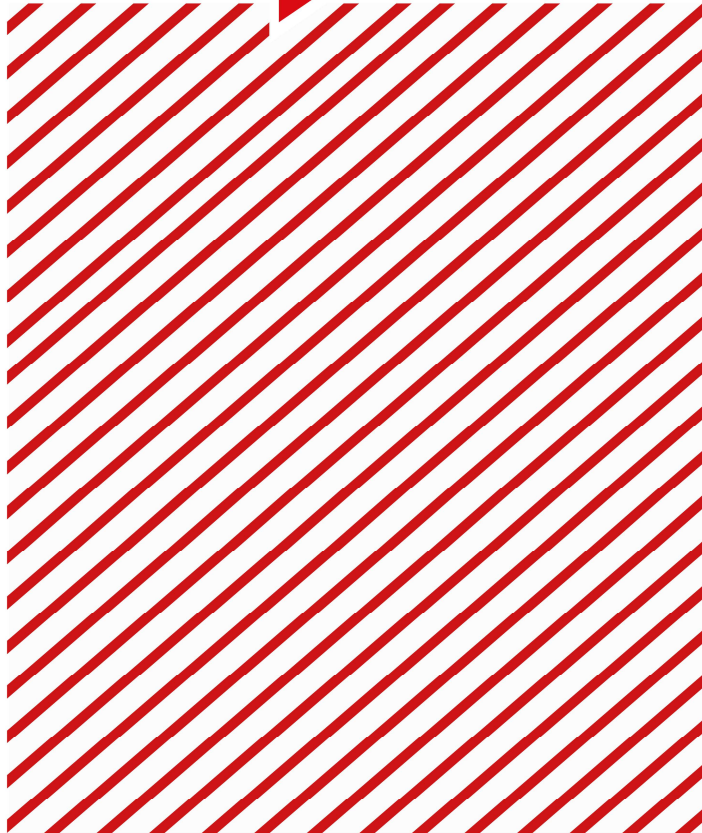


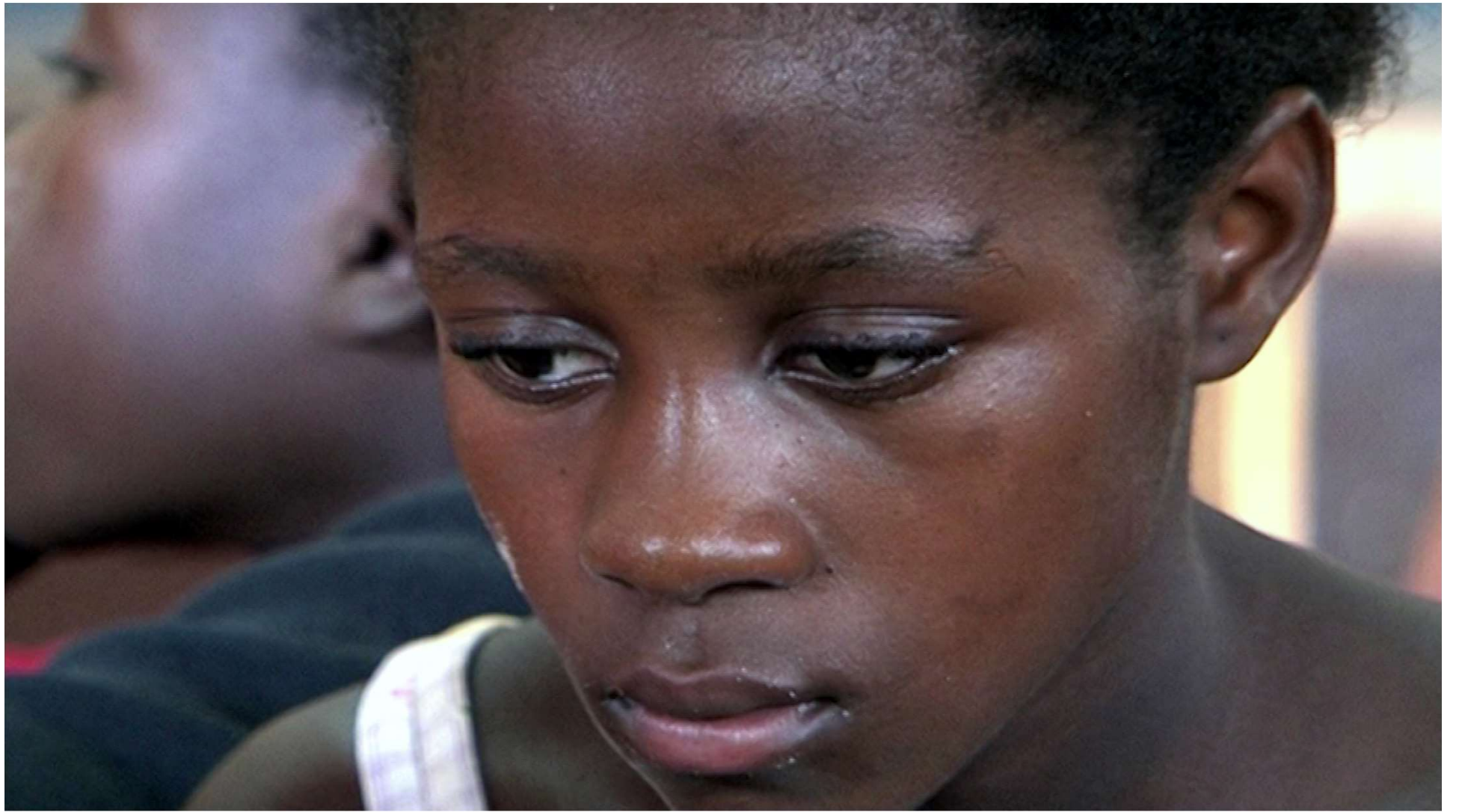


SELF IS THE CHANGE!

WHAT'S ON IN THE WORLD?

EVELINE AENDEKERK PLATFORM INNOVATIE MARKETING, 7 MEI 2018







THE THREE CIRCLES OF
JIM COLLINS' HEDGEHOG CONCEPT

FROM GOOD
TO GREAT



**UNSAFE SEX HAS
BECOME THE
FASTEST-GROWING
HEALTH THREAT
TO YOUNG PEOPLE**

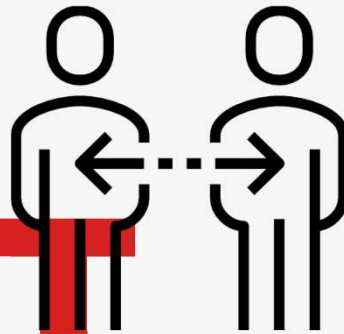
Rising from 13th place in
1990 to 2nd place since 2013.
For girls it is even the number
one health risk.

That sucks. Because it doesn't
have to be that way.

We are determined
to change this.



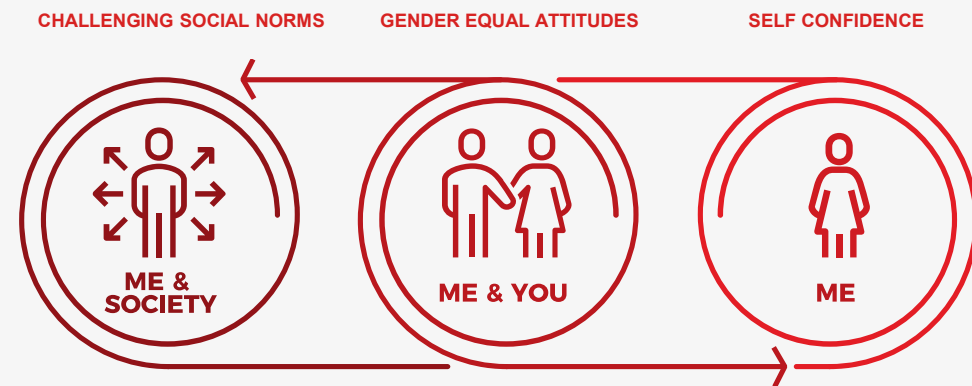
EMPO WER MENT



**WHEN
YOUR
INNER VOICE
IS LOUDER
THAN
YOUR
OUTER VOICE**

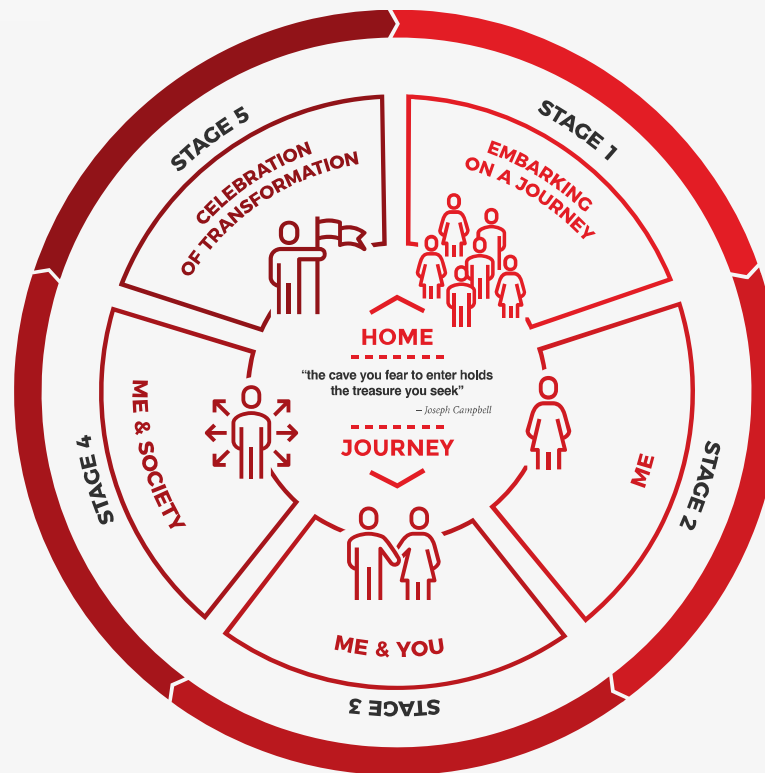


THE DANCE4LIFE EMPOWERMENT MODEL





THE JOURNEY 4LIFE



STAGE 1
Embarking on a Journey

STAGE 2
Me

STAGE 3
Me & you

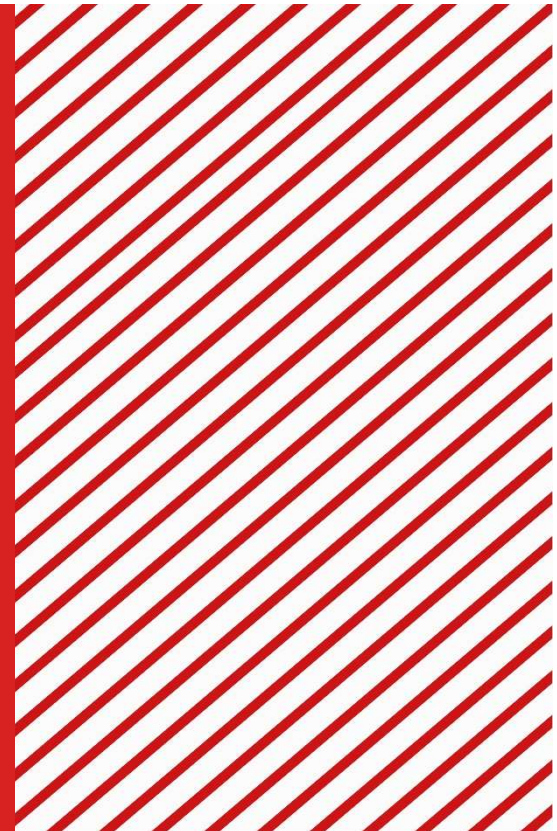
STAGE 4
Me & Society

STAGE 5
Celebration of transformation



**“NEARLY EVERY PROBLEM HAS
BEEN SOLVED BY SOMEONE,
SOMEWHERE. THE CHALLENGE
OF THE 21ST CENTURY IS TO
FIND OUT WHAT WORKS AND
SCALE IT UP.”**

- Bill Clinton





WHY DOES DANCE4LIFE FRANCHISE?



WE HAVE A REPLICABLE MODEL
with proven effectiveness in engaging
young people and behavior change



WE BELIEVE IN REAL OWNERSHIP!
partners co-create and take charge of the change



**WE WANT TO FOCUS ON QUALITY
AND 'CUSTOMER-SERVICE'**
to support you in maximising impact of your
programs for young people



**TO MAKE A STRONGER CONNECTION
BETWEEN THE EXPERTISE OF PARTNERS**
allows for rapid innovation, learning and joint
engagement

dance



life®

SOCIAL
FRANCHISE





OUR GOAL IS:

Together with our partners we empower at least 5 million young people to lead healthy sexual lives and feel confident about their future

contributing to demonstrable improvements in sexual health outcomes.



WE ARE A MOVEMENT TRANSFORMING

FROM

Awareness raising / Action

B2C / Direct to youth movement

Inspiration / Theory

Grant maker / Organization

Peer-teachers / Inspire / Educate

TO



Behavioural change /Transformation

B2B / 'Social Franchise' model to NGO's

Journey4Life / Product

Co – creation / Training

Peer- facilitated / Inspire / Empower



DANCE4LIFE AMSTERDAM ANNO NU

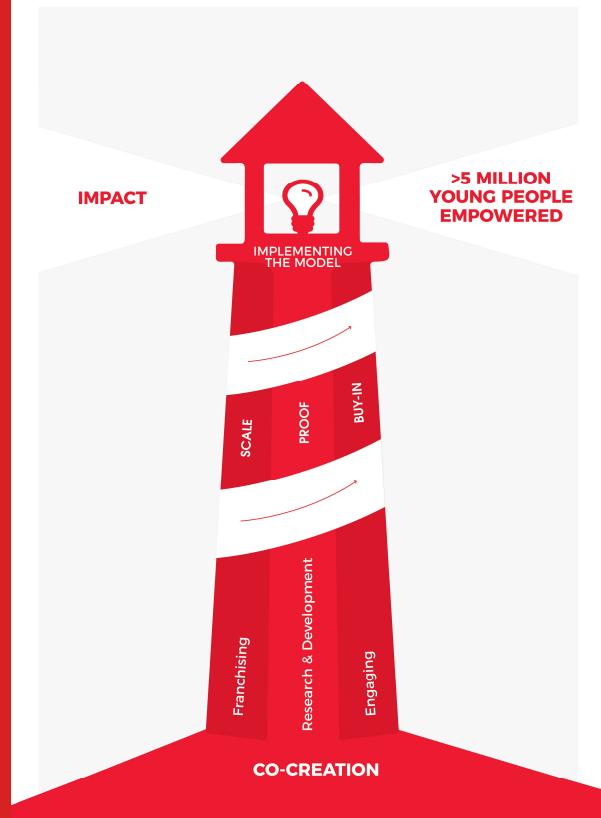
3 areas of work

.....
+/-30 medewerkers

.....
18 partners

.....
+/- €4 miljoen budget

.....
Friends4life dragen
zo'n 20% bij aan de
omzet



dance



life®

INZICHTEN



Durven doen
waar je goed in
bent en waar de
energie heen
gaat



Geeft ruimte tot
samenwerking



Kracht
van Focus



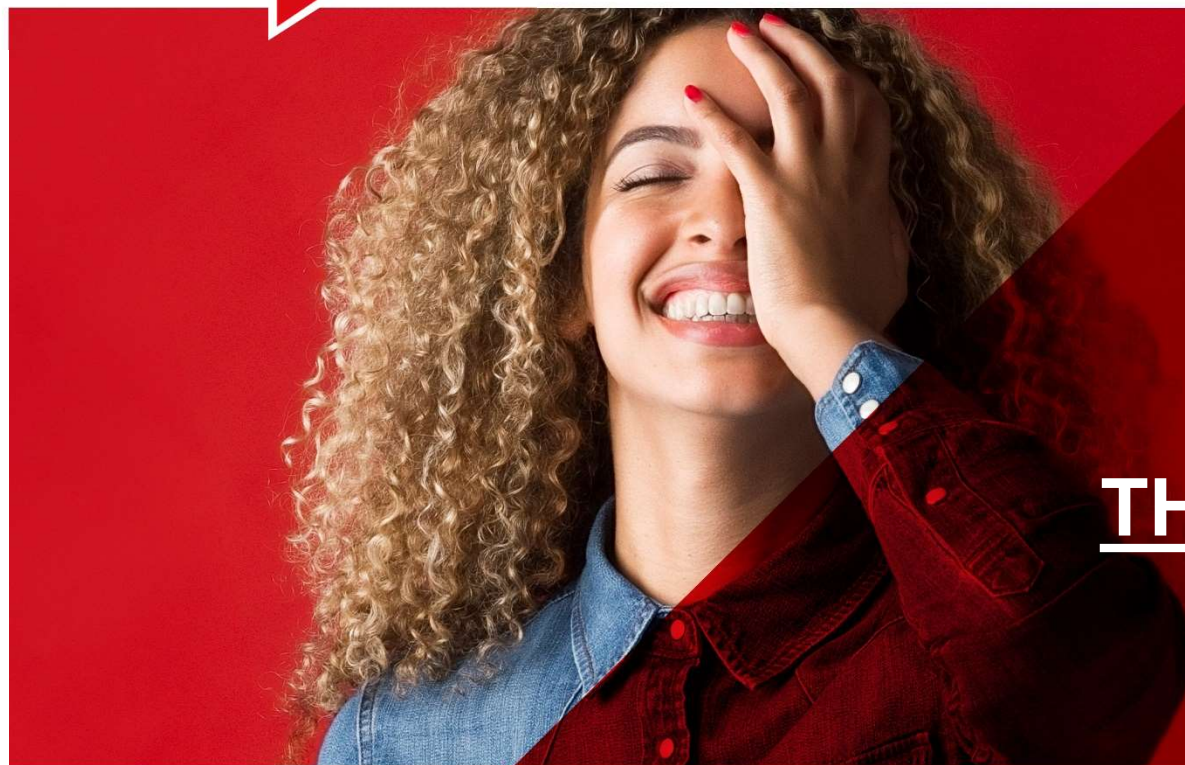
Geeft (intern)
heel veel
gerichte energie



Proces;
co-creatie maar
geen slap
consensus



**WE WILL DANCE
UNTIL OUR WORK
IS DONE**



THANK YOU