Engaging the Private Sector to Prevent Violence Against Women & Girls

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About Promundo

Promundo, whose name means “for the world,” was founded in Brazil in 1997 with the belief that gender equality is a social “good” for the world.

Mission

Promundo works to advance gender equality and create a world free from violence by engaging men and boys in partnership with women, girls, and individuals of all gender identities.

Vision

We envision a world where all people work to create a nonviolent, caring, and gender-equitable future for themselves and for their children.
Workplace Advisors

**Gender Equality in the Workplace**
Promundo works with business leaders to engage men as part of the solution to create and sustain a gender equitable, respectful, and safe workplace.

**Gender Equality in the World**
Promundo works with brands to develop impactful and responsible social impact programs; deliver consumer insights relevant to gender equality and masculinities; lead on advancing global policies that advance gender equality; and develop awareness and behavior change campaigns with the potential to mobilize audiences in major markets.
How We Partner
Assessment & Recommendations

We help companies develop surveys and metrics that will help them establish a baseline and continue to track growth towards their goals during our engagement and beyond.

We work with companies, tailoring our focus to their specific needs around advancing gender equality in the workplace.

HIGH-QUALITY RESEARCH
High-quality research that makes sense. We deliver workplace assessments and consumer insights on gender equality and masculinities, and make tailored recommendations for how to use data to shape responsible, impactful campaigns, policies, and culture.

HR POLICIES
Adapt HR policies around parental leave, sexual harassment, and employee recruitment to ensure clients are leading with gender equitable policies and practices, and that their employees are safe and supported.

WORKPLACE CULTURE
Support shifts in workplace culture to ensure all staff – including top leadership – value being caregivers at home as well as employees in the workplace; support women's leadership with concrete action; and approach all relationships with respect.
What We Deliver

Design & Implementation

Promundo leverages our high-quality research, training, and partnerships.

We guide business leaders to take informed action to advance gender equality in the workplace and beyond through policy updates, workplace culture, marketing campaigns, social mission refinement, and advocacy efforts.

CONSUMER ENGAGEMENT
Advise on effective marketing campaigns, advocacy efforts, and social mission strategies to reach men and boys where they are, tapping into positive masculinity and men’s roles in supporting gender equality.

HANDS-ON TRAINING
Training to make sure the decision-makers at your workplace “get it.” We lead trainings to ensure key staff – and leadership – understand the data and recommendations, and feel empowered to make real, sustainable change.

TRUSTED PARTNERS
Connections to our network of trusted partners who can help clients implement their data-informed strategy and stay on track.
Pick the Right Partner

- Industry
- Business practices
- Workplace practices

Prioritize Alignment

Association: **Protect Your Brand.** Would affiliation with the prospective partner run counter to your mission and/or harm your credibility in the key areas in which your organization works?

Market: **Stick to the Plan.** Does their target market align with your strategic plan (region, demographics, etc)?

Scope: **Be Transparent.** Will the proposed activities and opportunities add value to your work or position you to better advance your mission?

Objective: **Define Success.** Lead with your objectives. Make sure their business objectives align. Measure impact.

Budget: **Money isn’t everything.** Are there enough resources scoped to do the work well? This includes both in-kind and fiscal.
Case Study

Industry: Art | Publishing | Retail
Market: Global
Scope: Programmatic Collaboration, Charitable Contribution
Objective: Preventing of VAWG, Advancing Gender Equality

From The Cut: “The Boyhood Campaign will shift the media and social narrative around manhood and boyhood in the U.S. and globally, and will support parents, educators, and coaches with the resources they need to raise, teach, coach, and set an example for boys to become equitable and connected men,”
– Laurent Claquin, President of Kering Americas

In 2019, Phaidon, in partnership with the luxury group Kering released, *Great Women Artists*, the most extensive anthology of women artists to date. Spanning over 500 years of history, the book features the work and biographies of over 400 women artists.

With the support of Kering, Phaidon and Artspace launched a series of limited-edition prints by artists from the book, including Catherine Opie, Jenny Saville, and Lubaina Himid. *Proceeds from the prints go to benefit Promundo.*

The funds raised support the launch of the Global Boyhood Initiative, an effort by Promundo and the Kering Foundation, that aims to reach boys ages 4-13 by supporting parents, teachers, mentors and the media with evidence-based interventions to ensure that all children are raised in an equitable, supportive and violence-free environment, and young boys are raised to embrace gender equality and live healthy masculinity.
Case Study

Industry: Retail
Market: United States
Scope: Workplace Training, Market Research, Consumer Engagement, Charitable Contribution
Objective: Increasing awareness of best practices for male allyship in the workplace

From Bustle: “I think for me, the big ‘a-ha’ was that men want to help women and they want there to be more gender equality, not only in the workplace but at home, but often they don’t know how to help... without saying the wrong thing.”
– Micky Onvural, CEO, Bonobos

On International Women’s Day, Promundo launched a national research study on male allyship for gender equality in the US, carried out with support from menswear brand Bonobos. The study, So, You Want To Be A Male Ally For Gender Equality? (And You Should), includes results from a nationally representative survey (1,201 adults aged 25 to 45) alongside focus group discussions. It explores women’s and men’s perceptions about gender roles and expectations – at work and at home. The study reveals what actions men are taking to support gender equality and end discrimination and harassment, and it identifies – from women’s perspectives – how men can become better allies and partners in these efforts.

Based on results from this national survey, Promundo and Bonobos developed a comprehensive guide that launched on Refinery29 and lives on Bonobos’s site, called “8 Steps Men Can Take To Support Gender Equality,” as well as a female-designed capsule collection for Bonobos that donated 40 percent of its proceeds, up to $100,000, to Promundo.

Promundo also led a training on allyship in the workplace for all Bonobos employees.
Case Study

Industry: Retail
Market: Global
Scope: Consumer Insights, Social Impact Advisory, Programmatic Support
Objectives: Encourage equitable gender roles, Advancing paternity leave uptake

“The Helping Dads Care research we conducted in partnership with Promundo serves to advance the case for championing paternity leave for men. This report has driven awareness and understanding of the barriers and enablers around men’s caregiving and paternity leave. Additionally, it illustrates the importance of paternity leave in contributing toward greater gender equality, in turn, benefiting families, employers and society.”

— Carlos-Javier Gil, Global Vice President, Dove Men+Care

Promundo partnered with Unilever’s Dove Men+Care to carry out a pioneering study, Helping Dads Care, to explore what keeps fathers in the U.S. from taking parental leave and being the fully engaged parents they want to be. Helping Dads Care received extensive coverage in top-tier media outlets including CNN, CBS News, Quartz, APlus, and Slate. Additionally, the findings were presented at a briefing on Capitol Hill to raise awareness among policy makers about how paternity leave policies can benefit families, employers, and the economy. This research has further bolstered support for Dove Men+Care’s work championing paternity leave and inspired the brand to expand its research with Promundo beyond the U.S.

In 2019, inspired by Helping Dads Care, Promundo and Dove Men+Care launched the Parental Leave Corporate Task Force to champion leave for dads and their families. Task Force membership has grown to include Bank of America, Deloitte, Facebook, Twitter, UNICEF, and Women Deliver.
Pick the Right Partner.

Prioritize Alignment.

Thank You