



CARVE

COMPANIES
AGAINST
GENDER
VIOLENCE

Networking Breakfast: Companies committed to combat gender violence Barcelona, September 15, 2016 (9: 30-11: 30)

Organized by: [CEPS Projectes Socials](#)

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In collaboration with: [BarcelonaActiva](#) , Barcelona City Council, the Association [MADcross](#) , and [AnnaCaboSolutions](#) .

Thanks to the 68 people who participated in the event, and made it informative, practical and productive networking, but also emotional and inspiring. The summary of the act, which aims to share the highlights, but does not reflect all the details, nuances and personal experiences, we are very grateful to have been able to share.

The companies that participated:

Sara Berbel, Director General of **BarcelonaActiva** opens the act and reminds us of

many actions that are done from the workplace to promote equality between women and men, such as equality plans (mandatory in Spain for any company with 250+ employees), but also that there is still much to be done. There is a need for companies especially committed, the so-called 'Third Generation', which not only comply with the law but improve and expand on it.

Gigi Guizzo, [CARVE](#) project manager in **Barcelona, CEPS Projectes Socials**.

Presentation of the [CARVE practical guide for companies](#) with actions for addressing violence against women in business, as well as the [informative campaign poster](#) .



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Sonia Ruiz, cap the Department of transversalitat of gènere i Elena Perez, director of gestió i laborals relacions in the **City Council of Barcelona**.

- They have direct help measures for women employees victims of violence from their partner or ex-partner, but until now nobody has used them; they are now working on a campaign of internal communication, because it is clear to them that statistically it is impossible that none of their women employees has not suffered gender violence.
- They also work on including in their hiring policy a clause to favour women with a history of domestic violence.

Rosa Llamas, Head of Human Resources **Clece**.

- Clece recruits women victims, especially for cleaning postions. It is a service company with 70,000 people employed in Spain.
- They have an agreement with the Foundation Ana Bella for hiring women victims of violence and for monitoring cases in the company.
- There is a climate of trust where women often speaks about the subject in an open way. Confidentiality is not a problem to manage.
- There is an internal Whatsapp to easily report cases.

Francoise Mora, Brand Manager **Benefit Cosmetics**.

- No action or economic support to NGOs that are dedicated to empowering women. The program to be called "Bold is beautiful".
- Year 2016 allocated 140,000 euros to two NGOs, one of them Ana Bella Foundation.
- No implication or staff voluntarily support women survivors of Ana Bella Foundation or to make a video cv, how to dress and makeup for a first interview,... etc
- This act has made them bring to an equality plan although by law is not to be obliged (120 workers and only 3 men)



Esther Sarza, Public Affairs. **Danone.**

- For years now they have been supporting various NGOs.
- Recruitment of women victims as brand ambassadors. The previous system did not work well with women survivors sales have increased significantly

This act has made them bring to an equality plan but are not required by law (120 workers and only 3 men) Yolanda Navarro, General Secretary of the CCOO union section in **Pronovias**

- They have a protocol on harassment, including harassment based on sex, sexual orientation or n, origin, etc. extensive and widespread among employees
- They are about to adopt measures and implement a protocol beyond legal requirements, which include economic support when moving, extensive permissions for various reasons related gender violence.
- At present in the equality plan the issue of gender violence is mentioned, but only what is said by law (as in the case of IKEA)

Other companies

There are companies like IKEA, DKV insurance Ergo, Bacardi and Novartis who were unable to come due to agenda, but insisted they would like to keep in touch if the act is repeated or a workgroup or Think Tank is organized.

conclusions

The vast majority of companies do not mention in his plan equal shares that the company is required by law in cases of gender violence on a personal level: preferential transfers (if the company has several locations) and permissions. And the hiring of women survivors financially incentivized.

Only if these measures consist in equality plans and would be an improvement, since when do dissemination and training regarding the plan would include anything and know of the measures. In addition, unions could propose improving what the law requires.

For more information about the project and the event CARVE and guidance:

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