

Annual Report 2018

Empower women, create growth





Contents

Message from Pfc's Board Chair	3
About Pfc	4
2018 in numbers	5
Cooperating with the business community	6
Ethiopia	8
Myanmar	10
Social infrastructure	11

Thanking our partners in 2018

Main partner: Formuesforvaltning AS

Pro bono-partner: Law firm BA-HR

Financial partners: Ivar Løge's Foundation, AKO Foundation, Mester Grønn AS, Pecunia AS, Biscaya AB, Et Rikere Liv Foundation, Burenstam & Partners Foundation, Reflectil AS and private donors.

Project partners in Myanmar: GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit), Rotary Bellingden, Southern Shan Tour Guide Association, Myanmar Hotelier Association, Ministry of Hotels and Tourism, Ministry of Environmental Conservation and Natural Resources, Nyauing Shwe Municipality, ICEI (International Institute of Economic Cooperation), Ministry of Education, Lux-Development, Yangon Bakehouse, Shwe Inn Thu Women's Self-Help Group and Leora Social Enterprise.

Project partners in Ethiopia: Mester Grønn AS, Jimma University, Ministry of Education, Ministry of Women, Children and Youth, Women's Health Association of Ethiopia, Tebita Ambulance Service, Run Africa Athletics Sports Club, Reflectil AS, Ethiopian Traffic Manager Office, African Mosaïque, Siiqqee Women's Development Association, Good Samaritan Training Center, Best Day Care, Ministry of Urban Development, Waterpark Montessori International and Drøbak Montessori Foundation.

Join the global team effort



PfC works with the world's most impoverished women aiming to empower them to become financially self-sufficient and build autonomous lives – for themselves and for their families. Our way of working and our partnerships with the business community yield positive results. We think the time has come to share the lessons we have learned.

Pfc works to fight poverty and to achieve gender equality, high-quality education, decent working conditions and economic growth, highlighting the power of cross-sectoral partnerships to reach the UN Sustainable Development Goals.

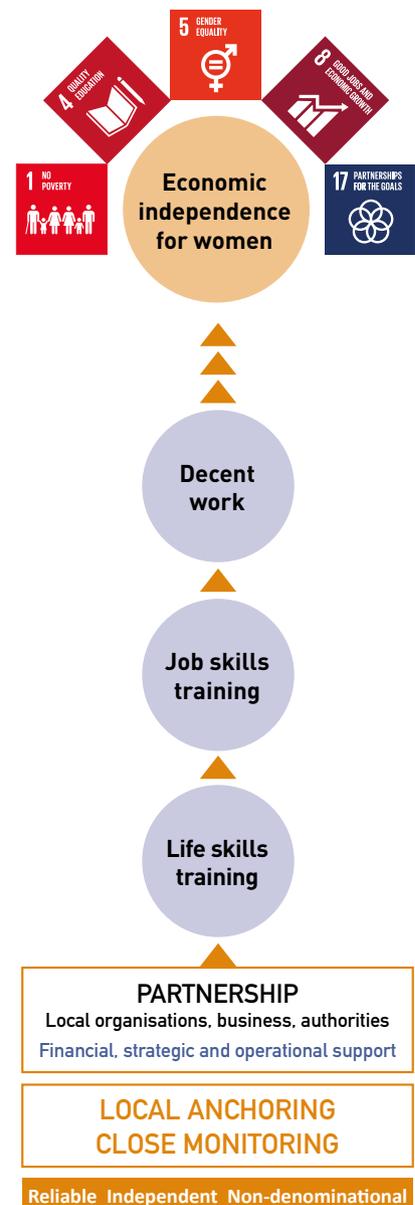
We aim at measurable social impact. Therefore, we provide women with the tools and opportunities they need to achieve economic independence through decent working conditions. All projects are based locally and build on joint analyses with one or more local partners, such as non-profit organisations, business representatives and government authorities. Together, we run projects with a holistic approach, focusing on the needs and challenges of individuals.

Through our life skills program, women acquire the tools they need to take control of their own lives and become change agents in their own communities. Through our skills development projects, women are given relevant training making them sought-after employees in their local communities. Many of our participants become entrepreneurs. In collaboration

with the business community, we also create employment through developing businesses and creating new jobs.

PfC is a young organisation in the international development sector. We try out new tools, methods and forms of partnerships, aiming to be a driving force to increase awareness of social responsibility and of the imperative for the private sector to take part in development cooperation. To this end we work in close and binding partnerships with business and industry, both in Norway and in our focus countries. For us, business partners are much more than donors – they possess invaluable expertise needed by those living in destitution. We are proud to have partners who are open to share. This accords with Pfc's approach to fighting poverty and working for sustainable global development: This is a team effort, not a competition.

Ingrid Stange
Board Chair



Empower women, create growth

An innovative organisation

PfC's vision is to secure financial independence for women in Ethiopia and Myanmar so as to help ensure:

1. That the women and their families can live their lives with dignity.
2. Building economically, socially and environmentally sustainable societies.

Why women? The fact that women are given the opportunity to enjoy social and economic independence is of intrinsic value in and of itself – and it is decisive for the attainment of gender equality. Economic freedom affords women genuine choices and the chance to take part in society on equal terms with men. The fact that women contribute is also profitable in socioeconomic terms as it generates tax revenue, fuels economic growth and poverty reduction and helps build democracies. Women are known for using their income to benefit their families.

The primary target group of PfC's projects are women living in poverty. This posits a range of special requirements to the way we select, prepare, execute and audit projects – as well as to how we tailor them to local conditions and monitor them. For PfC, it is important to work hands-on. We therefore work closely with and follow up local partners and government agencies. All PfC

projects include a dedicated life skills programme element. Experience has shown that enhanced self-awareness and knowledge better equips women to benefit from skills-building and job creation initiatives. Co-operation with business and industry in Norway and in our focus countries is a key component of our model.

The 17 sustainability goals adopted by the UN's state parties are key to the 2030-agenda to promote sustainable development. These goals state that the environment, economics and social development are all interconnected. The goals aim to eradicate extreme poverty, reduce social inequalities and curb climate change. PfC has integrated five of the UN Sustainable Development Goals in its model (see p. 3). In an age of major multinational and global projects, there is a risk that the people at the grassroots are being overlooked. PfC helps avoid this and wants to make sure that no one is left behind.

PfC's Board of Directors

Ingrid Stange,

PfC's founder (chair)

Øystein Bø, CEO,

Formuesforvaltning AS

Hans Geelmuyden,

senior partner and CEO,

Geelmuyden Kiese

Vibeke Holth,

editor, Kapital

Marianne Heien Blystad,

lawyer and MBA, Ro

Sommernes Law firm

Tore Myrholt, senior partner

and director, McKinsey & Co

Hilde Midthjell, director and

owner, HiMi Invest

The board meets at least four times annually. PfC also has an Advisory Board that meets two or three times a year.

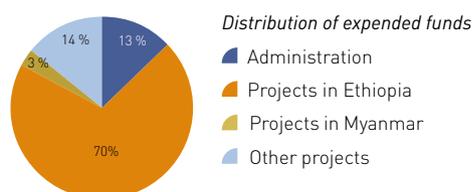
PfC was established in 2012, has its head office in Norway and runs projects in Myanmar and Ethiopia. PfC is a non-profit foundation registered in the Norwegian Foundation Authority, and is a member of organisations such as EVPA (European Venture Philanthropy Association), AVPN (Asian Venture Philanthropy Network), the Association of NGOs in Norway, the Enterprise Federation of Norway and NABA (Norwegian-African Business Association), and has consultative status at the UN's ECOSOC (Economic and Social Council).

Project overview and participants 2018

PROJECT NAME	PARTNER(S)	NUMBER OF PARTICIPANTS
Project overview and participants in Ethiopia		
From wood to weaving (upscaling a weaving mill)	Women's Health Association of Ethiopia, Paradise Fashion	175
Basket production for export to Mester Grønn	Mester Grønn, Women's Health Association of Ethiopia	300
Training of ambulance personnel	Tebita Ambulance	16
Vocational training for young talented runners	Run Africa Athletics Sports Club	53
Vocational training for young women (textiles, hairdressing, food preparation and housekeeping)	Good Samaritan Training Center	176
Setting up of bakery (to create income-generating work for the centre)	Good Samaritan Training Center	1
Ensure schooling for girls/put into practice a mentor programme	Siiqqee Women's Development Association	160
Vocational training for young girls	Siiqqee Women's Development Association	10
Open counselling office for girls at three schools	Siiqqee Women's Development Association	6300 visits per year
Programme for young designers	African Mosaic	8
Establishment of Montessori-inspired day care centres (0-4 years)	Ministry of Women, Children and Youth, Ministry of Education, Ministry of Urban Affairs, Waterpark Montessori International, Drøbak Montessori Foundation, Women's Health Association of Ethiopia, Good Samaritan Training Center, Best Day Care, Jimma University, Technical Vocational Education and Training (TVET)	First pilot opened in 2018
Setting up eight pilot day care centres		
Education of pre-school teachers	Waterpark Montessori International	8
Education of pre-school assistants	Ministry of Women, Children and Youth, Ministry of Education, Ministry of Urban Affairs, Women's Health Association of Ethiopia, Good Samaritan Training Center, Best Day Care, Jimma University, Technical Vocational Education and Training (TVET)	14
TOTAL		921*
Co-organiser of health conference in Addis Ababa on primary health care, trauma and cancer	The Norwegian Embassy in Ethiopia, Oslo University Hospital, Alert Hospital	150 participants

*The total number of project participants is exclusive of the 6300 visits to Siiqqee's counselling office.

Project overview and participants in Myanmar		
Inle Speaks Community Skills Development – a centre that supports the local community through vocational training, counselling and sustainable projects	GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit), Rotary Bellingden, Southern Shan Tour Guide Association, Myanmar Hotelier Association, Ministry of Hotels and Tourism, Ministry of Environmental Conservation and Natural Resources, Nyaung Shwe Municipality	233
English as a vocational language	Myanmar Hotel Association, Myanmar Tour Guide Association, Ministry of Hotels and Tourism	119
Vocational school: Nyaungshwe Hospitality Certificate	Ministry of Education, Ministry of Hotels and tourism, Lux-Development	50
Leadership training for women in the hotel sector	Ministry of Hotels and Tourism, various hotel partners	12
Vocational training in design and sewing	Shwe Inn Thu Women's Self-Help Group, Leora Social Enterprise	15
EPIC (Economic Promotion of Inle Communities) Development of local community	ICEI (International Institute of Economic Cooperation), Inle Speaks Community Skills Development	129
Yangon Bakehouse – English training	Yangon Bakehouse	24
TOTAL		582



Key figures 2018

Incoming funds	11 097 809
Expended funds	9 448 933
Number of employees on 31.12.2018	4
Total full-time equivalents	3,7

PfC's activities are funded by the private sector (39 per cent) and foundations (61 per cent).



For the first time in her life, Misaye Cherinet is earning her own income. The baskets she has always woven now put food on the table for the Ethiopian woman and her six children.

Basket-weaving for the future

In collaboration with Mester Grønn, PFC has secured work for 300 Ethiopian women. Using their own traditional basket-weaving skills, the women are weaving themselves out of extreme poverty.

earned only two birr (NOK 0.60) per day. My siblings and I were raised in extreme poverty, and we could not attend school. For girls who come from poor families, the main goal in life is to get married. At 14 I was married to a man of 20," says Misaye, who is originally from the small village of Enkiba.

Misaye had her first child at the age of 18. Today, she has six children. When her husband abandoned her, she was left alone with all the children – and no income. In addition, she had to take care of her sister who had AIDS. The good news is that Misaye now weaves wicker baskets and has her own income.

"I am very happy that I could join in the basket production scheme. My five daughters also help, and today I earn over 4000 birr (approx. NOK 1200) per month. My only fear is that the life I have built with the wicker work may not continue. Imagine if this is only a glimpse of happiness."

The CEO of PFC, Anne-Karin Nygård, is able to reassure her that the project will go on. Grass for more baskets has already been ordered, and PFC is in discussions with Mester Grønn about longer-term production.

Although Bahir Dar is known for its beautiful baskets, this is the first time production is carried out on an industrial scale. "In the beginning, the fact that many of the women could not read, write or count was problematic. Since the baskets need to be weaved according to specific measurements and have a certain height and circumference, the women had to just try their hand. But once they had worked out the measurements, production took off," says Ms Nygård. The women are paid on a piecework basis, and they have gone from having no income at all or very low income to earning enough to support themselves.

"As one of them put it, 'for the first time, I can plan what to buy. It makes me more economical, too. Before, I just went to the market and found whatever I could buy for the few birrs I had.' The women also save money in a joint account, which, among other things, goes to cover health care costs," says Ms Nygård.

She finds that real partnerships with the business community yield results.

"However, it requires the business community to act and do

I am so happy to be part of the basket project. It allows me to earn money from my skills. For me, this has been the only way to break out of the cycle of poverty", says Misaye Cherinet. Misaye is one of 300 women taking part in PFC and Mester Grønn's basket weaving project LEWUT, which means change in Amharic, the official language of Ethiopia.

Mester Grønn has designed and ordered 8 000 wicker baskets to be sold in its stores in Norway, and PFC has hired disadvantaged women in the town of Bahir Dar to manufacture the baskets. The main goal is to secure the women's entry into the formal economy and thus make them financially independent.

"I am an example of how poverty repeats itself from generation to generation. My parents worked as day workers and



The women of Bahir Dar are known for weaving beautiful baskets. Now, 300 of them are affiliated with PfC and Mester Grønn's project.

more than give money. Private businesses can do much more for development than offering financial support," she says.

Erling J. Ølstad, CEO of Mester Grønn, supports her point of view. "Knowledge, leadership and respect for the individual are highly valued in Norway. Our management culture is in demand in many African countries – and African companies need help to access export markets. The local understanding of details, labelling, food safety and plant and animal health frequently falls short of Norway's import requirements. Often it doesn't take much, but everything needs to be in place and quality must be delivered consistently over time. If you want to achieve this, you need trading partners willing to step up," he says.

Mr Ølstad has traded with East African countries for almost 20 years and seen how Fairtrade has unlocked development and created new opportunities – not

least for women workers on the large farms.

"Agriculture lifts people out of poverty eleven times faster than any other economic activity. In this project, we are combining the production of grass with basket manufacture, giving the women in the basket project opportunities for themselves, their children and the rest of the family."

Mr Ølstad says that the joy and gratitude they meet in East Africa is catching – the entire Mester Grønn organisation has been infected.

"We also work to promote certification of the farms and health, safety and environmental safeguards, and more equitable working and wage conditions. This makes us more confident about what we sell, and even prouder of what we can accomplish together. PfC was a natural partner in this work because the organisation knows Ethiopia well – and not least because of the women's network that has been built up in

the country and which has delivered good results in numerous projects."

"The collaboration between PfC and Mester Grønn is a pioneering initiative. It shows how the non-profit sector can blaze new trails. Mester Grønn has know-how in baskets and flowers. They know what they want. PfC has local knowledge, can fill orders at the grassroots level and ensure that the women have decent working conditions – that's why we succeed!" says PfC's CEO, Anne-Karin Nygård.



"Agriculture lifts people out of poverty eleven times faster than any other activity."

Erling J. Ølstad,
CEO, Mester Grønn



Zulfa Keder was supported by Siiqqee.

A hand to hold

PfC and Siiqqee's education programme has transformed many lives, including that of Zulfa Keder, who is blind. The programme's objective is to support the girls throughout their education and in all areas of their lives.

PfC has been working with the Ethiopian organisation Siiqqee Women's Development Association (Siiqqee) since 2015. The organisation supports women and children in various projects throughout Ethiopia, and both Siiqqee and PfC are committed to having a coherent and long-term approach to the projects.

"Fundamentally, our joint education programme aims to help underprivileged girls complete primary and secondary school. In addition, we want to incentivise them to pursue further education, higher studies and work – and that they learn about health. The girls are admitted to the programme from the age of 13-14, and are followed up over several years, some until they graduate from university," reports PfC's CEO, Anne-Karin Nygård.

The education centre is located in the town of Sebeta.

"The girls spend a lot of time there. For many, Siiqqee's employees are like family," says Ms Nygård.

Zulfa Keder (24) agrees wholeheartedly. She is blind, and her childhood up in the countryside was marked by prejudice and a poorly adapted daily life.

"I always believed that education would be my way out of that situation. I pestered my parents and the others in the village and managed to stay in school until year 11. At that point my parents stopped supporting my studies," she says.

Zulfa was selected to participate in PfC and Siiqqee's education programme. She completed upper secondary school and started university, where she eventually completed a practice period during which she received both a salary and money to cover her rent. In preparation for life on her own, she also received training in everyday skills. In 2017, Zulfa graduated from Addis Ababa University with a bachelor's degree in social work.

"It was difficult to find a job and I decided I wanted to give

something back. I wanted to work for Siiqqee and help other blind girls so that they, too, can succeed," Zulfa says.

Today she works full-time as a social worker and mentor for the 30 blind girls in the education programme. Her monthly salary, financed through PfC, is 8100 birr – just under NOK 2 500.

"I have many plans for myself and the girls. I want to find a better place for them to live, and I want us to learn more about IT. For myself, in time I would like to do a postgraduate degree," says Zulfa.

150 girls currently participate in PfC's and Siiqqee's education programme. Participants are chosen from the students at three different schools in Sebeta: a school for rural girls, Ethiopia's only school for the blind, and a school for the most underprivileged in the city.

"Most of the girls in this project are children of single mothers.

OUR WORK IN ETHIOPIA

Ethiopia has undergone robust economic growth in recent years and since 2018, half of the government ministers are women. Nevertheless, women in Ethiopia are marginalised and vulnerable.

Many girls drop out of school because of poverty, early marriage, early childbirth or because they have to take over duties in the home. In collaboration with various partners, PfC provides

schooling for the girls and gives them access to relevant vocational training. In addition, we contribute to job creation by investing in businesses and women entrepreneurs.



"The academic results are excellent – even though some of the girls live on the street and do their homework by moonlight."

*Anne-Karin Nygård,
CEO, PFC*

150 girls currently participate in PFC and Siiqee's education programme. Some are from Ethiopia's only school for the blind, which Zulfa is particularly dedicated to.

Some are orphans. The girls are highly motivated to learn, and their academic results are excellent – even though some of the girls live on the street and do their homework by moonlight," says Anne-Karin Nygård.

The girls also have a mentoring programme where they are taught about sexual and reproductive health and have training in communication and leadership. Among other things, they practice public speaking to prepare them to later take up leadership positions in their local communities. In

collaboration with the schools, a "girls' club" has also been established, led by the girls in Siiqee. Here, they pool their knowledge with their fellow students.

"In collaboration with the teachers at the three schools, we have also established a counselling office at each school. The office is staffed during school hours, and the girls can come there to talk and seek advice. They are also provided with underwear and sanitary towels for immediate needs. Through these counselling offices, we reach out to 3 000 girls," says Ms Nygård.

What about all those who do not have the opportunity, or do not want to pursue higher education? PFC and Siiqee want all girls to have a chance to enter the labour market and services have therefore been expanded with a vocational school.

"PFC organised the construction of a vocational educational centre, which opened in 2018. The first ten girls were trained in textile work, and now we are working on the funding side so that even more can be given this opportunity," says Ms Nygård.



"This programme has given me the confidence to decide for myself."

Hnin Nuu Maw is only 18 but dreams of becoming a hotel manager after completing PfC's vocational training programme.

Raised up – into work

In Myanmar, PfC has teamed up with the authorities to provide hotel services training for young people from rural areas. Receiving the Nyaungshwe Hospitality Certificate opens up entirely new opportunities for them.

After decades of isolation, Myanmar's tourism industry is lagging behind that of other countries. Know-how in the hotel and service sectors, in particular, is in short supply. The paradox is that while many young people are unemployed, employers struggle to fill the positions at the hotels.

"A hotel career is a fantastic opportunity, but so far only those with higher education have had access to the best schools. The target group for our vocational school is therefore young people from rural areas who have not completed secondary education," says Anne-Karin Nygård of PfC.

Young people from difficult socio-economic backgrounds and/or from marginalised villages are given priority when recruiting students.

"These groups struggle with a lack of opportunities, a situation which negatively impacts their ambitions. Moreover, the only option often available to them is hard physical labour, which is harmful to their health and poorly paid. Currently at our vocational school, 72 per cent of the students come from such backgrounds. 100 per cent of them are offered jobs, and within six months, 78 per cent have found decent and secure employment," explains Ms Nygård.

Although the training is certified nationally by the Ministry of Education, it is the skills that are in focus.

"We work closely with the best hotels to ensure that the content of the training is both practical, relevant and of the right quality. After only nine months our students can get jobs at five-star hotels," says Ms Nygård.

The vocational school is a partnership with the government authorities, which will gradually take over responsibility and ultimately the entire programme.

"This is how we reach our goal of making ourselves redundant and ensure that marginalised young people will enjoy access to free training and good jobs for many years to come." The graduates at the vocational school earn on average 20 per cent over the minimum wage, and the best almost double the minimum wage.

"When they become financially independent, we see that their ambitions grow rapidly. They not only get a job, they start careers," says Ms Nygård.

Hnin Nuu Maw, aged 18, is a good example.

"All my life I've done what others have said I should do. This programme has given me the confidence to decide for myself. In a few years, I want to go abroad to work. My dream is to become a hotel manager," she says.

OUR WORK IN MYANMAR

After decades with a regime that actively downgraded education, under 10 per cent of children in Myanmar currently complete upper secondary school education. Only seven per cent complete

a university education, and only 0.2 per cent receive vocational training. Moreover, only the most privileged children have had the chance to go to school up to now. PfC therefore focuses on relevant

and quality-assured vocational training for marginalised women. In this way we ensure that those who start their own businesses are competitive – and that those who look for a job, get one.



New day care facilities

Together with several partners – including central Ethiopian government – PfC is launching a pilot project to provide Montessori-inspired day care for infants and children up to four years old. If we succeed, the project may trigger development of a nationwide day care system and have a significant impact on women's involvement in the workforce.

Throughout our work in Ethiopia, PfC has found that the lack of good childcare provision is a recurring challenge for women across all social classes. Many are prevented from participating in training programmes or accepting job offers. In Norway and the Nordic countries, research has confirmed that real equality and women's financial independence are closely linked to good welfare structures for families. Investments in the social sector, including the development of day care facilities, are key for women's participation in the workforce. Expanding the day care sector will have a resounding and positive impact on Ethiopian society. The youngest children will be given a tailored educational programme, which is a key instrument in facilitating women's participation in the workforce. Moreover, day care centres create new jobs for women. Overall, this will help enable more women to move into the formal economy, making them

financially independent and transforming them into taxpayers.

Day care provision is very important for all women. Ayelech Chamo is the mother of a one-year-old and works in the Ethiopian Ministry of Women, Children and Youth where the first day care pilot opened in early 2019.

"Before, I used to take my baby into the office. She used to sleep on the office chair," says Ayelech. Her daughter is now in the Ministry's day care centre. "I know she's safe there. Now I can fully commit to both my work and my child," she says.

In this project, which runs from 2017 to 2020, Pfc is responsible for training educators, assistants and directors, and for establishing the pilots. All elements of the project must be adapted to the Ethiopian context, and it enjoys the support of the Ethiopian government authorities. Binding agreements have been signed

with several ministries. The Ministry of Women, Children and Youth is the coordinating ministry, and the Minister for Women, Children and Youth Yalem Tsegay Assfaw, is personally engaged in the project.

"Our focus is not on what day care centres cost, but on what Ethiopian children deserve," she says.

PfC has many partners in this project, which includes numerous elements. The training of educators and assistants started in 2018. Leadership training is scheduled to start up in the autumn of 2019. In the course of 2019, seven pilot day care centres will be started in the Ministry of Women, Children and Youth, Ministry of Education (two pilots), Ministry of Urban Development, Jimma University, Good Samaritan Training Center (vocational training centre for underprivileged girls with which Pfc collaborates) and Best Day Care (private day care facility).

