

NLIFT

NUTRITION LEVERAGE AND INFLUENCE FOR TRANSFORMATION

PARTNERING WITH GIRL EFFECT'S SPRINGSTER PLATFORM TO DELIVER KEY NUTRITION INFORMATION TO ADOLESCENT GIRLS IN INDONESIA

Girl Effect

Opportunity

Girl Effect is a creative non-profit that uses media and mobile technology to reach millions of adolescent girls, with the goal of empowering girls to change their lives. Through Springster, its global mobile platform, Girl Effect connects marginalized and vulnerable girls to each other and the relevant content, services, tips and advice they need to achieve their full potential. With 30 million users in 66 countries, this platform provides a means to create and disseminate nutrition specific content to millions of adolescent girls where they are — on their phones — in a way that has never before been possible.

Investment

With support from NLIFT, Girl Effect will create evidence-based and age appropriate content on nutrition to be shared through Springster to adolescent girls in Indonesia — a country with worrying nutrition statistics but a flourishing digital landscape. It will also integrate nutrition content into the platform's other thematic areas, like economic empowerment and health.

Innovation and leverage

Springster is one of Facebook Free Basics' top five most-visited sites, and has already been used by 1.75 million Indonesian girls as well as millions more in Nigeria, South Africa, the Philippines and more than 50 other countries. This initiative will break new ground in harnessing the power of social media to deliver nutrition content girls will love and interact with, helping them feel empowered to make healthy decisions, ultimately leading to improved nutritional status.



INVESTMENT AT A GLANCE



Duration
2017-2019



Partners
Percolate Galactic
Praekelt



Reach
women and adolescent girls

4.8M



Investment
(\$ CAD)

\$ 784K



Dollars leveraged
(\$ CAD)

\$ 2.4M

Expected outcomes

- Increase girls' knowledge and awareness of nutrition
- Increase girls' agency and promote gender equality
- Increase reach and engagement of the Springster platform



About Girl Effect Girl Effect is a creative non-profit that uses media and mobile technology to empower girls to change their lives. Founded by the Nike Foundation in 2004, Girl Effect is active in 66 countries and has reached more than 48 million people. Through youth brands and mobile platforms that millions of young people love and interact with, our work is helping girls to express themselves, value themes and build the relationships they need.

About NLIFT

Nutrition Leverage and Influence for Transformation (NLIFT) is a pioneering initiative that seeks to integrate nutrition interventions into existing development platforms that do not already focus on nutrition.

With a 25 million dollar anchor investment provided by the Government of Canada through Global Affairs Canada, this Nutrition International-led initiative collaborates with exciting newcomers to the nutrition landscape — leveraging their resources to reach vulnerable people, especially women and adolescent girls.



For more information:

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About Nutrition International

Founded in 1992, Nutrition International is a global organization dedicated to delivering proven nutrition interventions to those who need them most. Working in partnership with countries, donors and implementers, our experts conduct cutting-edge nutrition research, support critical policy formulation, and integrate nutrition into broader development programs. In more than 60 countries, primarily in Asia and Africa, Nutrition International nourishes people to nourish life. NutritionIntl.org

