



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 legitimized 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<sup>1</sup>. 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.

<sup>1</sup> The video can be seen at: [www.youtube.com/watch?v=vjfwA0SZXZI](http://www.youtube.com/watch?v=vjfwA0SZXZI)

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