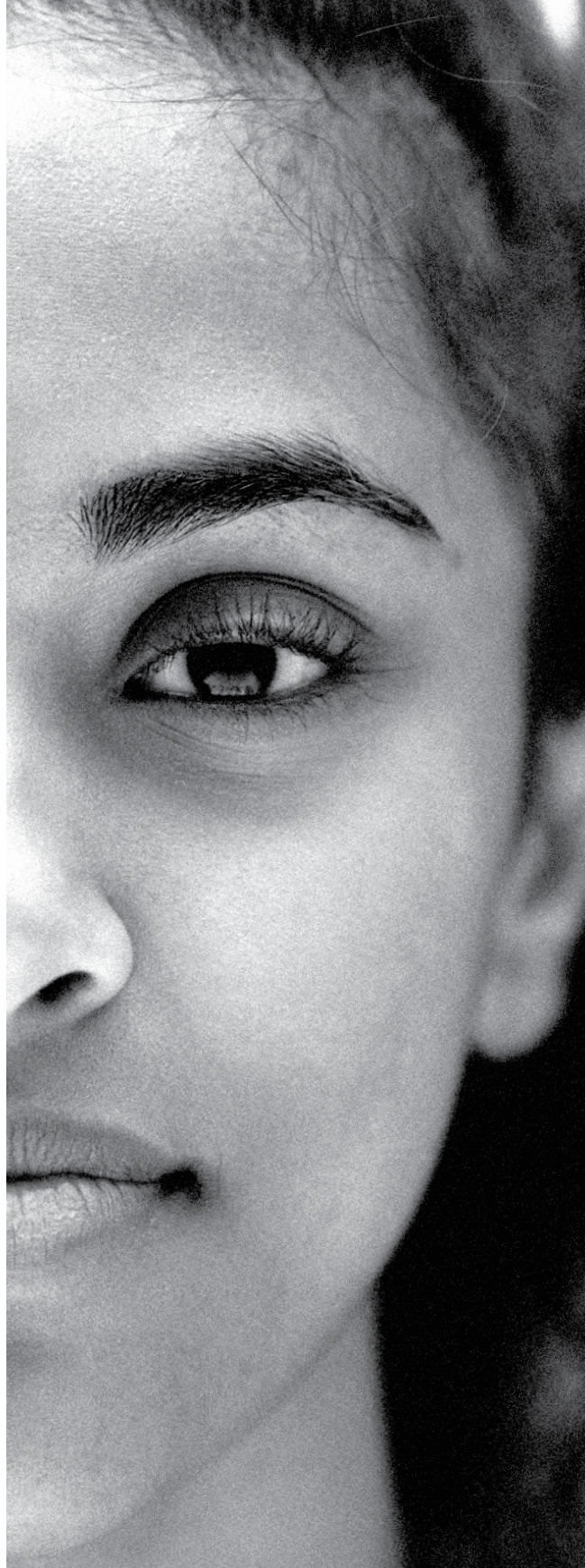


**KERING
FOUNDATION**



**COMBATING VIOLENCE AGAINST WOMEN
SINCE 2008**



EDITORIAL BY FRANÇOIS-HENRI PINAULT, KERING FOUNDATION CHAIRMAN AND KERING CEO



Through its Foundation, Kering is one of the first private groups to have committed to ending violence against women. Since 2008, we have been actively working with organizations on the ground to help women survivors escape from the cycle of violence and rebuild their lives.

Over the years, our targeted approach has become increasingly mature and efficient. We have succeeded in: making this issue more visible; rallying more support from other players; sharing our expertise; and identifying the most relevant models and rolling them out more extensively.

But, even though awareness about the issue is increasing, violence against women is ongoing and even worsened during the pandemic. Given the extent and seriousness of the situation, we must continue to step up our efforts and widen our scope to protect children, who are also victims. I am convinced that a collective and coordinated solution is needed to tackle this social challenge. We have to increase the number of stakeholders who make tangible commitments to ending violence against women. This is the cornerstone of our role as a leader of the Action Coalition on Gender-Based Violence at the Generation Equality Forum, organized by *UN Women*, which took place last June in Paris. We must involve more private companies if gender equality is to progress.

TWO QUESTIONS TO CÉLINE BONNAIRE, KERING FOUNDATION EXECUTIVE DIRECTOR

What approach does the Foundation take to best meet the needs of women survivors of violence?

Our strength lies in building close, long-term relationships with our partner organizations and in facilitating the management of their actions in the field with unrestricted funding. Our priority is to best respond to women survivors' needs. As a Foundation, we are able to "take risks" by supporting pilot projects and then helping them grow in a sustainable way, once their effectiveness has been proven.

How has the Foundation progressed over the past two years?

The pandemic has had a direct impact on survivors of violence who, with lockdown measures, struggled to access help and support services provided by NGOs. We learned a lot during this period and are continuing our work with greater agility and a better understanding of our partners and their teams' needs. I would like to highlight three initiatives that have marked the Foundation since 2020: the successful support of *La Maison*

des femmes pilot project, which will result in the deployment of 15 structures in France over the next five years; the launch of our Global Policy to support all Kering employees who are suffering from domestic violence; and a promising new pilot project with *Casa di Accoglienza delle Donne Maltrattate* to accelerate women survivors' recovery process through job placement and professional development.

The Kering Foundation is governed by a 15-member Board of Directors and managed by a permanent team. To find out more about our governance approach, please visit our website.

OUR MISSION IN ACTIONS KEY 2020 & 2021 ACHIEVEMENTS

Over the past two years, we continued to work closely with our partners to provide essential and comprehensive support to survivors.

SUPPORTING SURVIVORS

March/April 2020

We adapted our support to our partners' specific needs during this period of increased domestic violence due to the pandemic. We also launched three campaigns to inform women victims about the resources available during the lockdowns and encourage fundraising:

- **#YouAreNotAlone campaign** to share online resources with employees worldwide.
- **Fundraising campaign by the *OneInThreeWomen* Network** to benefit the French organization *Fédération Nationale Solidarité Femmes*.
- **Global #StandWithWomen fundraising campaign** with Gucci *Chime For Change* to benefit grassroots organizations.

November 2021

Launch of a three-year partnership with CADMI (*Casa di Accoglienza delle Donne Maltrattate*) in Italy to strengthen the professional skills of 1,000 women survivors of domestic violence. Activities, provided by psychologists and motivational counsellors, include career coaching, guidance and job placement.

CHANGING BEHAVIORS IN YOUNGER GENERATIONS

September 2020

Bringing the topic of incest to new audiences in France by supporting "*Où peut-être une nuit*"** podcast by *Louie Media*.
+ 1 million episodes listened to since September 2020.

Supporting the efforts to tackle **violence against children** through a French, national initiative alongside the Secretary of State for Child Protection and *Make.org* and the concrete support to our partner *En avant toute(s)* to dedicate a specific sensitization website and chat service for 10-14-year-olds.

October 2020

Global Boyhood Initiative (GBI) launch in the US with *Equimundo*** to encourage young boys to be healthy, emotionally connected, and non-violent, and to ultimately prevent violence and achieve gender equality.

BRINGING OTHERS ON BOARD

January 2021

Global domestic violence Policy launched by Kering to provide all employee victims of domestic violence a fully confidential package of support measures, including specific paid leave, safety planning and financial assistance.

June 2021

Private sector leader of the Action Coalition on Gender-Based Violence at the **UN Women Generation Equality Forum**. The Kering Foundation made five commitments to accomplish by 2026, including: The funding and deployment of 15 "*Maisons des femmes*" based on the public-private partnership model created in Saint-Denis; With the ***OneInThreeWomen Network***, to convince 50 private sector organizations to adopt and implement internal policies and procedures to support employee survivors of domestic violence.

* From the song by Barbara who makes a reference to her own experience of incest
** Center for Masculinities & Social Justice (formerly *Promundo-US*)

PUTTING SURVIVORS' NEEDS AT THE HEART OF OUR MISSION

For the past 15 years, we have worked to support women survivors of violence, wherever they are in their journey. Through key feminist partnerships in six countries, we help survivors escape violence, heal and rebuild their lives.

To create real impact, we act in three directions: by providing essential services to survivors; changing behaviors in younger generations; and bringing other players on board. We strongly believe that collaboration and flexible funding is the way forward in accompanying women survivors.

To better serve them, we forge long-term partnerships with local non-profit organizations at different levels: domestic violence specialist organizations; pilot projects covering unmet needs (non-profit and social enterprises); and feminist grassroots organizations through Women's Funds. Below, find a few of our partner highlights.

Women's Aid - UK

Working to end domestic abuse against women and children



**25,788 women
and children supported
in 2021**

"I didn't have any control over food, over money, over decisions that I could make in my life. He controlled absolutely everything. I was a former shadow of myself when I fled. I knew that if I went back, I would just be a statistic. The support that I had from Women's Aid completely rebuilt my life. It helped me take control of what I wanted to do." Natalie

Watch Natalie's testimony on our website

Women's Aid, a domestic violence specialist organization and partner of the Kering Foundation since 2015, provides free and confidential life-saving services (including the Women's Aid Live Chat and the Survivors' Forum) and carries out advocacy projects that support thousands of women and children every year.

www.womensaid.org.uk

Colori Vivi - Italy

Empowering migrant women through tailoring



**5 migrant women employed
and 8 internships provided
in 2021**

"I arrived in Italy with my sick child, I was alone and slept at the train station in Turin. I didn't know what to do. Thanks to Colori Vivi, now I have a work contract and I can help my other daughter who lives in France. For me, learning the art of tailoring is so important. I'm not great at it yet, but I'm a seamstress. My life started again here." Sadia

Colori Vivi, member of the Kering Foundation's social entrepreneur community since 2018, is a pilot fashion lab where refugee women from different countries find support to overcome their trauma, learn new skills and gain self-sufficiency through tailoring.

www.colorivivi.it

**La Maison des femmes
de Saint-Denis - France**
360° services for women survivors



**4,174 women victims of violence
supported, and 15,000 consultations
provided in 2021**

"When we started the theatre workshop, we were acting out a rape scene and Female Genital Mutilation (FGM). I experienced all that. During all these years, I was closed off, withdrawn. I needed help and to see competent doctors. The Maison des femmes in Saint-Denis took care of all of this. I would like to bring Doctor Hatem to my country because so far, the practice of FGM continues over there." Diarryatou

Watch Diarryatou's testimony on our website

La Maison des femmes, a pilot project supported by the Kering Foundation since its creation in 2016, is a unique place with three units (domestic violence, family planning and female genital mutilation) that offers holistic services for survivors of violence, by providing access to 60 professionals (doctors, social workers, and lawyers, etc.).

As the first *Maison des femmes* private funder, the Kering Foundation contributed to the inception of this pilot initiative. *La Maison des femmes* is financed by a public private partnership model, allowing it to develop with greater flexibility. In March 2021, the *Re#Start* collective was created to replicate this model across France with the support of the Kering Foundation, other funders, and governmental bodies.

***"Re#start means rebirth, because behind the care and listening we provide, our final goal is a fresh start for our patients."* Dr. Ghada Hatem**

www.lamaisondesfemmes.fr

HER Fund - China
Building capacities
of feminist organizations



**5,840 women supported
and 169 women leaders received
training in 2021**

"I was in a relationship with my ex-girlfriend, and she abused me. I didn't tell my family that I was in a relationship with a girl. I was afraid of coming out, I was afraid I would lose my job. When I approached Les Corner for the first time, I felt relieved because finally somebody understood my situation. They were like a family and a friend. Even if you can't come out, just don't be afraid to find help." Jessica

Watch Jessica's testimony on our website

HER Fund, a Women's Fund supported by the Foundation since 2016, supports the most vulnerable women and girls in Hong Kong by providing capacity-building, leadership training and grants to grassroots feminist organizations, such as *Les Corner*.

www.herfund.org.hk

Las Panas - Mexico

Teaching breadmaking
to empower against violence



35 low-income women served for free, with services including workshops, psychological support and connecting them to jobs in bakeries in 2021

"I was abused and raped when I was a child. Then I was abused again by my husband. I was thinking of committing suicide. My son told me I needed help and he knew people that could help me. Las Panas gave me all the support I needed. They provided counselling, taught me yoga and meditation, group therapy, workshops... Today I feel happy, fulfilled and I owe it to my son and to Las Panas!" Rocio

Watch Rocio's testimony on our website

Las Panas, member of the Kering Foundation's social entrepreneur community since 2020, is a social bakery in Mexico City offering support and training programs to women victims of violence, through bread baking workshops. www.facebook.com/laspanas.mex

New York City Alliance Against Sexual Assault - US

Working with young people
to prevent sexual violence




Over 8,000 people reached through targeted social media campaign led by Project DOT participants in 2021

"My mom was like, 'This is just life, that's just what's going to happen, this happened in Bangladesh too, it's something you have to endure as a woman.' And I'm like, okay, but I don't want to hear that." Safa

New York City Alliance Against Sexual Assault (*the Alliance*), a pilot project supported by the Kering Foundation since 2018, prevents sexual violence and the trauma it causes through education, research and advocacy. The *Dream, Own, Tell Project (DOT)* holds discussion groups for young people from marginalized communities and immigrant-parent upbringings, to supplement traditional "sex ed" messaging that usually lacks cultural literacy. www.svfreenc.org/project-dot

To learn more about all of our partners, visit keringfoundation.org

 @KeringForWomen

  @KeringFoundation

BRINGING OTHERS ON BOARD

OneInThreeWomen Network

Co-founded by the Kering Foundation and FACE (Fondation Agir Contre l'Exclusion) in 2018

The Network encourages companies to support survivors of domestic violence amongst their own employees with concrete measures. Bringing together 12 companies, it has developed awareness toolkits, an e-learning course and face-to-face trainings. This network is in line with the *International Labour Organization's (ILO) Convention 190* on violence and harassment in the workplace, which explicitly includes domestic violence and its link to the world of work.

According to the first European study "**How does domestic violence impact the workplace?**" carried out in 2019 by *OneInThreeWomen* among 40,000 employees:

1 in 6 women interviewed reported current or past experiences of domestic violence.

Over half of the respondent employees said that the violence had affected their work.

37% of victims reported having discussed what they were experiencing with a colleague.

1 in 4 women worldwide are victims of domestic violence

(source: Lancet)



Creating a safe and supportive work environment for women survivors

Designed in partnership with local specialist organizations in France, Italy, the United Kingdom, the United States and China.

Since 2011, the Foundation offers Kering employees domestic violence awareness trainings to understand the complexities of domestic violence, its impact on the workplace and how to support

a colleague survivor. To go further in this commitment, in 2021, it launched a Global Policy on Domestic Violence, for all employees.

"The training was impactful - I had no idea that domestic violence is not an isolated phenomenon but everyday life for a high percentage of women. I am proud that Kering provides this support system."
Kering employee



OUR IMPACT EVERY YEAR

275,000

women survivors
and 25 organizations are
supported by the Kering
Foundation.



600

professionals are trained
to provide tailored services
to women survivors.



25,000

young people take part
in violence against women
awareness-raising workshops.

2 million

resources and media content
about violence against women
are consulted.



+ 200

Kering employees
are trained with our domestic
violence program.

20 million

cumulated budget since
the Foundation's creation.