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New Realities

The Stories
Ten Women
One World

Lenovo

a **DCC** business

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About

The drivers of real change in the 21st century are young and female. Against the odds, young women are leading the conversation around the burning issues of today.

On education, poverty, social injustice, technological literacy and equality, their collective voices are rising up all around the planet and demanding to be heard.

New Realities is a global project from Lenovo that invites you to see the world through their eyes. To hear their thoughts first-hand, witness the positive change they want to see and help make that change a reality.

Ten films, each story shot in 360-degree Virtual Reality, invite you into the worlds of young female change makers around the world – from Bangalore to Berlin to Bologna and beyond.

Inspirational, insightful and fully immersive, our 360-degree films allow you to walk through a portal and into the world of these young women. Using technology to enhance the storytelling helps give the audience a unique perspective, creating a sense of presence, a strong connection and, importantly, a deeper level of empathy.

Best experienced through VR, these films can also be viewed on any screen, from a laptop to smartphone, bringing every angle into view with the turn of your head or scroll of a mouse.

Campaign Mission

Empathy is one of the greatest untapped human drivers of positive change. It's the one unifying instinct that can compel us to find solutions to the global challenges we are facing today.

We believe that through Lenovo's vision – "Smarter Technology For All" – technology can be democratized and a catalyst that empowers individuals to make a positive impact for a better world.

As we have discovered along the way, the young female change makers are all uncompromising, passionate, forward-looking and fearless in their quest for a better New Reality. Now is time to start an empathetic journey to understanding diverse perspectives and issues that ultimately affect us all.

This new global research study surveyed more than 15,000 people in eight languages across 10 global markets: Brazil, China, France, Germany India, Italy, Japan, Mexico the UK and the US. The research builds on Lenovo's journey toward understanding the power of empathy, which began in 2019 with the "This is Life" global campaign and uncovered that people believe smarter technology has the power to make people more empathetic, allowing them to experience the world through the eyes of others and connect across languages, cultures, and geographies like never before.

The stories so far

AISHA COULIBALY

ITALY

Aisha learned at an early age about the challenges of immigration and grew up surrounded by different languages, religions, traditions and customs, developing an appreciation for diversity. In 2017, she founded MyGrants, an app that connects new immigrants with job opportunities and acts as a social network by mapping their talents, skills, interests, background, and potential.

BRAZIL

BIA FRANCO



Growing up in a Brazilian favela (slum), Bia had to fight from the beginning to make something of her life. Bia found her "family" among the girls of Instituto As Valquiras, an organization dedicated to providing opportunities for girls, women and their children in situations of social and emotional vulnerability. On a mission to transform the lives of children through education and music, they tour Brazil giving musical lectures in public schools, underprivileged communities, businesses and congresses with different themes that strengthen and inspire women and girls. Bia uses technology to bring her mission to life.

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CHINA



XINTONG
ZHOU

Xintong Zhou is the founder of “The Flower of Northern Sichuan”, a group dedicated to educating girls in rural areas. Xintong first established a Girl Up club at her school to encourage girls to change their world by working together. Xintong is pursuing her dream job at the United Nations after earning a PhD so she can empower women on a broader global scale. Technology has given Xintong the opportunity to teach and progress her girls group, harnessing the ability to teach virtually during COVID-19 and post pandemic.

Khady, a second-generation immigrant from Senegal, has dedicated her life to promoting digital inclusion for people who are disadvantaged. Khady’s work sees her engage with young and old, using technology to educate, build communities and create opportunities for those in an underserved area.

FRANCE



KHADY
DIENG

JAPAN

NOI
TATSUZAKI



Noi is a rising star in the field of technology, developing products such as face shields to tackle COVID-19. By the end of May, she had already designed, 3D printed and shipped hundreds of face shields across the country. Whilst robotics is Noi's passion, her inspiration is to bring a human and emotional dimension to technology and she is committed to taking the steps to bring robotics and technology to a new generation of girls in Japan.

USA

KEMI
DAUDA



As a young, black student attending a majority white university, Kemi recalled times when she struggled to find her place during her higher education experience. But after having overcome adversity to get there – including creating an award-winning app through the NAF Lenovo Scholar Network that addressed the illiteracy rate in Detroit – Kemi never stopped believing in the power of hard work and ambition. Kemi launched her non-profit, Bringing Hope Back Home, last year, determined to give back to her community. She helps young people look at their futures differently by using technology to provide guidance and training for students who are preparing for their next steps in college and career.

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Born and raised in a one-bedroom flat in north London, Daze's love of the natural world grew when she left behind a violent father and moved to rural Lincolnshire. She has never looked back. An eloquent and passionate climate campaigner who uses technology to connect, she has become one of the UK's leading environmental advocates, collaborating with hundreds of campaign groups around the world.

UK



DAZE
AGHATI

MEXICO



MARIANN
AVILA

Mariann was just 15 years old when she set up her own NGO, School on the Road, and is passionate about the transformative power of education. Her life's mission is to make education available to all, particularly young girls from underprivileged backgrounds. Using technology, she is focused on bringing STEM education to small towns and villages outside of Monterrey, one of the most violent areas of Mexico, and through her NGO has reached and supported countless young girls across Mexico.

GERMANY



JAMILAH
BAGDACH

Jamilah is passionate about empowering girls through technology. She runs "Girls with Wings", a program which teaches girls to explore their potential through digital tools. She trains young women in digital technology, using computers, cameras and social media to help them use their own voices.

Growing up in a small village in Karnataka, Ashwini experienced first-hand the lack of opportunities for young women in rural India. Having defied convention and expectations of her family and village, today she works full-time transforming children's technological education in villages like her own. Due to the COVID-19 pandemic, our crew wasn't able to make it to Karnataka. This remarkable 360-degree film was entirely self-shot by Ashwini, who, having never used this tech before, was remotely directed by our production team.

INDIA



ASHWINI
DODDALINGAPPANAVAR

Key Findings

Key takeaways from the findings, detailed in the New Realities: Empathy and Technology Report, include:

More Appreciation for Tech in New Normal: The new research highlights a change in people’s relationships with tech all over the world, especially during the pandemic. 79% of respondents say they feel more comfortable with their personal tech capabilities after COVID-19, with another 79% believing that they will be more appreciative of technology overall.

Tech Empowers Change Agents to Have a Voice: A majority (73%) of respondents believe technological advancements have a positive impact on the ability of young people to engage with major societal issues.

Younger Generations Empowered By Tech To Better Understand One Another: The optimism for technology bridging the empathy gap is felt more widely in younger generations, where a little over three quarters (76%) of Gen Z and 71% of Millennials participating in this research agreed that during the pandemic, technology has made

them more empathetic to their communities as well as enabling them to put themselves in the shoes of others that might have very different lives to them.

Tech Companies Should Power Change: Nine-in-ten global participants (89%) believe tech companies need to change in a post-COVID-19 world to use their tech to help address major societal issues

Dilip Bhatia, Chief Customer Experience Officer of Lenovo, commented: “At Lenovo, we strive to be more than just a technology provider. We want to empower people to use smart technology for positive change. This research validates the need for our role to go beyond powering the technology needs of the world; it’s about technology enabling empathy and empowering future generations to live out their missions and be difference makers.”

About Lenovo

Lenovo is a US\$50 billion Fortune Global 500 company, with 63,000 employees and operating in 180 markets around the world. Focused on a bold vision to deliver smarter technology for all, we are developing world-changing technologies that create a more inclusive, trustworthy and sustainable digital society. By designing, engineering and building the world’s most complete portfolio of smart devices and infrastructure, we are also leading an Intelligent Transformation – to create better experiences and opportunities for millions of customers around the world.

With having a proven history as the world’s No.1 PC company, with hundreds of millions of customers, and four devices sold every second - Lenovo owes this success to having:

- ✓ The broadest range of connected devices, from smartphone to the data center.
- ✓ Unmatched efficiency, driven by our scale and end-to-end control of our supply chain.
- ✓ A highly adaptive multi-business strategy.
- ✓ A rich, inclusive culture fostered by a diverse management team.

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