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

- 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.”

- Campaigns with public and private companies
  - “Violence against women affects businesses” video with English subtitles
  - Factsheet “Smartphones become lifesavers through the Junt@s app”
  - Factsheet “¡VIVA la Vida! Opposing all forms of violence against women”
  - Factsheet “Women flourish without violence. Prevention of gender-based violence within the flower industry”
  - Factsheet “Laboratories Bagó: Leading the private sector in the prevention of violence against women”

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.



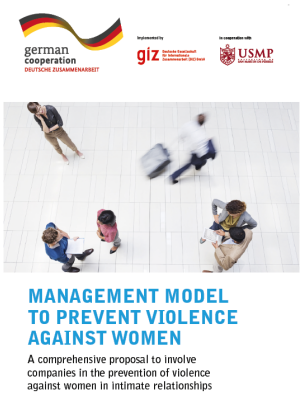
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Violence against women is a business issue

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.



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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/CR9dw0GmdsI



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Campaigns with public and private companies

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.



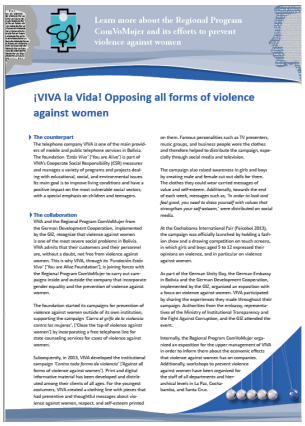
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Campaigns with public and private companies

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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Campaigns with public and private companies

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

Counterpart

Cooperation

Lessons Learned and Impact

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Campaigns with public and private companies

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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