Inspiring Women China Report
March 2018
INTRODUCTION
What is Inspiring Women China?

• We inspire women and young girls to combat gender stereotypes, to consider jobs outside of those based on traditional gender roles, and to raise their aspirations in education, in the economy, and in society more generally.

• We nurture and grow a volunteer network so that schools can draw on volunteer resources to support students in developing a better understanding of the workplace and make informed decisions about their future.

• We work with partners to raise public awareness and to create a dynamic relationship between schools, volunteers, and local communities to collectively meet the above challenges.
How is Inspiring Women China delivered?

Three interlocked strands:
• ‘Thought Leadership’ to set agendas and provoke public debate
• ‘School Talks’ to inspire the next generation through volunteers
• ‘Inspiring Women Volunteers Network’ to expand the volunteer network and support capacity building
• Marketing and campaigns to raise public awareness and grow the volunteer network

Three thematic areas
• Arts and Creativity
• STEM
• Sports
• Entrepreneurship
Our VISION

Encourage greater collaboration between education providers and the wider community to inspire young people about the world of work, and to broaden their horizons and aspirations.

Combat gender stereotypes by inspiring girls to consider jobs outside of those based on traditional gender roles, empowering them to be change-makers by raising their aspirations in education, in the economy, and in society more generally.
OBJECTIVE

- Work with partners to create a healthy and dynamic relationship between schools, volunteers, and local communities.

- Develop a sustainable, long-term model for schools to draw on locally available community resources to help raise the aspirations of younger generations, especially girls.
TARGETS

2017 ~ 2020

10,000 volunteers

1,000 schools
PATRONS

Dame Barbara Woodward DCMG OBE
Her Majesty’s Ambassador to China

Yang Lan
Media entrepreneur and TV personality
BACKGROUND
The Inspiring Women China programme was soft launched by the British Ambassador to China Barbara Woodward in September 2015.
China’s First Lady Madame Peng Liyuan visited Fortismere School, an UK inspiring women school in London, in October 2015.
Speaking at the 2016 UK-China High-Level People-to-People Dialogue, Vice-Premier Liu Yandong proposed that the topic of ‘Women Development’ be added to the Dialogue as a cross-cutting theme.
ACHIEVEMENT
In December 2016, the Inspiring Women online platform was formally launched in Beijing and witnessed by Jeremy Hunt, UK Secretary of State for Health (right); Barbara Woodward, British Ambassador to China (second right); Carma Elliot, Director China of the British Council (third left); and Susie Rodgers, UK Paralympic gold medallist (centre).
Online Platform
The online platform allows volunteers to register and connect with schools across China. Since its launch in December 2016, **1,958 volunteers** and **195 schools** have registered.
Thought Leadership
On 7 December 2017, representatives from the UK and China gathered for the first UK-China Roundtable on Gender Equality. Joanna Roper, the Foreign and Commonwealth Office's Special Envoy for Gender Equality (left) and Xia Jie, the Vice President of the All-China Women’s Federation (fourth from right) attended.
During the UK-China Roundtable on Gender Equality, participants showcased current initiatives and discussed pertinent themes relating to women in the workplace and women’s economic empowerment. Nick Chambers, CEO, Education and Employers Charity (third right), spoke about Inspiring Women at the panel.
As the initiator of the Inspiring Women China campaign, Carma Elliot, Director China at the British Council (left), addressed a conference at the Women of the World (WOW) Festival Beijing, together with a number of key opinion leaders in China.
School Talks
Over the past year, **52** Inspiring Women China school activities were successfully delivered in middle schools across China and benefitted **9,355** students, mainly young girls.
On 9 March 2018, Carma Elliot, Director China at the British Council (in red), together with 17 professional women, brought a series of career insight talks to 150 students at Beijing ESBNU Huaxia Girls’ Middle School.
On 15 September 2017, **Jude Kelly**, Artistic Director of the London Southbank Centre (in yellow), delivered a career insight talk to 250 students from the Experimental High School attached to Beijing Normal University.
Volunteers Networking
On 16 September 2017, the Inspiring Women China Volunteer Network was launched by Carma Elliot, Director China at the British Council (second left), Sun Zhihui, an obstetrician, Liu Haixia, a middle school principal, and Zhang Junru, a charity entrepreneur.
On 16 September 2017, an Aspiration Talk themed around the stories of inspirational women was delivered to 70 participants in Beijing.
On 2 December 2017, an Aspiration Talk themed around dealing with gender balance in the workplace was delivered to 80 participants in Guangzhou.
Marketing and Campaigns
The Chinese version of the video ‘Redraw the Balance’ was released on 8 March 2018 and has reached 83,000 audiences on Chinese social media.
An Inspiring Women China volunteer video was released on 3 March 2018 and has reached 50,000 audiences on Chinese social media.
Wang Yiou, the founder of China-Dolls Center for Rare Disorders, addressed an Inspiring Women China networking activity in Beijing and shared her inspirational story of fighting brittle bone disease and becoming a successful entrepreneur.
Liu Yan, a classical Chinese dancer, joined an Inspiring Women China school activity in Beijing and encouraged school girls to overcome life’s challenges.
Gu Xi (right), the co-founder of TechieCat, a Chinese technology community focused on women in tech, participated in an Inspiring Women China school activity in Beijing and motivated school girls to pursue careers in the information technology industry.
Xu Xiaofei (right), a former professional basketball player of the Women Chinese Basketball Association, visited an Inspiring Women China partner school in Beijing and encouraged school girls to pursue sports.
Inspiring Women China events have reached a broad audience through a range of media channels across China. For example, the events of the Women of the World Festival (WOW) Beijing 2017 reached an audience of more than **200 million**
22 articles themed on Inspiring Women China have been released by the British Council on its official WeChat account since July 2017, and have reached 30,755 audience so far.
31 articles themed on Inspiring Women China have been released on the British Council’s official Weibo account since March 2016 and have reached more than 4 million audiences so far.
JOIN US AS VOLUNTEER

JOIN US AS PARTNER SCHOOL

“未来菁媖”中国行动 - 志愿者注册二维码

“未来菁媖”中国行动 - 伙伴学校注册二维码