

INSTITUTO AVON

VIOLENCE AGAINST WOMEN AND GIRLS

PROMISE TO HELP END VIOLENCE AGAINST WOMEN AND GIRLS

CONSCIOUSNESS ON HEALTHY RELATIONSHIPS. EVERY DAY

We believe in a world where
women and girls can live a life
free from violence and abuse

We commit our financial
resources, our team and our
energy around the world to:

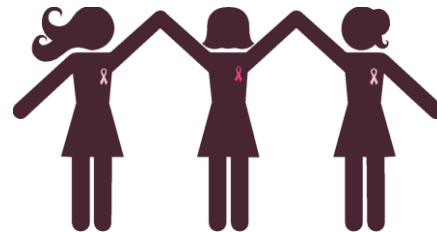


ENCOURAGE CONVERSATION

We'll use our global voice to shed light on the many forms of violence against women and girls and discuss what needs to change in order to end it

PROVIDE INFORMATION AND STIMULATE ACTION

We'll make sure that everyone we work with – our network of Representatives, employees, customers and partners – has the knowledge and information they need to recognise and respond to violence safely and on their own terms.



IMPROVE SUPPORT

We'll work with local organisations to ensure women and girls have access to the support they need. And we'll convene global leaders and change makers to help make sure women and girls are understood, supported and fairly treated when they seek help or report abuse

VIOLENCE AGAINST WOMEN AND GIRLS

EVENTS

What exactly happened?

TRENDS

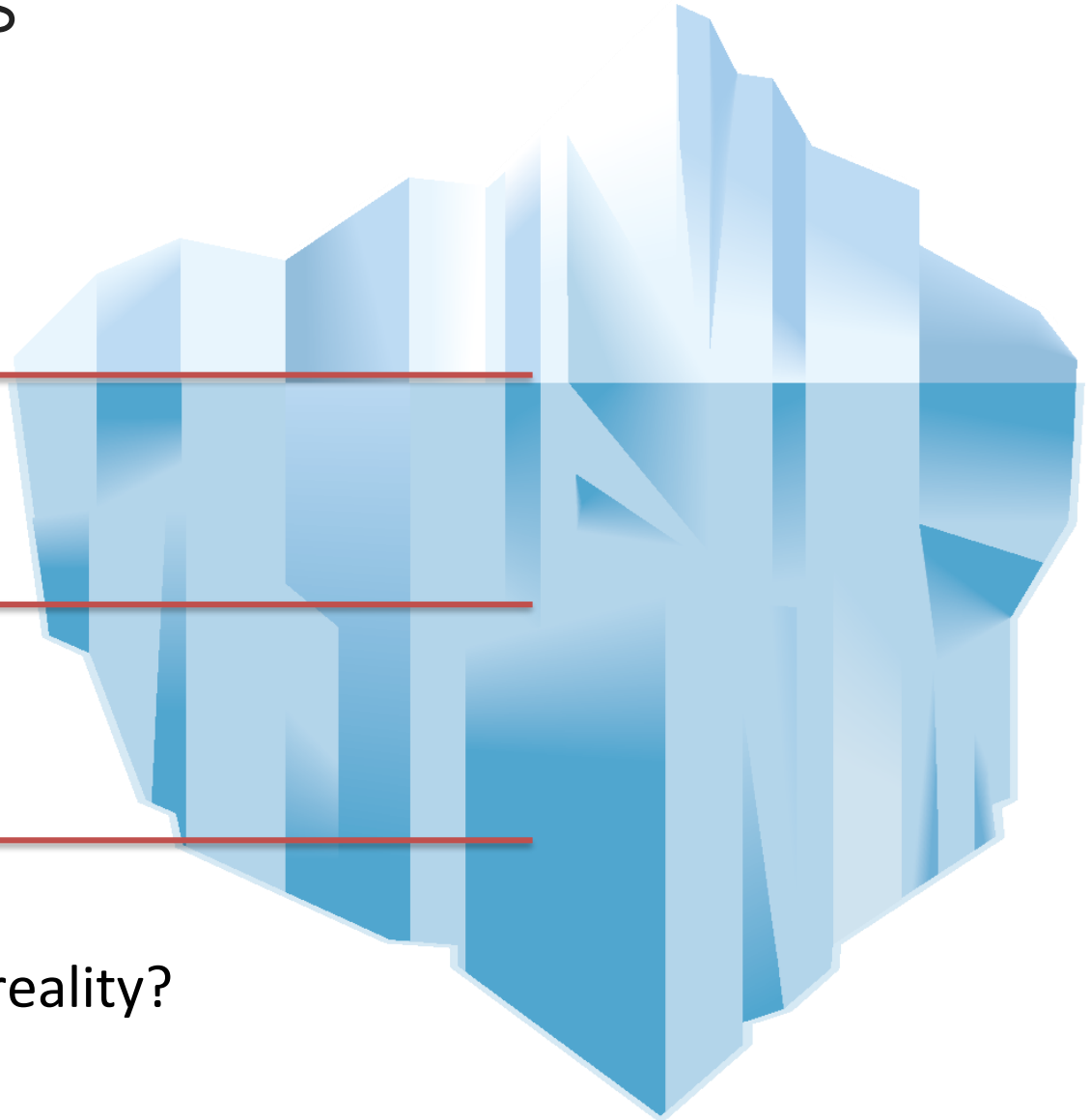
How has it happened over time?


SYSTEMIC STRUCTURE

Why is this happening?

MINDSETS

How has our cultural mindset sustained this reality?





COALIZÃO
EMPRESARIAL
PELO FIM DA
VIOLÊNCIA
CONTRA
MULHERES
E MENINAS



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Corporate Coalition to End Violence Against Women and Girls

Purpose

Articulate companies to end violence against women and girls.

Vision

Companies cultivate safe work environments for women and work to end violence against women and girls.

Mission

Articulate companies to end sexual and moral harassment in the workplace, support victims of gender/domestic violence and support other corporations in their value chains to do the same, building a society free of violence against women and girls.

Platform #IsolatedNotAlone - Phase 1

CAMPAIGN



#IsolatedNotAlone campaign: an initiative to raise people's awareness and involvement in preventing and tackling domestic violence

PROGRA YOU ARE NOT ALONE



A coordinated action plan in partnership with over 20 institutions from the private sector, civil society and the public sector with the aim of mitigating the impacts of isolation on the lives of women and girls.

ADVOCACY



- Action strategy with governments to tackle violence against women and girls

PROGRAM YOU ARE NOT ALONE

Cases of domestic violence grow 22% in 12 states of Brazil during pandemic



Arte sobre foto do Pixabay

Cases of domestic violence grow 22% during pandemic



In total quarantine, women fail to report domestic violence in Italy

CEARÁ 55

In four days of quarantine, the Women's Court of Fortaleza receives 65 requests for urgent protective measures.

With no safe place: the pandemic exposed the worst crisis of domestic violence in the country

GENDER BASED VIOLENCE AND COVID-19

Violence records first fall and then rises;

Complaints increased, but not calls;

Women are unable to ask for help;

Technologic solutions can help to salve women's lives

OBSTACLES TO FIGHTING VIOLENCE AGAINST WOMEN AND GIRLS

- Lack of understanding about types of violence against women
- Lack of confidence on public services
- Lack of preparation of public servants to care for women and children
- Lack of work with men:
 - Unstable finances + social distance+ emotional limited = time bomb
- Ideological background:
 - - Don't interfere in couple's fight (Yes, we DO)
 - - Violence is a police problem (It's actually a problem of society)

COMMUNICATION

6 themes, 3 sub-themes for each theme, 20 posts:

1. You are not alone.
2. Resources for your protection.
3. Understanding and breaking the cycle of violence.
4. Working non-violent communication during isolation.
5. Coping with violence in the family.
6. How to help in the fight against violence against women from outside?

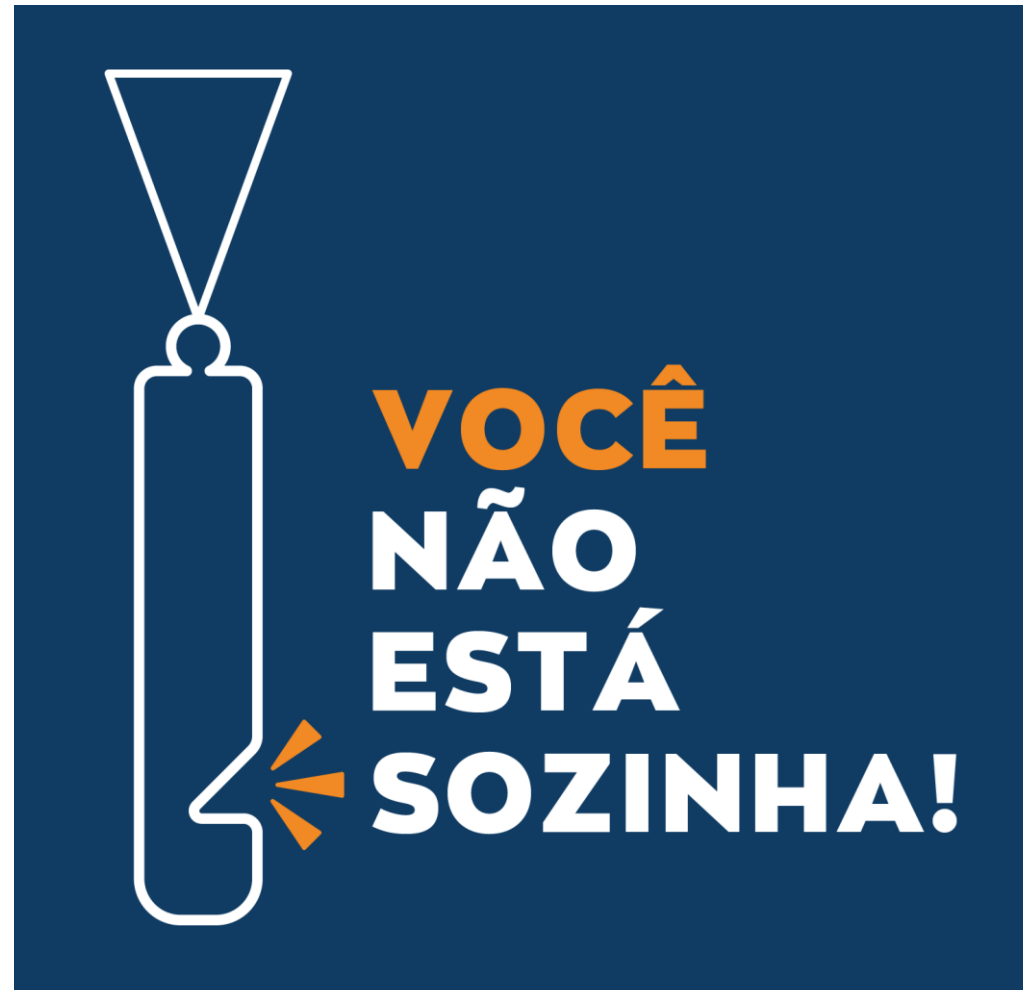
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Reach organic full potential

JUNTAS E JUNTOS
NO ENFRENTAMENTO
DA VIOLÊNCIA DOMÉSTICA
DURANTE O
CORONAVÍRUS

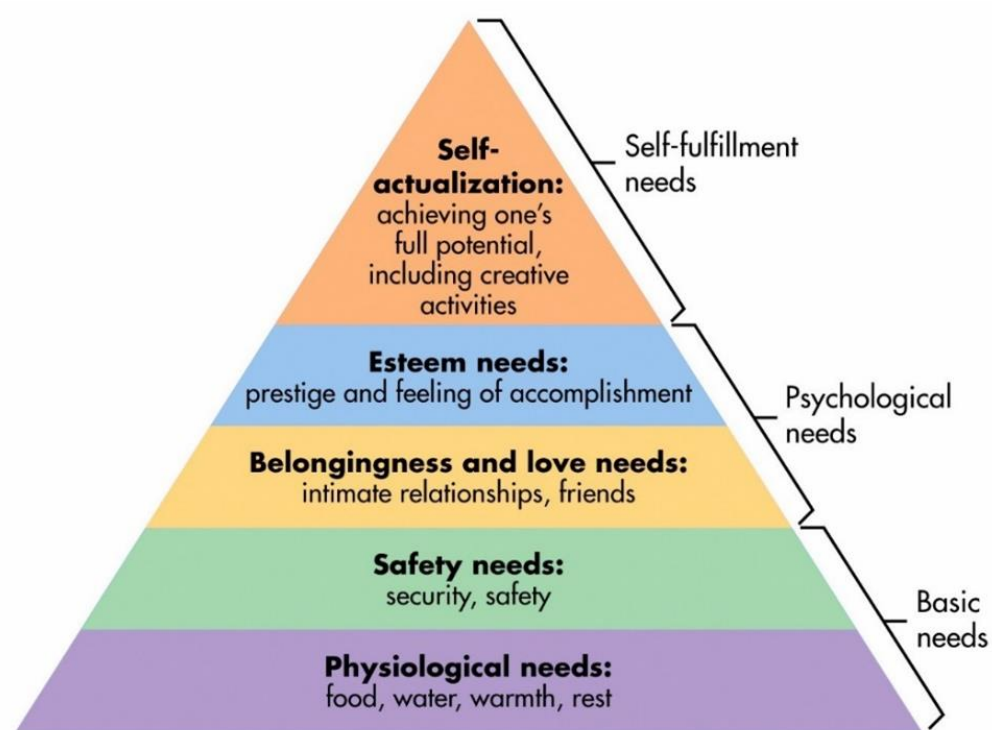


YOU'RE NOT ALONE PROGRAM



WOMEN IN THE CENTER

A HOLISTIC APPROACH



PROGRAM

Program you are not alone

STEPS

Site

bit.ly/sozinhasnao

Material support for women with high vulnerability (food and health security)

BOT Virtual Assistant

(11) 94494-2415

(assess women's risk and offer support)

180

(assess women's risk and offer support)

SUPPORT PILLARS

Transportation assistance

Material support (food security)

Public services network

Psychological Support and legal volunteer

Financial support to shelters, and temporary stay in hotels

VIRTUAL ASSISTANT TO ASK FOR HELP



Instituto Avon, Uber e Wieden+Kennedy lançam uma amiga virtual para ajudar mulheres em situação de violência doméstica.

Para receber orientação e ajuda, envie um WHATSAPP para

☎ 11 94494-2415

Acesse os serviços de apoio psicológico e jurídico, auxílios de transporte, alimentação, abrigo e outros.



#IsoladasSimSozinhasNão

#CuidemosDelas

AVON + INSTITUTO AVON + Uber + Wieden+Kennedy

PARTNERSHIP GPA & IA



CHEGARAM NO PÃO. ENCONTRE SÓ NAS LOJAS OU NO SITE.



FIQUE POR DENTRO
NOVIDADES DO EXTRA



Caso precise de ajuda, [clique aqui](#) para acessar o WhatsApp (11)94494-2415 e iniciar uma conversa de maneira discreta e silenciosa.

PRECISO DE AJUDA!

Isoladas Sim Sozinhas Não

O primeiro passo para quebrar o ciclo de violência é pedir ajuda.

@ PAPO DE HOMEM
@IMAGINEEDESSENHE



SOLIDARY ACCOMODATION FOR WOMEN

VOCÊ NÃO ESTÁ SOZINHA.

Seguimos juntas, mas juntas
de um jeito diferente.

#IsoladasSimSozinhasNão

#CuidemosDelas



+ AVON +

INSTITUTO
AVON



Platform #IsolatedNotAlone - Phase 2

CAMPAIGN



#IsolatedNotAlone campaign: an initiative to raise people's awareness and involvement in preventing and tackling domestic violence

PROGRAMS YOU ARE NOT ALONE



A coordinated action to mitigate the impacts of isolation on the lives of women and girls.

ADVOCACY



Action strategy with governments to tackle violence against women and girls

PRIVATE SOCIAL INVESTMENT



Private Social Investment Fund to end violence against women and girls

Get Involved!

Join the campaigns;

Intensify internal actions with (the) employees (s):

- Care actions

- Strengthening of internal reception policies

Social Investment Fund to end violence against women and girls:

- Shelters for women;

- Food security

- Support for women's social organizations

- Strengthening public policies

Social Investment Fund to end violence against women and girls

INSTITUTO
AVON



What is the purpose of the Fund?

Mitigate the impact of violence on the lives of women and girls in this emergency moment of the crisis, provide means for the reintegration of this woman into active professional life and support the execution of public shelter and protection services for women and girls in situations of violence.

What problem is he proposing to solve?

Insufficiency and scrapping of public shelter and protection services for women and girls in situations of violence in 2020 and 2021.

How can the Fund assist in this objective?

- With the value of R \$ 10 million, it would be possible to:
- Offer a basic food basket for 4500 families led by women for (4) months;
- Offer emergency aid of R \$ 150.00 per woman / month for 60 women who have withdrawn from the right of withdrawal in each State of Brazil, for a period of 4 months;
- Support the improvement of the structure and programs for the protection and development of women in 27 houses of passage (one per State) impacting up to 300,000 women per year;
- Support 1500 women with psychological and legal support;
- 4200 discounts in Accor hotels with full board for women and children throughout Brazil;
- Support five (5) organizations for advocacy actions.

PARTNERS

SMARKIO

decode

Uber

Wieden
Kennedy⁺

