



Learn more about the Regional Program ComVoMujer and its efforts to prevent violence against women

Laboratories Bagó: Leading the private sector in the prevention of violence against women

The counterpart

The Bagó group is considered one of the biggest and most important pharmaceutical enterprises in Latin America and is heavily expanding worldwide. It currently has branches in 22 countries across Latin America, Europe, and Asia. Laboratories Bagó, Peru began operating in 1994 and is among the country's top pharmaceutic enterprises in terms of market penetration and growth.

Bagó experienced first-hand the catastrophic impacts of violence against women (VaW). One of the corporation's employees in Chile became the victim of feminicide, her partner murdering her and then committing suicide. This tragedy left Bagó's management in shock, and so Bagó Peru initiated a program for the prevention of violence against women (*Programa de Prevención de Violencia contra la Mujer* (PPVcM)) in 2012. The program focuses on the prevention of VaW through education. Its goal is to raise awareness and educate employees, the community, and society at large. The program aims to tackle the cause of VaW without neglecting its consequences.

▶ The collaboration

In its first stage, the PPVcM, developed by Laboratories Bagó, Peru, collaborated with the German development cooperation implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH through the Regional Program ComVoMujer, which promotes alliances with the private sector to achieve dedicated involvement in the prevention of and fight against violence towards women since 2010.

The PPVcM considers the implementation of standards and internal politics on violence against women that also promote gender equality. Another of its concerns is the capacity building of its employees, raising awareness among them as well as the special training of some who are then responsible for the prevention of VaW within the company. Their task is it to detect cases of VaW and support the victims. These specially-trained employees can count on the support of the Human Resource Department which in turn directs cases of VaW to specialized corresponding social services. For this purpose an attention procedure was developed, which is executed by the social worker, who informs victims about the different support networks with which the company has established alliances. Among them are the Emergency Centers for Women, the Hotlines 100 and Chat 100 of the Peruvian Women's Ministry (MIMP), and health services.

Furthermore, in collaboration with the MIMP and the Regional Program ComVoMujer, 14 spots were developed as part of the social marketing campaign for Bagó's product 'Anaflex Mujer'. In these spots, advice is given to adolescents on how to detect the first indications of abusive relationships. The spots have been distributed on social networking sites since 2012 and currently two of them are featured as TV commercials at a free-to-air TV-station, continuing to be aired throughout 2015 at prime time. With the objective to raise awareness among the general public, anonymous letters that were collected throughout the campaign 'Letters from Women, Peru' were distributed throughout social networks. Likewise, Bagó annually carries out the 'March for healthy women free from violence' as part of the commemoration of the International Women's Day on the 25th of November.

Additionally, Bagó has organized talks at schools and other institutions with the goal to win more people for the prevention of violence against women. With the same goal in mind, they have also been featured in radio and television programs, and Bagó's general manager also gave various interviews to newspapers.

Learned lessons and impact

Laboratories Bagó's genuine interest in VaW as well as the dedicated promise made by the general director and his team at the programs first meeting was fundamental for its success. The political will of the management influenced the different areas of the organization, making the prevention of violence against women a priority for the company's social responsibility policies and legitimatized the measures taken in the eyes of their employees, which now utterly supports the initiative. This dedication made the company a leader in the prevention of violence against women in the private sector.

The whole staff of Laboratories Bagó, Peru (240 employees, of which 70 per cent are female) was educated and trained on the prevention of violence against women. As part of their cooperate values, the company introduced the policy that at least twice a year talks will be organized to raise awareness among all employees. Additionally, the topic of VaW will be part of the briefing of new staff.

Additionally, 47 employees, chosen for their leadership qualities and their influence in the company, were trained as confidential counselors for the prevention of VaW.

Their campaign 'For healthy women free from violence' reached 3.6 million viewers on TV and close to 50.000 fans on Facebook.

It is also worth noting that the nature of the collaboration between Laboratories Bagó and the Regional Program ComVoMujer has evolved significantly. Initially, Laboratories Bagó was a counterpart with which ComVoMujer worked together by providing technical assistance. Without a doubt, Laboratories Bagó has now turned into an organization which implements its own initiatives without needing ComVoMujer's assistance, even though ComVoMujer is still invited as a 'guest' or 'participant' of its initiatives.

One example of this new-found autonomy is Bagó's implementation of a new campaign to call out private companies to join forces for the prevention and eradication of violence against women. As a result, a video was released in which the impact of violence against women in Peru and how it causes financial costs for companies is demonstrated ¹. Additionally, the video invites all companies to become active advocates for the prevention of violence towards women.

Laboratories Bagó is a pioneer and example in the prevention of and fight against violence towards women. The company was acknowledged by the Peruvian Women's Ministry, which awarded it the official 'Seal for safe companies, free from violence and discrimination against women' in 2013. This year, the Ministry will award the Seal for a second time.

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¹ The video can be seen at: www.youtube.com/watch?v=vjfwA0SZXZI