



Learn more about the Regional Program ComVoMujer and its efforts to prevent violence against women

¡VIVA la Vida! Opposing all forms of violence against women

► The counterpart

The telephone company VIVA is one of the main providers of mobile and public telephone services in Bolivia. The foundation 'Estás Vivo' ['You are Alive'] is part of VIVA's Cooperate Social Responsibility (CSR) measures and manages a variety of programs and projects dealing with educational, social, and environmental issues. Its main goal is to improve living conditions and have a positive impact on the most vulnerable social sectors, with a special emphasis on children and teenagers.

► The collaboration

VIVA and the Regional Program ComVoMujer from the German Development Cooperation, implemented by the GIZ, recognize that violence against women is one of the most severe social problems in Bolivia. VIVA admits that their customers and their personnel are, without a doubt, not free from violence against women. This is why VIVA, through its 'Fundación Estás Vivo' ['You are Alive Foundation'], is joining forces with the Regional Program ComVoMujer to carry out campaigns inside and outside the company that incorporate gender equality and the prevention of violence against women.

The foundation started its campaigns for prevention of violence against women outside of its own institution, supporting the campaign 'Cierra el grifo de la violencia contra las mujeres', ['Close the tap of violence against women'] by incorporating a free telephone line for state counseling services for cases of violence against women.

Subsequently, in 2013, VIVA developed the institutional campaign 'Contra toda forma de violencia' ['Against all forms of violence against women']. Print and digital informative material has been developed and distributed among their clients of all ages. For the youngest costumers, VIVA created a clothing line with pieces that had preventive and thoughtful messages about violence against women, respect, and self-esteem printed

on them. Famous personalities such as TV presenters, music groups, and business people wore the clothes and therefore helped to distribute the campaign, especially through social media and television.

The campaign also raised awareness in girls and boys by creating male and female cut out dolls for them. The clothes they could wear carried messages of value and self-esteem. Additionally, towards the end of each week, messages such as, *'In order to look and feel good, you need to dress yourself with values that strengthen your self-esteem'*, were distributed on social media.

At the Cochabamba International Fair (Feicobol 2013), the campaign was officially launched by holding a fashion show and a drawing competition on touch screens, in which girls and boys aged 5 to 12 expressed their opinions on violence, and in particular on violence against women.

As part of the German Unity Day, the German Embassy in Bolivia and the German Development Cooperation, implemented by the GIZ, organized an exposition with a focus on violence against women. VIVA participated by sharing the experiences they made throughout their campaign. Authorities from the embassy, representatives of the Ministry of Institutional Transparency and the Fight Against Corruption, and the GIZ attended the event.

Internally, the Regional Program ComVoMujer organized an exposition for the upper management of VIVA in order to inform them about the economic effects that violence against women has on companies. Additionally, workshops to prevent violence against women have been organized for the staff of all departments and hierarchical levels in La Paz, Cochabamba, and Santa Cruz.





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► Lessons Learned and Impacts

In order for the company to carry out its very own campaign to prevent violence against women, it was important that VIVA had previously participated in the campaign '*Cierra el Grifo*' ['Close the Tap']. During the project, VIVA realized the great impact campaigns can have and the potential this topic has for social media and the community in general.

VIVA wanted a creative strategy to get adolescents involved. That is why they created a fashion line with a modern design and preventive and thoughtful messages. The T-shirts were very popular and useful to extend the impact of the campaign. It was also very important that public figures wore the clothes and distributed their pictures wearing the shirts on social media. The campaign had approximately 47,000 fans on Facebook.

The participation in the Feicobol fair gave VIVA the opportunity to introduce its campaign to more than 400.000 visitors, including women and men of all ages and company representatives. It also led to coverage by diverse news media. The distribution of informative material at different fairs and events on a variety of topics still continues. In 2014, VIVA participated in the International Fair of Santa Cruz, where T-shirts of the campaign were distributed to visitors who brought electronic waste to dispose. Additionally, they supported the campaign '*Por Una Mejor Convivencia Ciudadana*' ['For Better Citizen Coexistence'], which was organized by the newspaper '*La Razón*'.

They also elaborated and adapted teaching material and informational brochures to the specific needs of

their personnel. With this material, 118 workers have been trained. As a result of those workshops, strategies of internal support for prevention and penalties have been proposed. Also, a policy for preventing violence against women was passed and it has been agreed to incorporate the topic transversally in all of VIVA's CSR initiatives.

Additionally, together with the '*Fundación Redes*' ['Network Foundation'], VIVA carries out workshops on 'Digital Violence', in which the majority of the participants are women, girls and boys. More than 5,000 students have been trained in public institutions for education in La Paz, Cochabamba, Santa Cruz and El Alto. Finally, the presentation for the directory had another important impact: the approval and the commitment to finance a study that determines the internal costs for the company of violence against women in relationships. The results of the investigation are being used to develop a cooperative strategy for preventions that is measurable.

Being conscious of the great impact this has been generating in its measures, VIVA continues to develop new external strategies to fight violence against women. They are inciting the development of a communication network with the '*Fuerza Especial de Lucha Contra la Violencia*' (FELCV) ['Special Force Fighting against Violence'] at a national level, so that cases of violence against women are immediately taken care of. At the same time, VIVA's plans include leading the founding of a Bolivian entrepreneurial consortium to jointly prevent and fight violence against women.

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