



GUCCI AND UNICEF'S GIRLS' EMPOWERMENT INITIATIVE



As part of its longstanding partnership with UNICEF, Gucci is proud to be a founding partner of the Girls' Empowerment Initiative.

The Girls' Empowerment Initiative explores innovative, scalable solutions to some of the most pressing problems facing adolescent girls today, and invests in programming and research that yield transformative, measurable results in girls' lives and communities. Gucci's contribution will help UNICEF reach more than 50,000 girls directly with empowerment programs, and reach an additional 150,000 girls indirectly.

Since 2005 Gucci has contributed more than US \$20 million to UNICEF's work which has positively impacted the lives of more than 7.5 million children living in sub-Saharan Africa and China.

The announcement was made at CHIMEHACK 4, a two-day hackathon in 2017 hosted by CHIME FOR CHANGE, together with Gucci, Global Citizen, Facebook and Kleiner Perkins, where nearly 250 hackers were challenged to develop tech-driven solutions to reach school-aged refugee girls with quality education while they are unable to access formal schooling.

“UNICEF was pleased to join CHIMEHACK 4 and is delighted to announce the launch of The Girls’ Empowerment Initiative, of which Gucci is a founding partner. This Initiative builds on innovation as a driving force for change and we are excited to work together to turn inequities into opportunities for adolescent girls and their communities,” Omar Abdi, UNICEF Deputy Executive Director said. Learn more about the Girls’ Empowerment Initiative [here](#).