Bright Girls, Brighter Future!
Millions of girls are still being denied an education

Over 15 million girls around the world are married before they reach the age of 18 every year. This is caused by a lack of education, poverty and gender inequality among other reasons. Child marriage violates girls’ rights to health and education.

More than 9 million children under age five die every year, largely from preventable causes. Children born to mothers with no education are almost three times more likely to die before age five than those born to mothers with a secondary education.

Over 60% of the 758 million adults who are illiterate around the world are women. These women cannot understand the stories around the world, nor tell their own stories.

Globally, 130 million girls between the ages of 6 and 17 are not enrolled in school. Nearly 15 million of these girls will have never set foot in a classroom. Over 34 million girls do not make it to secondary school. These girls are denied the opportunity to learn basic skills required for a job.

Educating girls will turn the world into a better place for all and help girls make their dreams come true

If all girls received a secondary education, 64% fewer girls would be in a marriage at an age when they should still be in school. Many of these girls would be able to avoid early and unintended pregnancy, and gain skills to make healthy choices about their relationships.

If all girls had a primary education, there would be 15% fewer child deaths. Better educated mothers are more likely to take steps to prevent disease, and seek medical care for their sick children.

If all girls had an education, they would have more control over their decisions and be better equipped to protect themselves against violence and abuse. Empowering girls contributes to building healthier communities.

If all girls had an education, they would have a higher chance at finding jobs, earn more, and investing their earnings into their families. Working women can also lead to a country’s economic growth.
Gender equality is one of two global priorities for UNESCO, and UNESCO is championing efforts to expand and improve the quality and relevance of education for girls and women. In 2011, UNESCO launched the “Better Life, Better Future” Global Partnership for Girls’ and Women’s Education. The Partnership recognises that educating girls and women can break the cycle of poverty, foster social justice, and contribute to the achievement of the Sustainable Development Goals.

CJ has been supporting the Global Partnership for Girls’ and Women’s Education since 2014. In line with CJ Group Chairman’s philosophy, ‘poverty should not be passed on to the next generation as a result of educational inequality’, we at CJ believe educating and empowering girls is the most effective means to tackle the vicious cycle of poverty. By investing CJ’s resources in achieving this important cause, we hope to make a change for the better and promote a culture of sharing across the world.

With UNESCO, CJ wishes to:

- Widen girls’ access to education and learning opportunities
- Improve girls’ completion rate by enhancing quality of education
- Empower communities to meet girls’ specific needs
About CJ Group

CJ Group is a multi-industrial conglomerate based in South Korea with four core business areas: Food & Food Services, Bio & Pharma, Home-shopping & Logistics, and Entertainment & Media. Its vision is to ‘Create a New Culture for Healthy, Happy and Convenient Lifestyles’.
Since its founding in 1953, CJ has believed that a company should contribute to national economic growth and better living of the global community through business. To fulfill our philanthropic mission, CJ established CJ Welfare Foundation\(^{(2005)}\) and CJ Cultural Foundation\(^{(2006)}\).

Through CJ Welfare Foundation, we wish to “Build the Nation by Nurturing People.” Our hope has driven us to support about 470,000 children in 4,674 afterschool centers by providing access to quality education and helping them build on their dreams.

CJ Cultural Foundation strives to make the world a culturally diverse place by supporting artistic talents and creators in the fields of music, screenplay, and theater. We believe that culture is the most effective tool to connect everyone while enriching people’s lives.
At CJ

Leveraging CJ’s business and cultural events & Utilizing communication platforms to promote the cause of GIRLS’ EDUCATION

KCON/MAMA
(Mnet Asian Music Award)
A global festival with a convention & a K-Pop(Korean Pop Music) concert held in various countries and broadcasted through media, online, and SNS channels

SIA (Style Icon Asia)
Asia’s No.1 fashion festival and awards ceremony held annually since 2008 to honor designers and artists who have set new trends in fashion, broadcasting, culture and arts
‘Love Me’ by Choi Jeong Hwa

CJ Olive Young
Korea’s No.1 Health & Beauty store with the largest market share in Korea offering healthier and more beautiful lifestyle trends

Rainbow Ruby
CJ E&M’s high-profile animation series that is in collaboration with UNESCO to promote and expand the Girls’ Education Campaign

Our Impact

1. Raise awareness by spreading the messages for girls’ education through the media

- **KCON/MAMA**
  - 500 thousand on-site audiences and 2.4 billion people in 161 countries via media broadcast

- **SIA**
  - 450 million people in more than 24 countries via media broadcast

2. Organizing interactive Girls’ Education Campaign and making it viral

- **CJ Olive Young**
  - more than 4 million donors and 6 million campaign video views

- **Rainbow Ruby**
  - partnered with 30 TV channels in more than 50 countries (as of March 2017)

Our Goals

Let’s spread the message and make it ZERO!

- **ZERO**
  - Child marriage

- **ZERO**
  - Child deaths

- **ZERO**
  - Illiteracy

- **ZERO**
  - Out-of-school rates
Bright Girls,
Brighter Future!

“There is no justification – be it cultural, economic or social – for denying girls and women an education. It is a basic right and an absolute condition for reaching all the internationally agreed development goals. It is through education that girls and women can gain the freedom to make choices, to shape their future and to build more inclusive and just societies.”

Irina Bokova, Director-General of UNESCO

english.cj.net
www.unesco.org/new/en/better-life-better-future