The UK is the only country in the world aiming for net zero emissions by 2050.

We know that girls care passionately about the environment. Results from the Girls’ Attitudes survey, conducted by Girlguiding in 2019, show that 88% of girls aged 7-21 felt it was urgent that we all do more to protect the environment.

However, the reality is that many young adults aren’t aware of the link between STEM and a sustainable future. As business skills’ requirements continuously evolve, we need girls to be inspired and better understand their options to attract them to careers that will make a positive impact on the environment.

This is why WISE’s My Skills My Life will have a dedicated environmental version for 2020.
Launched in 2019, WISE’s online platform *My Skills My Life* is an outreach resource to inspire girls to consider careers in STEM. The quiz allows girls to find out their personality types and matches them with role models whilst also showcasing opportunities available within industry.

*My Skills My Life* aims to reach 200,000 girls over 5 years. WISE will build on this success by launching *My Skills My Life: Our Planet* to:

- **Inspire girls** by showing them the real difference they can make in the world;
- **Demonstrate the value of STEM** – those with a background in STEM will be the most valuable in creating sustainable tools that have a positive impact on the environment;
- **Show girls the variety of pathways** they could take and introduce future employment destinations and opportunities.

Together we can raise the aspirations of girls and help them make informed choices about their futures. Girls, parents and teachers will have a bank of inspirational role model profiles showcasing jobs that girls could do to protect the environment and create a sustainable future.

“It’s scary how there isn’t much time left before the effects are irreversible.”

Young woman, 11-16

*Girls’ Attitudes Survey 2019 Girlguiding*
WISE is looking for sponsors who are:

- Committed to making a **real impact to achieve gender balance** across STEM;
- Seeking to **bridge the skills gap** needed to fill STEM roles through the development of a proven outreach resource;
- Looking for opportunities to **engage with and inspire the next generation** by showcasing the opportunities for positive change they can make in the world through your organisations’ work.

In return, as a sponsor you will:

- Have **increased visibility and branding opportunities** on the platform and associated promotional channels;
- **Shine the spotlight on the great role models**, career opportunities and commitment to sustainability within your organisation;
- Be included in a downloadable PDF version of *My Skills My Life: Our Planet* outreach resource with company logo;
- Gain the opportunity to **train outreach teams**, covering unconscious bias and how that affects young people, along with online training and support on how to deliver the resource;
- Have first option to join **WISE at thought-leadership events** to support the project, including a high profile career event and the WISE Conference in Leeds.

**Sponsorship packages start from £15,000 + VAT.**

*My Skills My Life: Our Planet* will run for a two-year period from early 2020.

**FOR FURTHER DETAILS:**

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