



## SAFE COMPANY - ZERO TOLERANCE TOWARDS VIOLENCE AGAINST WOMEN




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### Implementation of the Equitable Management Model for all workers of the Company for 3 and a half years. (More than 1000 workers)

The effectiveness of the management model to prevent Violence Against Women depends on how much management's behavior has been aligned for such purposes.

It is for this reason that Unequal Management Patterns were worked by the management's in workshops, before spreading and implanting in all the personnel the policies and actions of prevention.

2014- 2015

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### Management Workshop to Identify and Control the Patterns of Inequitable Management



Febrero 2016

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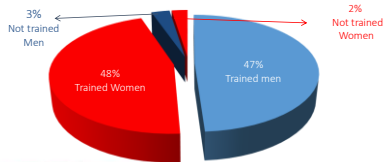
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### National Training



Training was carried out throughout Bolivia, with groups of 28 people starting with the Production Site. The total number of employers trained was: 960.




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### PRODUCTION SITE «EL ALTO»




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La Paz Branch



Cochabamba Branch



Santa Cruz Branch

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Trinidad Branch



Tarija Branch



Oruro Branch

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Potosi Branch



Sucre Branch

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## Support Routes

The participant differed the support routes in terms of:

Prevention      Attention      Sanction

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## Internal Processes

Human Talent Selection Process

Induction Process

### Code of Ethics

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## Process of 360° Evaluation for Leaders,

Equitable Management as a new managerial competence

360°

Prevention

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**INTERNAL CAMPAIGNS**

Creación de symbolic medicine  
"Value yourself"




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**INTERNAL CAMPAIGNS**

Internal Route



Attention

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**INTERNAL CAMPAIGNS**

Courage to say **NO**  
800-14-0348

No Hits AND WORDS THAT HURT

To love Never Meant Mistreat

Valórate

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## EXTERNAL CAMPAIGNS

Strategic alliances with specialized entities and institutions that fight for the cause:



CEPROSI

GREGORIA APAZA

Red Cross

VIVA FUNDATION

Free Word



Attention

## EXTERNAL CAMPAIGNS

Breakfast for the media



## EXTERNAL CAMPAIGNS



EXTERNAL CAMPAIGNS

A Day of Zebra



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**ZEBRA**  
**FOR 1 DAY**



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EXTERNAL CAMPAIGNS

Public Spaces



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## EXTERNAL CAMPAIGNS

### Participation in Fairs




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## EXTERNAL CAMPAIGNS

### Training in Universities




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## EXTERNAL CAMPAIGNS

### One of three Play




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**EXTERNAL CAMPAIGNS**

Events for companies











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**TOT Training Workshop "Training of Trainers"**

Companies participated in the TOT  
of La Paz y Santa Cruz






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### INSPIRING COMPANIES AND INSTITUTIONS

Droguería INTI shared the idea of equitable management companies training their directive, in order to inspire them to fight for gender equity and No Violence Against Women




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### INSPIRING COMPANIES AND INSTITUTIONS




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