

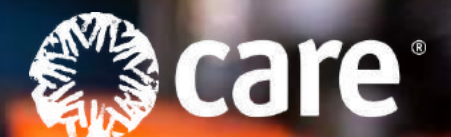


ABOUT CARE

CARE is one of the largest humanitarian organizations in the world, working to save lives, defeat poverty and achieve social justice. We currently work in 100+ countries.

We seek a world of hope and inclusion, where poverty has been overcome and all people live with dignity and security. We believe investing in women is the solution, because we know that when women are included, the entire society is more sustainable.

CARE's philosophy is all about creating long term change, through empowerment. In that way, the communities are less dependent of our help in the future. We also give emergency aid when there is a humanitarian crisis or conflict.



A close-up photograph of a woman with dark skin and her hair styled in intricate braids. She is looking downwards with a thoughtful or focused expression. The background is slightly blurred, showing green foliage and tree trunks, suggesting an outdoor setting. An orange text box is overlaid on the right side of the image.

INVESTING IN WOMEN AS THE SOLUTION

2.4 billion women of working age do not have the same legal rights as men.
176 countries have legal barriers that prevent women's full economic participation.

In many countries, women do not have access to banking services.

We know that empowering women is the key to fight poverty! Because women create a positive change, not just for herself, but for the world around her. Investing in women, means investing in a just, innovative and profitable future.

In communities where women can work, make decisions and use her voice, there is less starvation, poverty and violence, and more justice.

Gender equality is not just a goal in itself, but a means to fight poverty.





VILLAGE SAVINGS AND LOAN ASSOCIATIONS (VSLA)

The first VSLAs were developed by Norwegian Moira Eknes with local women in Niger. Today, this is CARE's most important tool in the fight against poverty.

How VSLA's work:

- 15-25 girls and women go together in a group. They receive guidance and a physical savings box, where they collectively save money each month. CARE also assist with digitalization of the savings.
- We do not give them the money, this is their own assets.
- The group agrees on how much money they will save, and what the interest rate is for loan takers. Almost like a small bank.
- The women in the group can borrow money from their joint savings and those who borrow pay interest. This way, the money grows faster and the group can lend more money to the other members.
- This method has helped over 20 million people out of poverty!
- The average cost of setting up a VSLA group with 20 members is 6.000 NOK.

COURSES

We offer courses to members in savings and loan groups:

- Personal economy
- Entrepreneurship
- Sexual and reproductive health
- Family planning
- Management and politics

We also work closely with men in the local communities, to engage the entire population in creating equal opportunities for all.

EFFECTS

The work in the VSLAs contributes to many wonderful ripple effects, such as:

- A safe network and community
- Empowered women and increased self-confidence
- Women enter local politics
- Local women leaders
- More stable access to food and clean water
- Girls are allowed to complete schooling
- Reducing violence against girls and women

RETURN ON INVEST

Within One Year



Women in VSLAs are 15% more likely to be in local leadership roles

Within Five Years



For every \$250 invested in setting up VSLAs, 3 children go back to school

CARE NORWAY'S BIGGEST CHALLENGE

As one of the world's largest humanitarian organizations, CARE experience a high level of trust globally.

However, there are many people who do not know about us in Norway. This makes it challenging to collect both money and political support for our cause with the Norwegian public.

We need to engage people in Norway in our vision: Gender equity is the key to eradicating poverty. VSLAs are the tool to achieve this.

Overall goal: Increase awareness of CARE Norway, so more private individuals and the corporate market wish to support our work financially.



TASK: PR

Create a PR campaign to increase awareness of CARE and CARE's work to eradicate poverty through gender equity.

The campaign should aim to inspire and build support for the cause, leading to an increased number of financial donors.

Target audience:

Citizens throughout Norway aged 20-70

Deliverables:

PowerPoint or Keynote presentation (max. 10 slides).

Remember that Cannes Lions is a Festival of Creativity!





USEFUL RESOURCES

[VSLA 2023 report](#)

[The World Bank's report, Women, business and the world 2023](#)

[CARE Norge, Spare- og lånegrupper](#)

[CARE Norge, Brand standard](#)

[CARE logos](#)

