

THE POWER OF WOMEN

CHANGING OUR WORLD
CORPORATE OPPORTUNITIES PACK



THE
POWER
OF
WOMEN

TO SHIFT
AND LIFT THE
ASPIRATIONS
AND AMBITIONS
AMONG YOUNG
FEMALES ACROSS
THE NORTHERN
POWERHOUSE
REGION.



THE WHAT

A book and social media campaign that unleashes a positive force of energy, from women sharing honest accounts of their life stories; the highs, the lows and the challenges, thus exemplifying the grit and determination in each and every one of them.

These are the boldest, brightest, most remarkable women of the North, fired up with a desire to inspire, excite and encourage others, particularly young women, from socially undeserved and disadvantaged areas.

WHY?

Anne Longfield OBE is Children's Commissioner for England and a proud Yorkshire woman. She is author of *Growing Up North*, a study addressing the reality of growing up for children in the North. Her findings:

"The fact of the matter is that there are more disadvantaged communities in the North than many other areas of the country, and many of those have entrenched disadvantages over several generations.

We found that disadvantage manifests itself in childhood in many ways. A lack of confidence, uncertainty and low expectation. Isolated communities with narrow and poor job prospects. Poor school results and poor connections to further and higher education.

We have taken a particular interest in how children progress throughout childhood. Many will do well at primary age when schools in the North are some of the best in the country. But we have been very struck by how many children fall back during the secondary years when children growing up in the areas of greatest need often underachieve. Here hundreds of thousands of children face a double disadvantage of living in a poor community and attending a poor school.

There are 3.6m children growing up in the North. Every one of them should have the brightest future possible and best opportunities to look forward to happy, healthy and prosperous lives. Where they live and grow up should not be a barrier to making the most of their lives."

**DEEPLY ROOTED ATTITUDES FAIL
YOUNG GIRLS, STIFLING THEIR
ASPIRATIONS AND LIMITING THEIR
CHOICES. IT IS YOUNG WOMEN
FROM DISADVANTAGED AREAS
WHO SUFFER MOST.**

SOME THOUGHTS

“THE LACK OF ACCESS TO ROLE MODELS AND AWARENESS OF THE DIFFERENT JOBS IS A PARTICULAR CONCERN FOR CHILDREN FROM DISADVANTAGED BACKGROUNDS. BUT THERE IS A SIMPLE SOLUTION THAT IS EASY TO IMPLEMENT. ALL CHILDREN, REGARDLESS OF THEIR SOCIAL BACKGROUND, WHERE THEY LIVE OR THE JOBS THEIR PARENTS DO, SHOULD HAVE THE SAME CHANCE TO MEET PEOPLE DOING A WIDE RANGE OF JOBS TO HELP THEM UNDERSTAND THE VAST OPPORTUNITIES OPEN TO THEM.”

**PROFESSOR BECKY FRANCIS, DIRECTOR OF UCL
INSTITUTE OF EDUCATION**

SOME THOUGHTS

“OUR FINDINGS CLEARLY SHOW THAT CHILDREN START TO RULE OUT CAREER OPTIONS FROM AN EARLY AGE AND THEIR CHOICES ARE OFTEN INFLUENCED BY WHAT THEY SEE IN THE MEDIA. THIS HIGHLIGHTS THE PRESSING NEED FOR CLOSER TIES BETWEEN EMPLOYERS AND SCHOOLS, TO ENSURE THAT ALL CHILDREN HAVE ACCESS TO ROLE MODELS IN A WIDE RANGE OF SECTORS TO HELP THEM DEVELOP AN AWARENESS OF CAREER OPTIONS AT AN EARLY AGE. THIS IS VITAL TO ENSURE THAT ALL CHILDREN CAN FULFIL THEIR FULL POTENTIAL.”

**DR ELNAZ KASHEPAKDEL, HEAD OF RESEARCH,
EDUCATION AND EMPLOYERS**

SOME FACTS

Given current rates of change, the World Economic Forum Global Gender Gap Report 2017 estimates it will be another

**217
YEARS**

before we achieve gender parity across the four areas of health, education, workforce and politics.

It will take until

2095 to achieve global gender parity in the workplace.

80 more years until companies and governments are equally led by men and women.

And arguably, **80** more years of talent pipelines and professional promise not fully realised.



THE PEOPLE

Northern Power Women and Teesside University provide the impetus and drive for the project in the form of Simone Roche, founder of NPW, and Professor Jane Turner, Pro Vice Chancellor - Enterprise and Business Engagement at Teesside University.

Both women are passionate about gender equality and the need to champion the role women play in driving the economy. Crucially, they believe in aspiration for all and particularly the need to target the most socially disadvantaged young women in the Northern Powerhouse area.

SIMONE WAS AWARDED THE MBE IN THE 2018 QUEEN'S BIRTHDAY HONOURS FOR SERVICES TO GENDER EQUALITY IN THE NORTH OF ENGLAND.

SIMONE FOUNDED NORTHERN POWER WOMEN TO ACCELERATE GENDER EQUALITY FROM THE NORTH, RECOGNISING CELEBRATING AND SHOWCASING ROLE MODELS FROM ALL GENDERS, ALL SECTORS ACROSS ALL WALKS OF LIFE. SHE ORGANISES THE ANNUAL NORTHERN POWER WOMEN AWARDS INCORPORATING POWER AND FUTURE LISTS.

JANE RECEIVED THE OBE FOR HER OUTSTANDING SERVICES TO BUSINESS ENGAGEMENT IN 2017 AND IS RECOGNISED ON THE NORTHERN POWER WOMEN LIST.



THE BOOK

FOR THE CORPORATE/NORTHERN POWER WOMEN AUDIENCE:

The creation of a luxurious limited-edition coffee table book telling the stories of the 'World-changing' women from across the Northern Powerhouse Region.

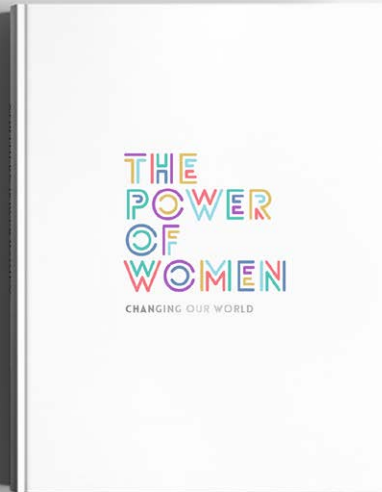
Women whose careers span every industry; from STEM to fashion, to law to finance and medicine. Digital entrepreneurs, social media influencers, dynamic entrepreneurs and kick-ass creatives.

Women with vision, guts and dynamism, some of whom took traditional career paths, but predominately those who took an idea and fought hard, even when they were written off or faced major hurdles.

THE BOOK WILL TELL THE STORY OF THE JOURNEY TO THEIR OWN VERSION OF "SUCCESS" WITH A VERY DEFINITE MESSAGE TO ANY YOUNG WOMAN: "IF YOU BELIEVE, YOU CAN ACHIEVE" #WECAN

IN ESSENCE, THE STORIES OFFER A SUPPORTIVE AND ACCESSIBLE 'TOOLKIT' FOR YOUNG WOMEN LOOKING AT EXCITING OPPORTUNITIES IN THE WORLD OF WORK, WHILE CELEBRATING THE ACCOMPLISHMENTS OF NORTHERN WOMEN.

THE POWER OF WOMEN



PROFESSION	EMPLOYER	LOCATION	HOMETOWN
Presenter	Sky Sports	London	McGlinchburgh

"WHEN I STARTED OUT, A FEMALE REPORTER WAS QUITE UNUSUAL. THESE WEREN'T THAT MANY, PARTICULARLY YOUNG GIRLS"

HAYLEY MCQUEEN

When I started out, a female reporter was quite unusual. These weren't that many, particularly young girls. When I started out, a female reporter was quite unusual. These weren't that many, particularly young girls. When I started out, a female reporter was quite unusual. These weren't that many, particularly young girls.



HOMERUN POWER WOMEN INSPIRING US

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HOMERUN POWER WOMEN INSPIRING US

5 MINUTES WITH HAYLEY

Who I am and what I do now
I'm a presenter on Sky Sports, covering football. I'm also a mum of two young boys.

What I wanted to do when I was 10
I wanted to be a professional footballer. I was a fan of Arsenal and I wanted to play for them.

What I was doing again
I was a presenter on Sky Sports, covering football. I'm also a mum of two young boys.

The skills I needed
I needed to be a professional footballer. I was a fan of Arsenal and I wanted to play for them.

The people I remember
I remember my parents. They were my inspiration and they helped me to become who I am today.

The challenges I faced
I faced a lot of challenges when I started out. I was a young girl and I was competing with older boys.

Changing Our World book visuals: Coffee table book cover and example spreads



THE WEBSITE

FOR THE YOUNGER AUDIENCE:

A live website will be created presenting information from the Changing Our World book in an animated, engaging and interactive way to appeal to the screen-savvy audience of young women.

It will link across social media channels and with energetic and ever-changing video content bring stories of achievement and ambition to life.

It will act as a library of inspiration available to all, with all UK women being invited to upload stories of their own career journey and successes. Our aim is that the website will flourish and become self-perpetuating over time. It is envisaged that the impetus of the campaign will see its reach run into millions.

More than 500,000 young women will be targeted through the education and business sectors across the Northern Powerhouse region.

Sharing stories and supportive messages within the campaign will create a uniquely empowering all-age community of women – with the expectation of fostering a message of aspiration and support.

Ultimately, changing behaviors for good.



POW core elements:
The website campaign brand is adapted for the younger audience

SCHOOLS

More than **1,018** education providers in the Northern Powerhouse area will be encouraged to join the campaign and will be supplied with a full marketing kit, including posters, water bottles, notebooks, pens, badges and more.

They will be given access to the **INTERACTIVE DIGITAL TOOLKIT** to use as a careers tutorial teaching resource.

Schools will be encouraged to nominate their own representatives to be **AMBASSADORS** for the campaign and encourage younger females to take notice.

SOCIAL MEDIA

All of the above activity will be supported by Northern Power Women's digital strategy which will encourage conversation about the campaign, create a buzz and track participation via hashtag interaction.

THE POWER OF WOMEN



Visual examples:
Water bottle,
tote bag and
notebooks



WHO WILL BE FEATURED?

Women featured in the book and online will come from a range of sectors and influence. From engineering to the arts, finance to football and online entrepreneurs to film-makers. They will chart their journey from childhood to career reality, showing stumbling blocks along the way and the skills (not necessarily qualifications) they needed to make it happen.

CATEGORIES:

MEDIA:

Influential writers, broadcasters, commentators, documentary-makers, producers, podcasters

ARTS:

Actors, musicians, artists, curators, gallery directors

POLITICS:

Policy-makers, MPs, campaigners, local councillors

LAW:

Advocates, judges, campaigners, rights workers

MEDICINE:

Surgeons, doctors, community health campaigners

STEM:

Pioneers, scientists, inventors, innovators

SPORT:

Olympians, grassroots sportswomen, wellbeing experts

ACADEMIA:

Role models, field-leaders

BUSINESS/ENTREPRENEURSHIP:

Women in key roles, business builders, change-makers

DIGITAL:

YouTube stars, vloggers, influencers

WOMEN CHANGING OUR WORLD EXAMPLES

We will open the search for stories and storytellers in May 2019 and ask for individuals to nominate their northern tales of inspiration and resilience.



Nisha Katona MBE
Restaurateur, Author,
Presenter



Alice Hall
CEO Pink Boutique



Paula Dillon
President, Leeds Chamber
of Commerce



Caroline Theobald CBE
Chair, FIRST Network



Kate McWilliams
Pilot



Rosie Millard OBE
Chair of BBC Children
in Need



Sharon Jandu
Managing Director,
Yorkshire Asian Business
Association



Dr Ann Limb CBE
Chair of The Scout
Association



Hayley McQueen
Sky Sports Presenter

PROJECT REACH

THE BOOK

The Changing Our World book will be made available as a limited edition of 5,000 copies to the corporate market and educational institutions. It will be a prestigious title, which will grace business boardrooms and reception areas. We envisage corporate partners receiving an allocation of books for gifting.

In addition, copies of the book will be sent to all 1,018 education providers (schools, academies, Sixth Forms and FE providers) for showcase purposes across the Northern Powerhouse region.

THE DIGITAL VERSION

Running alongside the book will be a linked live digital version as part of an all-encompassing digital campaign to capture and engage the targeted audience of young women across the UK. Engaging video content will offer advice and top tips to inspire a “if you believe, you can achieve” attitude.

4500 corporate
businesses

1,018 education
institutions reaching over
300,000
young adults

Social media reach of over

1 MILLION

impressions through
the featured women’s
social channels,
corporate partners,
schools and supporting
organisations.

**EACH OF OUR INSPIRATIONAL
WOMEN WILL BE REQUIRED
TO PROMOTE THE CAMPAIGN
THROUGH THEIR OWN PERSONAL
OR BUSINESS SOCIAL MEDIA
CHANNELS. THIS AUDIENCE WILL
RUN INTO THE HUNDREDS OF
THOUSANDS.**



GET INVOLVED

HEADLINE PARTNER “YOUR NAME CHANGING OUR WORLD”

- Full naming rights for 12 months
- To be part of the selection process to identify the ‘world changing’ women
- Branding on all associated collateral; corporate book, campaign website, PR, events, all marketing material, school posters, water bottles, notebooks, pens, pin badges, bags, social media posts.
- The campaign will actively run for 12 months from the book and website launch.
- Attendance at campaign launch event.
- four places at six exclusive meet and greet events across the Northern Powerhouse Region in Manchester, Liverpool, Leeds, Sheffield, Hull, Newcastle. These events are a great opportunity to meet some of the world changing women from the book.
- The headline partner business will be able to highlight a female member of their own company or organisation as part of a ‘exclusive editorial’ section within the book. A headline partner’s foreword explaining why your organisation supports the campaign, this will also feature on the Power of Women website. We see this working as an in-house opportunity to highlight gender equality and the pivotal roles women play in your own organisation, by for example, asking staff to nominate an inspirational female employee. This would reflect a company’s own vision, aspiration and achievement in the field of gender equality and enhance the company’s CSR remit.
- Prominence in PR releases, social media etc, for the marketing of the book.
- The book and associated Power of Women campaign will have a significant reach across all platforms, from corporate to classroom.
- Opportunity to personally hand deliver books to local schools taking part in the campaign in your area, directly engaging with young people.
- The headline partner will receive a marketing toolkit to engage with the campaign and wider diversity project, so your business can be fully part of the campaign. This will include 100 books for gifting and an extensive package of information including imagery, quotes, logos, press releases, hashtags/social media references for a traditional and social media audience, partner profiles and opportunities for media interviews.

COST £50K



GET INVOLVED

PARTNER X 3

- Campaign running for 12 months
- To be part of the selection process to identify the 'world changing' women
- Branding on all associated collateral; corporate book, website, PR, events, all marketing material, school posters, water bottles, notebooks, pens, pin badges, bags, social media posts.
- Attendance at campaign launch event.
- Two places at six exclusive meet and greet events across the Northern Powerhouse Region in Manchester, Liverpool, Leeds, Sheffield, Hull and Newcastle. These events are a great opportunity to meet some of the inspiring women from the book.
- The book and associated Power of Women campaign will have a significant reach across all platforms, from corporate to classroom.
- The opportunity to vote for an inspirational woman from your own organisation to feature on the Power of Women website.
- Partners will receive a marketing toolkit to engage with the campaign and wider diversity project, so your business can be fully part of the campaign. This will include 50 books for gifting and an extensive package of information including imagery, quotes, logos, press releases, hashtags/social media references for a traditional and social media audience, partner profiles and opportunities for media interviews.

COST £20K



GET INVOLVED

ASSOCIATE X 6

- Branding on corporate book, website and PR surrounding the campaign
- Attendance at campaign launch event
- Associates will receive a marketing toolkit to engage with the campaign and wider diversity project, so your business can be fully part of the campaign. This will include an extensive package of information including imagery, quotes, logos, press releases, hashtags/social media references for a traditional and social media audience, partner profiles and opportunities for media interviews.

COST £10K



GET INVOLVED

IN KIND

- **IN KIND SUPPORTER PRINT, POSTERS, NOTEBOOKS. QUANTITY 6000.**
The in kind supporter can carry own branding alongside headline partner and partner.
- **IN KIND SUPPORTER WATER BOTTLES. QUANTITY 6000.**
The in kind supporter can carry own branding alongside headline partner and partner.
- **IN KIND SUPPORTER PENS, PIN BADGES, TOTE BAGS. QUANTITY 6000.**
The in kind supporter can carry own branding alongside headline partner and partner.

WHAT YOUR SUPPORT FOR THIS CAMPAIGN WILL ACHIEVE...

By supporting the campaign, you will be helping young females within the northern powerhouse realise and reach their potential. Our hope is that they will be inspired to venture down exciting paths, leading to careers and lifestyles that move them, celebrate their talents and help them grow and flourish as individuals. Our hope is that the campaign motivates them to dream big and pursue whatever they desire, without fear of judgement or failure; to push boundaries in all industries and explore, and ultimately succeed, in roles they may not have dared to consider as a young female in today's society.

By investing in the campaign, you will be improving the lives of the future female generation. Once the campaign has been established and found its feet, we will employ dedicated crowdfunding efforts to ensure it continues to run successfully for years to come.

THE POWER OF WOMEN

THANK YOU

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