



KEEP EVOLVIN'

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

TRANSFORMING UNEMPLOYED WOMEN

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

ANNUAL COMMUNICATION ON PROGRESS 2021



THE EVOLUTION

In 2021, Evolvin' Women made a significant impact by enrolling 100 women in its Programme and expanding the operation across sectors and countries. The organisation currently offers development opportunities in Hospitality as well as Retail and Wellness and started operations in Zambia and Ethiopia.

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.

In alignment with SDG #4-Quality Education and SDG #5-Gender Equality, and following the model of democratising learning implemented in 2021, the organisation has now established a partnership with TU Dublin University to provide high education certifications.

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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Evolvin' Women at glance

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Performance Table

In support of

**WOMEN'S
EMPOWERMENT
PRINCIPLES**

Established by UN Women and the
UN Global Compact Office

WE SUPPORT



EVOLVIN' WOMEN AT GLANCE

Mission and Goals

Evolvin' Women is a social enterprise, based in Dubai that prepares unemployed women from urban areas and less privileged economic backgrounds to secure skill development placements for 2 years in the UAE. The aim is to develop employability skills and/or develop social enterprises to be set up in the country of origin.

Experience

- 100 Women currently enrolled
- 300 Partners from public and private sectors
- 100% Programme success rate
- 5 Woman completed the programme

Since its inception in 2017, Evolvin' Women has enrolled 100 women from Ghana, Zambia, Ethiopia and Rwanda and is currently expanding its operation in Zimbabwe. We pride ourselves in providing a safe model for unemployed women to travel abroad and develop professional and personal skills with the objective to return home after 2 years and become contributors to their communities.

Together with its partners from both public and private sectors, Evolvin' Women has provided over 10,000 hours of training and coaching and had 100% job placement rate.

The organisation's experiences are instrumental in ensuring transparent recruitment services, in providing trainings, employment placements in the UAE and making sure that project beneficiaries coming back home gets reintegrated either in starting their own businesses or getting employed

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

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.

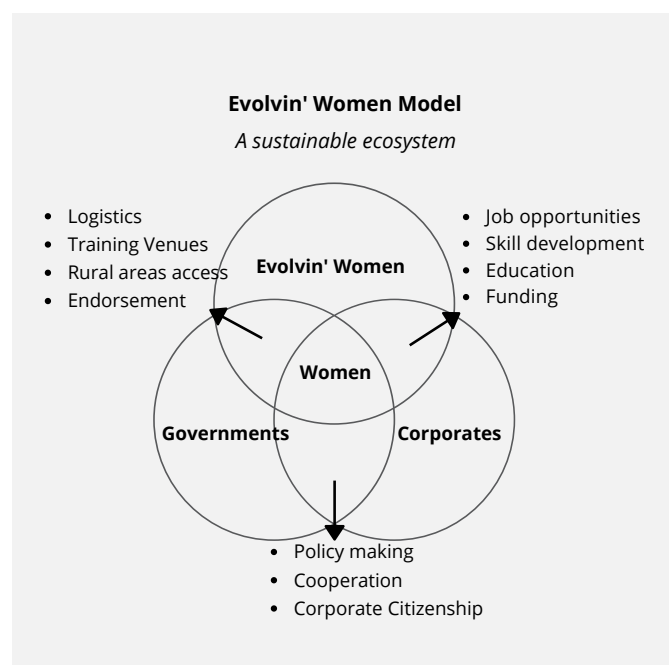
Our Theory of Change at a glance

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.

THE SOCIAL ISSUE - THE IMPACT

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.

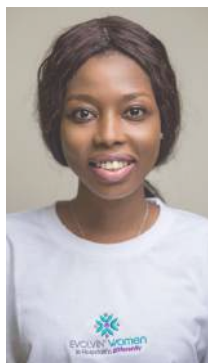


VICKYLISA ACKAH

From Ghana
Cohort - September 2018
Job secured - Front Office



Vickylisa started in Culinary where she trained as a Commis. After one year she moved to Front of House. She completed the Evolvin' Women Social Entrepreneurship programme, 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. Vickylisa 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.



BRENDA ELEBLU

From Ghana
Cohort - September 2018
Job secured - Talent & Culture Assistant



Brenda joined the Human Resources department and is working as Talent & Culture Assistant. She completed the Evolvin' Women Social Entrepreneurship programme 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.



ALICE BANDA

From Zambia

Cohort - October 2021

Job secured - Food & Beverage



Alice has joined the programme in 2021 and attended over 250 hours of training. Alice's plan is to return to Zambia and support the new openings of Hilton Properties in her country through the knowledge acquired in Dubai.



TABBETH PHIRI

From Zambia

Cohort - November 2021

Job secured - Human Resources



Tabbeth joined the Human Resources Corporate Team in Dubai's Accor Head Office. Her role as HR and Training Administrator will enable her to grow her passion in HR and start her career in the field



CLAIRE CASOIR

From Rwanda

Cohort - September 2021

Job secured - Culinary



Clear joined Sofitel by Accor as Commis and training as a Chef, her dream is to open her own restaurant in Rwanda and recruit victims of abuse. Her passion for Culinary has encouraged her to complete over 300 hours of training and received several certifications from Accor.



NOELLA ADUHIRE

From Rwanda

Cohort - September 2021

Job secured - Housekeeping



Charity joined housekeeping and she is currently cross-training in events in view to starting her own business. She has completed over 130 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" virtual 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 2021 we have continued our effort to train and inform our team on sustainability. 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.

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 2021 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 2021 we launched again the 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.

PARTNERSHIPS FOR THE GOALS

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. For this reason, we have a section dedicated to recognising the many partners that are supporting our work since our inception.



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.

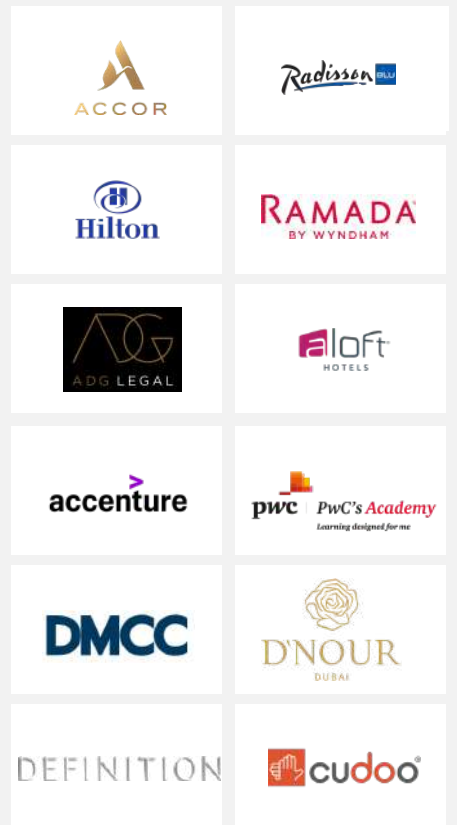
In 2021, we have established further relationships and partnerships with the public sector in the UAE and Africa, including Ethiopia and Zimbabwe. We introduce our participants to the Ambassador of their country in Dubai and have ongoing relationships with relevant government bodies in each country of 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.

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.



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.	100
Vocational/Technical Training Hours Total	Total Number of training hours* provided by the organization and its partners for participants during the reporting period.	3500
Vocational/Technical Training Hours Individual	Number of training hours provided by the organization and its partners to each participant during the reporting period.	12
Learning Hours Total	Number of total learning hours** provided by the organization and its partners for participants during the reporting period.	8400
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.	98%
Skill development Placement	Number of participants who were placed in skills development placements for 2-years during the reporting period.	98
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.	5





*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

(2400 hours of mentoring, 2400 hours of face to face training and 3600 hours of online training)

PERFORMANCE TABLE OUTCOMES REACHED

Input	Output		Outcome
Skill development placements with on-job training, mentoring, face to face and online training	- 100 women enrolled - 2400 hours of mentoring - 2400 face to face training hours - 3600 online training hours		Participation rate of youth and adults in formal and non-formal education and training in the previous 12 months, by sex 98 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 98 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 98 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 98 additional participants are financially independent, have a bank account and direct and sole access to their income and life savings.

SOCIAL IMPACT

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

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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**