What is the Dove Self-Esteem Project?

The Dove Self-Esteem Project (DSEP) was established in 2004 to ensure the next generation grows up enjoying a positive relationship with the way they look, and to help them reach their full potential; improving their body-confidence and ultimately their self-esteem.

DSEP resources include activity guides and website articles to help parents tackle tough topics like bullying and poor body image; confidence building workshops for classrooms and educational activities for mentors and youth leaders.

The Dove Self-Esteem Project and the Dove Real Beauty Pledge™

For 60 years, Dove has cared for women and celebrated their beauty. This year, Dove is taking another step forward in their mission to help women realise their personal beauty potential and to create a world where beauty is a source of confidence with the Dove Real Beauty Pledge™.

Dove is recommitting to Real Beauty with the Dove Real Beauty Pledge™ — three vows they promise to uphold for women everywhere:

- We always feature real women, never models
- We portray women as they are in real life
- We help girls build body confidence and self-esteem

The Dove Self-Esteem Project is a key component of the third pillar and something Dove is continuing to commit to.

Low self-esteem holds girls back

Globally, 8 in 10 girls with low body-esteem will opt out of fundamental life activities, such as engaging with family and loved ones, sharing their opinion, joining a team or club, or even leaving the house if they don’t feel good about the way they look.

When young people opt out, they hold back from reaching their full potential and society misses out.

The DSEP Mission

Our mission is to ensure the next generation grows up enjoying a positive relationship with the way they look, and help them reach their full potential. With the support of parents, teachers, mentors and youth organisations, Dove delivers self-esteem building programmes and body confidence education to young people around the world. DSEP tools and resources are developed in partnership with self-esteem experts from around the world, and are proven to make a positive impact on body-confidence.
The DSEP Teachers programme Confident Me\textsuperscript{1} has been proven to:

- Improve body image
- Boost self-esteem
- Reduce social impairment (likelihood of opting out)
- Be effectively delivered by teachers (vs expert facilitators)

The Parents content\textsuperscript{2} on the DSEP website has been proven to:

- Improve body image and self-esteem of mothers
- Improve self-esteem of daughters
- Increase number of body confidence-related conversations between mothers and daughters
- Prompts mothers to seek more support for the body confidence of their daughters

So far, Dove has positively impacted \textbf{over 20 million young lives} across 139 countries worldwide and has become the biggest provider of self-esteem education of its kind.

\textbf{But, we're not finished yet}

Worldwide by 2020, Dove plans to \textbf{double} its social impact through the Dove Self-Esteem Project by reaching the lives of \textbf{another 20 million} young people around the world.

\textbf{How can you help?}

Everyone can get involved in the Dove Self-Esteem Project. From simply becoming more aware of the day-to-day realities of being a girl, to leading a self-esteem building workshop in your community, or advocating for effective body-confidence education be provided in your schools, there is something for you. The simple act of starting a conversation about body confidence with a girl could make all the difference. How will you help?

\#RealBeauty

For more information, please visit selfesteem.dove.com or alternatively contact: Marissa.Bushe@edelman.com or Catherine.Flint@edelman.com
