
Report

2014-2015

Shiftbalance is a think and action tank sparking conversations on the need for a more balanced society. It is a positive activism platform wishing to renew the conversation around feminism in particular and gender balance in general.

Making it more fun, more inclusive, more visual and creative.

Our goal: to collect, produce and spread information on everyday sexism and existing solutions!

REPORT

2014-2015

Even if activities started in 2014, the Shiftbalance association was officially created during the first semester of 2015, and registered in Barcelona under the NIF G66516444.

Its objective is to “shift the balance”, to give visibility to innovators and initiatives who challenge the status quo.

Through events, trainings and communication materials, the association wishes to change existing stereotypes, foster the communication skills of women leaders and contribute to a better balanced society.

ACTIVITIES

2014-2015

During 2015, the Shiftbalance association realized the following activities:

EVENTS:

- TEDxBarcelonaWomen June 2015
- Education Talks (June and November)

TRAININGS:

- Diversity trainings
- Storytelling trainings

COMMUNICATION MATERIAL:

- Blog
- Infographics
- Public conferences



EVENTS

TEDxBarcelonaWomen - June 10th 2015

In June 2015, we organized the third edition of TEDxBarcelonaWomen 2015, one of the largest TEDx events organized in Spain so far and probably one of the most important events organized on the topic of gender equity in Barcelona.

Our objective was to organize a full day conference to challenge existing stereotypes in a fun and engaging way.

Thanks to a team of more than 50 volunteers, we managed to raise a budget of **53.299,78 euros** to organize this exceptional event (36% tickets sales, 30% institutional partners, 36% private sponsors).



1.000 attendees were present that day and the same number joined us in streaming.

Our audience was extremely diverse:

- In terms of nationality, only 56% were Spanish, 10% were American, 7% French and the rest of the attendees came from a large variety of countries. 18% of them actually came from abroad especially for the event.
- In terms of profession, 16% of the attendees were students, 27% entrepreneurs and 27% corporate employees.

During one full day, the 20 speakers and 5 artists from all around the world took the stage within the venue of the Casino de Poble Nou around three main topics:

- Invest in women: why it is gamechanging to invest in women entrepreneurs?
- Change the narrative: how can we transform the vision of women in media?
- Let's shift the balance together: get men involved in gender equity!

The show was extremely professional, from the moving testimonials to the passionate calls to action, from the entertaining performances involving the full audience to intimate songs.

The full team spent months in:

- conceiving the structure, theme and objective of the event
- identifying and coaching speakers from allover the world
- raising funds from public and private donors to cover travel costs, venue rental,...
- coordinating sponsors payments and visibility needs
- creating communication material (banners, posters, street flags, Tshirts, bags...)
- managing the press coverage (press releases, interviews with organizers and speakers before and during the event)
- coordinating the logistics of the speakers (hotels, flights, taxis...)
- coordinating the logistics of the venue (stage decoration, technical needs, catering)
- promoting the event in different online and offline channels (social media, blog entries, participation in pre-events)
- following the registrations through our online platform
- coordinating the photo, sound and video of the event
- ensuring the live translation
- creating and updating our website
- coordinating the follow-up (photo and video editing, sponsors)

As a consequence, the press coverage before, during and after the event was extremely important. Here is our clipping:

http://tedxbarcelonawomen.com/wp-content/uploads/2015/06/clippingTEDxB_Women.pdf

Our coverage of social media was also unprecedented:

- Facebook: 3.183 Followers
- Instagram: +400 Followers
- Twitter: 2.655 Followers. Trending topic, Barcelona 10/6/2015

The following sponsors who were extremely satisfied by the result supported us:

- Institutional partners: Ayuntamiento de Barcelona, Diputacio de Barcelona, Union for the Mediterranean, Barcelona Activa, Institut Catala de las Dones
- Private Sponsors: Atrapalo, ADP, Bombay Sapphire, Danone, Font Vella, Google, my taxi, Ibercaja, Gabinete avocados Espinosa
- In-kind Partners: Cook & Taste, Insomer, Moritz, Nani Marquina, Noak Room, Ogilvy One, Poblenens, Sagardi, Tanit, Ulabox, US Consulate, Valkyria, Santa Gloria and Focus on Women

The videos of all the talks (in Spanish and English) are available online in the speakers section of our website. The photos and the summary video of the event are also on our homepage:

<http://tedxbarcelonawomen.com/>

This event proved that our organization has been able to organize extremely professionally a large-scale event which is still in the mind of many attendees.



Education Talks

June 2015

This event organized for Universitat Abat Oliva was the opportunity to feature innovators in terms of education.

The first event took place in June with 7 speakers from all over Spain for this afterwork session. 150 attendees registered and livestream was organized.

Again, in that case, the Shiftbalance team managed the full event organization, from the speakers identification and coaching to the video recording and editing.

The event was financed by Universitat Abat Oliva.

More information can be found on the website:

<http://blog.uao.es/educationtalks/>



Education Talks

December 2015

This second edition used a different format, more oriented towards networking.

The objective was to tackle the topic of the creativity within the classroom.

More information can be found on the website:

<http://blog.uao.es/educationtalks/>

TRAININGS:

Diversity workshops

Both men and women experience sexism on a daily basis, without even being aware of it.

Media coverage, language, songs or common beliefs orientate boys and girls first, and then men and women towards specific roles. Each of us is expected to behave in a certain way in order to fit with social norms and ensure collective acceptance.

But these predetermined roles actually trap us in limiting boxes, not allowing us to express our full potential and to reach real happiness.

What if we would challenge these stereotypes together?
What if everyone would turn into a balance maker?



Because diversity is actually good for the bottomline!

- Companies with more women board directors experience higher financial performance
- In Europe, reducing gender inequality would actually increase GDP by 13%
- And venture-backed companies that include more women on their executive management teams are more likely to succeed than companies with men-only executive suites

Diversity not only helps the bottom line but also brings in different values, creating a new economic model.

A holistic one, looking for both economic and emotional capital, uniting financial and social return. Aiming at profit, but with principles.

That is why we developed a very unique workshop to challenge gender stereotypes together.

Sometimes it is as simple as switching the roles to understand a new reality. Putting participants in someone else's shoes. What would it feel like?

But we also want to have fun, using games, role-plays and humor to tackle a very deep emotional subject.

ACTIVITIES:



We have developed this workshop in different schools in Spain as well as in large companies such as Oliver Wyman.

Our presentations are available online:
<http://www.slideshare.net/asalvaire>

Storytelling workshops

Through our events producer experience, we realized that women leaders needed more visibility all around the world.

There are still a large majority of male-only panels or unbalanced conferences...

In order to give more skills and confidence to women leaders, we created a **very unique storytelling training program**, which can be individual or collective.



Sofana Dahlan speaking at TEDxBarcelonaWomen

Option 1: Individual coaching

We run tailored public speaking coaching sessions for women leaders all around the world to prepare them for their next public presentation or conference.

We train them not only to speak more confidently in public but also to identify and value their own motivation and superpowers.

These sessions always include preparation and feedbacks adapted to each participant's needs and project. They take place via skype or, if possible, in one-to-one meetings. The coaching can be performed in English, French and Spanish.

ACTIVITIES:

That is how we prepared the speakers of UfM conference.

<http://ufmsecretariat.org/women-empowerment-conference-2015/>

The Union for the Mediterranean Secretariat organised a High-level Conference on Fostering Women's Participation in Economic Life around the Mediterranean on 19 to 21 May 2015 in Barcelona.

The Shiftbalance team realized the coaching of some of the speakers and animated different sessions during the program.



Union pour la Méditerranée
Union for the Mediterranean
الإتحاد من أجل المتوسط

Option 2: Collective workshop

One or two intense days mixing TEDx level public speaking training with improvisation games and mindfulness techniques to better express emotions and feel at ease in front of an audience.

The environment of trust we create with our exercises allows the participants to share stories they may never have shared before. It creates a unique complicity and bonds between our participants. Some of them have already started a business together!

These workshops are especially targeted to women leaders (entrepreneurs, politicians, executives...) in order to improve their skills and visibility.

ACTIVITIES:

We developed this workshop for the 10 finalists of the Font Vella Eres Impulso competition of women social entrepreneurs in Spain.



<http://eresimpulso.fontvella.es/>

Videos competition: <https://www.youtube.com/watch?v=i4cTykW6lnw>

<https://www.youtube.com/watch?v=VoW6kD0uHZc>

We have also been part of the jury in order to select the finalists of the Eres impulso competition.

CONOCE A NUESTRO jurado

En esta edición contamos con 4 personas cuyas ideas fueron tan grandes como su pasión.

Name	Organization	Role
Aurelie Salvaire	SHIFT BALANCE	Fundadora de Shiftbalance y organizadora del TEDxBarcelonaWomen2015.
Belén Viloria	Ashoka	Directora de Ashoka España en Barcelona y organizadora de TEDxValladolid y TEDxYouth@Valladolid.
Clara Navarro	Ship2B	Cofundadora de Ship2B.
Sonia Navarro	ESADE	Directora del Instituto para la Innovación Social de ESADE.

The TEAM in 2015:



Aurélie Salvaire: Social entrepreneur, connector and catalyst

Aurélie has founded [The A Factor](#), a social innovation events curation platform.

She has organized many events in the last years such as [TEDxBarcelonaWomen](#), [TEDxBarcelonaEducation](#) & [TEDxBarcelonaChange](#) but as well an [innovation learning journey](#) in Nairobi in 2013 and [Spark Talks](#) in Beirut in 2014.

She is the founder of [Shiftbalance](#) and has a large experience in storytelling coaching. In the past, she has collaborated with [Oxfam Spain](#), [Ashoka France](#), [Unreasonable institute](#).

<http://www.theafactor.org/aurelie/>
<http://www.linkedin.com/in/asalvaire>

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Anna Cabo: Gender expert and event coordinator

Anna has 30 years of experience in events organization, cultural management, consulting, European projects on gender equity and diversity.

She has been the head of programs of the equity policy office of Diputacio de Barcelona and ran the Espai Francesca Bonnemaison.

<http://annacabocardona.wix.com/solutions>



Raquel Caballero: Trainer in Emotional Intelligence and Communication skills

She is also a Social Educator, Lecturer Graduated in Therapeutic Theatre and Appreciative Inquiry. As Emotional Tuner founder, she provides training among entrepreneurs in business and education area to share and join our intelligence to our emotions, and thus make them great allies.

<http://www.raquelcaballero.com/>

2016 projections

Given all the hard work from 2014 and 2015, we are very optimistic for this coming year.

Some of our past clients already confirmed our renewed collaboration, as for the second edition of the Eres Impulso competition from Font Vella.

In 2016, our objective is to develop further our training programs and to focus our activities not only in Spain but **around the Mediterranean and further in the Middle East.**

We wish to develop more comprehensive programs for women leaders in emerging countries. We hope to collaborate with larger public entities in order to envision larger-scale activities.

We also wish to develop a format of conversation sessions in different cities in order to spread the word about the projects, books or articles that we have recently discovered.

And we would like to develop our website in a more interactive media platform.

If you are interested in our activities, feel free to contact us in order to know more about it!

We wish you a happy 2016!

