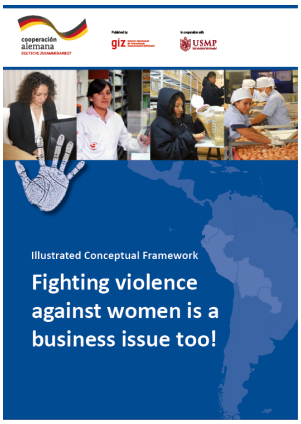
Violence against women is a business issue

- Illustrated conceptual framework - “Combating violence against women is also a business issue - second updated version.”
- Publication “Management Model to prevent violence against women.”

Illustrated conceptual framework - “Combating violence against women is also a business issue - second updated version.”

The publication presents good business practices. These measures include, among others, the establishment of internal policies, awareness-raising actions, trainings, campaigns, public messages, support to organizations that combat violence and the formation of networks. Unlike its predecessor, this second edition compiles figures, data and examples from the region, especially from the countries where the regional program ComVoMujer works. Since 2010, there has been evidence and results that position the business sector of Bolivia, Ecuador, Paraguay and Peru as a very important agent for the prevention of violence against women.

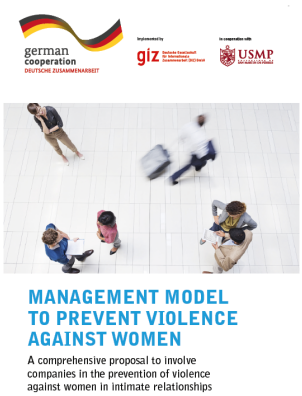


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Publication “Management Model to prevent violence against women.”

One of the most significant contributions of this publication is the substantiation of new arguments for the prevention of violence in business. Additional arguments are proposed to the convincing argument of costs that affect business strategy. The management model proposed to prevent violence against women is based on the business principle of win-win and the Gender Theory, and is adapted for use in large and medium enterprises in Latin American countries.



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