



Empowering women to
empower others.

Social Impact Report

PILOT STUDY 2021 - 2022

GLOW
4equality

About this report

You hold in your hand GLOW4equality's very first Social Impact Report. GLOW4equality is a Swedish social start-up, founded in 2019, determined to create ripple effects for a society built on gender equality. Empowering women to empower others, offering a professional group coaching online and free of charge for women dedicated to gender equality issues and passionate about making change. Women who work to combat gender inequality struggles to significantly impact the problem. The coaching groups were determined based on which Target within the UN Sustainable Development Goal 5 they had stated in advance. The pilot study covered:

- Target 5.2 End all violence against women and girls
- Target 5.3 Eliminate forced marriages and genital mutilation
- Target 5.5 Ensure full participation in leadership and decision-making

There has been a total of 3 coaching programs with 78 coaching sessions in total. 16 participants fulfilled the program. The results of the interviews with the participants states that they have been coached to set and work towards longterm goals. They have appreciated the coaching by the professional coach as well as coaching each other within the group. Many have learned to use the coaching as a tool in their work to strengthen others. They also felt more organized and were able to set smart goals after finishing the program.

Technical issues and different time-zones are some of the issues to have in mind for future programs.

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Introduction

GLOW4equality is a Swedish social business start-up, founded in 2019, determined to create ripple effects for a society built on gender equality. Empowering women to empower others, contributing to the UN's Sustainable Development Goal number 5 Gender equality.

Our core offering is professional group coaching online for women dedicated to gender equality issues and passionate about making change. Through a structured, six-month digital and intercultural coaching program, each woman enhances her own ability and credibility to make a bigger impact.

The coaching program is free of charge to the participants thanks to the Social entrepreneurship and financing in different ways, public funding, capital from Philanthropists and Foundations as well as CSR Partnerships with businesses and more.

GLOW4equality is a politically independent, non-religious organization.

**Creating ripple effects
for a society built on
gender equality**



GLOW4equality was founded by Swedish Communications Strategist and Social Entrepreneur Sara Carlemår in 2019. Sara's moment of change that ignited the flame of GLOW4equality was a panic attack in a dusty garage outside a mosque in Iran in 2017- read or listen to that story in the Blog on our website: ["My moment of change"](#).

The problem we address

Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world. Those are words from the United Nations. Gender equality is so high on the global agenda that it is prioritized as one of the seventeen Sustainable Development Goals, Goal 5: Achieve gender equality and empower all women and girls



As the impact of the COVID-19 pandemic hit the world, closing the global gender gap has INCREASED the last year from 99.5 years to 135.6 years, according to the World Economic Forum's Global Gender Gap Report 2021.

There are progresses being made and fantastic work done, but women and organizations working with equality issues often struggle to significantly impact the problem they work to address. And overall, action to meet the goals is not yet advancing at the speed or scale required to reach the Sustainable Development Goals by 2030.

135,6

Years
to close the gender gap



UN Social Development
Goal we address

5

GLOW4equality's solution

OUR SOLUTION

Women who work to combat gender inequality struggles to significantly impact the problem they address; to increase these women's abilities to do so we offer a professional group coaching program, in intercultural groups, online and free of charge.

Through the 6-month long program each woman enhances her own ability and credibility to make a bigger impact and support more women. While being coached in a group focused on a shared goal, each participant identifies what she needs to do to drive change from where she is.



Why is group coaching the solution?

Coaching is a powerful tool, it helps a person go in the direction they want to go, and enables sustainable change from within. Through coaching a person learns how to convert what they have inside them into tangible action. Guidance and coaching often take place in a person's immediate circle, within the same geographical area regionally or nationally or within different organisations.

intercultural, remotely located groups focused on a shared goal. In this way our coaching program also enables women to create global networks to solve issues related to gender equality, thus accelerating and scaling up efforts worldwide.

A certified coach leads the group's participants through the coaching approach throughout the six-month structured program combining a two one on one sessions together with ten group sessions.

What is our approach to coaching?

We make professional coaching available to those who may not normally have access to it, and delivers it online in

The women are coached to set and achieve a long term "end goal" within 2-5 years as well as a short term "process goal" to reach by the end of the coaching program.

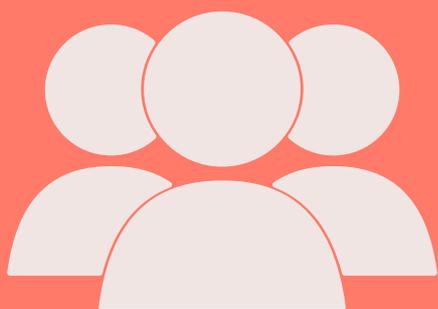
THE COACHING PROGRAM



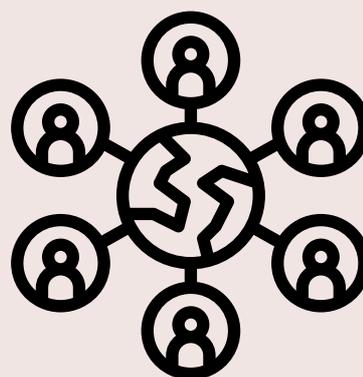
A young woman with long, dark, wavy hair and glasses is smiling warmly at the camera. She is wearing a grey, textured sweater. The background is a blurred city street with buildings and lights. The entire image is framed by a thin white border.

Empowering women to
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16 participants fulfilled the coaching program



78 coaching sessions in total



30 group coaching sessions in total



8 countries represented

FACTS & METHODS

During 78 coaching sessions 16 women were empowered in GLOW4equality's first three coaching groups. The youngest participant was 31 years old and the oldest participant 73 years old, giving an average age of 48 years old.

Four initial participants chose to leave the coaching program due to technical reasons, new job and/or personal reasons.

Interviews after completed coaching program were conducted by Sara Carlemår and the answers from the participants formed the basis for the actual analysis that Lena Henriksson has done of this Social Impact Report.

Coaching group themes

THE PARTICIPANTS PERSONAL GLOW CONNECTED TO GENDER EQUALITY

Attendees applied to the coaching program based on which SDG target they are dedicated to. The groups then were put together connected to each target theme.



DURATION
ATTENDEES
COACH

23rd of April 2021 - 1st of October 2021
Six participants started, six fulfilled
Pia Moberg, ICC certified coach

THEME

Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation.



DURATION
ATTENDEES
COACH

26th of November 2021 - 6th of May 2022
Seven participants started, four fulfilled
Pia Moberg, ICC certified coach

THEME

Eliminate all harmful practices, such as child-, early and forced marriage and female genital mutilation (FGM).



DURATION
ATTENDEES
COACH

25th of November 2021 - 5th of May 2022
Seven participants started, six fulfilled
Anette Tandberg, ICC certified coach

THEME

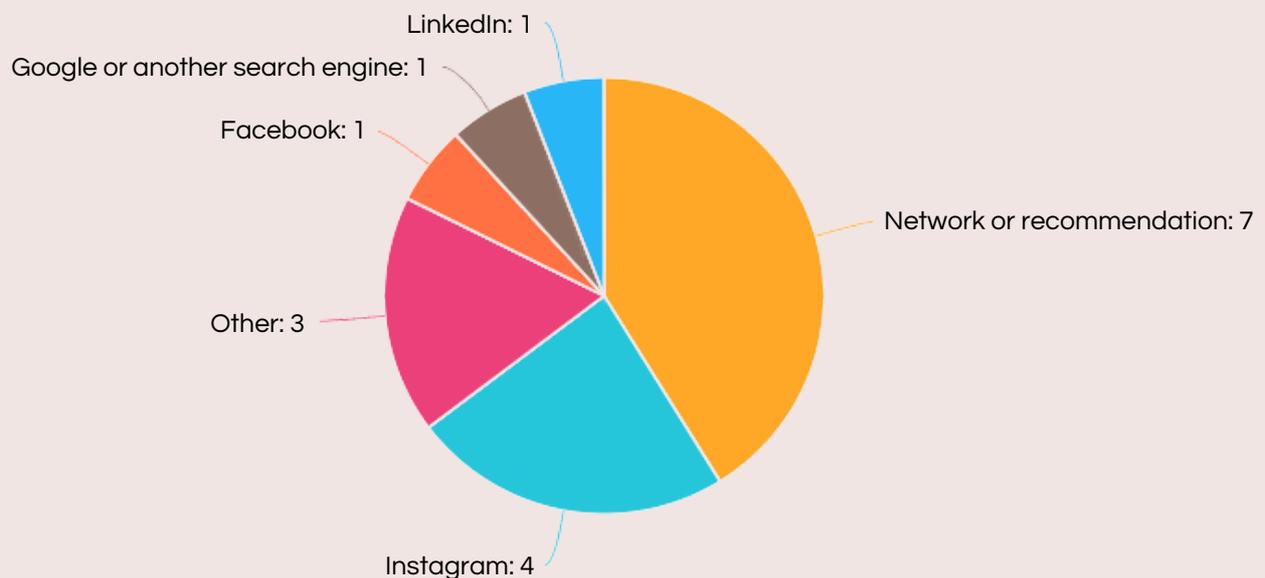
Ensure women's full and effective participation and equal opportunities for leadership at all levels of decisionmaking in political, economic and public life.

Participants around the world

With today's conditions, way of life, labor market and the opportunity to work remotely - many work in a wider community than their closest geographical area. Women from around the world were represented among the participants in the coaching groups. Countries where the women are currently living are shown on the map below.



The Pie-chart below shows how the participants in this pilot study heard about GLOW4equality or the coaching program.



Outcomes: experience being part of the program

SUPPORTIVE

Some participants describes themselves as shy in the beginning but after some initial sessions they became very open and expressed how supportive the coaches where. It led to the fact that many of the participants let their gard down and be more open. Saying It was a learning experiences and quickly felt that they could ask anything.

Participants in managerial positions found the coaching-tools supporting in their role. The coaching-tools especially helped one participant be more supportive in a good way, "Helping them find their own solutions is a great help, a great way to be supportive without giving them my personal solution."

Some state it gave them insight, as a leader. Instead of telling their staff what to do, they get them to think about what they want, how they can support them and explore options to get there together. "A need based prevention."

INSPIRING

"A relational value, that there are women around the world working towards gender equality. It is important for us engaged in the "industry" to feel that you are not alone," 8 of 16 stated that they got inspiration from the other participants, hearing their stories and talk to/meet them. Participants also stated that the set-up for the program was inspiring, the practical details, financing and how it's managed.

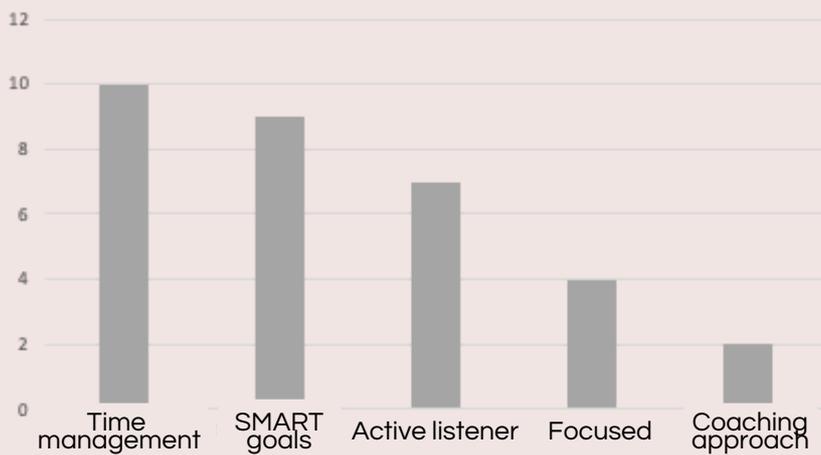
POWERFUL

The coaching as a tool, it can develop themself and can also be a resource. Most participants have learned how to practice these tools themselves with others and see what it can bring out. Coaching is cited by many of the participants as a powerful tool for them in their work to address gender issues at work but also in their private lives.

Perceived short-term outcomes

What type of short term outcomes have you seen as an effect of the coaching program?

This was one of the questions asked to the participants and the diagram below visualize the answers.



Different types of short term outcomes

95%

of the participants felt they achieved their short term goals and became more organized



"I became an active listener, asking simple questions and explore the outcomes"

The majority of the women describes that their time management significantly improved both in work and private life. Other effects that can be inferred are that the coaching program helped them to define and to set goals, short-term and long-term, and to be more focused. Some described it that the coaching program helped them to put it into words and plan ahead.

The participants biggest experiences

COACHING APPROACH

The majority of participants felt that coaching as a tool constituted the greatest difference. By learning how to use a coaching approach in combination with active listening, many felt that it had a major impact in both work and private life.

GOAL SETTING

Learning how to set goals, smart goals, was perceived for all the participants to make a big difference based on the fact that they could actually achieve their set goals. Before the program, many felt that they rarely achieved their set goals, either short-term or long-term

GLOBAL COMMUNITY

"You really felt the confidence between the sisters in the group, a trust that was built up along the process. Even though we only met once a month, you really felt trust." This feeling, being part of something bigger – a sisterhood – made a difference for many as some previously felt alone in their work for gender equality.

ACTIVE LISTENING

When participants were taught active listening, they were able to implement this in their work and in their personal lives. As mentioned earlier, active listening, combined with the coaching approach, was perceived as making a big difference in their lives.

33%

1-1 session
as a defining moment

20%

visualization exercise
as a defining moment

18%

SMART-goalsetting
as a defining moment

18%

active listening
as a defining moment

100%

experienced that the coach helped
them acknowledge their
achievements in life & be proud of it.

Defining moments

Many of the participants stated the 1-1 sessions as their defining moment in the coaching program. As one participant explained; she was able to remind herself who she really is. The coach challenged her and helped her to get rid of negative beliefs.

A visualization exercise seems for some as very powerful and a moment that stands out. One participants mentions it was more of an emotional experience and a fascination for the exercise as a tool in coaching. The meaning of the exercise is to use the power of our own imagination. If we can visualize our desired outcome we are then able to see possibilities of achieving it.

3 out of 16 stated the SMART-exercise is an exercise/tool ment to set smart goals. SMART goals or actions needs to be challenging enough to inspire you. "Understanding things we can preserve, eliminate, what we can get rid of and so on". That was one of the participants explanation why she felt this exercise was her defining moment in the coaching program.

Results from the interviews shows that the women experienced the coaching program gave them perspective to really listen - active listening. Listen to other women around the world and their work. It made many of them realize that no matter where in the world they live/work they all have the same end goal - just in different ways.

"The end goal is common for all of us, making positive change for women!"

Recommendations for future coaching programmes

1

ONE-ON-ONE SESSIONS

The majority of the participants states that they desired more one-on-one sessions. The reason they desire this is that these particular sessions are considered to have a major impact on their personal development. Given that the majority have achieved their short-term goals and are setting new ones along with long-term goals, it is good to keep this in mind for the future programs if it is really necessary.

2

COMMITMENT

Because four of the participants chose to leave the coaching program, it can be valuable to find some incentive that makes the participant commit to the program and not want to drop out. Allowing the participant to become liable for cancelling their commitment can be practically difficult to implement and is not a sustainable solution. Companies that are able to pay in advance for their participation should be given that opportunity to participate, perhaps also have their own coaching program.

3

DIFFERENT DAYS & TIME ZONES

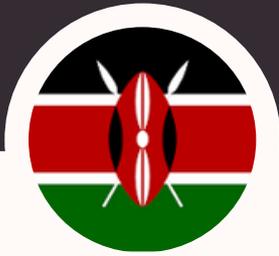
Some of the participants highlighted that the coaching program could be even more powerful if future programs offered coaching programs at different times of the day and also different days. For example, one attendee started her program 4 am in the morning. To offer this coaching program different days maybe also on weekends it can open for more participants that initially finds it hard to set aside time to participate.

4

TECHNICAL SOLUTIONS

the internet can sometimes be hard to secure but it is also necessary for the participants to ensure they have a stable connection. Technical problems is experienced as something negative not only for the individual but for the whole group. Choosing different digital meeting tools can be a way to make it easier for the participants. Some digital tools require different strong connectivity options that may lead to fewer disruptions for participants.

Testimonials



"I gained a
work – life – balance!"



Kenya



"That I dare to believe
in my ideas."



Sweden



"The coaching approach &
the peer mentoring is so
impactful."



India



"It gave me a path to
follow my own goal."



Germany

Our way of measuring impact

THEORY OF CHANGE

Theory of change is a method that explains how a given intervention, or set of interventions, are expected to lead to a specific development change, drawing on a causal analysis based on available evidence.

GLOW4equality have prepared our Impact measurement with the organization Reach for Change, a non-profit empowering social entrepreneurs to develop and scale innovative solutions that help children to better lives.



IMPACT RESULT CHAIN

This Social Impact Report aligns with the Theory of change. We built a Impact Results Chain with intended results - short term, mid term and long term outcomes that we want GLOW4equality to contribute to. Where the short term outcomes (bold marked below) are the outcomes within our control, results we intended for to happen as a result of our activities and outputs.

PLANNED WORK		INTENDED RESULTS				
INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES			VISION
What key inputs (resources) do you need, to carry out your activities?	What key activities does your impact-creating intervention consist of?	As a result of your activities, what are the immediate and observable outputs?	What short-term outcome results do you intend for to happen as a result of your outputs? The change you EXPECT	What medium-term outcome results do you intend for to happen as a result of the short-term outcomes? The change you PREDICT	What long-term outcome results do you intend for to happen as a result of the medium-term outcomes? The change you DESIRE	What is your bold and inspiring vision?
Financial resources Coaches Participants in the coaching groups Technical platform Time Team	Preparing coaches to hold coaching sessions Recruit participants Preparing coaching group participants for coaching sessions 6 month group coaching program	Coach is set and prepared to hold sessions Coaching group participants have been fully prepared to participate in coaching program Coaching program have been executed	Coached to set and reach a short-term goal Increased sense of context within the issue at hand More empowered to continue working on the specific cause Increased access to international network of like minded women Improved ability to execute on a organizational development path towards having a significant impact on the identified problem	Improved practices to significantly impact the problem they address Increased collaboration between grassroots movements within gender equality Increased share of grassroot movements within gender equality that flourish	Reduced societal costs related to gender inequality Reduced female suffering Women working with gender equality issues have a significant impact on the problem they address, contributing to the UN Sustainable Development Goal number 5 Increased gender equality	GLOW 4 Equality's vision is to achieve autonomy for women and girls everywhere to create a society built on gender equality.

28

Financial partners

600.000 SEK

We raised and secured funding for about 600.000 SEK to set up, recruit and execute the Pilot Study of three coaching groups, from a mix of Foundations, Public funding, CSR Partnerships with Businesses Crowd Funding and Philanthropy capital.



Acknowledgements

IMPACT PARTNERS



SUPPORTIVE PARTNERS



FOUNDATIONS & PUBLIC



MED FINANSIERING FRÅN



TEAM

Effeli Ångström Holst, Frida Persson, Pia Moberg and Anette Tandberg on the Creative Board, defining the coaching program. Pia Moberg and Anette Tandberg coaches in the pilot study. Lisa Cockette and Estefania Coral on the Communications team. Lena Henriksson analyzing and composing the Social Impact Report.

THANK YOU FOR YOUR SUPPORT

We look forward to continue creating positive global impact on gender equality together.

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empower others

GLOW
4equality

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Appendix

QUESTIONS IN DEEP INTERVIEW AFTER COMPLETION OF COACHING PROGRAM

- 1** Tell me shortly about what you are doing in the area of gender equality today.
- 2** What were your expectations of the coaching program prior to the start?
- 3** Describe your experience of being part of GLOW4equality coaching program.
- 4** What is the biggest difference GLOW4equality made for you and your work?
- 5** What have been the most determining moments in your journey through the program?
(Can you tell me about the 2-3 most important?)
- 6** What type of short-term outcomes have you seen as an effect of the coaching program?
- 7** Would you recommend us to do any adjustments in the program or setup?
- 8** How satisfied are you over all with GLOW4equality on a scale from 1 to 7, where 7 is very satisfied and 1 is very unsatisfied?
- 9** Anything else you'd like to share with us?