

SOCIAL SCHOOL FOR WOMEN EMPOWERMENT

To help women who have been survivors of domestic violence re-build their lives and enter the job market, the Social School for Women Empowerment provides professional training and confidence-building, offering women job opportunities as brand ambassadors in Danone Spain.

This project is co-created by Danone Ecosystem Fund, Danone Spain and its partner Fundación Ana Bella.



Spain



SOCIAL CONTEXT



High unemployment rate among women over 40 years.



Domestic Violence is an increasing social challenge. 1,917,000 women in Spain claim to have been victims of Gender violence.

*Ministry of Health, Social Services and Equality (2011)



Spanish government is focusing on raising awareness on domestic violence. Ministry of Gender Equality created in 2008.

BUSINESS CONTEXT



Increase sales through improvement of Point of Sales ambassadors' profile
Higher knowledge, higher commitment and lower rotation to 3% and lower absenteeism to 1%.

Inclusion of Women in the age group of 40-50 who are closer to the consumer profile and are therefore better able to connect with the shopper and influence their choices.

PROJECT ANSWER

Create a dedicated Social School for Women Empowerment which provides training in product and sales, and coaching to build self-esteem and confidence with the aim to integrate survivors into the labour market.

Coaching to regain self-esteem



Training to develop professional skills

Access to women network



124 Women who are at social risk are working as Danone ambassadors.

FROM VICTIMS TO SURVIVORS OF DOMESTIC VIOLENCE

Ana Bella Foundation employs multiple strategies and interventions to address the issue of domestic violence



Society awareness

Create awareness among men and women through TV, radio and press appearances and among youth through talks at school.



Laws to protect women

Work with the government to change and develop laws on domestic violence.

IMPACTS

550

Women empowered

WHAT HAS CHANGED FOR THE WOMEN



New life of dignity and self - confidence

Victims become survivors supported by legal protection and counseling.



Financial independence to live their lives

Jobs and income to live without fear.



Give and take social support

Being part of a community through a women's network to take support and help other women.



"I worked as a cleaning lady. This job is very different. You interact with people, informing them about products and you give customers the warmth we all need. For me, it is memorable and my children are proud of me."

MARIA GRACIA PRADA
Ambassador at point of sales in Spain



"You ask how to empower women, but the proper question should be: how women empower themselves? That's the shift of paradigm."

ANA BELLA ESTEVEZ
Survivor of domestic violence
Founder of Social School for Empowerment, Spain

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Jobs created for women