



WOMEN'S FUND

2015 INSTITUTO ARTE DE VIVER BEM/CASA DA MULHER

GERAÇÃO DE RENDA PARA MULHERES
EM TRATAMENTO DE CÂNCER DE MAMA



SÃO PAULO
SÃO PAULO

4
workshops
in crafts
(96 hours)

40
women
certified

**Income
generation**
for women
undergoing treatment
for breast cancer

Training and Income Generation for Women with Breast Cancer

According to the National Cancer Institute, there were 57.12 million cases of breast cancer in 2014 in Brazil. Breast cancer is the second most common cancer worldwide, accounting for 22% of all cases. The effects of the disease on a woman's life can be devastating, and can be even more so for women who live in regions with low Human Development Indicators, and who do not have access to treatments or supportive resources.

Casa da Mulher is a multidisciplinary space that offers low-income women and their families undergoing treatment in public hospitals legal support, nutritional and psychological counseling, physical therapy, and a "beauty room". As many women become unemployed or unable to work during heavy treatment, this project also creates income-generating opportunities for these women.

IMPACT

With support from **BrazilFoundation**, **Casa da Mulher** aims to provide:

- Regular activities to promote income generation;
- Courses in crafts, sewing, and patchwork;
- A course in applying makeup.



“ Supporting these women is fundamental for their recovery. Along with having a sense of empowerment, these women can generate income while undergoing treatment. ”

Valéria Baraccat, Founder of IAVB/Casa da Mulher

2015 ASSOCIAÇÃO DOS PRODUTORES DE ARTESANATO, GESTORES CULTURAIS E ARTISTAS DE ICÓ – APROARTI

*ICÓ BORDANDO SUA HISTÓRIA
COM ARTE E CULTURA*



Income Generation for 150 Women in Rural Ceará

Icó, a small city in rural Ceará, is considered a National Historic Landmark by IPHAN, and has a rich cultural, artistic and architectural history. In 2005, APROARTI, which aims to support the artisans in Icô by promoting their work and valuing the cultural history of the city. The organization encourages the productive capacity of embroiderers, and supports the sale of their handmade, high quality crafts both in rural and urban marketplaces. Among other activities, APROARTI offers courses in Rococo embroidery, a craft that is inspired by local architecture and that is exclusive to the region. The products are sold in their associated store, and in fairs both in the region and even outside Brazil.

IMPACT

With support from **BrazilFoundation**, APROARTI will:

- Expand an initiative previously funded by BrazilFoundation, reaching 150 more women in four rural districts;
- Organize four women's working groups.;
- Install and equip permanent workshops so that the project can grow and continue.

Train
150
women

4
work groups

Launch a
permanent
studio



“ With BrazilFoundation's partnership, this group has grown. Today, they are no longer just housewives; they are great artisans! ”

Vivalda Sousa, project beneficiary

2015 ASSOCIAÇÃO COLETIVO POPULAR DE SAÚDE E CULTURA DE MANDACARU (COZINHA VERDE)

*COZINHA VERDE: CULTIVANDO ORGÂNICOS
E NOVAS OPORTUNIDADES PARA MULHERES*

JOÃO PESSOA
PARAÍBA



Generating Income for Rural Workers in Paraíba

João Pessoa is the sixth most populous city in the Northeast of Brazil with around 1.2 million residents. With low levels of educational attainment, the literacy rate is poor and many people lack the most basic education, contributing to high unemployment in the region.

The **Associação Coletivo Popular de Saúde e Cultura** was created in July of 2011 following visits to understand the means of food production in the region. The project then set up its own kitchen and, in November of that year, began offering training in organic food preparation for women in the Alto do Céu region.

Now in its third run, the Cozinha Verde Project is the continuation of a successful project funded by **BrazilFoundation**, which will be extended to rural workers in the regions of Mata Norte and Brejo in Paraíba. The objective of the project is to promote healthy food, income generation and rights for low-income women, so that they can live a respected, healthy life where they are gainfully employed and free from violence.

IMPACT

With support from, **BrazilFoundation**, **Cozinha Verde** will:

- Enable 150 women to be involved in organic food production;
- Reduce the social and economic exclusion of women in the region;
- Increase income for participating women taking by 30%;
- Increase the production of highly nutritious food in the region

150
women
trained to
produce food

30%
increase
in per capita
income



“Cozinha Verde is very important in my life. I started becoming an independent woman, learning new things, and pursuing my dream of owning a business.”

Manuela Silva, project beneficiary

**2015
ASSOCIAÇÃO DE
DESENVOLVIMENTO
AGRÍCOLA E COMUNITÁRIO
LAGOA DA BOA VISTA –
ADAC**

*MULHERES CONSTRUINDO
ESPERANÇA E CIDADANIA*



**Income Generation Opportunities for Women
in Lagoa Boa Vista Through the Production of Fruit Goods**

Eighty percent of women in the farming community of Seabra live in precarious socioeconomic conditions, which are intensified by high birth rates and their inability to find employment outside the community. Located in the Chapada Diamantina region of Bahia, the community sees high rates of depression and other disorders.

Founded in the small agricultural community of **Lagoa da Boa Vista** in 2001, **ADAC** promotes financial sustainability for women through educational, cultural and community-building initiatives, having already benefited 600 families since its inception. The *Mulheres Construindo* project will help build and equip a small factory for processing natural pulp from fruit that would otherwise be discarded during the production process. The products will then be sold to generate income for the women, turning a situation of waste and hardship into one of independence.

IMPACT

With support from **BrazilFoundation**, **ADAC** will:

- Build and equip a factory to process fruit pulp;
- Provide training for women;
- Commercialize fruit pulp;
- Facilitate proper fruit disposal.

Factory
built and
equipped

Commercialize
fruit products

Income
generation
for women



“ With the support from BrazilFoundation ADAC was able to improve its operations.
We gained credibility and learned how to seek new partnerships. ”

Eurly Pinto, Organization Founder

2015

CASA DE SANTA ANA

PROJETO CUIDAR – AGÊNCIA DE CUIDADORES
www.casadesantaana.org.br



RIO DE JANEIRO
 RIO DE JANEIRO

2

training courses
 per semester

120
 people

between the
 ages of 18 and 60
 trained as caregivers
 for the elderly

Generating Jobs in the City of God

Through a Network of Caregivers for the Elderly

IBGE projects that there will be 63 million senior citizens in Brazil by 2050. According to the Ministry of Health in Brazil, approximately 3.8 million seniors today are at least somewhat dependent, and with their demand on caregivers only increasing. Recognizing this demand, Casa de Santa Ana offers courses on caregiving for the elderly with the goal of encouraging proper caregiving practices and creating jobs and income generation opportunities for youth and adults in the City of God, Rio de Janeiro.

Founded in 1991, Casa de Santa Ana aims to improve the health and quality of life for the elderly, preventing their social isolation and possible institutionalization. The Casa achieves this by strengthening community, family, and generational ties.

IMPACT

With support from **BrazilFoundation**, the project will:

- Insert youth and adults with low educational attainment into the formal labor market;
- Address the deficit of trained, professional caregivers for the elderly;
- Ensure a higher quality of life for the elderly and a peace of mind for their family members.



“ Taking into account the lack of training resources in the community and our first-hand experiences with the elderly, we see the need to provide training for elderly caregiving. ”

Maria de Lourdes Braz Vieira, Executive Coordinator, Projeto Cuidar

2015 CENTRO COMUNITÁRIO SOCIOCULTURAL DE BARRA DOS COQUEIROS

NOVOS CAMINHOS

BARRA DOS COQUEIROS
SERGIPE



Leadership, Social Transformation and Income Generation for Women

The municipality of Barra dos Coqueiros has 27,000 residents and is located 3 km from Aracaju, the capital of Sergipe. After a bridge was constructed connecting the two cities, both the population and investments grew exponentially, bringing new opportunities. Despite this, many women there have no professional training or job opportunities, and are dependent on their husbands. The city also has a high rate of domestic violence.

The **Barra dos Coqueiros Community Center** was created 30 years ago by a group of women who had increased their productivity, and are now a model organization in the city. The women offer educational courses and technical and professional training, have groups for artistic and folkloric activities, and maintain a community radio station.

IMPACT

With support from **BrazilFoundation**, the project will:

- Acquire machinery for food production;
- Train 100 women aged 18-40;
- Expand and diversify the production training techniques;
- Place women in the workplace and increase their income.

100
women
trained

Job and
income
generation

Improve the
quality of life



“ We helped to improve the lives of women who were hopeless and economically and emotionally dependent. We promoted deep social and economic change, improving their quality of life. ”

Lanua Ribeiro, Center Director

2015 MULHER EM CONSTRUÇÃO

CIMENTO E BATOM
– CAPACITAÇÃO DE INSTRUTORAS



PORTO ALEGRE

RIO GRANDE DO SUL

Professional Training and Job Access for Women in the Construction Field

The state of Rio Grande do Sul has experienced accelerated development in recent years, resulting in increased job opportunities in the construction industry - an area traditionally dominated by men. According to IBGE, only 2.79% of the sector's workforce is female.

Construction companies, contractors and businesses are currently interested in expanding female participation in construction work for the distinctive skills that they can bring to the job, such as their acute attention to detail and risk aversion. Since 2008, Mulher em Construção has trained more than 3,800 women as masons, painters, electricians and hydraulic technicians.

IMPACT

With support from **BrazilFoundation**, **Mulher em Construção** will:

- Empower women to paint and carry out hydraulic and electrical repairs, among others;
- Increase job opportunities for women in the construction industry;
- Provide women personal and economic independence to carry out home repairs;
- Train former students as teachers for the Cimento e Batom project.

100

women
benefited

116

hours
of workshops

12

former students
trained as instructors



“ Achieving equal opportunities is affirmative action. The training and inclusion of women in the labor market strengthens the whole family. ”

Bia Kern, President, Mulher em Construção

2015

ASSOCIAÇÃO RENASCER – INSTITUTO FEMININO DE AUTONOMIA

HOJE MENINA, AMANHÃ MULHER
www.assorem.org.br



Training leaders

Youth and
women dropouts
**returning
to school**

Preventing
discrimination
and violence
against women

Combating Violence and Discrimination Against Women in Ferroviário, Salvador

Founded in 1998, the organization aims to promote autonomy of and the personal, social, political and economic development of black women and resident communities in the outskirts of Salvador. The goal is to improve the quality of life and financial independence of these women and promote equal rights.

The Ferroviário suburb of Salvador comprises 22 low-income neighborhoods where families earn on average only minimum wage. There is only one medical facility to attend to all 500,000 residents in this region. Women are the head of households in these neighborhoods, and are subjected to various types of violence, many related to the cultural inequalities regarding gender and race.

Partnered with public schools, the Hoje menina, amanhã mulher project offers girls, adolescents and youth guidance and psychological counseling to prevent the discrimination and violence against women. Founded in 1998, the association supports personal growth and independence in black women as well as their political and economic empowerment in the low-income communities of Salvador.

IMPACT

With support from **BrazilFoundation**, the project will:

- Support personal growth in girls, youth and women;
- Combating gender discrimination and all forms of violence against women;
- Support efforts that prevent STDs and unwanted pregnancies;
- Expand social and political participation;
- Assist youth and women dropouts to return to school;
- Train leaders to become civically involved in public policy accountability.



“ The main goal of this project is to give girls opportunities to grow so that they can understand the social reality and problems of where they live. ”

Renascer Mulher Team

2015 INSTITUTO BRASILEIRO DE ESTUDOS E APOIO COMUNITÁRIO – IBEAC

SEMENTEIRAS DE DIREITOS
www.ibeac.org.br



SÃO PAULO
SÃO PAULO

50
women
and their children
directly benefited

3,169
residents
participating
in workshops

10,240
participating
residents

Training Women as Leaders to Combat Domestic Violence Against Children in Parelheiros

In Parelheiros, women are the ones who suffer most from violence and rights violations. The Parelheiros region is afflicted by high rates of teen pregnancy, leading many youths to abandon or postpone their studies. Unfortunately these young mothers take out related frustrations on their children. A survey conducted by PUC-RS reveals that mothers are the ones who most hit children, with children three years of age the majority of victims.

IBEAC works with these women to reduce domestic violence and sensitize them about the negative effects of abuse on their children. The Sementeiras de Direitos project will create a support group for at-risk women and pregnant or young mothers where they will have the opportunity to participate in workshops.

IMPACT

With support from **BrazilFoundation**, **IBEAC** will:

- Hold workshops for pregnant women, young mothers and others on self-esteem and family ties;
- Offer classes on women's and children's rights, gender relations, and diversity rights to local residents;
- Create a group of women called Sementeiras ("Harvesters") with resources for the community.



“ *Sementeiras de Direitos* involves women coming together to discuss caretaking and responsibilities of the mother-child relationship. ”

Isabel Aparecida dos Santos Mayer, IBEAC Coordinator

2015

MOVIMENTO DE MULHERES DE SÃO GONÇALO

NÚCLEO ESPECIAL DE ATENDIMENTO
À CRIANÇA E AO ADOLESCENTE VÍTIMA DE
VIOLÊNCIA DOMÉSTICA E SEXUAL
www.movimentomulheressg.com.br



SÃO GONÇALO
RIO DE JANEIRO

Care for Victims of Domestic and Sexual Violence

With more than one million residents, São Gonçalo is now the second most populous city in the state of Rio de Janeiro. As is common in large cities, there are problems with violence, access to sanitation, and urban mobility.

The **Movimento** has worked for 25 years to guarantee women's rights, focusing on sexual and reproductive rights and the prevention of STDs, as well as combating all forms of violence in the region and in other municipalities. Headquartered in São Gonçalo, the organization has 5 branches in Niterói, Mage, Araruama, and Marica, in Rio de Janeiro.

IMPACT

With support from the **BrazilFoundation Women's Fund**, the project will:

- Ensure access to care services for 50 victims of violence;
- Expand activities focused on prevention and early detection of violence;
- Hire professionals for workshops and lectures in schools and for producing informational materials.

Support for
50
victims
of sexual violence

Workshops
in schools

Informational materials
on violence prevention



“ Everyone needs to be aware of their rights and understand that this is not just a women's issue, but a societal issue. ”

Regina Célia, Desk and Integration Policies for women of São Gonçalo

2015

NAMI REDE FEMINISTA DE ARTE URBANA

GRAFITI PELO FIM DA VIOLÊNCIA DOMÉSTICA
www.redenami.com



SÃO PAULO
RIO DE JANEIRO

Graffiti Art as an Advocacy Tool to Prevent Violence Against Women

The **NAMI** network works to overcome gender inequalities and domestic violence, fighting for women's rights so that they can be economically independent and have control over their personal lives. NAMI has received rewards for its work from the Vital Voices Global Leadership Awards and Washington DC and DVF Awards, New York.

NAMI encourages discussions on gender issues and promotes the Maria da Penha Law in sports through a football group and through a network of urban art that involves adolescents and youth. NAMI also holds workshops throughout Brazil, using graffiti art as an advocacy tool and offering classes in graffiti for women, creating space for female participation in a male-dominated field.

IMPACT

With support from **BrazilFoundation**, the project will:

- Hold graffiti workshops with discussions on gender, domestic violence and the Maria da Penha law;
- Involve 180 young people in workshops;
- Create a public art display that demonstrates the lessons from workshops.

Directly benefit
180
young people

Graffiti to
promote
women's rights



“ I created NAMI because I didn't want other women victims of violence to delay taking action. I am now an informed, woman activist. ”

Panmela Castro, Founder and President of Rede NAMI

2015

N'ZINGA – COLETIVO DE MULHERES NEGRAS

EDUCOMUNICAÇÃO: JOVENS NEGRAS EM SITUAÇÃO DE VULNERABILIDADE CONSTRUINDO NOVAS FERRAMENTAS DE COMUNICAÇÃO E ATUAÇÃO NA WEB



BELO HORIZONTE
MINAS GERAIS

Economic, Social and Political Empowerment for Black Youth in Belo Horizonte

According to Brazil's Ministry of Health Mortality Information System, there were 52,260 homicides in Brazil in 2010. Young people between 15 and 29 in Brazil account for 53% of all homicide victims, with 70% of them being black. In ten years, the difference between the number of deaths by homicide among young blacks and non-blacks nearly tripled.

The public's indifference and trivialization surrounding violence against youth is the principal concern of N'Zinga, a feminist organization that has been fighting against racial and gender discrimination for 30 years. Their project develops education programs and workshops in communications to empower women to combat racism and violence.

IMPACT

With support from **BrazilFoundation** in 2015, **N'Zinga** will:

- Train 20 peer educators to work in 20 social movement organizations in Belo Horizonte;
- Promote the economic, social, and political empowerment of young women;
- Train black leaders in communications;
- Encourage women to reflect on the role of media in creating imaginary prejudice.

20
young
black women
trained

20
social movement
organizations
reached

160
families
benefited in
Belo Horizonte



“ Free information enables voices that would otherwise be silenced by traditional communication to be heard and make a social impact. ”

Benilda Regina Paiva de Brito, Coordinator for N'Zinga

2015 REDE ASTA

DESIGN FEITO À MÃO
www.redeasta.com.br



RIO DE JANEIRO
RIO DE JANEIRO

Support and Market Access for 6 Artisan Women Cooperatives in Rio de Janeiro

Women in Brazil still face inequality and exclusion from the job market. Today, women represent a significant part of the social economy in Brazil, which comprises more than 33,000 businesses throughout the country, according to the Secretaria Nacional de Economia Solidária (National Board of the Social Economy). However, small-scale artisans face great challenges to the quality and commercialization of their products, hindering their entrepreneurial efforts.

Rede Asta is a social enterprise that supports 52 environmentally-conscious artisan groups in Brazil, benefitting 700 low-income women. The organization provides these groups training in product refinement and grants them market access by selling their products under its brand “Asta”, available at showrooms and online.

IMPACT

With support from **BrazilFoundation**, **Rede Asta** will:

- Product development for 6 women’s artisan cooperatives;
- Local support and guidance for the cooperatives;
- Workshops on market value;
- Design consultation for additional groups benefitted by Rede Asta

6
artisan
cooperatives
supported

40
women and
their families
benefited

120
people
directly
benefited



“ The product is a major factor in determining success. If the product is of poor quality and unsuitable for the market, the possibility for failure can be very high. ”

Alice Freitas, Founder of Rede Asta

2014

ASSOCIAÇÃO COMUNITÁRIA DOS MORADORES DE MANDASSAIA II

MULHERES RURAIS ATUANDO NO DESENVOLVIMENTO SUSTENTÁVEL E GERAÇÃO DE TRABALHO E RENDA

RIACHÃO DO JACUIPE

BAHIA



Center for income generation for rural women

The community of Mandassaia, with only 78 households and 180 inhabitants, only has a market and a bar in the center of town, and there are few opportunities for work in the area. The region suffers from long drought spells that cause inhabitants to migrate to nearby cities in search of a better life. The Association was founded in 1997 to propose alternative solutions for the sustainable development of the community.

The Association will acquire new equipment and build a headquarters for women who produce sweets, cakes and cookies, so that they can become more productive, generating opportunities for women, and offering incentives for youth to remain in the community.

IMPACT

With support from **BrazilFoundation** the organization plans to:

- Increase household income and productivity by marketing products in neighboring communities;
- Extend the production model to include more families;
- Facilitate the creation of associations.

Valuing the
work of local women
and youth

Extend the
production model
to include more families

Encouraging
local entrepreneurship
and associations



“ We are only representatives. We are a bridge linking the community to the public policies to which they are entitled. That is not a privilege, but a right. ”

Tainá de Lima Matos, project manager

2014

MMNEPA - MOVIMENTO DE MULHERES DO NORDESTE PARAENSE

FORTALECIMENTO DE INICIATIVAS DE
MULHERES EMPREENDEDORAS: CONSTRUINDO
E DISSEMINANDO SABERES EM AGROECOLOGIA
www.mmnepablog.blogspot.com.br

CAPANEMA

PARÁ



Income generation for rural women through the sustainable production of food

Created in 1993 in Pará, **MMNEPA** encourages and promotes the participation of women in the social and political life of the region, especially in the struggle to improve the quality of life and work in rural communities. The organization promotes sustainable development throughout the state by enhancing the capacity of women to contribute to agricultural production of the region, as well as the commercialization of food products.

IMPACT

With **BrazilFoundation's** support, MMNEPA will:

- Train 100 families in beekeeping and farming;
- Strengthen the administration of the organization by offering training in collaboration and entrepreneurship;
- Hold two modules with trained professionals from partner organizations and specialists;
- Provide support for families participating in local fairs.

Train
100

women
in beekeeping
and farming

Scale production
and distribution of
products to markets,
guaranteeing a higher
generation of income

Strengthen
family farming



“ Before participating in the activities of MMNEPA, I was even afraid to speak. Today I am responsible for supporting my family. My life changed completely. ”

Nizete, project beneficiary

2014 AMINA - ASSOC. DE MULHERES INDEPENDENTES NA ATIVA

AS MARRUÁS PANTANEIRAS
E SEUS DOCES CASEIROS



Income generation for women victims of domestic violence in the Pantanal region

The **Associação de Mulheres Independentes na Ativa (AMINA)** was created to promote the social, economic, and cultural development of individuals and families ordinarily excluded from society and who live in a condition of vulnerability and risk (principally women who have suffered from domestic violence) in the neighborhoods and villages of Anastácio, MS.

AMINA works to restore the self-esteem of women who have suffered domestic violence but have escaped the situation and must now provide for themselves. These women have often received little formal education. AMINA offers training courses in cooking, sewing, information & technology and baking.

IMPACT

With support from **BrazilFoundation**, the project will:

- Create income-generating opportunities through the baking of homemade sweets that will improve the family budgets of 20 women who were victims of domestic violence;
- Renovate the organization's kitchen for it to pass health inspections;
- Teach nutrition courses to 200 women from the low income communities;
- Produce packages for the commercialization of the sweets and baked goods.

Train
200
women
in nutrition

Renovate the
organization's
kitchen

Produce packages
to sell sweets
and baked goods



“ When I first came to AMINA, I suffered from depression because I had been a victim of domestic violence. AMINA changed my life. Today I am happy, I teach and I can support myself. ”

Maria José, AMINA associate

2014

ASPROBROAS – ASSOCIAÇÃO DE MULHERES PRODUTORAS DE BROAS E OUTROS PRODUTOS ALIMENTÍCIOS DA AGRICULTURA FAMILIAR DE TABOQUINHA E LAGOA DO MATO

MELHORIA DA RENDA FAMILIAR ATRAVÉS DA CRIAÇÃO DE GALINHA CAPIRA



15

women
generating income

Building the
structure for
poultry farming

Improving the
quality of life
for 15 rural families

Income diversification for family farms in Alagoas

ASPROBROAS was started in 2010 to promote social actions that lead to income generation and strengthening of sustainable family farming in Arapiraca, Alagoas. ASPROBROAS provides professional training for women to form productive networks, which helps to empower these women and essentially improve the overall quality of life in the region. The project plans to create a new course in the “creation of associations” and free range chicken farming for 15 women between the ages of 25 and 50.

IMPACT

With support from **BrazilFoundation**, ASPROBROAS will:

- Offer a new course in the “formation of associations” and free range chicken farming for 15 women farmers between the ages of 25 and 50;
- Build the structure for poultry farming;
- Improve the quality of life for the women assisted by the organization;
- Encourage the diversification of production and the increase of family income.



“ Our association will be strengthened by another productive activity, and we will be protagonists in these improvements for our families and communities. ”

Maria Aparecida da Conceição, member of ASPROBROAS

2014

THEMIS - ASSESSORIA JURÍDICA E ESTUDOS DE GÊNERO

DEFENSORAS LEGAIS POPULARES:
UMA NOVA FIGURA NO ACESSO
À JUSTIÇA NO RS
<http://www.themis.org.br/>



PORTO ALEGRE

RIO GRANDE DO SUL

Popular legal defenders assisting women victims of domestic violence

Discrimination and violence affect thousands of women in Brazil. According to the Ministry of Health, 30,000 women have been killed over the last decade because of domestic violence, which translates to one murder every two hours.

THEMIS developed a methodology to train leaders and offer legal assistance to women. The organization has offered this service since 1993, when a group of lawyers and social scientists decided to actively combat the discrimination experienced by women at police stations and vis-à-vis the legal system. This impetus led to the formation of the Popular Legal Defenders (Defensoras Legais Populares), which collaborates with the public defender's office as an intermediary among the legal system, the communities and women who fall victim to domestic abuse.

IMPACT

With support from **BrazilFoundation**, THEMIS will:

- Create new methods that mobilize the community to address violence;
- Improve access to the legal system and enhance accountability practices conducted by civil society through the collaborative work of the Popular Legal Defenders, THEMIS and Public Defender's Office in Rio Grande do Sul.

Mobilize the
community to
address violence

Assist
400
women

who are victims of domestic violence
over the next 12 months

Improve protection of
**civil rights and
access to justice**
for women



“ In these 20 years, THEMIS has developed diverse programs and awareness campaigns to combat violence, and it has collaborated to rebuild the lives of hundreds of women. ”

Beatriz Vasconcellos, project leader

2014

COOPA-ROCA - COOPERATIVA DE TRABALHO ARTESANAL E DE COSTURA DA ROCINHA

FORTALECIMENTO DA ESTRATÉGIA DE NEGÓCIO SOCIAL DA COOPA-ROCA

www.coopa-roca.org.br



RIO DE JANEIRO

RIO DE JANEIRO

Income generation and opportunity for women

COOPA-ROCA was created in the early 80s with the task of generating opportunities for women in the community of Rocinha, the largest favela in Latin America. The cooperative is designed to allow the women to increase their household income without having to leave home and be away from their children and household responsibilities.

Throughout its 30 years, the organization had to adapt and is currently reinventing their business model. **COOPA-ROCA** has stood out in the social enterprise market for its vision, market strategy, design and products of high quality.

IMPACT

With support from **BrazilFoundation**, the project will:

- Provide training for technical improvement to 40 artisans through 32 workshops;
- Design a new business model that permits greater productivity and sales;
- Train and integrate 60 new artisans in the cooperative, aged 22-65 and with low levels of education;
- Include more women in the fashion market to help them increase their income;
- Strategize by incorporating e-commerce capabilities in the network.

Integrate
60
women
into the cooperative
of artisans

Increase
household income
through a new
business model



“ **COOPA-ROCA is an asset to the community. This support is very important so that we can continue to grow.** ”

Maria Áurea, president of COOPA-ROCA