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# Inspiring girls towards STEM

## Stakeholder Dialogue 3

### Tactical planning

Beerse, June 25th 2019

# Participants Meeting June 25th

- Julie Lavigne – House of HR
- Michael Verbeeck – STEM Platform
- Hilde Helsen, Britta Verhelst – IE Met
- Katrien Dingemans – BASF
- Marleen Van den Bergh – Umicore
- Nele Van der Elst – Technopolis
- Lieve Lambrechts – VUB
- Karen Bens & Annelies De Swert – Atlas Copco
- Jaina Fernandez – ING
- Peggy Van Casteren & Ilse Vanhulle – Johnson & Johnson
- Dirk Michiels & Eline Joukes – Exxon

## SCOPE OF THE COALITION

- **Strategic goal: inspire and ignite a spark for STEM amongst 90 percent of kids across Belgium**
  - how to make a difference by choosing STEM (link to SDG goals)
  - target audience: 10-14 year girls and boys, their parents and their teachers, Belgium
  - system change
  - multiple touchpoint journey
  - longterm program towards system change
- **Tactical goals**
  - Kids - give experience: let them solve a challenge, that is close to their interests = 80 % doing, 20 % listening
  - Parents – spark their interest , dialogue and correct information
  - Break stereotypes through storytelling and role models appealing to girls
- **Set up**
  - In collaboration with all the partner companies
  - Focus on inclusion
  - Multi touch point, build on existing programs, offline and online activities
  - Collaborate, not interfere in Education



# Agenda

- Building blocks tactical plan
- Partner Update
- Financial plan
- Roles and responsibilities
- KPI's
- Calendar Stakeholder Coalition 2019-2021



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# BUILDING BLOCKS TACTICAL PLAN

- Tactical program
- Project name?

# MULTIPLE TOUCH POINT JOURNEY

## 10-14 YEAR OLD KIDS

### engaging parents and peers

#### (SOCIAL) MEDIA

#### AT SCHOOL

#### IN COMPANY

#### ON TOUR

90 %  
SPARK  
INTEREST

Wonder Women  
Wallonia  
video campaign

Role model  
Networks

STEM lessons  
with female role models  
Guest lectures in class  
STEM package teachers

House of HR school lectures  
(incl. train the trainer)

Microsoft Digikids  
coding lessons  
(<12y)  
Umicore TechnoTeens  
Company visits  
Expertmeeting  
Meet the Boss

Kids tutoring science/math  
(Solutio vzw)  
BASF HaaiTech  
Techniekacademie  
Agoria-Logitech  
TADA weekend school  
Trajectum EI for Kids,  
Mijn Eigen Ik  
#dreamerswhodo  
Innovatiebeurs 1e-2e graad/  
ouders en 11-12j

TechnoLab Droge Voeten  
Jet-Net, Willy Wortel, Vakkanjers Innovation Challenges

10 %  
DIVE IN

Coderdojo  
Science camps – Robocup challenge  
Technopolis techniekclub  
Technopolis Fablab

1 %  
CHOSE  
STEM



## Role Models Video Campaign for parents and kids

Reach: choice of (social) media channels very important for reach, also use existing channels in partner companies, also YouTube, but also teachers and parents

Format:

- Tedx & Kurzgesagt are good formats
- Try to make video content interactive, can role models formulate a challenge?
- How can we make it viral? Have the target audience make the videos?

Be inclusive in choice of role models

- from partnering companies
- Get local vloggers with good reach on board
- Diversity in background
- Broaden role models to sports world to broaden reach? (aerodynamics, snowboard, special olympics partnership J&J, etc.)
- Check role models in existing programs Tada



## AT SCHOOL

Current partner projects

STEM lessons with female role models  
Guest lectures in class  
STEM package teachers  
House of HR school lectures  
Wetenschapsbattle

## SCHOOL & COMPANIES

TechnoLab Droge Voeten  
Jet-Net, Willy Wortel,  
Vakkanjers Innovation Challenges

WISTEM2D projects

### **Fun group challenges for kids at schools**

No quick start

At school - Kids formulate a challenge, top scientists find solutions and translate it to kids world - Kids jury picks winners and kids co-organise – focus on experience in partner (Technopolis is taking over the organization from The floor is yours, currently in 1 school in every province) – let them use video to explain science topics  
'How to make the school more sustainable' topic works really well (cfr. Flame Challenge)

### **Guest lectures combined with fun experience at school**

Use House of HR platform with 100 schools – recruit via employee volunteering

Make sure it connects with the education program (eindtermen) – important for teachers – and make sure we can measure the impact and integrate a follow up measurement (KUL is working on it)



## IN COMPANY

Microsoft-NMBS-BrusselsAirport Digikids coding lessons (<12y)  
Umicore TechnoTeens

Company visits – Expertmeeting - Meet the Boss

Current partner  
projects

No quick start

### To be discussed further

In company activities cannot be a goal in itself, but only as piece of our puzzle.

Collaborate with ‘Open Bedrijvendag’ and look at an add on program for this target audience on this day.

Can we gather all existing in company activities on one website?

Can we add an award for the best initiative ?

In collaboration with STEM-platform? First check all existing platforms?

Is this a role for VLAIO?

Scale the Digikids program at other partner companies (Minecraft)?

Microsoft is bringing the program to their partner ecosystem but could broaden it to WISTEM2D partners.

Current partner projects

Kids tutoring science/math (Solutio vzw) - BASF HaaiTech - Techniekacademie Agoria-Logitech - TADA weekend school - Trajectum EI for Kids, Mijn Eigen Ik

No quick start

### **Fun group challenges at companies**

Combine behind the scenes at partner companies with a battle.

Challenges between kids.

Challenges between teachers.

Challenges between companies.

Build from the succesful formats used by Technolab in The Netherlands

# Meeting feedback

- Diversity in role models is a must
- Group challenges is the way to go, but don't accentuate the competitiveness too much, don't call them battles
- Challenges to be defined starting from the interests of 10-14 y olds
- In-school lessons or guest lectures =~ House of HR as broad expertise in its existing program
- Use older kids from same school to guide the challenges
- Issue – kids under 18 y are not always allowed inside company plants

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Goal: reach 50.000 girls in 3 years  
in Belgium

Set KPI's

- Number of kids reached - what is the reach of current existing programs of partners?
- Reach of inclusive target audience
- Multiple touch point inspiration journey engaging parents, teachers and peers
- Share of voice in (social) media
- Other?

# Meeting feedback on goals

- We need to spend some more time on setting the coalition goals,
- Is 50.000 girls the right number? There are about 250.000 girls in Belgium in the age group 10-14 year olds
- As a comparison, what are the reach figures of existing programs from our partners?
- Is this goal ambitious enough? Do we need a subgoal for inclusion ?
- Setting a figure is not enough, we also need qualitative goals, to measure the impact on the girls we reach, their journey. How many of them actually go for STEM curricula? Input, throughput, output figures?

# Meeting feedback on goals

- We need to develop a dashboard to measure everything we do
  - Number of partners engaged is also a KPI
  - Starting with pilot phases will help get government funding
  - Check with Saskia Van Uffelen how measurement is done on EU level
  - Get systematic feedback from all participants after every event via survey. Check Impact Wizard – Sociale Innovatiefabriek as a tool
  - Measure number of participants, language, inclusion
- Make sure to engage experts in diversity and inclusion, this should be a priority from the start
- Make sure to bring kids on board as soon as possible

# Goal setting

- We will first focus on developing the building blocks of the program at the first Partner Meeting in September
- We will talk about goal setting at the second Partner Meeting in November



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# PARTNER UPDATE

# Founding partner engagement

- Attendance of 5 meetings of ½ day a year, prepared and managed by Glassroots
- Use of your communication channels to create awareness about our activities in close collaboration with the Coalition
- In kind: at least 2 of the following efforts
  - employee volunteering
  - company visits
  - hands on experiments
  - audiovisual materials
  - guest lessons
  - role models
  - venues for events
  - engage your customers or ecosystem as partners
- For commercial partners: investment of 10.000 euro/year for 3 years

# Commercial partners

10.000 euro investment/partner/year for 3 years

- Atlas Copco - OK
- ING - OK
- Umicore - OK
- House of HR - OK
- Microsoft – NOK
- BASF - OK
- Johnson & Johnson – OK
- GSK - NOK
- ExxonMobil - OK

# Non commercial partners

- Digital Champion
- IENet - go
- VUB – STEM ambassadeur - go
- Stem Platform - go
- Platform Beta Techniek - go
- Technolab
- Technopolis - go
- Digital Wallonia - go
- Mediawijs
- TADA

# Potential content production & distribution partners

- Averbode Uitgeverij – only on project basis
- Studio100 – only on project basis
- VRT, VTM, RTBF, RTL (no outreach yet)
- Take into account difference between 10-12 (impact parents) and 13-14 year olds (impact peer group)

# Potential ambassadors in later phase

- FABI - the FR ie-net
- Sport en Opleiding vzw
- Talentenfabriek.be (Haai!Tech project naar ouders en kinderen)
- VLAIO
- RVO Society van IMEC
- Agoria, Becentral, Molengeek
- Besix Foundation
- Nerdlab - Gluon - RVO-society - Gezinsbond - Mediaraven
- Let's GO Urban, A Seat at the table,
- PEP focus 16-18j! (BASF is partner)
- City Pirates
- Experts of storytelling advertising and guerrillamarketing
- Essencia
- VITO

# Other potential partners in this phase?

## Other Companies in Wallonia?

- UCB Braine l'Alleud – contact via Elizabeth Van Damme
- TAKEDA – contact via Elizabeth Van Damme
- TOTAL (geen issue voor Exxon) – contact via Hilde Helsen
- SWIFT
- PRAYON – contact via Hilde Helsen
- SOLVAY – contact via Lieve Lambrechts
- SABCA

## **Make sure we have enough diversity in the sectors around the table, to guarantee our challenges are diverse enough**

- Bekaert, Picanol, Barco
- Check reach existing partners across Belgium (Microsoft, ING, Accent 40 offices in Wallonia)
- Alternatives if MS does not join: Google, Real Dolmen, Siemens, EVS
- Automotive: Dieteren, Audi production (contact Katrien)
- Amos
- Arcelor Mittal
- Digital Wallonia to set up briefing towards Walloon companies

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# FINANCIAL PLAN



# Budget management

- IN:
  - annual invoice 10.000 euro/year from Glassroots
  - on 1/9 of every year
- OUT:
  - all decisions made by the coalition
  - suppliers to invoice Glassroots
- Central budget management done by Glassroots
- YTD status budget in/out at every coalition meeting

# Cost elements (1/2)

- Project management stakeholder coalition: 4.000 euro/month
  - Prepare and coordinate 6 meetings/year
  - relationship management stakeholder partners and external partners
  - general coordination
  - Manage new partners, ambassadors
- Content production: 10-12y (parents) versus 13-14 y (kids)
  - Identify storylines from partner companies
  - Develop case challenges partner companies
  - Build database of role models (check Inspiring Fifty)
  - Create videos
  - Develop promo materials, case materials, etc.
- Central website
- Digital platform for partners only
  - Share content materials
  - Prepare partner meetings – prereads etc.

# Cost elements (1/2)

- Content distribution/strategy
  - map channels partners
  - engage with sector organisations
  - engage with governments (regional and federal)
  - engage with media (vrt, rtbf, vtm, rtl, studio 100, etc)
  - social media (youtube, instagram, facebook, etc.)
  - media relations and PR
- On tour organisation: focus on fun and experience
  - Develop formats ( guest lectures, company challenges, etc.)
  - practicalities, venue, etc. done by the welcoming partner
  - coordination schools
- Kids advisory board
  - to test communications approach
  - Check city of Mechelen kids board and Technopolis kids board
- Measurement and data management

# Funding sources

- **SDG Voice**
  - 25.000 euro for 1 year
- **Commercial partners**
  - 6 partners at 10.000 euro/year (september-june timeframe)
  - first payment september 2019, 2nd in sept 2020, 3rd in sept 2021
- **Video/journalism schools as content creators – contest?**
- **Public funding**
  - Explore opportunities with new governments, focus on VLAJO
  - EU funding?
  - ESF
  - National Lottery sponsoring
  - Epic Foundation ( via Hilde Helsen)
  - Funding for multistakeholder projects
- **Event revenues**
  - will all activities be for free?

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# ROLES & RESPONSABILITIES

# Roles and responsibilities

- Glassroots
- External partners (communications)
- Task forces partners

# Governance task forces needs to be clarified

Roles & responsibilities

Clear ownership needed

Desired outcome of the taskforce

- Prepare proposals
- Align with external experts where needed
- Describe role and formulate questions for coalition partners

# Next steps

- Get 2 extra partner from Wallonia on board as founding partner and brief them on the project
- Send partners building blocks and task forces and ask for preferred seats, first and second choice
- Phase 1
  - Tactical plan (social) media
  - Tactical plan schools
  - Tactical plan companies and on tour
- Phase 2
  - Content production
  - Content distribution
  - Measurement
  - Partner and ambassador development
  - Communications plan
  - Budget



# Next steps

Start stakeholder coalition meetings – September 2019

- Develop operational & communications plan
- Develop detailed budget
- Broaden partnership

Calendar

- First meeting September 17th, 10-12 am at BASF Antwerp
  - name of the coalition
  - focus on development tactical plan and roadmap to roll out as of September 2020
  - invite ngo's working with kids for co-creation
  - Integrate fun factor
- Second meeting November 18th, 10-12 am at ING Brussels Sint-Michiels Warande

Start rollout plan – as of September 2020



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