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24 NEW BADGES PREPARE GIRL SCOUTS TO BE AMBITIOUS AND DECISIVE LEADERS

Girl Scout badges in automotive engineering, STEM career exploration, entrepreneurship, and civics help girls become the leaders our rapidly changing world needs.

BOSTON, Mass. (July 22, 2020) — [Girl Scouts of Eastern Massachusetts](https://www.gsema.org) (GSEMA) and Girl Scouts of the USA (GSUSA) today announced 24 new badges, plus virtual fall events, designed to help girls practice ambitious leadership in the crucial areas of automotive engineering, STEM career exploration, entrepreneurship, and civics (many of which remain male-dominated). In a year of unprecedented global change, Girl Scouts equips the next generation of female change-makers with the breadth of knowledge, skills, and experiences they need to take charge and do good for the world, both now and in the future.

The new Girl Scout badges include:

- **Entrepreneurship (grades K–12).** Girls develop an entrepreneurial mindset as they engage in age-appropriate exercises that help them create and pitch a product or service that solves a problem. They build their own business plan and think about topics like production, cost, profit, marketing, and competition.
- **STEM Career Exploration (grades 2–8).** Girls explore their career interests and connect them to STEM fields—particularly computer science, nature/environmental science, engineering, design, health, and agriculture—that can help them address the

pressing issues of our time and change the world. Data shows that [girls are more interested](#) in a STEM career when they learn how they can use it to help people.

- **Automotive Engineering (grades K–5).** Girls learn about designing, engineering, and manufacturing vehicles, as well as the future of mobility. They design their own vehicles, test prototypes, learn about design thinking, create their own assembly line manufacturing process, and more. Only [13%](#) of engineers are women, underscoring the need for these badges which will introduce more girls to the field.
- **Civics (grades K–12).** Girls gain an in-depth understanding of how local, state, and federal government works, preparing them to be voters, activists, and even political leaders. They research laws and how they're created, voting, and the electoral college, the representation of women in government, and more. They also research their own government officials and are encouraged to meet them.

“Today’s world presents more challenges and opportunities than ever for girls, from navigating the pandemic to joining major social justice movements,” said GSEMA CEO Caitríona Taylor. “Girl Scouts challenges young women and girls to discover and harness their power to advocate for themselves and others, pursue their dreams, and step into roles of leadership. These new badge experiences in automotive engineering, STEM, entrepreneurship, and civics are the latest tools with which Girl Scouts will become the changemakers we need today and for the future.”

GSEMA has made free self-guided activities from select new and existing programming available digitally to the public through [Girl Scouts at Home](#), keeping families engaged and connected to their communities. Girls can further engage with the badges and topics through online videos, activities, or special [live virtual badge events](#) that GSEMA will be hosting throughout the new troop year.

GSEMA recognizes many families may be experiencing economic hardships related to COVID-19. Contributions help the council offer the [Girl Scout Leadership Experience](#) to girls of all backgrounds, and helps girls empower themselves to become the change-makers of tomorrow. To support GSEMA’s financial aid initiatives, please visit [gsema.org/donate](#).

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We're Girl Scouts of Eastern Massachusetts (GSEMA) We're 45,000 strong, with 30,000 girls and 15,000 volunteers in 178 communities in eastern Massachusetts who believe in the power of every G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)[™] to change the world. Girl Scouts is the preeminent leadership development organization for girls. GSEMA is the 10th largest Girl Scout council in the United States, building girls of courage, confidence, and character, who make the world a better place. To volunteer, reconnect, donate, join, or learn more, visit gsema.org.