

White Ribbon

FOR WOMEN 2018

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EDITORIAL

“Everyone has the right to feel safe online. We must stop the wave of abuse that seeks to intimidate and silence female voices. I am proud to unite all the Kering Group’s brands to support our White Ribbon for Women 2018 campaign and to raise funds to combat violence against women. Together let’s take a stand against cyberbullying.”

François-Henri Pinault,
Chairman and CEO of Kering,
and Chairman of the Kering Foundation



Worldwide, women are 27 times more likely to be bullied online than men.¹

Cyberbullying *noun* /'saɪbə,bʊlɪŋ/:
“Wilful and repeated harm inflicted through the use of computers, cell phones, and other electronic devices.”²

Cyber Violence Against Women and Girls, as defined by the UN, includes hate speech, hacking, identity theft, online stalking (criminal harassment) and uttering threats.³

#IDontSpeakHater
Take a stand against cyberbullying

¹ http://www.unwomen.org/-/media/headquarters/attachments/sections/library/publications/2015/cyber_violence_gender%20report.pdf?vs=4259

² Cyberbullying Research Center: cyberbullying.org

³ http://www.unwomen.org/-/media/headquarters/attachments/sections/library/publications/2015/cyber_violence_gender%20report.pdf?v=1&d=20150924T154259

TAKE A STAND AGAINST CYBERBULLYING

WHITE RIBBON FOR WOMEN 2018 CAMPAIGN

The Kering Foundation was created in 2008 by François-Henri Pinault to combat the violence which impacts 1 in 3 girls and women worldwide. By making this crucial mission the focus of every action and mobilization campaign over the past decade, the Foundation has become a pioneer, leading others on the road to change.

Each November, the Kering Foundation seeks to bring attention to the cause via its annual White Ribbon For Women campaign held on the occasion of the International Day for the Elimination of Violence against Women.

For the seventh White Ribbon For Women campaign, the Kering Foundation focuses on the pervasive issue of gender-based cyberbullying. While making threats online is becoming a criminal offence and tech companies have made progress in facilitating hate speech reporting, internet anonymity and its inescapable nature means online bullying has become a pressing priority. It can happen 24 hours a day, 7 days a week and can go viral very fast.³ Further, often when someone is a victim of cyberbullying, they may also be a victim of bullying when that abuse spills into real life.⁴

Running from November 16th to 30th, the 2018 campaign is designed to encourage the participation of Generation Z, the first generation to live so much of their lives online, in bystander intervention. These young, internet-savvy people, born from 1995, go through more than 10 hours of online content per day⁵ and are particularly impacted by cyberbullying. Approximately half of young people have been bullied online. 1 in 4 has had it happen more than once.⁶

Via #IDontSpeakHater and IDontSpeakHater.org, the Kering Foundation calls for this young generation to defend their peers from online harassment. When women and men see an insulting comment online, they support the person attacked by translating the hate into something empowering. Instead of staying silent, the campaign encourages bystander intervention among Generation Z to break the chain of abusive comments by reformulating them with a positive meaning. Like auto-predict or auto-correct, rejecting the original insult with wit or humor, shows it serves no purpose.

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Further to drawing attention to the issue of online abuse for Generation Z and its disproportionate targeting of girls and women for being female online, the campaign aims to drive awareness of the psychological harm of cyberbullying, which can happen anywhere, anytime.⁷ The consequences of online abuse are no different from those of bullying in real life. Stress disorders and trauma, anxiety, sleep problems, depression, and physical pain.⁸

While the prevailing wisdom has been don't "feed the trolls", by not responding, experts point out ignoring abuse allows perpetrators to continue in impunity and contributes to the mainstreaming of violence against women and girls. The Kering Foundation strongly believes bystander intervention is key to countering that.

#IDontSpeakHater will launch on social media starting in the seven key countries¹¹ where the Kering Foundation actively works to combat violence. The campaign will call on a WhiteRibbonSquad of influencers to relay the call to young people worldwide to break the chain of hate, fight the pack mentality online and encourage meaningful change in language, mindsets and behaviors.

⁴ <https://www.bullying.co.uk/cyberbullying/what-is-cyberbullying/>

⁵ www.centre-hubertine-auclert.fr

⁶ <https://www.marketingtechnews.net/news/2018/feb/09/gen-z-engaging-10-hours-online-content-day>

⁷ <https://www.dosomething.org/us/facts/11-facts-about-cyber-bullying>

⁸ NSPCC Cyberbullying

⁹ #HerNetHerRights: mapping the state of online violence against women and girls in Europe: European Women's Lobby

¹⁰ https://www.womenlobby.org/IMG/pdf/hernetherights_report_2017_for_web.pdf

¹¹ Mexico, United States, United Kingdom, France, Italy, China, Japan

¹² <http://www.bullyingstatistics.org/content/cyber-bullying-statistics.html>

More than half of adolescents have been bullied online.
About the same number have been the bullies.¹²

Take a stand against cyberbullying.

#IDontSpeakHater

You WHORE.

You mean: **W**oman **H**oping **O**nline **R**ights **E**xist.

#IDontSpeakHater

Go DIE.

You mean go **DIY**. Shelves to go up, a spot of painting.

#IDontSpeakHater

You're UGLY.

You mean totally **U**nique, **G**orgeous, **L**ovely, **Y**es!

#IDontSpeakHater

You're a SLUT.

Speak. **L**isten. **U**nderstand. **T**olerate.

#IDontSpeakHater

WHITE RIBBON FOR WOMEN 2018 MOBILIZES ALL GROUP KERING BRANDS

To honor the Kering Foundation's 10th year anniversary combating violence against women, all of the Group's brands join forces for the first time, to raise funds to combat violence against women during the 2018 White Ribbon For Women Campaign.

Giving back to the Kering Foundation's partners, from November 16 to 30, 2018, 12 brands will donate 10% of the retail price of a selected product or product line to local programs supported by the Kering Foundation. The White Ribbon For Women campaign will run in over 1,300 stores, driving awareness among customers worldwide.

Gucci: Cat Eye Sunglasses with Sylvie Web Details and Sylvie small Shoulder Bag
Saint Laurent: Niki Medium in Vintage Leather, Saint Laurent Logo Hoodie and Saint Laurent Logo T-shirt
Bottega Veneta: Ellittica Tote, BV Luna, Ellittica Chain wallet
Balenciaga: "Puppy and Kitten" bags
Alexander McQueen: Jewelled Satchel
Brioni: All ties
Boucheron: Quatre White Edition
Pomellato: Iconica
DoDo: Precious Jewel
Qeelin: Wulu pendant in 18k white gold with diamonds
Ulysse Nardin: Diver 44 MM – Great White Ti LE/300
Girard-Perregaux: Laureato Ceramic, White Ribbon Special Edition

THE KERING FOUNDATION

Founded by François-Henri Pinault in 2008, the Kering Foundation is actively engaged in combating violence against women, which affects 1 in 3 women worldwide. It supports programmes with local NGOs and social entrepreneurs, and organizes awareness campaigns across Mexico, the United States, the United Kingdom, France, Italy, China and Japan.

DRIVING AWARENESS

Through external and internal campaigns, the Kering Foundation seeks to increase visibility on an issue to which the world is increasingly receptive in the #MeToo era. Where the right to live in equality is being claimed on a global scale. In 2012 the Foundation spearheaded its first campaign for White Ribbon For Women to raise awareness about a subject which remained all too taboo. 2018 marks the 7th edition, a campaign to engage and mobilize Generation Z, particularly young men to combat cyberbullying.

The Kering Foundation also works to create a supportive workplace environment within the Group for survivors of domestic violence, which impacts every social class, culture and nationality. It is thus the responsibility of companies to support their employees. Actioning this belief, the Kering Foundation designed a customized 3-hour domestic violence awareness training session for Kering employees. Initiated in partnership with *Solidarité Femmes* in France in 2010, this training has since been replicated with *D.i.Re* in Italy, *Women's Aid* in the UK and *NNEDV* and *NAESV* in the US. Since 2010, over 1,200 Kering employees have attended the sessions, including the Group's Executive Committee.

Alongside the *Fondation FACE*, the Kering Foundation also initiated the first European network of companies engaged to cease gender-based violence. In November 2018, the CEOs of the network members met together in Paris to sign a charter of engagement to take concrete steps in the workplace to combat violence against women and support survivors.

PARTNERING WITH LOCAL NGOS

Since 2008, the Foundation favors an approach that focuses on co-construction of programs with a limited number of key partners. It supports survivor-centered local organizations that provide comprehensive services to women, such as *La Maison des Femmes*, a safe place for vulnerable women in France. This haven provides care as well as guidance, medical but also psychological, emotional, mental and physical for survivors of violence, and more specifically of female genital mutilation. Another partnership is with *HER Fund*, Hong Kong based, which gives grants to local grassroots organizations that work with women from marginalized communities. The *HER Fund* mobilizes resources and builds their capacities in order to empower them.

SUPPORTING SOCIAL ENTREPRENEURS

The Kering Foundation Awards support and recognize social entrepreneurs innovating to address gender violence. Through this bi-annual Award, the Kering Foundation provides financial grants, two years of mentorship under the guidance of Kering experts, as well as a six-month incubation program with a social innovation specialist, in order to help these organizations maximize impact on the lives of the women and men they support.

TOGETHER FOR A FUTURE WITHOUT VIOLENCE: THE NEXT 10 YEARS

As the Kering Foundation moves into its second decade of efforts to combat violence against women, it will deepen current partnerships as well as forge new ones with experts in the field. The Foundation will continue to provide flexible and long-term funding to local women's organizations to co-construct impactful programs tailored to local needs. It will support the survivor-centered work that has been the focus of its approach for the past 10 years, while expanding its actions – moving also towards prevention. To strengthen its impact, going forward the Kering Foundation will support programs working to challenge harmful belief systems and the question of masculinity directly with young men and boys.

HIGHLIGHTING GENERATION Z PROJECTS

Here are three examples of new partnerships the Kering Foundation has begun in 2018, focused specifically on engaging younger generations.

Owning our voices **Project Dot: Dream-Own-Tell** **www.projectdot.info**

In 2018, the Kering Foundation began supporting Project Dot, a program run by the *New York City Alliance Against Sexual Assault* to encourage teens from underserved communities in New York to build a world without sexual violence. Project Dot works with these youth, from age 13 up to adulthood at 21, who do not have access to traditional sexual education programs. These youngsters are involved directly in creating campaigns for their peers on issues such as consent, the pressures of social networking, and helping to encourage healthy relationships.

“The Future of Manhood” **Manhood 2.0 New York City** **www.promundoglobal.org**

In 2018, the Kering Foundation began working with Promundo, to support its program Manhood 2.0, a milestone curriculum tackling how gender norms harm young men and women. The program aims to engage young men in recognizing and transforming the current inequitable belief systems they have grown up with about what it means to be a man, and how these damaging ideas about manhood can have negative consequences on health, relationships, sexual violence, bullying, mental health concerns, substance use, and other challenges. The program works to free men from the “Man Box” that has encouraged young men into ways of thinking and being that harm women and girls.

Crowd-sourcing life-saving advice **Chayn** **www.Chayn.co**

One of the seven recipients of the 2018 Kering Foundation Awards for social entrepreneurship, this crowd-sourced life-saving collection of online resources for women experiencing violence, includes DIY online safety guides to help survivors of domestic abuse circumvent being tracked. Chayn's Tech vs. Abuse project explores the role of digital technologies in helping women concerned about online privacy and cyberstalking. Since 2013, more than 200,000 people have consulted Chayn, whose multi-country, survivor-led site is a shining example of how collaborative design can power impact. As well as financial backing, the Kering Foundation is partnering with Chayn in mentorship and growth.

KEY STATISTICS: CYBERBULLYING, A PERVASIVE & GENDER-BASED ISSUE

WORLDWIDE



OVER HALF of adolescents and teens have been bullied online, and about the same number have engaged in cyberbullying.¹⁴

55% of women said they had experienced stress, anxiety or panic attacks after experiencing online abuse or harassment.¹⁷



41% of women who have experienced online abuse feel their physical safety is threatened.¹⁹



93% of image-based sexual abuse (revenge porn) victims said they suffered significant emotional distress due to being a victim.¹⁸

73% of women have experienced online abuse.¹⁵



76% of women who have experienced online abuse have changed their social media behavior.¹⁶

BY REGION/COUNTRY

In Europe, **9 MILLION** girls have experienced some kind of cyber violence by the time they are 15 years old.²⁰

HALF OF UK girls are bullied on social media and

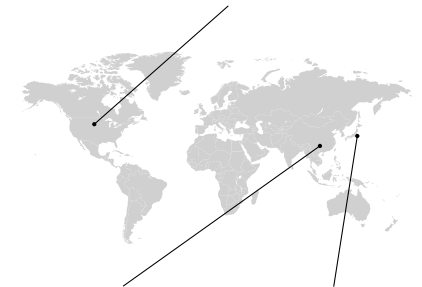
1 IN 5 felt threatened by a comment online.²²

1 IN 4 girls in France are victims of online harassment.²³



In Italy, **30%** of victims of cyberbullying self-harm.²⁴

Nearly **1 IN 5** U.S. individuals will experience “extreme” online harassment such as physical threats, stalking and online sexual harassment.²¹



In China, **58%** of students reported being bullied online.²⁵

In Japan, **22%** of students had experienced cyberbullying.²⁶

¹⁴ <http://www.bullyingstatistics.org/content/cyber-bullying-statistics.html>

¹⁵ http://www.unwomen.org/-/media/headquarters/attachments/sections/library/publications/2015/cyber_violence_gender%20report.pdf?v=1&d=20150924T154259

¹⁶ Amnesty International / IPSOS MORI Poll 2017

¹⁷ Amnesty International / IPSOS MORI Poll 2017

¹⁸ End Revenge Porn campaign, <https://www.cybercivilrights.org>

¹⁹ Amnesty International / IPSOS MORI Poll 2017

²⁰ http://www.unwomen.org/-/media/headquarters/attachments/sections/library/publications/2015/cyber_violence_gender%20report.pdf?vs=4259

²¹ <https://uisjournal.com/features/2018/04/14/cyberbullying-beyond-2018/>

²² <https://plan-uk.org/media-centre/almost-half-of-girls-aged-11-18-have-experienced-harassment-or-bullying-online>

²³ <https://www.centre-hubertine-auclert.fr/etude-cybersexisme>

²⁴ <http://www.azzurro.it/sites/default/files/Telefono-Azzurro-DossierBullismo-CampagnaBackToSchool-2016.pdf>

²⁵ <https://www.cybersmile.org/news/chinese-authorities-address-online-bullying>

²⁶ <http://academic-pub.org/ojs/index.php/IJCSE/article/viewFile/1382/302%20premi%C3%A8re%20page>

Join the movement
Take a stand against cyberbullying

IDontSpeakHater.org

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#IDontSpeakHater
#KeringForWomen
#WhiteRibbon

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