

# GIRLS IN BUSINESS

JANUARY-MAY 2022

## REPORT IN A NUTSHELL

**Girls in Business** is an education and social innovation programme launched by ORIBI to enable high-school girls to find and implement innovative solutions addressing gender equality issues in their community. This report takes stock of what has been achieved between January and May 2022 to launch the programme and bring it to life.

### PRELIMINARY EFFORT

To serve the proper implementation of the project, Oribi has established key partnerships with **3 organisations** working in 17 high schools with young girls from under-resourced communities. Their role is to assist in the selection and recruitment of young girls, help identify peer mentors, support personal development and/or social entrepreneurship workshops for the 3-months program.

To source the participants, we held four outreach sessions in which **197 girls** from **urban township/rural communities** of Makhaza, Gugulethu, Kuyasa, Stellenbosch Farms and Nyanga participated. Of these, 100 girls enrolled in the programme with the consent of their parents.



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# THE INNOVATION DAY BOOTCAMP

On the **23rd of April**, ORIBI launched the first activity of the Girls in Business program.

The day consisted of various activities to build soft skills and hard skills so that girls could identify problems within their communities, and ideation techniques on how to develop problems into opportunities.

The bootcamp day was a success. The ORIBI team was strongly supported by the learning facilitators to be able to handle **100 girls** in one venue. We are also grateful for our venue partner, **Phillipi Village**.

“

*I learnt that even if you are a young girl you can also have your own business. I also learnt that with great ideas you can get opportunities to become a businesswoman.* Testimony from a participant.



## KEY FIGURES

3

PARTNER ORGANISATIONS

working in 17 high schools

100

YOUNG GIRL PARTICIPANTS

from under-resourced communities

93%

OF GIRLS ENJOYED THE DAY rating it as "good" and "great"

15

LEARNING FACILITATORS provided training for girls

## MEDIA COVERAGE

Here are 2 interviews of our program Manager, **Nthakoana Maema**, explaining the program to following media:

[Newzroom Afrika](#) - a South African TV news channel  
[CapeTalk](#) - a Cape Town's talk station

## TOP 5 PROJECTS

Throughout the month of May, the **top 5 projects** selected at the bootcamp are guided by mentors and industry experts to strengthen their idea and build a prototype through a teen-friendly design sprint process.

- **Embrace:** reusable pads, inclusive wear for plus size and differently-abled bodies teens
- **Being Alive Again:** Affordable mental health support chatbot
- **Kids for Change:** Upliftment centre/Peer space for kids to explore their creativity through arts while supporting one another.
- **Dream Team:** a pop-up museum showcasing youth talent and positive youth stories at Stellenbosch museum
- **Pothole Power Girls:** Smart hacks for filling potholes using recycled materials

