

PERU

How to Make Actions Taken by Companies to Prevent Violence Against Women Sustainable? An Evaluation Model to Measure the Economic Impacts of Prevention Actions in Companies

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BACKGROUND

Violence against women (VAW) in intimate partner relationships is a public health problem and causes economic losses at the individual, household, community and governmental levels. It is estimated that VAW leads to a loss of around 5% of the world's gross domestic product (GDP), making it the most expensive type of violence. Companies also assume VAW costs. Studies in Andean countries estimate that there are large economic losses in medium and large companies due to absenteeism and presenteeism of female and male workers, as well as witnessing of violent acts. In Paraguay, these losses amount to 2.39% of GDP, in Bolivia 6.46% and in Peru 3.70%. Companies are also affected by VAW that occurs among personnel. Some companies address VAW as part of their social responsibility policy and are rewarded with accreditation or recognition from the private or public sector. The private sector in Peru has developed several initiatives aimed at companies, such as accreditation and awards given to those meeting certain requirements or standards for the prevention of VAW. For example, the Ministry for Women and Vulnerable Groups (MIMP) established the "Sello Empresa Segura, Libre de Violencia y Discriminación contra la Mujer [Safe Enterprise Seal, Free of Violence and Discrimination Against Women]" (SES), a biannual acknowledgment for companies that exhibit good management practices in promoting equality and nonviolence against women, both within their organizations and in the community around them, (MIMP, 2018).

PROJECT OBJECTIVES

Ensure the sustainability of VAW prevention actions in companies and the SES as an intervention.

Objectives:

1. Sustainability of VAW prevention in companies by using a VAW evaluation model. Propose VAW prevention objectives and the design of a methodology to measure these objectives.
2. Validate the proposed design and obtain a first measurement of the presence and impact of VAW. The evaluation model will be applied to five companies with SESs. The results will constitute a baseline for evaluating future changes.

3. Analyze the sustainability of the SES as an intervention. Investigate the characteristics of the SES and the environment in which it operates, with a view to identifying possible measures for adoption in the short term and guidelines that will provide continuity over the long term.
4. Sustainability of the SES by developing an objective evaluation proposal.

IMPORTANCE AND INNOVATION OF THE PROJECT.

The study aims to rigorously evaluate a model intervention aimed at motivating companies to address violence against women. The design and application of a tool to measure key success variables for preventing VAW and establishing a baseline will require a shift in approach, away from ad hoc actions toward a strategy that allows the future creation of a policy and model of business management aimed at reducing VAW and its consequences. This will be a truly important step in generating empirical evidence on the impact of measures adopted by companies to tackle VAW.

The proposed evaluation model will include measurements of VAW in relationships and also gender-based violence and harassment arising from relationships between staff in a company intervention. These two facets of VAW will help us gauge the true extent of the problem at the company level.

METHOD

The project is a theoretical-practical investigation with specific designs according to each objective. It starts with a systematic review of existing precedents and the identification of variables, scales of measurement and weighting. It continues with an intervention in one company where the approach will be tested. Regarding objectives 3 and 4, an exploratory study with literature review and semi-structured interviews will be carried out, aimed at the elaboration of a conceptual framework and a proposal for criteria and indicators for institutional recognition of companies taking actions against VAW.

