

The Global Summit of Women 2009

Santiago, Chile

May 14-16



Presentation on “Combating Violence Against Women”

By Susan Arnot Heaney, Global Director, Corporate Responsibility, Avon Products, Inc. (USA)

AVON

the company for women

Public Private Partnerships to End Domestic Violence

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“To meet fully the obligations of corporate citizenship by contributing to the well-being of society.”

David H. McConnell
Avon Founder
1886



“Doing well by doing good, and giving back to society, is a part of who we are at Avon. It is part of our DNA.”

Andrea Jung
Avon Chairman & CEO
2009



“9 Pillars” of Corporate Responsibility at Avon

- Economic Opportunity
- Environmental Stewardship
- Governance and Ethics
- People and Diversity
- Philanthropy
- Product Responsibility
- Stakeholder Engagement
- Supply Chain
- Workplace Safety and Health

Avon ranked #18
on 2009 list of
“Top 100 Corporate
Citizens”

Philanthropy was formally launched with the creation of the Avon Foundation

- Founded in 1955 in the US
- **First core mission:** economic empowerment of women
- First effort: one US\$400 scholarship
- Avon Foundation (nonprofit charities) have also been created in Brazil and Argentina
- Avon philanthropic efforts in other countries are through the corporation

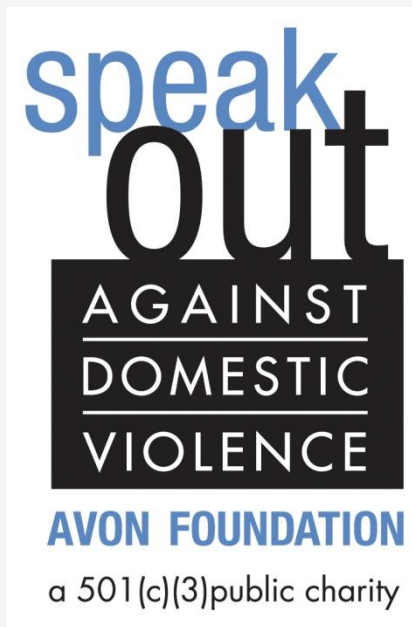
Second Core Mission: Access to care and finding a cure for **breast cancer**

- Avon Breast Cancer Crusade launched in 1992
- Through 2008: more than US\$585 million raised and awarded in 55 countries



Third Core Mission: Domestic Violence

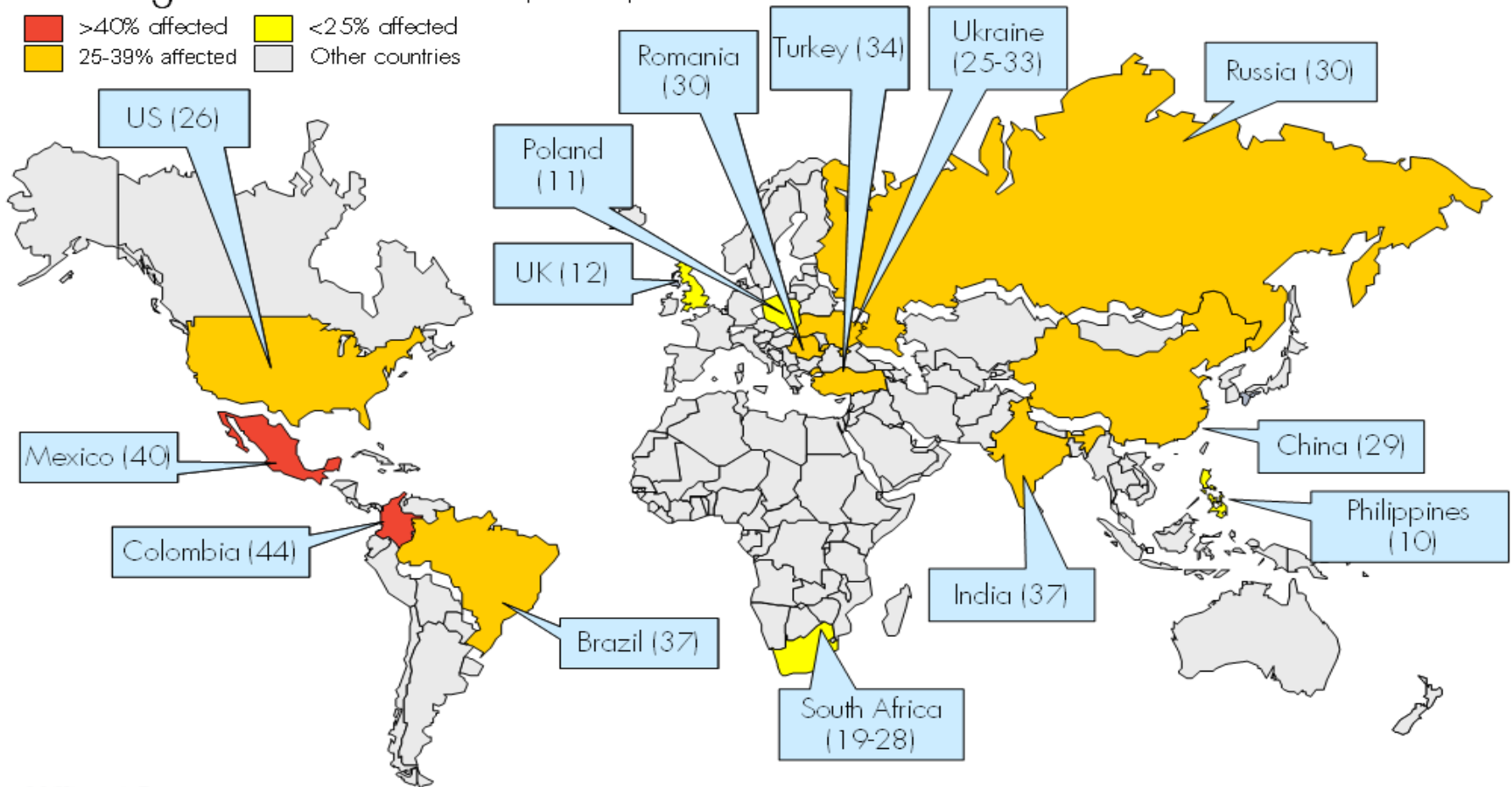
- Launched in 2004 – US and Mexico
- Expanding worldwide



Domestic Violence: A Global Epidemic

1 in 3 women is a victim of domestic violence globally

Percentage of women affected (estimates)



McKinsey&Company

* Defined as physical, sexual, or emotional violence by spouse or intimate partner

Source: Treasure DHS+, WHO, FVPF Global Report, local authorities

Avon Speak Out Against Domestic Violence

- Efforts support
 - Awareness
 - Education
 - Direct service and prevention programs
 - Advancing access to justice for women
- More than \$14 million raised and awarded
- \$1.25 million awarded to UN Trust Fund to End Violence Against Women (managed by UNIFEM)

Avon domestic violence programs:

51 Countries

Argentina

Australia

Bolivia

Bosnia and Herzegovina

Brazil

Bulgaria

Canada

Chile

China

Colombia

Croatia

Czech Republic

Ecuador

El Salvador

Estonia

Finland

France

Germany

Greece

Guatemala

Honduras

Hungary

Ireland

Italy

Japan

Kazakhstan

Latvia

Lithuania

Macedonia

Malaysia

Mexico

Moldova

New Zealand

Nicaragua

Panama

Peru

Philippines

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Puerto Rico

Romania

Serbia

Slovakia

Slovenia

South Africa

Spain

Taiwan

Turkey

Ukraine

United Kingdom

United States

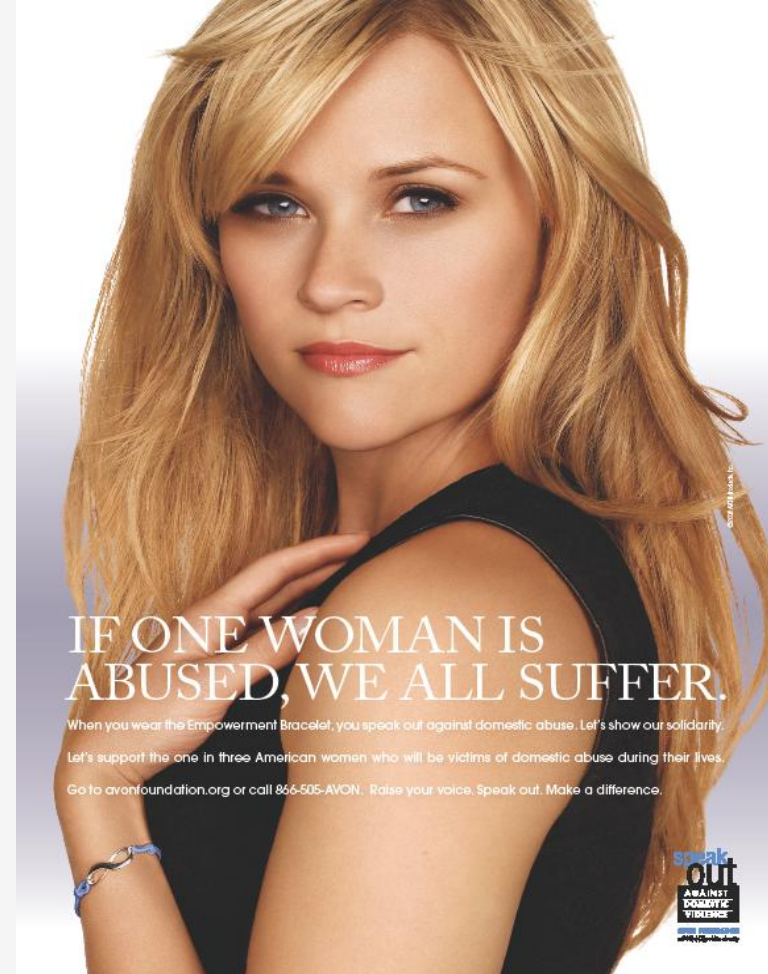
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Fundraising Products



Public Service Announcements: Avon Mexico and US



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Avon Czech Republic and Slovakia: Public Service Advertisements featuring well know Czech and Slovak models Daniela Pestova and Adriana Sklenarikova



Avon Mexico: Global competition for short films about domestic violence



“Alza la Voz, no permitas que la violencia se convierta en algo familiar”

- Joint project between Avon Mexico and Expresión en Corto launched in 2007
- In 2008, 98 films from 20 countries
- 2009 competition was announced at Cannes Film Festival on May 15

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Avon Brazil: raising awareness and enforcement of legal protection for women

MARIA DA PENHA ACT



Judges and Legal professionals

**Avon and
UNIFEM**



Teenagers

Avon United States

Avon Global Center for Women and Justice at Cornell Law School

The screenshot shows the website for the Avon Global Center for Women and Justice at Cornell Law School. The header includes the Cornell University Law School logo and a search bar. A navigation menu on the left lists: ABOUT US, OUR WORK, JUDGES, LEGAL RESOURCES, RESEARCH OR PROJECT ASSISTANCE, and DISCUSSION FORUM. The main banner features a woman wearing a gold beanie and the text: AVON Global Center for Women and Justice at Cornell Law School. Below the banner, there are three columns of content: 1. 'FEATURED JUDGE' with a photo of Honorable Ann Claire Williams and a short bio. 2. 'FEATURED REPORT' with a graphic for 'staying alive' and a bio of the Lawyer's Collective of India. 3. 'OUR INITIATIVES' with a world map and 'Where We Work'. There is also an 'UPCOMING EVENTS' section for the 'Global Forum for Women and Justice, March 2-4, 2009'. A 'FEATURED ORGANIZATION' section highlights the 'International Association of Women Judges'. A 'RESOURCES' sidebar on the left includes links for 'Employment Opportunities', 'Media Information', and 'Links'. A 'Director's Message' section features a photo of a woman. The footer contains copyright information and links for 'Contact Information', 'Donation', 'Printer Friendly', and 'Email This Page'.

- US \$1.5 million grant
- Resource for judges, lawyers, governments and NGOs
- Increase awareness and application of laws against violence
- Improve access to justice for women

Avon Foundation United States: Global Forum for Women and Justice: Advancing Advocacy



**2-Day event in Washington, DC
March 2009**

Global Forum for Women and Justice

- International Association of Women Judges with support from Avon
- Discussed obstacles and solutions to ending violence against women

Advancing Advocacy Conference

- Presentations by international experts on efforts to end violence against women
- Attended by global Avon associates and NGO partners

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Highlights of Public-Private Partnerships

- UNIFEM - United Nations Development Fund for Women (global)
- Amnesty International (Avon Argentina)
- Sociedad Mexicana Pro Derechos de la Mujer AC (Avon Mexico)
- Refuge (Avon United Kingdom)
- Federation Nationale Solidarite Femmes (Avon France)
- Women's Rights Foundation (Avon Poland)
- Association Cerchi d'Acqua (Avon Italy)
- Alliance of Women of Slovakia (Avon Slovakia)
- Acorus (Avon Czech Republic)
- Women's Counseling Service (Avon Slovenia)
- Ukrainian Women's Fund (Avon Ukraine)
- Women for Women's Human Rights (Avon Turkey)

Public-Private Partnerships: the perfect marriage

The company or corporate foundation offers:

- Funding and fundraising
- Human and creative resources
- Ability to reach target audience

The government agency or NGO offers:

- Expertise
- Direct services
- Policy and laws

**We must work *together* to
ERADICATE DOMESTIC VIOLENCE:
*Governments, NGOs, Companies
and People***

Muchas Gracias