

## Global Girl Research – Project Overview

### 1. Context

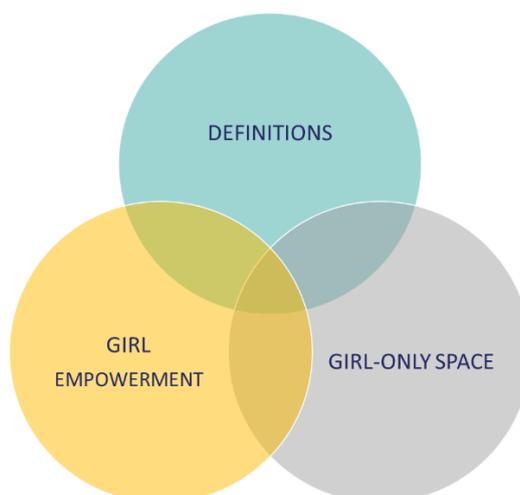
We are intending to undertake global research with the scope of understanding the value and relevance of Girl Guiding and Girl Scouting for girls, across the Movement.

All our Member Organisations operate in a continuously changing environment and face similar challenges globally: generational changes, changing definitions of gender, changing trends and patterns in volunteering, cultural and socio-economic changes affecting the way volunteers engage in Girl Guiding and Girl Scouting, evidence of contradictory research on the value of “girl-only” spaces coming from the formal education space.

By February 2020, we will develop the research hypothesis, research methodology, literature review and apply for funding to continue the research with Member Organisations and girls in 2020.

### 2. Research Objectives

Scope: understand the value and relevance of Girl Guiding and Girl Scouting for girls, across the Movement covering three areas: definitions, girl empowerment, and the girl-only space.



#### Definitions:

- a. girl-led
- b. girl-focused
- c. girl-only
- d. girl-driven

#### Girl Empowerment

- a. How is girl empowerment defined?
- b. What components/skills must a girl be provided to be empowered?
- c. Which are key practices that encourage girl empowerment?
- d. What's the link between leadership and empowerment within the Movement?

Girl-only space: explore the value of girl-only spaces versus co-educational spaces.

### 3. Why this research is needed

All our Member Organisations operate in a continuously changing environment and face similar challenges globally:

- Generational changes,
- Changing definitions of gender,
- Changing trends and patterns in volunteering, cultural and socio-economic changes affecting the way volunteers engage in Girl Guiding,
- Evidence of contradictory research on the value of “girl-only” spaces coming from the formal education space
- Lack of sufficient research covering the value of the “girl-only” space in non-formal education.

### 4. Project Deliverables

#### Deliverables by February 2020:

- ✓ Research hypothesis
  - ✓ Research methodology
  - ✓ Literature Review
  - ✓ Focus Groups at Juliette Low Seminars
- + Application for funding to continue the research with MOs and girls in 2020, based on the researchers’ recommendations.



Phase I



Phase II

#### Proposed research framework (2020 onwards) – pending funding

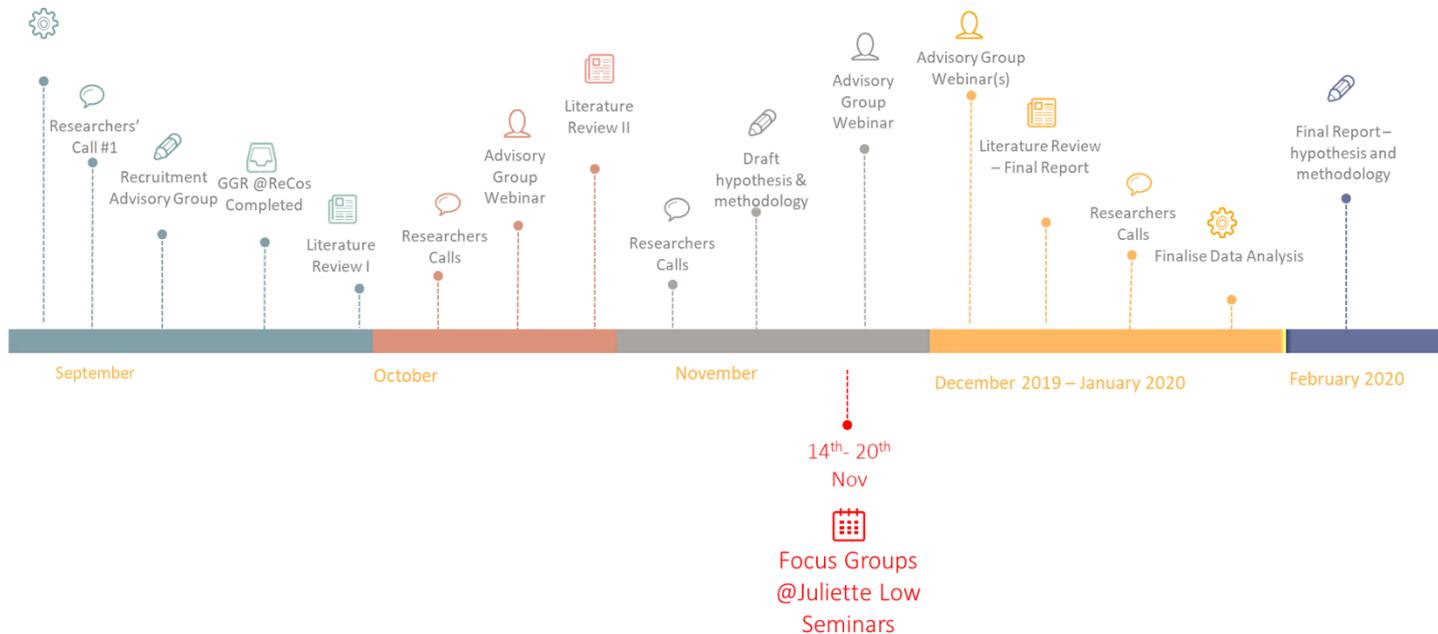
- ✓ Internal research with girls and young women from **girl-only and co-educational** MOs using a **participatory approach**
- ✓ Competitive Landscape Analysis

### 5. Benefits of the Global Girl Research

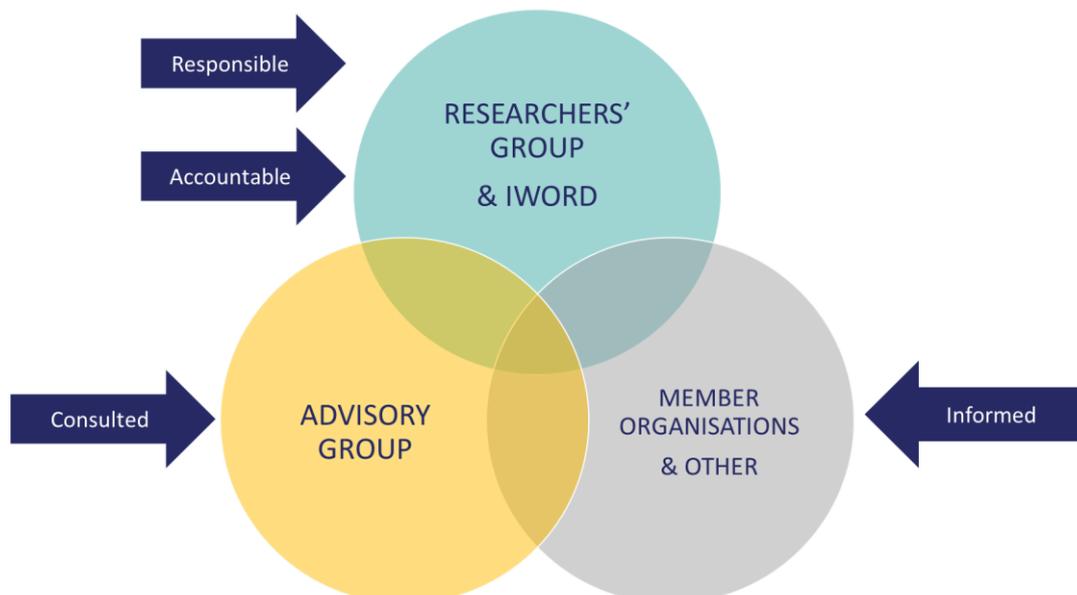
- ✓ Evidence-based approach on the value of Girl Guiding and Girl Scouting;
- ✓ Evidence-based approach on the value of the girl-only space in non-formal educational settings;
- ✓ Increased research capacity of Member Organisations using a participatory approach and engaging girls directly;
- ✓ Data to inform and/or improve GG/GS programme and differentiated value proposition;

- ✓ Improved recruitment and retention of girls and volunteers;
- ✓ Member Organisations are more likely to access funding, as they can prove the impact of their programme.

## 6. Timeline and Milestones



## 7. Stakeholder Groups



### 7.1. Researchers' Group

The researchers' group is formed by a mix of specialists from within and outside the GG/GS Movement. Their main responsibilities are:

1. Draft literature review (by the 30<sup>th</sup> of September 2019) – done by IWORDS;

2. Draft hypothesis and methodology (by the 6<sup>th</sup> of November);
3. Design the Focus Group to be implemented at JLS (by the 6<sup>th</sup> of November);
4. Webinars for JLS Facilitators on how to facilitate the focus group: 16<sup>th</sup> of Sept 2019 and 7<sup>th</sup>/8<sup>th</sup> of November 2019;
5. Participate in webinars for the Advisory Group (Nov 2019 – Jan 2020);
6. Final literature review report (by the 30<sup>th</sup> of December) – done by IWORDS;
7. Qualitative Data Analysis (21<sup>st</sup> Nov 2019 – 31<sup>st</sup> Jan 2020);
8. Final hypothesis and methodology (+other recommendations) - February 2020;

### Researchers

[Patrice Brodeur](#) – Professor at the University of Montreal & Senior Adviser, International Dialogue Centre (KAICIID). Based in Montreal, Canada.

[Dave Yates](#) – Strategy and Change Manager, Girlguiding UK and the Scouts, PhD. in Sociology and Anthropology. Based in London, UK

[Kimberly Belmonte](#) (Director, Girl Expertise and Impact, Girl Scouts of the USA) Based in New York.

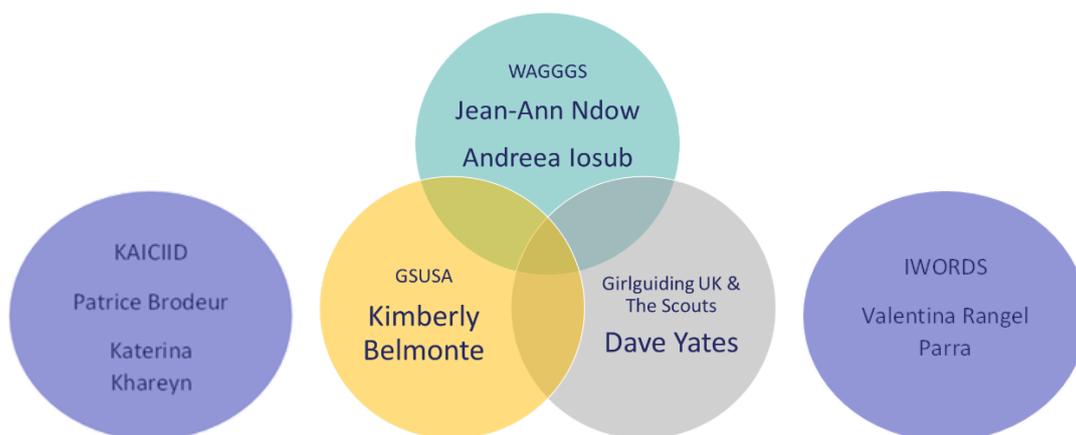
Jean-Ann Ndow - Global Advocacy Lead at the World Association of Girl Guides and Girl Scouts. Based in London, UK

[Valentina Rangel Parra](#) - Junior Consultant at IWORDS Global (responsible for the literature review). Based in Bogota, Colombia.

### Support roles

[Andreea Iosub](#) – Special Projects Partner at the World Association of Girl Guides and Girl Scouts. Based in London, UK.

[Katerina Khareyn](#) – Programme Manager, Team Leader International Networking at International Dialogue Centre (KAICIID). Based in Vienna, Austria.



## **7.2. Advisory Group**

The advisory group is formed by a mix of specialists from within and outside the GG/GS Movement. And it is structured as follows:

*Sub-group #1 – Specialists who have experience working directly with Girl Guides and Girl Scouts delivering programmes at grass-root level (five volunteers in total, from girl-only and co-educational MOs, one for each region) - recruitment through Mobilize;*

*Sub-group #2 -Specialists who either have girl studies or research experience from within the Movement (five volunteers in total from girl-only and co-educational MOs, one for each region) - recruitment through Mobilize;*

*Sub-group #3 – WAGGGS specialists from the staff team;*

*Sub-group #4 - External stakeholders (maximum five specialists and/or organisations outside the GG/GS Movement, with experience in research, girl studies, non-formal education or other related topics).*



The main responsibilities of the advisory group are:

1. Provide feedback on the outputs produced by the group of researchers in the design phase of the project;
2. Take part in four webinars (November 2019 – February 2020);
3. Propose new materials for the literature review.

Estimated time commitment – 10 hours.

#### Webinars for the Advisory Group<sup>1</sup>

No	Date	Hour (London time)	Topic
#1	11 <sup>th</sup> of November 2019	1.00 – 2.30pm	Draft literature review
#2	20 <sup>th</sup> of December 2019	1.00 – 2.30pm	Results from the focus group
#3	30 <sup>th</sup> of January 2020	1.00 – 2.30pm	Presenting the final hypothesis, methodology, recommendations and literature review

<sup>1</sup> Any potential changes to the schedule or topic of the webinars will be announced as soon as possible.

#4	20 <sup>th</sup> of February 2020	1.00 – 2.30pm	Final recommendations
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### Recruitment for the Advisory Group

The recruitment for the Advisory Sub-group #1 and #2 will be carried out through Mobilize. If you would like to apply for a role in these sub-groups, please register on Mobilize and fill in the application form.

<https://waggs.mobilize.io>

The call for volunteers is open from the 20<sup>th</sup> of September until the 24<sup>th</sup> of October (11.59pm, London time). The results of the selection will be made public on the 30<sup>th</sup> of October.

Alternatively, if you are not registered on Mobilize, please send an email to Andreea Iosub at [andreea.iosub@waggs.org](mailto:andreea.iosub@waggs.org), attaching your CV and a short message explaining your motivation and relevant experiences (max. 250 words). Also, please attach the MO recommendation form. It can be downloaded from <https://www.waggs.org/en/what-we-do/volunteer/join-waggs-volunteer-resource-pool/>

Being selected for this volunteering opportunity, will require you to register on Mobilize, as we will use this platform for collaborative work on this project.

### **8. Ways of working**

The work in the first phase of the project (until February 2020) will be carried out online, via emails, collaborative online spaces, Zoom and Mobilize.

The working language is English.

### **9. Code of Conduct**

All the project members and collaborators are expected to comply with the WAGGGS organisational values and WAGGGS policies including, but not exclusively, the Code of Conduct, Conflict of Interest Policy and Procedure, Safeguarding Policy, Data Protection Policy, and Confidentiality Statement.

### **10. Contact Information**

If you would like to receive more information about the Global Girl Research project, please contact Andreea Iosub at [andreea.iosub@waggs.org](mailto:andreea.iosub@waggs.org).