

CHALLENGE ICELAND 2019

UN Women UK



just
challenge



Adventure challenges have the power to unite people in a way that little else does.

Just Challenge is an award winning agency delivering spectacular adventure challenges around the world on behalf of corporates, charities and sports stars, that give back to society.

We are thrilled to join forces with HER Planet Earth to bring together 30 like-minded women on an eight day challenge in spectacular Iceland, to drive female empowerment and deliver a global movement that supports underprivileged women affected by climate change - all whilst raising funds for charity.

All the information you require is included in this pack.





UN WOMEN UK

HER Planet Earth and Just Challenge are committed to creating a world where environmental integrity and women empowerment can prosper.

Challenge Iceland 2019 will raise funds and awareness for UN Women UK - a foundation dedicated to empowering women globally by removing the barriers that prevent women and girls from achieving their potential.

Each participant will be tasked with raising funds for UN Women UK. All funds raised will go towards local projects in Bangladesh, Nepal and Vietnam that help underprivileged women affected by climate change - supporting the belief that women have the right and the need to be at the forefront of efforts to deal with climate change:

- \$50** Could provide a series of leadership and self-esteem workshops for women and girls in to give them the skills and confidence to respond to these climate risk challenges.
- \$500** Could help us to set up a livelihood project that empowers women business leaders in agriculture to manage their businesses in at risk areas.
- \$1,000** Could allow us to work with governments to develop Post-Disaster Needs Assessments (PDNAs) to inform disaster recovery strategies and national disaster management planning.



#inthistgether

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Please avoid printing this document unnecessarily.

