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.


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

Laboratories Bagó: Leading the private sector in the prevention of violence against women

The counterpart

The Bagó group is considered one of the biggest and most important pharmaceutical enterprises in Latin America and is heavily expanding worldwide. It currently has 17 subsidiaries in Latin America, Asia, Europe, and Africa. Laboratorios Bagó, Peru began operating in 1994 and is among the country's top pharmaceutic enterprises in terms of market penetration and growth.

Bagó experienced first-hand the catastrophic impacts of violence against women (VAW). One of the corporation's employees in Chile became the victim of femicide, her partner murdering her and then committing suicide. This tragedy left Bagó's management in shock, and so Bagó Peru initiated a program for the prevention of violence against women (Programa de Prevención de Violencia contra la Mujer (PPVcM)) in 2012. The program focuses on the prevention of VAW through actions that affect the corporation, its corporate employees, the community, and society at large. The program aims to tackle the cause of VAW without neglecting its consequences.

The collaboration

In its first stage, the PPVcM, developed by Laboratorios Bagó, Peru, collaborated with the German development cooperation implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH through the Regional Program ConVioMujer, which promotes alliances with the private sector to achieve dedicated involvement in the prevention of and fight against violence towards women since 2010.

The PPVcM considers the implementation of standards and internal politics on violence against women that also promote gender equality. Another of its concerns is the capacity building of its employees, raising awareness of VAW and the role they can play as key actors who are thus responsible for the prevention of VAW within the company. Their task is it to detect cases of VAW and support the victims. These specially-trained employees can count on the support of the Human Resource Department which in turn directs cases of VAW to specialized corresponding social services. For this purpose an attention procedure was developed, which is executed by the social worker, who informs victims about the different support networks with which the company has established alliances. Among them are the Emergency Centers for Women, the Hotlines 100 and Chat 100 of the Peruvian Women's Ministry (MIMP), and health services.

Furthermore, in collaboration with the MIMP and the Regional Programs ConVioMujer, 14 spots were developed as part of the social marketing campaign for Bagó's product 'Scalfen Mujer'. In these spots, advice is given to adolescents on how to detect the first indications of abusive relationships. The spots have been distributed on social networking sites since 2012 and currently two of them are featured as TV commercials at a free-to-air TV station, continuing to be aired throughout 2015 at prime time. With the objective to raise awareness among the general public, anonymous letters that were collected throughout the campaign 'Letters from Women, Peru' were distributed through social networking sites. The campaign currently carries out the 'March for healthy women free from violence' as part of the commemoration of the International Women's Day on the 25th of November.

Download (2015, pdf, 508 KB)

View in Spanish

Revision #2
Created 30 September 2023 19:46:48 by Karen López
Updated 16 December 2023 17:28:41 by Karen López