

press release

Standard Chartered reaches 50,000 girls through the Goal Programme

To mark International Women's Day, Standard Chartered announces that it has reached 50,000 girls in 2014 through its award winning Goal Programme.

Lusaka, 3rd March 2015 – To mark **International Women's Day**, Standard Chartered announce that they have reached over 50,000 girls globally through its award winning Goal Programme.

Goal is Standard Chartered's leading education programme that provides financial literacy, life skills and employability training to low-income adolescent girls across its footprint. Since the programme was launched in 2006, it has grown from a small programme in two Delhi slums to an internationally recognised global movement operating in 24 countries, helping over 145,000 young women to date.

In **Zambia**, Goal was launched in 2011 and has so far reached over 2,000 Zambian girls aged 12 – 20 across the country. Goal is now a fully fledged programme in Zambia and the Bank is working with Nowspare/Women Win to implement the programme.

Christine Matambo, Head of Corporate Affairs at Standard Chartered Bank zambia said, ***"Standard Chartered has partnered with Women Win and NOWSPAR to expand the reach of Goal to more Zambian girls and pilot a new model of engagement with girls in the form of Goal Events. By 2017, we aim to empower 12,000 adolescent girls through sport-based leadership skills building and financial literacy activities as one step in their process of economic empowerment."***

This year, Standard Chartered will expand Goal to three new markets: South Africa, Sri Lanka and Kenya and will aim to reach an additional 65,000 girls in 2015. This is in line with the commitment the Bank has made at the Clinton Global Initiative to reach 600,000 girls by end of 2018.

Several studies have shown that investment in girls positively affects GDP growth rates. A World Bank study in 1999 demonstrates that increasing the secondary education of girls by 1 per cent results in an annual income increase of 0.3 per cent per capita. Educating girls and giving them the tools to shape their own future has an incredible multiplier effect on economic growth. It leads to increased prosperity not just for individuals but for their communities and their societies. It provides returns for decades.

Roselyne Renel, global sponsor of Goal and Group Chief Credit Officer of Standard Chartered, said: ***“Goal is a powerful, life changing initiative which started nearly 10 years ago. From just 70 girls in India it has since grown to an international movement which has supported nearly 146,000 girls across 24 countries worldwide. It’s impact is phenomenal. I’d like to thank the great efforts of our staff and partners as today we announce that we reached over 50,000 girls in 2014. We are delighted with progress so far but we cannot continue without the support of our partners, individuals and volunteers. Today, on International Women’s Day, we call on you to join us in our quest to empower adolescent girls, and help change the world with us, one girl at a time.”***

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For further information, please contact:

Christine Matambo
Head of Corporate Affairs
Standard Chartered Bank Zambia
Tel: 227616
Email: Christine.Matambo@sc.com

Notes to Editors:

Standard Chartered

We are a leading international banking group, with more than 86,000 employees and a 150-year history in some of the world’s most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East, where we earn around 90 per cent of our income and profits. Our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

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Goal

Through a combination of sports and life skills training, Goal aims to empower and equip adolescent girls with the confidence, knowledge and skills they need to be integral economic leaders in their families, communities and societies.

We partner with global development organisations, who are experts in developing confidence, leadership and teaching life skills to adolescent girls. The girls play basketball, football, netball or volleyball, depending on the local game of choice. The girls learn key life skills, including how to stay healthy and manage their money.

Goal was first launched in 2006 as a pilot in Delhi and reached 70 girls. Since 2006, Goal has reached over 145,000 girls across the Bank's global footprint. By January 2019, we aim to have reached a total of 600,000 girls since the programme's inception.

Goal is active in twenty-four countries through direct Standard Chartered support and through our partners: Bangladesh, China, India, Indonesia, Jordan, Laos, Mauritius, Myanmar, Nigeria, Tanzania, Uganda, the UK, Vietnam, Zambia, Bolivia, Cambodia, Colombia, El Salvador, Ethiopia, Kenya, Liberia, Nepal, Nicaragua and Sierra Leone.