

# Campaigns with public and private companies

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# “Violence against women affects businesses” video with English subtitles

<https://www.youtube.com/embed/CR9dw0Gmdbl>



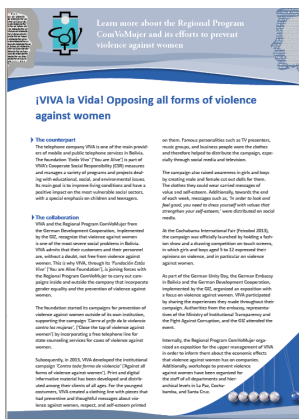
[View video \(2015, YouTube\)](#)

*View in Spanish*



# Factsheet “¡VIVA la Vida! Opposing all forms of violence against women”

The information sheet on the different campaigns carried out by the Viva telephone company in Bolivia, through the Estás Vivo Foundation, and its Corporate Social Responsibility area that joined efforts and resources together with the regional program ComVoMujer to carry out external and internal actions incorporating gender equality and the prevention of violence against women in different areas of the business community.



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# Factsheet “Women flourish without violence. Prevention of gender-based violence within the flower industry”

Following a diagnosis that 56% of women working in the flower sector in Ecuador admit to having experienced violence, a gender-based violence prevention program was developed, involving 1,300 people and 18 farms in the south and north of Quito. In 2012, Expoflores has included the theme of violence against women in its quality seal “Flor Ecuador” through new criteria and has participated in the edition.

## Fighting Violence against Women in Latin America



### “Women flourish without violence”

Prevention of gender-based violence within the flower industry

**Context**  
EXPOFLORES, the association of Ecuadorian flower producers and exporters. The flower sector is one of the largest employment and trade areas of Ecuador and a majority of its workers are women.  
In 2008, EXPOFLORES started to implement the concept of Corporate Social Responsibility (CSR) on their farms from within the request of the Sustainable Development Service (SDS). Since 2008, EXPOFLORES has placed special focus on the prevention of violence against women in the CSR framework. The strategy is focused not only on employees but also on suppliers to guarantee:  
**Cooperation**  
Cooperation between EXPOFLORES and Guantánamo began in 2009 with a diagnosis study that included the 90% of all female employees working within the Ecuadorian flower industry and highlighted violence against women as a priority. This diagnosis was the starting point of the prevention program. The program includes awareness-raising, training, and technical assistance, and aims to create a safe environment for women workers. The program has been implemented in 18 farms (north and south of Quito). The program includes awareness-raising activities as well as training on violence prevention for employees, such as human resources managers, technicians, and staff. The program is also creating a guide that seeks to highlight the relationship between violence against women and compliance.

at work and/or job changes by female workers. The study has developed a number of specific designed indicators in order to quantitatively gauge the impact of violence against women on flower farms.  
In parallel, a communication campaign called “Women flourish without violence” (“Mujeres florecen sin violencia”) was launched on November 25, 2011 on the International Day for the Elimination of Violence against Women. Women from Pando have become the number of changes in the world movement, which seeks to challenge an attitude of society to combat violence against women. The job-based women groups can be regarded as a sign of their participation in combating gender-based violence.

**Results Obtained and Impact**  
A change in attitude in cooperation with the private sector depends on several factors.  
In order to implement a program to take into account the interests and interests of the company. Cooperation is a permanent program based on the best specific opportunities and resources to implement the skills, training, long-term effects.  
In the case of the flower sector the implementation has been long before the company had a good base of trust from its clients.



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# Factsheet “Laboratories Bagó: Leading the private sector in the prevention of violence against women”

This factsheet details the collaboration initiated with Laboratories Bagó since 2010, the work carried out jointly and which has supported the fact that the company is now constituted as an Active Agent for the Prevention of Violence against Women. From this collaboration, the organization undertook actions on its own that have positioned it as a leader in the subject. To date, Laboratorios Bagó del Perú can be considered a pioneering and exemplary company in the prevention and fight against violence against women.



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