) was created to undertake the traditional role of a board of directors. The CAB, consisting of six external Advisors with diverse backgrounds and relevant experiences, meets regularly with management and provides frequent inputs into governance, strategy, planning and development of the organisation.

The second tier of advisory support is from a cohort of supporters forming the Advisory Council (AC), which meets less frequently but provides the opportunity for individual members to inject meaningful insights, expertise and support as and when required.

The strengthening of the organisation's governance structure is aimed at supporting the further development and expansion of Evolvin' Women in the mission of creating meaningful, lasting, measurable impact in the communities we support.

Legal support

We have clear contracts in place with all our stakeholders issued and reviewed by Squire Patton Boggs in Dubai.



Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge,

expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries.

In 2020, we have established further relationships and partnerships with the public sector in the UAE and Africa, including Zambia, Ethiopia and Rwanda. We introduce our participants to the Ambassador of their country in Dubai and have ongoing relationships with relevant government bodies in each country of operation.

The endorsement we receive from the public sector is allowing us to guarantee transparency and be accountable while working on our contribution to the achievement of SDGs.



DEFINITION

Definition is a multi-award-winning agency that is partnering with Evolvin' Women to help raise awareness on SDG #17 across the world through strategic public relations, digital media, content production and marketing expertise.

PARTNERSHIPS



Community Engagement

By engaging with the community we aim at making a positive change that surpasses borders, cultures and backgrounds.



Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.
In 2020 we launched our online training platform where both community and partners can engage with our participants to provide support and training.

Private Sector - CAPACITY BUILDING

We are committed to establishing partnerships for capacity building by engaging with the private sector and the community.

Enhance international support for implementing effective and targeted capacity-building in developing countries to support national plans to implement all the sustainable development goals.



Through a corporate agreement and in alignment to Planet 21 and RiISE movement, Accor is providing job opportunities and training to women enrolled in the Evolvin' Women Programme.



In alignment with their women in leadership campaign, the partnership with Radisson Blu is highlighting the importance of women advancement by providing employment opportunities and training to our participants.



Through this partnership, Hilton is delivering training and providing employment to women. Thanks to Hilton's Travel with Purpose Action Grants program, in 2018 Evolvin' Women was awarded a grant towards the design of the first Ubuntu Eco-Lodge in Africa which will boost economic activities, job creation and sustainable development.



In 2020, we signed a partnership with Ramada by Wyndham, Wyndham Garden and Ramada Hotel & Suites by Wyndham Ajman. This partnership includes on-job training opportunities for our participants in Ajman.





Accenture has enabled Evolvin' Women to bring education to rural areas through their Skills to Succeed Academy and Rosetta Stone - language training, highly interactive online training programmes that help our participants build skills and confidence to make career choices and develop the key employability skills they need to find and sustain employment.



In collaboration with Evolvin' Women the PwC Academy provides participants with a range of professional development courses in Finance, Human Resources, Leadership and Digital skills. These capacity building programmes are based on the best practices of PwC's global network of firms and the individual experiences of their training experts.



Through Cudoo, in 2020 our participants have had access to 1300+ online courses in Languages and Professional Development Skills. Preparing them for the job market is critical to their advancement.



SmartMentor platform is bringing together our evolvin' women and experts to facilitate the sharing of knowledge, skills and experiences via a mentoring model that creates social impact.



Through their Corporate Social Responsibility, DMCC partnership has enabled Evolvin' Women to register in the free zone facilitating access to office and training space, professional training and networking opportunities for all our participants.



Through this partnership, participants access a Tourism and Hospitality Professional Course and an incubator centre for social entrepreneurship. Both courses engage participants for 12 months.



Under the umbrella of the Dubai Chamber of Commerce and Industry, in 2020 Dubai Business Women Council (DBWC) established a partnership with Evolvin' Women to provide participants attending the Incubation Centre with a unique platform to share knowledge, practical solutions to overcome business-related challenges and educate them on the most important topics related to social entrepreneurship, productivity and efficiency.



D'NOUR DUBAI – *Inspired by her*, is an online luxury jewelry brand celebrating femininity. D'NOUR strives to create a bridge for accomplished women to support deserving women around the globe through the purchase of their line. The partnership with Evolvin' Women is helping D'NOUR create this bridge and our participants enrol in further training and education.

WOMEN ADVANCEMENT



We are

DEMOCRATISING LEARNING

to provide

EQUAL OPPORTUNITIES

to women with limited
access to education

Transformative Learning

In 2020, Evolvin' Women has adopted the University of Central Oklahoma UCO definition of Transformative Learning (TL). Many of the participants don't have a formal academic background and a traditional school setting is not always the preferable learning environment.

Instead, online learning, projects, related groups and events, such as community-based activities have proven to be more suitable for their learning.

Transformative Learning:

- Allows Evolvin' Women to collect these alternative ways of learning into a transcript that each participant receives at the end of the programme. These alternative ways of learning would not be generally collected into transcripts within traditional academic systems, prohibiting our participants from having a qualification based on their learning capability.
- Develops beyond-disciplinary skills by critically reflecting upon the learning experience no matter what the setting.
- Expands participants' perspectives of their relationships with self, others, community and environment by deeply engaging with the concepts and learning from a variety of perspectives.
- Enables participants to track their own growth and skills development within 6 tenets and receive a transcript at the end of the programme.



Participants have
ownership of their
learning records

Participants receive
training on use of the
learning records

Projects can be sourced
internally or externally



Evaluation of projects for
inclusion according to
discipline and outcomes ethics
and assessment training

6 TENETS

Registration of projects and
activities with HR, L & D, LMS



COMMUNITY ADVANCEMENT & ENVIRONMENT



Developing **SUSTAINABLE TOURISM** while improving **RURAL LIVELIHOOD**



Founder



Education
Partner



Concept Design
Partner



Branding
Partner



Construction
Partner



Construction
Partner



COMMUNITY DEVELOPMENT

**OUR IMPACT MODEL IS
COMMUNITY CENTRED AND
MAKES THE COMMUNITY OUR
PRIMARY STAKEHOLDER.**

At Evolvin' Women, we are committed to turning vulnerable ecosystems into viable conservation economies and investable projects through sustainability and inclusion. In order to achieve this, we are starting the development of a collection of eco-lodges - Ubuntu Eco-Lodges - as eco-tourism models with community engagement that provide a return on investment while creating self-sufficient communities with access to education and healthcare. The first lodge is due to open in South Africa in 2022.

We don't exist if the community doesn't exist.



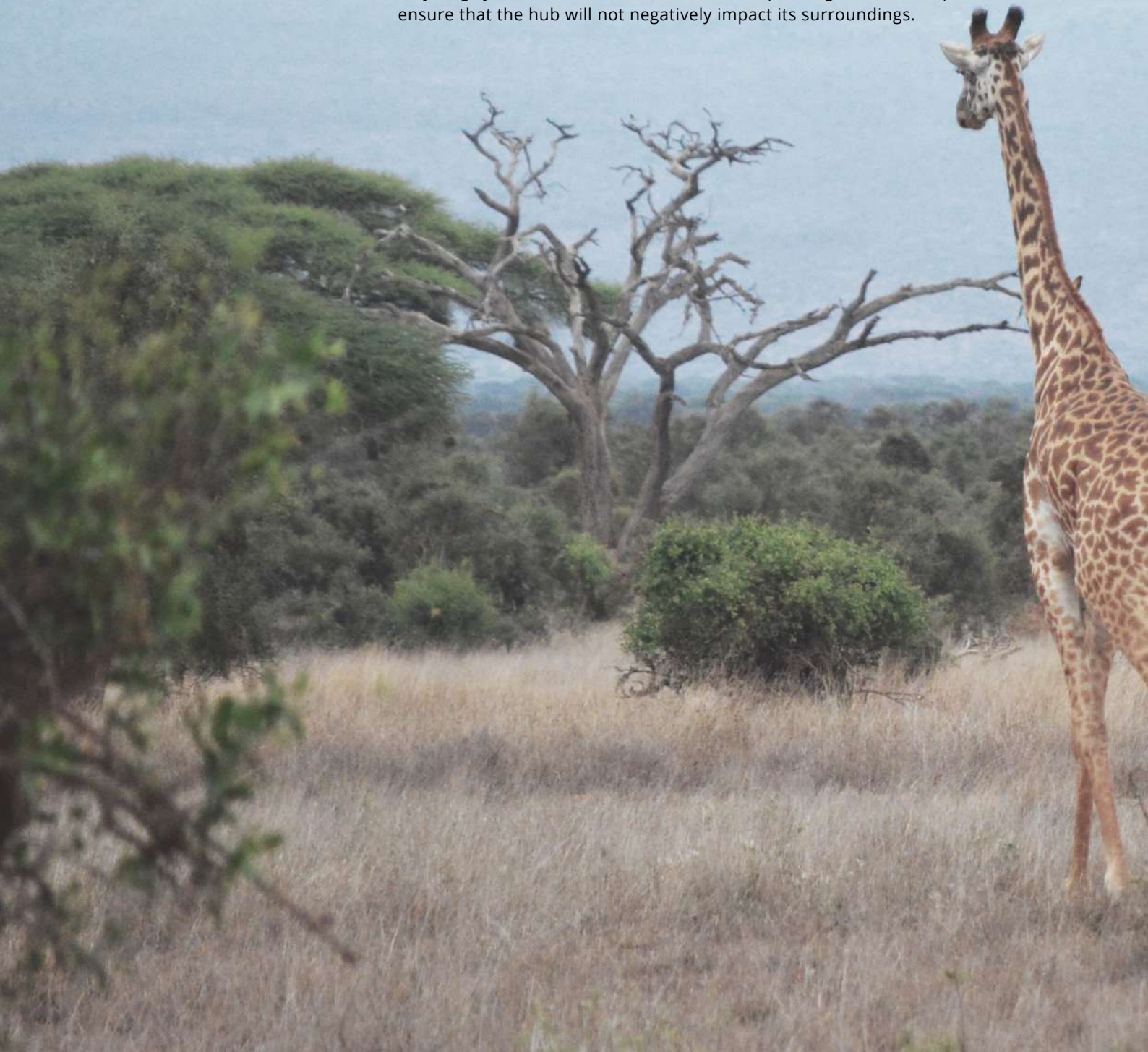
ENVIRONMENT

We are also committed to reducing our environmental footprint and working towards fostering sustainable growth for our company and our clients. It is our plan to extend our social impact within the home countries of our participants by developing lodges that are ecologically and environmentally sustainable.



By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

Specifically, the lodges have been designed in partnership with Eco Domes, a social enterprise based in South Africa that develops eco-buildings that are cost-efficient, create local jobs and co-operatives and are environmentally safe (no wood or steel used in the building, much less cement than conventional construction and zero-waste green infrastructure integrated at design level). The current building project is inclusive of the use of solar panels to provide a constant electricity source to the hub, the installation of greywater systems to ensure water supply is managed, the use of an effective recycling system with minimal waste and the planting of trees and plants to ensure that the hub will not negatively impact its surroundings.



PERFORMANCE TABLE OUTCOMES REACHED

Women Trained (enrolled in the programme) - Total	Number of participants who received training offered by the organization and its partners during the reporting period.	37
Vocational/Technical Training Hours Total	Total Number of training hours* provided by the organization and its partners for participants during the reporting period.	960
Vocational/Technical Training Hours Individual	Number of training hours provided by the organization and its partners to each participant during the reporting period.	8
Learning Hours Total	Number of total learning hours** provided by the organization and its partners for participants during the reporting period.	2880
Learning Hours Individual	Number of learning hours provided to each participant during the reporting period.	12
Skill development Placement Rate (COVID-19)	Percentage of the participants who were placed in skill development placement for 2 years during the reporting period.	18%
Skill development Placement	Number of participants who were placed in skills development placements for 2-years during the reporting period.	7
Job Placement Rate	Percentage of the participants who were placed in full-time jobs during the reporting period.	100%
Job Placement	Number of participants who were placed in full-time jobs during the reporting period.	2

*Number of total training hours provided by Evolvin' Women and its partners during the reporting period. This includes on-job training and other hospitality (specific sector) training

** Number of total learning hours include all training hours completed in all Evolvin' Women disciplines (Vocational/Technical Training, soft skills, mentoring, employability skills, life skills), across the following areas:

- Global & Cultural Competencies
- Leadership
- Disciplined Knowledge
- Health & Wellness
- Research Creative and Scholarly Articles
- Service Learning & Civic

(224 hours of mentoring, 2432 hours of face to face training and 224 hours of online training)



Our partnership with ampUz is enabling us to track indicators in alignment to SDGs #4 Quality Education, #5 Gender Equality and #8 Decent Work and Economic Growth.

COVID-19

2020

Due to COVID-19, the travel restrictions didn't allow 30 participants to travel to the UAE, dropping our **Skill development Placement Rate** metric from 100% in 2019 to 0% in 2020.

With the travel industry coming to a halt, we pivoted and refocused our efforts into supporting African women in the UAE who had lost their jobs due to the pandemic. This approach was supported by, and together with, the relevant African Embassies in the UAE.

In fact Across every sphere, from health to the economy, security to social protection, the impacts of COVID-19 are exacerbated for women and girls simply by virtue of their gender. Many corporates are being forced to make workforce redundancies, and woman are often the first to go. [ampUz \(2020\) \[Measuring progress on gender equality in the Private Sector\]](#).

Since October we were able to enroll an additional 7 women locally into the programme and, hence, increase our **Skill development Placement Rate** to 18% from the COVID-impacted 0%.

MOVING FORWARD






Unfortunately, many of the impacts of COVID-19 are here to stay for a while and these negative impacts disproportionately affect women:

- Compounded economic impacts are felt especially by women and girls who generally earn less, save less, and hold insecure jobs or live close to poverty.
- Unpaid care work has increased, with children out-of-school, heightened care needs of older persons and overwhelmed health services.
- Gender-based violence is increasing exponentially. Many women are being forced to 'lockdown' at home with their abusers.

[UN Women \(2020\) \[COVID-19 and Ending Violence Against Women and Girls\]](#).

The Evolvin' Women Employment, Training and Development Programme provides its participants with real, life-changing, opportunities to attain practical workplace and life skills that enable ongoing secure employment. For the above reasons, the programme is needed now, more than ever. As the hospitality and travel sectors continue to improve in the coming months, we expect to deploy all our awaiting programme participants to the UAE and expand the programme further to create greater impact.

PERFORMANCE TABLE OUTCOMES REACHED

Input	Output		Outcome
Skill development placements with on-job training, mentoring, face to face and online training	- 37 women enrolled - 224 hours of mentoring - 2432 face to face training hours - 224 online training hours		Participation rate of youth and adults in formal and non-formal education and training in the previous 12 months, by sex 37 participants have improved skills and knowledge through self-assessments and on job training.
			Proportion of youth and adults with information and communications technology (ICT) skills, by type of skill 7 additional participants have had access to computers, technology expertise and a work environment where the best technology is used to meet guests' needs. They are exposed to new ways of doing business and are able to generate ideas to implement in their home country and advance the service industry.
			Proportion of time spent on unpaid domestic and care work, by sex, age and location By providing employability skill training sessions, interview simulation sessions and coaching 7 additional women secured skill development placements in Dubai.
			Proportion of adults (15 years and older) with an account at a bank or other financial institution or with a mobile-money-service provider 7 additional participants are financially independent, have a bank account and direct and sole access to their income and life savings.
			Ubuntu Eco-Lodge - coming soon

SOCIAL IMPACT

OUR 3 STRATEGIC PILLARS SUPPORTS 5 OUTCOMES SET TO GENERATE SOCIAL IMPACT IN THE FUTURE

Participants must:

1. be able to secure a full-time salaried job in their home country within 6 months from the end of the Programme;
2. attain an increase in salary compared to the salary they were able to receive based on their CV before the programme
3. have an improved financial position, creating life options such as independent living within 2-3 years from starting a full-time job in their home country
4. be able to have a bank account and directly access their salaries and life savings
5. secure a managerial role (if they choose to) within 5-7 years from starting a full-time job in their home country

THANK YOU AND KEEP EVOLVIN'

EVOLVIN' WOMEN

PF Office 2
Silver Tower
Cluster I
Dubai
United Arab Emirates

www.evolvinwomen.com

PHONE NUMBER

+971 553 151423

EMAIL ADDRESS

info@evolvinwomen.com

Established in 2017 and based in Dubai, Evolvin' Women aims to build sustainable economies in developing countries through the advancement of women with limited access to education and skill development. Evolvin' Women was born to address this social issue by providing corporates with a socially responsible solution to their recruitment and Corporate Social Responsibilities (CSR) needs, while helping governments in developing countries reduce female unemployment by investing in a study abroad programme for unemployed women from rural areas.



**Arabian Start Up Awards -
Social Enterprise 2018
by ARABIAN BUSINESS**



**Achieving Women Awards -
Social Enterprise 2019
by ENTREPRENEUR MIDDLE EAST
& ACCOR**



**Best Women in Hospitality
Initiative 2019 & 2020
by LUX LIFE MAGAZINE UK**