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.

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