

# Programs, campaigns, and trainings with private sector companies, chambers, and associations

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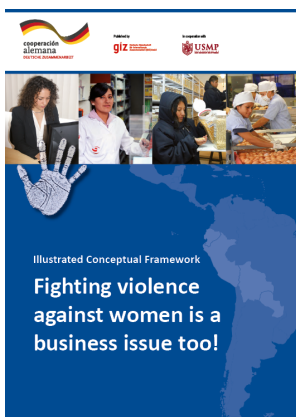
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Violence against women is a  
business issue

Violence against women is a business issue

# 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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Violence against women is a business issue

# 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.



## MANAGEMENT MODEL TO PREVENT VIOLENCE AGAINST WOMEN

A comprehensive proposal to involve companies in the prevention of violence against women in intimate relationships

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# Campaigns with public and private companies

Campaigns with public and private companies

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

<https://www.youtube.com/embed/CR9dw0Gmdsl>



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

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# Factsheet “Smartphones become lifesavers through the Junt@s app”

The application Junt@s created together with Ecuador's National Telecommunications Corporation CNT-EP is a tool aimed mainly at women who suffer from gender violence. It is also addressed to the general public, as well as to anyone who detects a possible situation of gender violence in their environment.

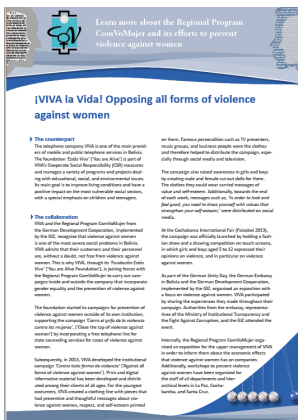


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# Factsheet “¡VIVA la Vida! Opposing all forms of violence against women”

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 is the association of Ecuadorian flower exporters and importers. The theme of violence against women in the seal of quality of Ecuador is a priority for the sector.

In 2008, EXPOFLORES created to implement the program of Gender-based Violence Prevention (PVG) within the flower sector, with the support of the Gender Development Center (CGD), since 2008 (2008/2009) the program started based on the prevention of violence against women within the CGD framework. The strategy is directed not only at employees but also at employers in the sector.

**Objectives**  
The program focuses on preventing violence against women in 2012 with a diagnosis study that included 18 farms, an initial assessment, and a series of activities. The Ecuadorian Flower Industry has been notified of violence against women in the sector. There are not any specific offers for women in general, but the aim is to be implemented in the sector, in more alternatives, and more women workers.

The program focuses on the flower sector, which is a highly competitive and export-oriented sector. The program focuses on the flower sector, which is a highly competitive and export-oriented sector. The program focuses on the flower sector, which is a highly competitive and export-oriented sector.

The program includes individual activities as well as training on violence prevention for employers, such as gender-based violence, harassment, and sexual abuse. The program also includes a series of activities to investigate the relationship between violence against women and productivity.

at work and/or at home by female workers. The study has revealed a number of specific prevention strategies to reduce the incidence of gender-based violence against women in the sector.

In parallel, communication campaigns called “Women flourish without violence” (Mujeres florecen sin violencia) were launched in November 2011, for the International Day for the Elimination of Violence against Women. These campaigns have been the basis of a number of strategies for this sector, including the development of a series of activities to combat violence against women. The activities have been implemented as part of the program in combating gender-based violence.

**Program structure and impact**  
The program is implemented with the private sector, in a series of activities. The program is implemented with the private sector, in a series of activities. The program is implemented with the private sector, in a series of activities.

It is a fundamental objective to take into account the context and interests of the companies. Consequently, a prevention program should meet the local specificities and needs of the sector.

In the case of the flower sector, the program focuses on the flower sector, which is a highly competitive and export-oriented sector. The program focuses on the flower sector, which is a highly competitive and export-oriented sector.



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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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