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47 partner NGOs around the world

6 Social Entrepreneurs mentored

More than

140,000 women benefited from the Foundation’s support in five years

80 volunteer employees on Solidarity Leave
Violence against women is a universal issue that affects all cultures and all populations. One out of three women in the world is beaten, coerced into sex or otherwise abused in her lifetime. In France, one out of ten women is a victim of domestic violence. I am appalled by the code of silence that affects violence against women: this is often a cause that is ignored. It does not receive the attention and response it deserves. I believe Kering has a key role to play, along with associations and public authorities, in combatting this type of violence. As the CEO of a global Group, with a majority of women among its employees and customers, I want to involve our teams and partners in this issue. As you look through the pages of this report, you will see the extent of the actions that were carried out over the last five years. Through its support for non-governmental organisations (NGOs) and social entrepreneurs, and its initiatives to raise awareness, the Foundation has already taken action to reach over 140,000 women. I would like to warmly thank the team in charge of the Foundation, the members of the board and all those who have been involved.

"I am sure you understand there is no time to waste. Without the efforts and the mobilisation of everyone, this violence will never stop."
2013 opens a new chapter in the history of the Foundation as it reaches the end of its first five-year mandate. In future, the Foundation will strengthen its actions around a renewed programme and a new tagline: “Stop Violence. Improve Women’s Lives.” Since 2009, Kering has evolved to become a global Group in the luxury and sport & lifestyle apparel and accessories sector. Our entrepreneurial spirit is still at the heart of our business, but our customers, our colleagues and our geographical presence are now different. This is why we have decided to align the Foundation’s positioning with the Group’s new identity, to strengthen its coherence and efficiency. For their part, the brands will develop socially responsible actions that will relay the Foundation’s initiatives. These actions of solidarity towards women are all part of a general Group ambition with regards to human resources policy; we must set the example for diversity and gender equality.

During these past five years, significant progress has been made in fighting violence against women. However, there is still much more to accomplish. Five years ago, we were talking about one billion victims. This number has not changed. I am sure you understand there is no time to waste. Without the efforts and the participation of everyone, this violence will not stop. I am counting on you. Please keep up the good work so that tomorrow women all over the globe can live safely and securely – in a world that is more respectful of their rights.

"for the upcoming years, the foundation will strengthen its actions around a renewed programme and a new tagline: stop violence. improve women’s lives."

governance

BOARD OF DIRECTORS
The Kering Foundation is part of the Kering Sustainability Department. Its strategic orientations are approved by the Foundation’s Board of Directors who also guarantees its appropriate governance.

9 FOUNDING MEMBERS
FRANÇOIS-HENRI PINAULT
Chairman
LAURENT CLAQUIN
Head of Kering Americas
MARIE-CLAIRE DAVEU
Chief Sustainability Officer
and Head of international institutional affairs, Kering
BELÉN ESSIOUX-TRUJILLO
Senior Vice-President
Human Resources, Kering
FRIDA GIANNINI
Creative Director of Gucci
ISABELLE GUICHOT
Chairman and CEO
of Balenciaga
STELLA McCARTNEY
Creative Director of Stella McCartney
MIMI TANG
Head of Kering
Asia-Pacific
JOCHEN ZEITZ
Director of Kering

2 KERING PERSONNEL REPRESENTATIVES
VALÉRIE BUARD
Deputy Director,
Corporate Financing and Treasury
Department, Kering
PHILIPPE BUENDIA
IT Purchase Director,
Kering

5 INDEPENDENT EXPERTS
CLAUDE CHIRAC
Communications consultant
WARIS DIRIE
Former model engaged in the fight against female genital mutilations
SALMA HAYEK PINAULT
Actress, director and producer
TASLIMA NASREEN
World renowned writer and activist for women’s rights
NAZANINE RAVAÏ
Special adviser to the President of Artemis

PERMANENT MANAGEMENT STAFF
CÉLINE BONNAIRE
Executive Director
ÉMILIE ROGNON
Project Manager

It runs the Foundation’s day-to-day activities, working closely with non-profit associations and with Kering brands. The management staff prepares the action plan, builds, monitors and assesses the partnerships, and mobilises the Group’s employees.
mission

Since 2009, the Kering Foundation has been committed to defend women’s dignity and rights by combating violence against women and promoting women’s empowerment.

3 PROGRAMMES

- support to projects managed by local and international NGOs, via multi-annual partnerships in the field;
- Social Entrepreneurs Awards, including financial grants rewarded to three entrepreneurs selected every two years for the economic viability and social impact of their projects in favour of women;
- awareness and prevention initiatives, rolled out among others in collaboration with Kering brands, and directed to the employees and to the general public.

A HOLISTIC APPROACH

Supported projects act:

- before violence occurs through prevention initiatives: access to education, knowledge of rights and awareness raising;
- once violence occurred through global care for the victims of violence: sheltering, medical care, guidance and protection, legal assistance;
- afterwards, through empowerment to help victims rebuild their lives: vocational training, social and professional rehabilitation.

2 MAIN RESOURCES

- financial support;
- human support by mobilising Kering group employees.

SELECTION OF PROJECTS

Projects implemented by non-for profit and social entrepreneurs are reviewed by the permanent staff and then selected either by the Selection Committee or by the Foundation’s Board of Directors.

To support high-social impact projects, the consistency with the Foundation’s goals, the operational and financial viability of the project are some of the key criteria assessed in the decision. The permanent staff then enters into a partnership agreement with the NGO, they define jointly what monitoring indicators will be used to evaluate the project progress throughout its development cycle. See all criteria at www.keringfoundation.org

“Once we meet to deliberate, we are already familiar with information on the projects. Whether a Group employee or an expert on the issue of violence against women, all Committee members present their viewpoint and questions, based on the project evaluation template. I enjoy taking part in these rich and lively discussions. And I am proud of the projects we decided to support to advance the cause of women victims of violence.”

PAOLA MILANI, CORPORATE BRAND DIRECTOR AT KERING AND MEMBER OF THE SELECTION COMMITTEE
FIVE YEARS OF ACTION AT A GLANCE

The Kering Foundation, ever since its creation, has been fighting to combat violence against women alongside partner NGOs. Over the past five years, more than 140,000 women have benefited from the Foundation’s support. In parallel, significant progress has been made in favour of women’s rights throughout the world.

THE FOUNDATION

Creation of the PPR Foundation for Women’s Dignity and Rights

- 1st meeting of the Board of Directors, support granted to projects led by Médecins du Monde and AFESIP;
- Photo exhibition Blessures de Femmes (Injuries to Women) by photographer Catherine Cabrol, to raise awareness among the staff at the corporate headquarters, Saint Laurent and Boucheron;
- 12 partnerships established with NGOs.

Over 7,000 girls and women beneficiaries of the Foundation’s support

- The Social Entrepreneurs Awards recognise three winners: Atelier Trevo/ Sakina M’Sa (France), Coopa-Roca (Brazil), Pesinet (Mali);
- The Group is mobilised against female genital mutilation through the film Desert Flower: debates and awareness initiatives, fund raising in favour of the NGO Equilibres & Populations;
- Signature of the Charter for the Prevention and Fight against Domestic Violence in France, jointly with the Fédération Nationale Solidarité Femmes (FNSF).

Over 55,000 girls and women beneficiaries of the Foundation’s support

- PUMA Grip Bag designed by Sakina M’Sa, fruit of a collaborative project between PUMA and the social entrepreneur;
- The Spotlighting Women Documentary Awards recognise three winners, in partnership with the Gucci Tribeca Fund;
- Support to the FNSF campaign against perpetrators of domestic violence.

AND WORLDWIDE...

11 December 2009
- The Convention on the Elimination of All Forms of Discriminations Against Women (CEDAW) is 30 years old. 186 United Nations Member States joined the Convention.

2 July 2010
- The United Nations create UN Women, a single agency supporting the cause of gender equality and women’s empowerment. The decision attests to an unprecedented commitment by UN Member States to defend the rights of women across the world.

9 July 2010
- France adopts a new law reinforcing the statutory system of prevention and protection of women victims of domestic violence, recognising psychological violence and forced marriage as criminal offences.

17 November 2010
- Burmese opposition leader Aung San Suu Kyi, an emblematic figure of non-violence and Nobel Peace Prize 1991, is released after ten years under house arrest ordered by her country’s military junta.

28 December 2011
- “Virginity tests” are legally banned in Egypt, and qualified as a form of sexual torture and violence by Egyptian and international associations of defense of individual rights, in particular Amnesty International.
Over 80,000 girls and women beneficiaries of the Foundation's support

- The Social Entrepreneurs Awards recognise three new winners: AFRIpads (Uganda), Filles du facteur (Burkina Faso), Relmu Witral (Chile);
- Reading of Blessures de Femmes (Injuries to Women) authored by Catherine Cabrol, by the Comédie-Française drama actors, on the occasion of the International Day for the Elimination of Violence against Women on 25 November;
- 15,000,000 Internet users reached by the campaign White Ribbon for Women launched on social media in partnership with Stella McCartney.

The PPR Foundation becomes the Kering Foundation, with the following tagline: “Stop Violence. Improve Women's Lives.”

- Support to the V-Day campaign One Billion Rising, publicised via the Group’s social media;
- Exhibition À Travers Elles, by Carole Mathieu in partnership with Fnac, presenting portraits of French actresses interpreting the feelings of women victims of violence;
- Support to the CHIME FOR CHANGE movement launched by Gucci.

2012

6 February 2012

- Wadjda is the first Saudi feature film authored and directed by a woman. The film relates the adventures of a young girl who dreams of buying a bicycle, even though riding a bicycle is restricted to men in her country.

20 December 2012

- The United Nations adopt a resolution prohibiting female genital mutilations. The major breakthrough is ratified by 194 UN Member States who commit to take all necessary measures to protect girls and women against this form of violence.

2013

13 March 2013

- The United Nations adopt a “historic” resolution stating that violence against women cannot be justified by “any custom, tradition or religious consideration” and defining a code of conduct to combat such violence.

22 March 2013

- The Indian Parliament passes the “anti-rape Bill” toughening criminal punishment for sexual offence and violence against women. This Bill was adopted against the backdrop of the country-wide outrage over the gang-rape and subsequent death of an Indian female student on a bus in New Delhi.
JOINT INTERVIEW

Have you seen any major progress in terms of violence against women over the past ten years?

LIESL GERNTHOLTZ: Significant progress has been achieved, especially in new legislation being passed. Measures have also been taken to really protect women: specially trained police forces, and development of shelters and of special courts. But many problems still need to be addressed, like for example, sexual violence, honour killings, female genital mutilation and domestic violence. We now need to move to the second stage which is to change behaviours and to focus more on preventing violence.

“we now need to move to the second stage which is to change behaviours and to focus more on preventing violence.”

Amongst all the actions that have been accomplished by the Foundation over the past five years, which ones have had the strongest impact?

CÉLINE BONNAIRE: Amongst the 47 supported projects, I would like to highlight two projects, one led by AFESIP, which supports victims of trafficking and sexual exploitation in Cambodia and the other by Médecins du Monde for their program to help victims of domestic violence in Pakistan. Another highlight is the six Social Entrepreneurs the Foundation has been supporting and whose values – entrepreneurship, boldness and adventure – are in line with Kering’s ones. Combining economic viability and social added value, their projects are often very impactful and innovative.

What means does the Kering Foundation use to fight violence against women?

CÉLINE BONNAIRE: We implement partnerships with stakeholders committed to this cause. The Foundation’s ambition is to help women victims of violence to become survivors through a holistic long term approach: before (prevention), during (care and access to services) and after (vocational training and professional inclusion). We first need to stop violence to be able to improve women’s lives. We can exercise significant leverage from the implication of our 33,000 employees and the Group’s global visibility.
What are the key factors that lead to violence against women and the main tools available to fight it?

LIESL GERNTHOLTZ: Even if it is a universal issue, you find more violence against women in countries where women’s inequality is more significant. We need to address this issue through all its dimensions: in the workplace, at home, in politics. Other factors are men’s attitude, as well as religion and tradition. Education is a fundamental aspect. Over the last decade, progress has been made to ensure that girls go to school. But a lot of girls drop out at the end of primary school, as they are being forced into marriage. So, we really have to make sure that all girls go through to higher education. Moreover, curriculums should include human rights and gender equality, in order to fix this mindset of boys as they become adults.

According to you, what are the keys for success in a project dedicated to fight violence against women?

CÉLINE BONNAIRE: One of the keys is to develop feasible, effective and sustainable models for a comprehensive response to the needs of the survivors. To be successful, a project needs to be constantly adapted and to ensure local skills transfer. It is important to work on the community as a whole: the State and the laws but also the children, men and even perpetrators!

We consider these criteria at the moment of selecting our partners and the projects to be supported.

What role can companies and the private sector play in this struggle?

LIESL GERNTHOLTZ: Private companies can play a key role at three levels: they can provide resources, use their influence and prestige to signify that violence against women is not acceptable and, finally, have a positive influence on governments so they change laws.

What is the legitimacy of a group like Kering in this fight?

CÉLINE BONNAIRE: Violence against women is a silent phenomenon. To change behaviours and improve women’s condition, we need to raise awareness. As an international group, we have the capacity to disclose this cause.
BUILDING PARTNERSHIPS WITH NGOs
The Kering Foundation establishes long-term partnerships with local and international NGOs recognised for their expertise on issues of violence against women. Support is granted to community projects responding comprehensively to the victims’ needs.
200 million women and girls are demographically “missing”. They have been killed, or have died through neglect and mistreatment.
BUILDING PARTNERSHIPS WITH NGOs / LONG-TERM PARTNERSHIPS

Breaking the taboo on domestic violence

The Kering Foundation forges long-term links with its partners to sustain the viability of their projects and impacts over the long run. Its partnership with the Fédération Nationale Solidarité Femmes (FNSF) is a perfect illustration of this commitment. Initiated in 2009, it has kept growing over the years.

**2009**
- Funding of a mobile team offering psychological, legal and social support to victims at hospitals in the city of Montpellier;
- Support to FNSF training department: multi-annual partnership still ongoing.

**2010**
- Signature of the Charter for the Prevention and Fight Against Domestic Violence by François-Henri Pinault, who committed to inform, mobilise and raise the awareness of the Group’s employees in France and to train key employees in its sites;
- Auction of Art by David Lynch commissioned by Galeries Lafayette for the benefit of six shelters for women victims of violence and their children.

**2011**
- First awareness training sessions for Kering employees;
- 25 November: Financial support to the media campaign Le souffle, video spot broadcast in brand sites and hosting of the kick-off press conference.

**2012**
- 25 November: Extension of the awareness training sessions to Italy; training provided by FNSF for trainers of the Italian NGO D.I.Re;
- 8 March: Photo exhibition À Travers Elles, by Carole Mathieu; portraits of French actresses interpreting the emotional path suffered by victims of domestic violence, for the benefit of FNSF, in partnership with Fnac.

**2013**
- "When a corporate foundation chooses to defend a cause that would initially seem to belong to the private sphere, it is a significant move. The company signifies publicly that it regards the issue as public, that the cause relates to society as a whole and not just to two individuals. Yes, companies can and must play a role in this issue, since they constitute vectors of information. It is difficult to exist in a world filled with noise. Beyond its financial support, the Kering Foundation is instrumental in giving visibility to the FNSF and to the cause it defends."

CHRISTINE CLAMENS, DIRECTOR OF FNSF

For the past three decades, the Fédération Nationale Solidarité Femmes (FNSF) has been combating domestic violence in France. FNSF operates the national help-line 3919 that offers listening, information and guidance; coordinates a network of 65 local organisations providing help and shelter to women victims of domestic violence and their children, and provides training to network members and to other community stakeholders, such as social workers, health professionals, law enforcement officers and elected officials.
PERSPECTIVES
CLÉMENTINE LEVY,
TRAINING MANAGER AT FNSF
Raising awareness on domestic violence in a company requires new approaches, heretofore unexplored in the context of our training with social workers. Therefore, I readjusted the contents of training sessions and highlighted the consequences of domestic violence in the corporate context: impact on the woman victimised and on those who work with her. My presentation was thus structured around a comprehension of the issue linked to the crucial role of employment for the victims. It is essential for participants to know that this problem lies at the junction of the private and public spheres, to ensure that they develop their listening ability and approach the problem while keeping some distance. These awareness sessions attempt to establish the corporate workplace as a reassuring space where information can flow freely.

NADINE ZYGLER,
HR ASSISTANT AT PUMA, IN CHARGE OF AWARENESS SESSIONS PROPOSED TO EMPLOYEES
What are the goals of the awareness sessions? Our employees must be aware of the existence and magnitude of this phenomenon, so they are more likely to detect any signs, to watch out for their colleagues and relations, and know how to respond to such situations. At HR, we make sure that we have a good mix of participant profiles, also targeting people already committed as workplace first-aid representatives. All participants agreed to attend and they learned how to cope with these complex situations, beyond a purely professional approach.

How did the employees view the first session? The session was actually greeted with a lot of attention and enthusiasm by all participants. We realised that several of them had already been confronted to the issue in their family circles, and their testimonials, their questioning proved to be enriching for everyone.

Domestic violence typically comprises abusive and coercive behaviour such as physical, psychological and sexual abuse from a life partner or former partner. A common pattern of domestic violence often starts with intimidation, humiliation and threatening behaviour. Violence is reinforced by establishing control over another person's life through isolation, manipulation and by placing limits on personal choices and freedoms. A typical pattern of violence may also involve economic and administrative abuse by denying financial independence and controlling movements and decisions.

Source: Council of Europe

Only 8% OF THE VICTIMS ever file a complaint
Source: FNSF, France

Nearly 20,000 CALLS to the 3919 help-line every year
Source: FNSF, France

In 2012 148 WOMEN died of physical abuse from their partner in France
Source: French Minister of the Interior
BUILDING PARTNERSHIPS WITH NGOs

Creating a virtuous circle of empowerment

Prevention, support to victims and socio-economic inclusion to ensure a sustainable end to violence: the Foundation supports programs developing a comprehensive approach to fight violence against women. Below is an illustration with ENDA El Alto in Bolivia and AFESIP in Cambodia.

ENDA EL ALTO
GIVING A FUTURE TO GIRLS AND TEENAGE GIRLS LIVING IN THE STREET

With 77% of its population under the age of 24, El Alto is the youngest city in Bolivia. On the outskirts of La Paz, El Alto also counts the highest number of minors living in the streets in difficult conditions, in particular girls who resort to prostitution to survive. In partnership with local stakeholders (hospitals, NGOs), Enda El Alto supports young girls by providing shelter, medical care and psychological guidance. Their socio-economic integration is also a crucial pillar of ongoing initiatives: the NGO ensures that the girls attend school, tries to help them restore ties with their families, and offers job prospects via two workshops, bakery-pastry and handicraft (weaving and postcards). Since 2011, the Kering Foundation also supports capacity building by mobilising its employees to volunteer and share their skills in managing the workshops.

QUESTIONS TO... ÉMILIE QUESTE, KERING EMPLOYEE, VOLUNTEER FOR A SOLIDARITY LEAVE WITH ENDA EL ALTO

What were the goals of your mission?
Solidarity Leave is intended to transfer skills during a two-week mission, organised by the Kering Foundation. The goal for my mission was to build the skills of the team of social workers to help them develop the crafts workshop business. In practice, it meant reviewing the organisation of the production chain, from a perspective of cost accounting and optimum management.

What did you achieve during your mission?
There was no stock management when I arrived: so we conducted an initial inventory and developed an Excel-based monitoring tool. Then we worked on the offering to create a genuine catalogue: this involved defining the product line, setting prices and producing detailed technical data sheets for each model.

What personal rewards did you gain from this mission?
I was initially a little wary about contacts with the beneficiaries, all suffering from difficult lives. But, they are adorable and lively young girls! I was amazed at the professionalism and energy of the local social workers. The experience has given me a lesson in humility and I can now better put into perspective the priorities in my personal and professional life.
Cambodia is sharply impacted by poverty, political instability and corruption, and has become a hub of human trafficking for purposes of sexual exploitation. The NGO AFESIP (Agir pour les femmes en situation précaire – Acting for Women in Precarious Situations), created in 1996 by Somaly Mam, a former victim of prostitution, develops a comprehensive program to fight against human trafficking, around three pillars of complementary initiatives to reintegrate the victims into Cambodian society:

- legal action: identification of clandestine prostitution in cooperation with the police to bring support to the victims; legal actions and advocacy towards the authorities;
- support to victims, including housing, medical and psychological care in three centres sheltering some 250 women every year;
- initiatives to foster their economic empowerment: classes in English and IT technology, vocational training (hairdressing, dressmaking, weaving…) and guidance to create their own business.

“In the two years I spent at the AFESIP Tom Dy centre, I was able to catch up on my schooling and to get training as a dressmaker. When I left, I thought it would be normal to help others, so I started to teach dressmaking in an orphanage, and a year later, I decided to open my own dressmaking business. Today, I am financially independent, I have skills and a real profession. The AFESIP staff has supported me a lot by helping me get the equipment and workshop I needed. And today, they continue to call me every two months to see how I am doing.”

MAKARA, BENEFICIARY

**AFESIP**

**FIGHTING AGAINST HUMAN TRAFFICKING AND SEXUAL EXPLOITATION OF WOMEN IN CAMBODIA**

**Trafficking in human beings** means the recruitment, transportation, transfer, harbouring or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation.

Source: Council of Europe Convention on Action against Trafficking in Human Beings

**80% of the documented victims** are women and girls, most of them being trafficked into the commercial sex industry

Source: UNODC

**2.4 million** people are victims of human trafficking in the world today

Source: UNODC
Supporting projects in collaboration with local authorities

One of the key factors to durably combat violence against women lies in the transfer to local authorities of solutions developed by NGOs. Médecins du Monde in Pakistan and Samusocial International in Peru have opted for this solution.

MÉDECINS DU MONDE
SUPPORT TO WOMEN VICTIMS OF DOMESTIC VIOLENCE IN PAKISTAN

Rapes, honour killings, acid attacks: the actual magnitude of domestic violence in Pakistan remains largely unknown. Most women who decide to leave the family home are rejected by their communities, receive death threats or are returned to their attackers. They can however seek refuge in women shelters called Dar ul-Aman or “Houses of Peace” managed by the Social Welfare Department. Alarmed by the poor health conditions and the violence taking place within the shelters, Médecins du Monde has been involved since 2004 in 34 shelters in the State of Punjab in cooperation with the local public authorities, to improve the quality of care and support to victims residing in the shelters.

Its program is structured in three steps:
- establishment of medical, legal and psychological support services;
- knowledge and capacity building for the staff and volunteers in the Dar ul-Aman;
- awareness campaigns on domestic violence and advocacy initiatives.

The collaboration between the NGO and the Pakistani government is a prerequisite for the success of the project. Apart from giving legitimacy to the NGO’s actions, it also contributes to advance the debate on women’s status in Pakistan.

"Looking at the news, it is becoming more obvious that women’s and girls’ situation in Pakistan and India is really serious. They need our support to have access to a place where they are protected. We must do everything we can to make sure that their right to be treated as a human being is respected."

SALMA HAYEK PINAULT,
MEMBER OF THE FOUNDATION’S BOARD OF DIRECTORS
It all started when I got pregnant. He used to come home drunk in the middle of the night, slapped me around and kicked me. I was terrified. He was constantly watching me and did everything he could to keep me from going to work. I stayed because he threatened to take my children away from me. They suffered too and witnessed everything. In spite of that, I did everything I could to keep them in school. The last time my husband hit me, I went to the police station, but they refused to listen to me. If the Samu hadn’t been there, I don’t know where I would have gone. They are the only ones who listened to me. They always kept repeating that I could make it, and look where I am today! I have my own stall at the market and that man will never take it out on me ever again.”

MARTHA, BENEFICIARY
Involving communities to turn them into agents of change

Fostering behavioural change to gradually prevent violence from occurring: such is the approach chosen by the NGOs Planète Enfants in Nepal and Équilibres & Populations in Mali by involving the communities over the long run.

PLANÈTE ENFANTS
DEVELOPING COMMUNITY-BASED PROTECTION MECHANISMS FOR WOMEN AND CHILDREN VICTIMS OF VIOLENCE IN NEPAL

Large migration flows from Nepal to India induce human trafficking in the thousands, in particular trafficking of young girls. In an attempt to turn women into active agents against human trafficking and domestic violence, the NGO Planète Enfants has developed a program designed to:

- provide access to literacy classes to 170 women, including information on their rights;
- train protection committees consisting of the most engaged women to provide support to victims of violence;
- reduce the vulnerability of women by fostering their economic empowerment;
- multiply outreach initiatives to develop community awareness;
- build teenage girls’ groups to prepare the future.

The Kering Foundation has supported this project since 2010 with financial grants as well as skills shared by volunteer employees according to local needs (project management, textile design).

PERSPECTIVES

BIR BAHADUR LAMA, PROJECT COORDINATOR
“The Foundation’s grant was decisive to implement the program in two districts that are particularly impacted by violence and trafficking. In late 2012, a Kering employee came here to help us build our project management capacity: after some general training on monitoring tools to assess our activities and impacts, we worked together to identify potential improvements for our projects.”

OLIVIA DUPONT, KERING EMPLOYEE, VOLUNTEER FOR A SOLIDARITY LEAVE WITH PLANÈTE ENFANTS
“The main goal of my mission was to harmonise the coordinators’ working methods, and help them build dynamic links between impacts, expected results and implemented actions. On site, we had to adapt to various levels of experience. In Basamadi and Hadikhola, I realised how much empowerment and consideration the women of the protection committees had gained: these are women who never stepped foot outside their homes before and are now acknowledged by the authorities!”
In Mali, 93% of the women have suffered female genital mutilations: this practice still subsists due to social pressure and tribal law. Entire village communities must be persuaded to abandon durably this practice: such is the goal pursued by the trial project entitled “Protecting the next generation” conducted by the NGO Équilibres & Populations, involving all stakeholders in the district of Kayes:

- health staff who provides medical care for complications, and whose authority has proved useful to develop an argumentation focused on the medical complications of excision;
- local coordinators who organise awareness sessions with women, community and religious leaders;
- migrants from Malian communities who act as relay advocates on the subject with the African communities in France.

Since 2009, a total of 80 village communities have symbolically “relinquished the excisor’s knife”, thereby sparing 2,000 little girls from excision.

**PERSPECTIVES**

What are the major obstacles and main means of action to combat excision?

WARIS DIRIE, MEMBER OF THE FOUNDATION’S BOARD OF DIRECTORS

Obstacles include illiteracy, false beliefs, women’s status in society and fear of female sexuality. But, we have tools to combat it: the education and empowerment of women, and raising the awareness of the greatest numbers.

LINDA WEIL-CURIEL, ATTORNEY AT LAW AND MEMBER OF THE INTERNATIONAL LEAGUE OF WOMEN’S RIGHTS

We note a powerful will to “format” girls and subjugate them to fit a given social model by invoking “tradition”. Female genital mutilations will only disappear if the perpetrators and accomplices of excision are punished more severely: with the recent court trials, we have noted a real awareness of the violence involved and of the damages caused by excising little girls. The populations concerned tend to better accept the prevention measures implemented.

The term of **female genital mutilations (FGM)** encompasses all types of mutilations consisting in partial or full ablation of the external genitalia of girls and women, or any other female genital injuries. The mutilations practiced most frequently between infancy and the age of 15 for traditional community reasons have numerous and often very serious health consequences: hemorrhaging, infections, infertility or complications at childbirth.

Nearly **140 MILLION** girls and women across the world are currently living with the impacts from genital mutilations

Source: WHO

Every day, **6,000 GIRLS AND WOMEN** are victims of such practices

Source: WHO

In Great Britain, **100,000 WOMEN AND GIRLS** have suffered genital mutilations

Source: FORWARD
SUPPORTING SOCIAL ENTREPRENEURS

By reconciling economic performance with socially responsible goals, Social Entrepreneurs are key players to devise innovative solutions. The Kering Foundation helps them develop their projects by providing financial grants as well as human expertise of employees mobilised by the Group.
women reinvest 90% of their earnings into their families
FASHION- AND BEAUTY-BASED INTEGRATION

Sakina M’Sa, founder of Atelier Trevo, a work-based integration dressmaking enterprise, was one of the three winners of the Kering Foundation’s Social Entrepreneurs Awards in 2010. Since then, the links between the socially conscious designer and Kering group have continued to grow tighter.

“Kering Foundation’s strong and sustained support has motivated others to become involved by our side.”

SAKINA M’SÀ, CREATOR OF THE ATELIER TREVO

Fashion- and beauty-based inclusion (“Par la couture et par le beau”) is the motto of Atelier Trevo created by designer Sakina M’Sa in the Goutte-d’Or area of Paris, to promote the empowerment of women who have little access to employment and social integration. In addition to a few jobs, the work-based integration enterprise provides training in high-quality dressmaking, social guidance and cultural opening.

Sakina’s collections echo her personal values: cross-cultural inspiration, highlight of the “made in France” know-how, use of ecological or recycled materials. This innovative and comprehensive approach to fight the social and economic exclusion of disadvantaged women was recognised by the Kering Foundation with a Social Entrepreneurs Award in 2010. Since then, the Foundation has continued to support Atelier Trevo via know-how transfers and close collaboration with Kering brands.

2010

- Sakina M’Sa, winner of a Social Entrepreneur Award, is granted financial support and mentoring from an HR Manager of Saint Laurent, for one year.
- Audit assignment by ten Kering executives in the context of the Leadership Development Program at the Kering Corporate University: strategic management and marketing recommendations to develop the brand.

2011

- In a continuum to the Foundation’s mentorship, the Director of Product Development at Balenciaga, collaborates with Sakina M’Sa to improve the quality of the collection.

2012

- Sakina revamps the famous PUMA Grip Bag using recycled workers coveralls, launched at Merci in Paris, with support from PUMA.
PERSPECTIVES

HÉLÈNE DE BUHREN, FROM BALenciaga, AND SAKINA M’SA

What are the goals of your mentorship?

HÉLÈNE: I wish to transfer technical know-how through a discovery of business codes, in order to achieve a high level of quality requirements for couture products made by the staff trainees.

SAKINA: Hélène’s mentoring helps the trainees to improve the finishing touches on the collections. Her support help them gain self-confidence.

What have you gained from the mentorship?

HÉLÈNE: From a professional standpoint, at Atelier Trevo I find sustainability values and practices that are too often neglected in our luxury business. Personally, this exchange has enabled me to return to essential values of humility and dialogue.

SAKINA: Apart from saving me time and improving guidance for our employees in training, the mentoring has given me the chance to meet Hélène, a woman deeply engaged in her business who has become my friend.

What major progress has the workshop made since the mentorship started?

HÉLÈNE: The collections are now more elaborate, better balanced and the products better finished. We are also supplying Sakina’s workshop with fabrics from our surplus stocks.

SAKINA: The second collection, fruit of our joint efforts and progress, revealed a big difference and some buyers result interesting.

What are your future plans for this collaboration?

HÉLÈNE: We wish to extend it, first by mobilising other Group employees, particularly those close to retirement, and by fostering exchanges between our companies. We also intend to explore opportunities for recycling our unused fabrics.

SAKINA: Our products have changed thanks to this mentoring support: I hope to enlarge our collections’ distribution, perhaps with the continued support of Kering in terms of marketing or inventory management expertise.

What is a Social Entrepreneur?

A Social Entrepreneur develops a business to serve social purposes. By exploring innovative products and services, he/she responds to societal issues such as the inclusion of vulnerable populations or guaranteeing fair income to producers, etc.

Who are the recipients of the Social Entrepreneurs Awards?

Every two years, the Foundation selects three Social Entrepreneurs for the economic viability and social added value of their projects in favour of women. The Social Entrepreneur Awards, created in 2009 in line with Kering’s corporate values – entrepreneurship, boldness, risk-taking – also reward the entrepreneurial qualities of the project leader.

What benefits include these Awards?

Apart from a financial grant of 15,000 euros, the winners also benefit from mentorship and guidance by a Kering staff member for one year. The mentors contribute their expertise on strategic business and market context, and share their business network contacts to help develop the social enterprise. The Foundation management staff ensures quarterly monitoring and the mentors are also given the opportunity to leave on field assignments.

6 winners of the Social Entrepreneurs Awards

2010
• Atelier Trevo (France)
• Coopa-Roca (Brazil)
• Pesinet (Mali)

2012
• AFRipads (Uganda)
• Filles du facteur (Burkina Faso)
• Relmu Witral (Chile)

bookmark
Preserving ancestral Mapuche weaving know-how in Chile

Improving the economic empowerment of Mapuche women in Chile while preserving their ancestral culture: this is the role of Relmu Witral, one of the three 2012 winners of the Foundation’s Social Entrepreneurs Awards. Overview of this multi-faceted partnership.

RELMU WITRAL

Federating 135 Mapuche women from rural areas in Tirúa at the northern border of Chilean Patagonia, the Relmu Witral association organises and pools the production and marketing of naturally-dyed woven-wool decoration and clothing items. Relmu Witral is fair trade certified and provides commercial outlets for the handicraft products, facilitates purchases of raw materials for its members, and promotes the use of environmentally friendly processes. For the past ten years, the association has been offering training in traditional weaving along with comprehensive guidance to foster empowerment of the weavers in their homes and community.

Today, Relmu Witral still needs to meet major challenges, such as ensuring the profitability of its two shops or sufficient production levels. Relmu Witral, mentored by a Volcom employee, is now working to define a new marketing and distribution strategy. This partnership has led to the successful production of a collection of 1,200 co-branded fair trade-certified beanies.

QUESTIONS TO... MIRIAM ESPINOZA LÓPEZ, IN CHARGE OF MARKETING AT RELMU WITRAL

Tell us about the creation of Relmu Witral?

Before, the Mapuche women sold their wool-woven items door to door in the town, often at cut-rate prices. Yet weaving one Mapuche item is a very meticulous work! The contrast between hard work and low prices has caused women to abandon the art of weaving. In 2003, in an attempt to prevent their ancestral craft from disappearing, some Mapuche women decided to join forces and try to sell their products together, thus the Relmu Witral association (meaning “rainbow loom”) was born.

How has the support of the Foundation helped you?

Thanks to the Social Entrepreneurs Award’s financial grant we recruited a volunteer to improve our production and sales planning. We also received the mentoring of a Volcom manager on our marketing strategy. Last but not least, the Kering Foundation helped us link up with the NGO Coup de puce to organise solidarity missions. Last summer, we hosted 36 volunteers, including five Kering employees, to build workshops for six weavers, thereby improving their working conditions.

Tell us about your partnership with Volcom...

Our Volcom mentor initiated it. The idea is to distribute our beanies in the brand’s stores. We are ready! We have stockpiled 1,200 high quality and colourful beanies that will be sold next winter 2013.
QUESTIONS TO... DEREK SABORI,
IN CHARGE OF THE GIVE BACK SERIES AT VOLCOM

What did you like most about the Relmu Witral project?
We liked the hand-made nature, the uniqueness and the very specific aesthetic attributes of the products made by the women of Relmu Witral. We also appreciated the story behind the collective: tapping into ancestral knowledge, fair trade certified, creating jobs and training for women in an area where jobs are not abundant.

Why did you choose to develop a co-branded product jointly with them?
We wanted to bring awareness to the beautiful work done by these women. What better way than to bring them to our market? Their skills suited our accessories line well and we decided to launch a beanie that will be available for sale at the end of 2013 in the context of the Give Back Series. As part of our mentorship, we thought it was a good opportunity for Relmu Witral to work with another brand as well as to add new design elements and to build awareness outside of Chile.

"Cutting up lumber, carrying and assembling elements: I loved working on a real project. We used the innovative building technique of geodesic wooden domes, a meticulous job for a very eye-catchy result! Many visitors were curious about the construction. Our group of volunteers was very friendly and I really enjoyed our talks with the local population."

CYRIL SCHWARTZ, A KERING EMPLOYEE WHO VOLUNTEERED FOR A TWO-WEEK SOLIDARITY LEAVE TO BUILD WORKSHOPS FOR THE RELMU WITRAL WEAVERS
SUPPORTING TO SOCIAL ENTREPRENEURS

Six Social Entrepreneurs recognised by the Kering Foundation

Every two years the Kering Foundation selects three Social Entrepreneurs for the economic viability and added social value of their projects. Some of them propose real social innovations, other work-based integration. Together they play an important role in struggling for women’s empowerment.

Proposing innovative solutions to fight violence against women

• 2010: ANNE ROOS-WEIL, for the NGO Pesinet, fighting against infant and maternal mortality in Mali and Burkina Faso. A community e-healthcare service offers prevention, early detection and treatment of simple illnesses at an affordable cost to the families, via regular follow-ups of health information. It relies on a local network of women acting as community health workers. The mentoring by a Kering Strategy Director helped Pesinet structuring partnerships with local medical partners, such as health centres and pharmaceutical distributors, to negotiate the best mutual services for users.

• 2012: SOPHIA KLUMPP and PAUL GRINVALDS, for their social enterprise AFRIpads, in Uganda, encouraging the educational and vocational integration of girls by producing washable sanitary pads. This project is mentored by a manager of Bottega Veneta, on human resources strategies. Additionally to the guide compiling HR internal guidelines for managers, a management training is planned in autumn 2013.

Promoting work-based integration

• 2010: MARIA-TERESA LEAL, for the cooperative Coopa-Roca in Brazil, which proposes to the women living in La Rocinha favela, in Rio de Janeiro, to work at home using traditional embroidery and craft techniques from northern Brazil, and generating additional income for their household. The cooperative creates pieces for the fashion and design sectors, and develops its own brand. With the support of a marketing manager based in Brazil, Coopa-Roca reinforced its e-commerce strategy.

• 2010: SAKINA M’SA, for Atelier Trevo, fashion- and beauty-based integration in Paris, France (see p. 22-23).

• 2012: DELPHINE KOHLER, for Filles du facteur and her workshop in Burkina Faso, supporting the empowerment of women through the production of crocheted accessories made from recycled plastic bags. This project benefits from the guidance of a Kering manager, on brand positioning and distribution strategy. A training mission for Burkinabian women is planned in autumn 2013.

• 2012: PATRICIA MARIUEN and MIRIAM ESPINOZA, for Relmu Witral, preserving ancestral mapuche know-how in Chile (see p. 24-25).
AN EYE ON... SWIFT WASH

HOW TO GET AWAY FROM PROSTITUTION WITHOUT ANY OTHER INCOME SOURCE? THE INDUSTRIAL LAUNDRY ENTERPRISE SWIFT WASH HAS BEEN LAUNCHED IN INDIA TO ANSWER THIS CHALLENGE. IN JULY 2012, A GROUP OF KERING EXECUTIVES CONTRIBUTED THEIR EXPERTISE ON THE FIELD, IN THE CONTEXT OF THE LEADERSHIP DEVELOPMENT PROGRAM, BY THE KERING CORPORATE UNIVERSITY. REPORT ON THIS EXPERIENCE.

ARUN PANDEY,
FOUNDER OF SWIFT WASH

Why did you decide to create this project?
We experienced that some girls, after being rescued and because of lack of economic opportunities, got re-trafficked. There was a need to provide respectful economic alternatives to the victims, but also to the perpetrators and to the family or community members.

What is the profile of the laundry employees?
Single mothers with children. Aged around 21, they have been victim of sexual exploitation for four years. There is a lot of addiction among the girls and they often suffer from various psychological illnesses such as depression, anxiety. As mentioned, we also welcome former perpetrators or vulnerable girls.

What are the challenges of an enterprise like yours?
To balance business performance and the rehabilitation aspects of the laundry which imply higher costs due to social services. However, Swift Wash manages now to be well recognised as a professional laundry service by the clients and as a rehabilitation structure by the local communities and governmental authorities.

Since 2010, how has the support of the Foundation helped you?
The Foundation’s financial support, throughout the NGO Acting for Life, allowed Swift Wash space, time and opportunity to provide rehabilitation to the girls and try new ways to balance social needs and economic viability. The Leadership Development Program mission reinforced the business team’s capacities – whose background is more social – and facilitated discussion on possible ways to improve functioning and reach sustainability.

CÉCILIA TAKAYAMA,
MEMBER OF THE LEADERSHIP DEVELOPMENT PROGRAM

“It was simply not possible to look at the profitability of Swift Wash in normal terms: we had to adopt a different creative perspective to cope with the enterprise’s practical needs, as its very limited resources, the social integration prerequisites or the discriminations suffered by the beneficiaries. We felt fortunate for the opportunity to share our skills with the beneficiaries for whom this job means a new start in life and a source of pride.”

SOPHIE WINDAK,
MANAGER OF KERING CORPORATE UNIVERSITY

“At the end of the eighteen-month training path, the future corporate executives contribute their expertise to a social enterprise. The major challenge is to place our managers in an unfamiliar situation, to shift their emotional cursor by disrupting their usual markers. This project confronts our managers with an experience of strong leadership in the service of team performance.”
RAISING THE AWARENESS OF EMPLOYEES AND PUBLIC OPINION

Combating violence against women requires to disclose of the issue in order to change social representations and individual behaviours: awareness-raising is a key pillar of the Foundation’s programme, reaching out both to Kering employees and to the public at large.

THE BREAK OF DAWN BY BERIT MADSEN, 2012 WINNER OF A SPOTLIGHTING WOMEN DOCUMENTARY AWARD
2 million people signed the “Malala” petition calling for urgent action to support girls’ education, in November 2012.
RAISING AWARENESS / LONG-TERM PARTNERSHIPS

RAISING AWARENESS BY PROMOTING THE WORK OF COMMITTED ARTISTS

In order to dispel the omerta prevailing on the issue of violence against women and free up speech on the topic, arts can be an dignified and efficient ally. Photographer Catherine Cabrol and her photo exhibition *Blessures de Femmes* (Injuries to women), allows victims brave enough to denounce violence to speak up. The Kering Foundation has decided to support and broadly disseminate her project for the long run.

2009

8 March, International Women’s Day, the Foundation presented the photo exhibition *Blessures de Femmes* and organised meetings with photographer Catherine Cabrol and the women portrayed in her photographs, first at Corporate headquarters and then in various brands, among which Boucheron and Saint Laurent.

2010

Release of the book *Blessures de Femmes* addressing numerous facets of violence against women (domestic and sexual violence, female genital mutilation, modern slavery, mental harassment, rape, etc.), the Foundation organised several public debates in partnership with Fnac.

2012

25 November, International Day for the Elimination of Violence Against Women: Catherine Cabrol asked male actors of the prestigious Comédie-Française drama troupe to read the testimonies of women from her book *Blessures de Femmes*, with the support of the Kering Foundation.

Between the age of 13 and 22, Isabelle suffered from sexual abuse from her tennis coach, starting with fondling and followed by rapes with penetration. She testifies:

“It was in 1989 that I finally said ‘no’ when he knocked on my bedroom door right in the middle of the Roland Garros French Open tournament. At 23, I finally decided to act, to react, and I started psychotherapy. I also consulted a gastroenterologist who detected traces of sexual violence in my body. And yes, it was indeed hard for me to ‘digest’ nine years of rapes... I then had to follow physiotherapy for anal and vaginal rehabilitation. My strength finally returned, along with hate! I collected testimonials from some of his other victims. Out of the 25 victims that I found, only two complaints were still admissible in court. And I will only be a witness at his trial... Yet at this time, he only spent three months in jail and he is still coaching tennis to children! My feeling of freedom is still recent, and it takes a long time to rebuild yourself. Today, I am no longer the same person, I want to be entitled to happiness, to do what I want, to no longer suffer from such loneliness. I need love and tenderness.”

*ISABELLE DEMONGEOT*

“My work on violence against women started with the death of my friend Marie Trintignant in 2003. I wanted to act. I met numerous women who suffered violence and I wished to photograph them. But pictures were not sufficient and I put words on them. Then, I thought we could go even further by giving them a voice. This entire path along, the Kering Foundation has been on my side.”

*Catherine Cabrol, Photographer*
PERSPECTIVES
CATHERINE CABROL, PHOTOGRAPHER
“Through this reading by male actors from the Comédie-Française, I wish to grant a new life to these women who had the courage to speak up and to prove once more that we must listen to them to find solutions. It is very important to me that the conviction of these actors was strong enough for them to speak on stage in the first person and in the feminine form. I believe that by handing over these women’s words to men who are able to gracefully convey them, Blessures de Femmes can open minds and make people accept that we must all be involved and informed to better fight together.”

ÉRIC GÉNOVÈSE, COMÉDIE-FRANÇAISE DRAMA ACTOR
“I didn’t have to think about it, it was immediately obvious to me, as a citizen, as a man, that I had to say yes to Catherine. I was deeply moved that she was seeking out the man, beyond the actor, to speak up and to try and repair the harm done, to highlight the evil we sustain through our collective silence... In my own way, with my own presence, lending my breath, my voice and my body to the testimonials of these beautiful dignified women, in my own flesh I had the feeling that I finally acknowledged what a man is capable of... It was a very special emotion to meet with the women at the end of the performance, to discover their faces, to hear their voices... It was a moment of brotherhood and sisterhood, a moment of grace and hope.”

Sexual violence is any sexual act, attempt to obtain a sexual act, or other act directed against a person’s sexuality using coercion, by any person regardless of their relationship to the victim, in any setting. It includes rape, defined as a physically forced penetration. In some crisis situations, such sexual violence may be perpetrated on a large scale and quasi-systematically: rape as a weapon of war has thus been officially acknowledged by the United Nations since 2008.

Source: WHO

Nearly 150 MILLION girls under age 18 are victims of some form of sexual violence every year

Source: WHO

1 WOMAN OUT OF 4 suffers from physical and/or sexual violence during pregnancy, generating high risks of miscarriage or abortion

Source: University School of Public Health
RAISING AWARENESS

Connecting Kering brands to the Foundation’s challenges

The Group brands, fully involved by the side of the Foundation, leverage their communication power to raise public awareness as broadly as possible.

DESERT FLOWER
KERING BRANDS SUPPORT THE FILM DESERT FLOWER TO RAISE AWARENESS ON FEMALE GENITAL MUTILATIONS

Desert Flower, a movie directed by Sherry Hormann, tells the incredible destiny of Waris Dirie, member of the Foundation Board of Directors. Raised in the Somali desert, she fled to escape a pre-arranged marriage at 13 and became a housemaid in London, to finally be celebrated as a famous international top model.

On the occasion of the movie release in France in March 2010, and in support of her cause, the Group brands, encouraged by the Kering Foundation, got mobilised around two initiatives:

- a wide-ranging awareness campaign against excision reached not only the employees but also the customers and the public at large, with in-store events and debates organised jointly with Fnac;
- a fund-raising preview event organised by Kering luxury brands raised over 55,000 euros in proceeds donated to the NGO Équilibres & Populations.

“...When I imagine that this year two million more little girls will go through what I went through, it breaks my heart. And the numbers keep growing. Africans who emigrated to the United States and Europe have taken the excision practice with them. Many times immigrant communities get organized: they save enough money to bring a circumciser from Africa. She will cut a group of little girls all at once. I also know that each day this torture continues, angry women like myself will be produced, women who can never go back and recapture what was taken from them.”

WARIS DIRIE, DESERT FLOWER, THE EXTRAORDINARY LIFE OF A DESERT NOMAD
SPOTLIGHTING WOMEN DOCUMENTARY AWARDS
DOCUMENTARIES SERVING THE CAUSE OF WOMEN, IN PARTNERSHIP WITH THE GUCCI TRIBECA FUND

Created in 2007, the Gucci Tribeca Documentary Fund supports film-makers of feature-length documentaries which highlight and humanise issues of social importance from around the world. In 2011, under the impulse of Frida Giannini, Gucci Creative Director and member of the Foundation Board of Directors, the Kering Foundation decided to reward documentary films illuminating the courage, compassion, extraordinary strength of character and engagement of women worldwide. Thus every year, the Spotlighting Women Documentary Awards recognise three scenarios. The winning film-makers share a grant of 50,000 dollars and benefit from a one-year mentorship from the Tribeca Film Institute to finalise and promote their documentary film. This award is an efficient tool to raise public awareness to the issue of violence against women.

The Foundation organises in-house screenings for employees of Kering and its brands, to raise their awareness to women’s status in India through the film The World Before Her, and to the hurdles overcome by a Jordanian young woman to get vocational training with Rafea: Solar Mama.

AN EYE ON...
Rafea: Solar Mama, directed by Jehane Noujaim and Mona Eldaief tells the story of Rafea, a Bedouin woman from Jordan who is given a chance to travel to India with 30 other women to attend the Barefoot College, where every year 200 illiterate women from around the world are trained in six months to become solar engineers, and in turn transfer their knowledge to other women back in their country. Since 1989, over 1,000 villages have been equipped with solar panels. Rafea’s determination is confronted to many obstacles which, beyond borders and cultures, resonate with the condition of women who represent two thirds of illiterate persons around the world.

“This movie has let us discover the daily struggles of a woman fighting for survival and who sees her life and status change thanks to her training at the Barefoot College – issues that are light-years away from our own living conditions and daily concerns. It opened up our minds to other people and other places.”

ANNE-GAËLLE LAMORT, KERING EMPLOYEE, SHARES HER TESTIMONIAL ABOUT THE SCREENING OF RAFEA: SOLAR MAMA

9 winners since 2011

2011
- Justice for Sale (DRC), directed by Ilse and Femke Van Velsen
- Rafea: Solar Mama (Jordan), directed by Jehane Noujaim & Mona Eldaief
- The World Before Her (India), directed by Nisha Pahuja, nominated for Best documentary film of 2012

2012
- Alias Ruby Blade (East Timor), directed by Alexander Meillier
- The Break of Dawn (Iran), directed by Berit Madsen
- The Supreme Price (Nigeria), directed by Joanna Lipper

2013
- Democrazy (Colombia), directed by Andreas Dalsgaard, Nicholas Servide and Viviana Gomez
- Disruption (USA, Peru, Brazil and Colombia), directed by Pamela Yates
- What Tomorrow Brings (Afghanistan), directed by Beth Murphy
RAISING AWARENESS

Mobilising to advance women's rights

Social media provide an invaluable opportunity to mobilise a wide audience. The Foundation is leveraging this new tool to invite the public at large and Group employees to gain awareness on the issue and to take action.

ONE BILLION RISING

TO COMBAT VIOLENCE AGAINST WOMEN: A GLOBAL CAMPAIGN LAUNCHED BY V-DAY

Created by Eve Ensler, playwright and author of the famous play *The Vagina Monologues*, the V-Day global activist movement aims to raise funds to combat violence against women via artistic and creative projects. To celebrate its 15th anniversary, V-Day invited one billion people – this is the number of women victims of violence across the world, i.e. one woman out of three – to rise and dance on 14 February 2013. In 170 countries, numerous personalities were mobilised and joined the movement, like former UN Women Director Michèle Bachelet or the Dalai Lama. François-Henri Pinault was the first Chief Executive Officer to announce his engagement in a video supporting the movement. "Time is getting short; it is time to rise and take action on the occasion of this international event involving both men and women. This is why I am asking you to join the movement and to rise too!" Kering brands, in particular Gucci and Stella McCartney, cascaded the One Billion Rising campaign on their corporate social media. An internal flash mob event was also organised at the Kering headquarters, involving one quarter of the staff members.

WHITE RIBBON FOR WOMEN

A BADGE DESIGNED BY STELLA MCCARTNEY: MOBILISING INTERNET USERS ON THE OCCASION OF THE INTERNATIONAL DAY FOR THE ELIMINATION OF VIOLENCE AGAINST WOMEN

In an effort to mobilise the greatest number of people on the occasion of the International Day for the Elimination of Violence against Women, Stella McCartney designed a badge in the continuity of the action born by the men-led White Ribbon movement. Her White Ribbon for Women was shared virtually by the Foundation on social media – @KeringForWomen – generating numerous interactions and reaching over 15 million Internet users on social media, thanks to the engagement of Kering and its brands including Boucheron, Brioni, Girard-Perregaux, Gucci, Sergio Rossi and Stella McCartney.

"I am horrified by the statistics on violence against women across the world and this inspired me to draw attention to this extremely important day of awareness of the issue. It is essential for the public to know about these facts and get information in order to change this situation."

STELLA MCCARTNEY, MEMBER OF THE FOUNDATION’S BOARD OF DIRECTORS AND CREATIVE DIRECTOR, STELLA MCCARTNEY

25 November: in 1999, the United Nations General Assembly designated November 25 as the International Day for the Elimination of Violence against Women, in memory of the three Mirabal sisters, political activists in the Dominican Republic, brutally assassinated on orders of Dominican dictator Rafael Trujillo. The goal is to develop initiatives to raise wide public awareness of the issue.
Co-founded by Salma Hayek Pinault, Frida Giannini (both members of the Foundation’s Board of Directors) and Beyoncé Knowles-Carter, CHIME FOR CHANGE intends to foster empowerment via access to education, health and justice for girls and women around the world. CHIME FOR CHANGE has a dual goal which it intends to achieve by leveraging the power of social media to publicise its campaign:

- raising awareness via short films and an editorial platform;
- raising funds via Catapult.org, the first on-line crowdfunding platform dedicated to the cause of women.

As a culmination of the project, a concert entitled ‘The Sound of Change Live’ has put girls’ and women’s issues on the world’s stage and raised broad public awareness of the cause.

As a strategic partner of CHIME FOR CHANGE, the Kering Foundation contributes to the movement by sharing its network of partner NGOs, experts and committed artists. It also contributes its expertise to ensure that combating violence against women is at the core of the project. The Kering brands have utilised their Facebook and Twitter accounts to publicise the campaign as widely as possible.

“We have reached a significant moment in the history of girls’ and women’s empowerment and now is the time for change. I think it is essential for girls and women to see and celebrate what is possible. I hope that through CHIME we can help the voices calling for change to become so loud that they cannot be ignored.”

FRIDA GIANNINI, MEMBER OF THE FOUNDATION’S BOARD OF DIRECTORS AND CREATIVE DIRECTOR, GUCCI

**CHIME FOR CHANGE**
A COMMUNITY MOVEMENT IN FAVOUR OF GIRLS’ AND WOMEN’S EMPOWERMENT
LAUNCHED BY GUCCI IN FEBRUARY 2013

50,000 SPECTATORS attended the “Sound of Change Live” concert

3.9 MILLION dollars raised through tickets sale to support NGOs on Catapult.org

35 MILLION people reached by the campaign
47 PARTNER NGOs WORLDWIDE

AMERICAS

Agronomes et Vétérinaires
Sans Frontières (AVSF)
CEPRODIH
Coopa-Roca
Enda El Alto
Essor
Plan France
Relmu Witral
Samusocial International
Women’s Justice Center

Narigua
Uruguay
Brazil
Bolivia
Brazil
Colombia
Chile
Peru
United States

ASIA–PACIFIC

Acting for Life
AFESIP
Aide et Action
Care International
Compter sur Demain
HumaniTerra International
Médecins du Monde
Planète Enfants
Virlanie Foundation

India
Cambodia
India
Bangladesh
Laos
Afghanistan
Pakistan
Nepal
Philippines

EUROPA

Atelier Trevo (Sakina M’Sa)
Capsy
CAVAS
CCAS Montpellier
Esclavage Tolérance Zéro
Fédération Nationale Solidarité
Femmes (PNSF)
Môm’artre
ORFEE
Sauvegarde de Seine-Saint-Denis
SOFT

France
France
Spain
France
France
France
France
France
Chechnya

AFRICA

Actions et Développement
Association AFRipads
Eco-Bénin
Enda Europe
Equilibres et Populations
Filles du Facteur
GRET
Human Rights Watch
Inter Aide
International Rescue Committee
Voûte Nubienne
Midokpo
Mille Lucioles
OLAME
Pesinet
Rwanda Avenir
Secours Populaire Français
Unies Vers’Elles
Women for Women International

Benin
Uganda
Benin
Madagascar
Mali
Burkina Faso
Mauritania
Jordan/Lebanon
Ethiopia
Burundi
Burkina Faso
Benin
Democratic Republic of Congo
Mali
Senegal
Congo, Nigeria, Rwanda and Sudan

36