



PLAN
INTERNATIONAL:
TRANSFORMING THE LIVES OF
GIRLS ACROSS THE WORLD



GABRIELA BUCHER, CHIEF OPERATING OFFICER, PLAN INTERNATIONAL

Plan International is an NGO that has been active for more than 80 years and is present in more than 70 countries. We work on child rights and equality for girls.

Our new Global Strategy, A Hundred Million Reasons, focuses on the girl child and how she must learn, lead, decide and thrive to really achieve all this impact in her life and those around her.

EDWARD DUFFUS, HEAD OF INNOVATION, PLAN INTERNATIONAL

We've been working with Accenture for some 15 years but specifically in this area of innovation, which is now critical that we are able to find new approaches and new ways of working such that we can build an enabling environment for innovation going forward.

ADAM ROWLANDS, ACCENTURE

The new Global Strategy is very ambitious and there is recognition that innovation and digital would be key to realizing those goals.

To kick-start the Innovation partnership, the Global Leadership from Plan International came into our own Innovation Center where we used the breakthrough thinking methodology to really understand the key areas to embed innovation within the organization.

It was really key that we came up with a holistic approach that was grounded in the realities across the organization.

EDWARD DUFFUS, HEAD OF INNOVATION, PLAN INTERNATIONAL

The approach we took for this project with Accenture was launching three strategic projects and adopting a learning-by-doing approach.

That means trying out different innovation methodologies, creating prototypes and seeing which methods and prototypes would work.

The first was Child Sponsorship, Child Sponsorship being one of the major fundraising mechanisms that Plan uses.

The problem we were trying to solve was retaining our sponsors. How can we create a personalized and engaging sponsor experience to retain donors for a longer period of time and increase revenues.

ADAM ROWLANDS, ACCENTURE

We've been working with parts of Accenture like Accenture Digital and Fjord to build a prototype. The prototype is a mobile app which enables us to feed real-time bitesize information to the sponsor and strengthen the relationship between the sponsor and the sponsored child.

EDWARD DUFFUS, HEAD OF INNOVATION, PLAN INTERNATIONAL

I open it and find out that Magdalena has recently sent me a new letter.

We've been running focus group discussions in Denmark to see what donors think about the current solution and gather their feedback.

ADAM ROWLANDS, ACCENTURE

As a girls' rights organization, when Plan International was looking at how to use data there is a big opportunity to use data to really listen to the girls themselves and amplify their voices. And this is the Girls Out Loud Platform.

EMILY PRITCHARD, STRATEGY BUSINESS ANALYST, PLAN INTERNATIONAL

It's basically a platform that enables girls to talk about the issues that are really important to them, so be it child marriage or education issues.

We went to Colombia; we worked very closely with the Colombian team, both Plan and Accenture.

We all went out to the communities where the girls are living and we workshopped with the girls, there was so much enthusiasm and so we are going to continue to work very closely with everybody involved to further refine the concept.

We will go back to Colombia, we will trial, we will test and then, fingers crossed, we will roll it out in many more countries.

EDWARD DUFFUS, HEAD OF INNOVATION, PLAN INTERNATIONAL

For the Youth Economic Empowerment Project in the Philippines the challenge really is that we can train young people but we are not always able to follow up after the training and understand whether they get into meaningful employment.

What we understood in the Philippines was that young people had access to mobile phones but didn't have access to data.

Fortunately, social media is often free so we created a Facebook Messenger chatbot which would be a provider of engaging experience for young people and accompany them on their journey into full employment.

So, I just finished my training with Plan International and I open Tessa, the chatbot. Tessa knows what's on my résumé and has said here's three jobs that I can apply for.

GABRIELA BUCHER, CHIEF OPERATING OFFICER, PLAN INTERNATIONAL

Thanks to this partnership with Accenture, what we are doing together, we are able to really transform the lives of girls, individual girls but also collectively to create a movement that is really deeply transformative in many countries across the world.

This is one of the key development issues of our time. There's still this huge gap between girls and boys and we really expect to bridge this gap within a generation.

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