



News Fact Sheet

Intel® Girls and Women: Investing Today to Change Tomorrow

Millions of girls around the world have little or no access to education. Intel Corporation believes education is a fundamental right for everyone and has worked for decades to improve education around the world.

Over the past few years, Intel has seen overwhelming data showing that when educated, girls and women become powerful catalysts for global progress and economic growth. One additional year of primary education alone can increase their future wages by 10 to 20 percent, while an extra year of secondary school adds another 15 to 25 percent (Council on Foreign Relations, 2004). Research shows that educated women reinvest much of their income into their families, proving that the impact of an educated girl or woman can be exponential and far-reaching.

Intel recognizes the major role technology plays as both a bridge and an accelerator in not only improving the quality of education but also access to education. Every year, Intel and the Intel Foundation invest more than \$100 million in corporate contributions around the world, including education efforts focused on girls and women. Through programs such as Intel Teach, the Intel International Science and Engineering Fair, the Intel Computer Clubhouse Network, Intel Learn and Intel Easy Steps, Intel is increasing its emphasis on girls and women. When empowered with technological tools, resources and opportunities to learn, the lives of girls are transformed and so are those of everyone they touch.

Understanding the Gap

Intel recognizes the power of data and the importance of understanding a problem to best drive action and obtain results. To better understand the gender gap in girls' education, Intel commissioned a study, "[Women and the Web](#)," that unveiled concrete data on the enormous Internet gender gap in the developing world as well as the social and economic benefits of securing Internet access for women. In conducting the study, Intel consulted with the U.S. State Department's Office of Global Women's Issues, U.N. Women and World Pulse, a global network for women. The report issues a call to action to double the number of girls and women online in developing countries from 600 million today to 1.2 billion in 3 years. The goal, if realized, could potentially contribute an estimated US\$13 billion to \$18 billion to annual GDP across 144 developing countries. The full report can be viewed [here](#).

Providing Access to Education and Technology

Intel provides girls and women with the opportunity to gain access to education and technology by bridging the digital divide through technology-based programs in education and digital literacy. For more than 40 years, Intel has created technologies that improve and advance the way people live, work and learn. Initiatives such as She Will Connect, the [Intel Learn](#) program and the [Intel Computer Clubhouse Network](#) encourage girls and women to take advantage of these technological resources so they can flourish and make an impact in today's global economy.

- **She Will Connect**

In September, as a direct result of findings in the groundbreaking “[Women and the Web](#)” report, Intel launched She Will Connect – an initiative to reduce the gender and technology gap around the world. She Will Connect will begin in Africa by reducing the gender gap for young women by 50 percent over the next three years and expanding digital literacy to 5 million women and girls. With the initiative, Intel is testing an innovative new model that integrates increased Internet access with gender and development programming.

- **Online Gaming Platform**

Intel is developing an online gaming platform to innovate the delivery of digital literacy content through an interactive, engaging approach for smartphones and tablets in a game-infused environment. With the gaming platform, learning can take place in a mediated environment, individually, across devices and in the context of a peer network.

- **Peer Network**

Intel and [World Pulse](#) are working together to integrate World Pulse's digital empowerment training into existing digital literacy programs and connect women to a safe and supportive peer network. Through the World Pulse platform, women can exchange ideas, find support and mentorship, and obtain relevant content tailored for women. This innovative approach will push the field of digital literacy so learning can take place not only as an individual in a shared computing environment but also through peers.

- **Intel Learn**

Designed especially for young learners in developing countries, the [Intel Learn](#) program extends learning beyond the classroom with an engaging, project-centered approach. Intel Learn is an informal education program that teaches youth the skills needed to succeed in an increasingly knowledge-based economy, with a focus on digital literacy, problem-solving, critical thinking and teamwork. The initiative has reached approximately 900,000 girls and young women in 16 countries around the world since its inception in 2004. As girls learn the effective use of technology, they gain new skills and discover new paths into their future.

- **Proven Results**

The International Center for Research on Women (ICRW) conducted a study, commissioned by Intel, on the impact of the Intel Learn program on girls. The ICRW study, [The Intel Learn Program through a Gender Lens](#) (2012), found that in nine years, Intel Learn has taught digital literacy skills to 1.75 million youth in 16 countries, 48 to 61 percent of whom are girls. The study concluded that Intel

Learn has successfully reached large numbers of girls and enhanced their technology and critical thinking skills as well as their self-confidence.

- **Intel Computer Clubhouse Network**

[The Intel Computer Clubhouse Network](#) is a community-based after-school learning program that allows girls and boys in underserved communities to use technology to develop creative projects inspired by their own ideas. These fun, multimedia projects not only inspire gifted students, who may find school boring or unchallenging, but they also allow them to build the technical and professional skills they need for success in the 21st century.

Collaborating with Partners

Intel is continually seeking new opportunities that increase its overall impact on girls and women. By taking part in strategic partnerships, Intel is able to make a difference and broaden the scope in which influential messages that encourage girls' education are heard.

- **10x10**

As 10x10's founding strategic partner, Intel found a great marriage with [10x10](#) and its global social action campaign to educate and empower girls. This unique collaboration between 10x10 and Intel brings together the strengths of a corporation, a non-profit, a creative industry and NGOs, to catalyze change and raise awareness for the cause. In partnership with 10x10, Intel has presented a new model for corporate sponsorship, leveraging its extensive global education work, relationships and resources beyond funding. Several business groups at Intel have joined in this global effort, championing the campaign by engaging employees, Intel's brand and Intel's industry, NGO and policy relationships.

- **“Girl Rising”**

The centerpiece of 10x10's social action campaign is its film “Girl Rising,” of which Intel is a founding strategic partner. The inspiring documentary film from Academy Award-nominated director Richard E. Robbins spotlights the stories of nine unforgettable girls and showcases the power of education to change the world. Each girl's story is written by a renowned writer from her native country: Marie Arana, Sooni Taraporevala, Aminatta Forna and others. The film includes voice performances from esteemed actors Alicia Keys, Anne Hathaway, Cate Blanchett, Chloë Moretz, Kerry Washington, Liam Neeson, Meryl Streep, Priyanka Chopra, Salma Hayek, and Selena Gomez. In support of “Girl Rising,” Intel hosted exclusive screenings of portions of the film in New York, Washington D.C. and Silicon Valley, leading up to its premiere on March 7. The film was broadcast by CNN Films as well as through [Gathr](#), a full-service theatrical distribution company. Regal Entertainment Group also hosted a week-long engagement of the film in Regal theaters nationwide.

- **Ashoka**

- **Ashoka Changemakers**

Because Intel believes the spirit of competition can bring about dramatic change in the world, Intel has partnered with [Ashoka Changemakers](#) to launch “She Will Innovate: Technology Solutions Enriching the Lives of Girls.” Open to innovators everywhere, the competition brought together social entrepreneurs from around the world to share ideas, mentor each other and inspire change. In November

2012, more than \$30,000 in cash and in-kind prizes were awarded to the best and most innovative digital technologies that help girls and women enrich their lives.

- **Ashoka Fellows: Leading Social Entrepreneurs**
As part of Intel's focus on empowering social entrepreneurs and transforming ideas into solutions, Intel partnered with Ashoka on the [Ashoka Fellows](#) program. Ashoka Fellows are leading social entrepreneurs with innovative solutions to social problems facing girls and women. Upon selection, Ashoka Fellows receive support and up to \$10,000 as they further Intel's investment in bridging the gender and technology divide.
- **Half the Sky Movement**
Intel is collaborating with [Games for Change](#), a global advocate for encouraging and making games for social good, to support [Half the Sky Movement: The Game](#). Half the Sky Movement: The Game seeks to raise awareness and inspire action to turn oppression into opportunity for girls and women worldwide. Intel supports this innovation because it creates a tremendous opportunity to unlock the power of social media to drive social change.
- **Code for Good**
Through the [Code for Good](#) initiative, Intel employees collaborate with Intel partners, including [Room to Read](#) and [World Pulse](#), to develop mobile applications and solutions that address challenges facing girls in education.
- **The Equal Futures Partnership**
Intel supports former U.S. Secretary of State Hillary Clinton's initiative, the [Equal Futures Partnership](#). On behalf of the United States and 12 other founding members and multilateral stakeholders, the Equal Futures Partnership aims to garner women's full participation in public life. In support of this initiative, Intel partnered with the State Department to launch a unique study focused on assessing the gap in technology use between men and women.

Connecting People

Intel aims to connect passionate people who will create change to enrich girls' lives and help them build a better future through education.

- **Intel for Change**
Intel for Change is a two-part movement comprised of learning trips for three student ambassadors and an online community of energized, socially minded people to support them and take action to raise awareness and address the barriers to girls' education.
 - **Learning Trips**
Intel for Change sent ambassador teams to Ecuador, India and Kenya to observe first-hand the obstacles girls face in pursuing an education. Each team was comprised of one student, one social-activist mentor and two Intel advisers to help guide her journey. The student ambassadors were selected from more than 500 applicants through a nationwide competition for their commitment to social action. Now that their journey has been completed, the ambassadors will start their own, year-long social action campaign to raise awareness and help minimize the barriers to girls' education.
 - **Intel for Change Community**

The [Intel for Change Community](#) is a place for passionate and socially minded people looking to make a difference in their own backyards. Through the Intel for Change community, participants exchange ideas and share opportunities to get involved in transformation through equal education.

Investing in Resources

Intel understands that to invest in girls and women, Intel must also invest in educators. Over the past 12 years, Intel has trained more than 10 million teachers, including an estimated 5 million female teachers in 70 countries.

- **Intel Teach**

The [Intel Teach](#) program helps teachers to be more effective educators, providing them with tools to make a difference in the lives of their students. This global program has helped grades K-12 teachers around the world integrate technology into their classrooms and promote student-centered approaches. By engaging students in learning, Intel Teach prepares them with critical skills necessary for success in the digital world. Today, these teachers are preparing the next-generation of girls and women to learn, lead and succeed in the global economy.

Real Results

Innovative, educational programs provide girls with the opportunity for quality education and personal growth through technology access, scholarships and community learning programs. When women receive training in digital literacy, entrepreneurship and business, they are able to tap their full potential.

- **Intel Easy Steps**

Established in 2010, [Intel Easy Steps](#) provides adult learners, who have little or no experience, with computers, enabling them to use technology in ways that are relevant to their daily lives. To-date, this technology literacy program has reached approximately 95,000 women in 20 countries around the world. Through active, hands-on experience, women learn basic computer applications, such as how to browse the Internet and how to send email.

To learn more about Intel's Women and Girls initiatives, visit the newsroom at <http://newsroom.intel.com/docs/DOC-3079>.

Intel and the Intel logo are trademarks of Intel Corporation in the United States and other countries.
*Other names and brands may be copyrighted by others.

#####