
THE KERING FOUNDATION
SOCIAL ENTREPRENEUR
COMMUNITY FOR WOMEN
TO LIVE SAFER

KERING
FOUNDATION



THE KERING FOUNDATION LAUNCHES ITS SOCIAL ENTREPRENEURS COMMUNITY

Since 2008, when the Kering Group first established its Foundation to combat violence against women, supporting innovative social entrepreneurs has been a central focus of our Foundation's actions.

In this unprecedented coronavirus pandemic of 2020, the UN reported a “horrifying global surge of domestic violence” with the number of women calling helplines as much as doubling in certain countries, while support services found themselves under-resourced, understaffed and overwhelmed.¹

Today, as the UN calls for the prevention of violence against women to be part of national recovery plans for COVID-19, the Kering Foundation continues to partner with social entrepreneurs addressing violence in order to make sustained improvements to women's lives.

This June, the Kering Foundation launches its global community of social entrepreneurs, in partnership with Empow'Her, a specialist in women-led entrepreneurship.

Every social entrepreneur the Kering Foundation has partnered with since 2008 is invited to join the community. The ambition is to create a thriving ecosystem of support and synergies in order to scale up alternative innovative models that help people live safer.

¹ Source: UN: <https://www.un.org/en/un-coronavirus-communications-team/make-prevention-and-redress-violence-against-women-key-part>

“It is a huge honor to join the Kering Foundation community. Awarding myself and Glitch this fellowship and support is a strong statement that gendered online abuse and violence aimed at women and girls can no longer go unaddressed. I will forever cherish the support both in terms of encouragement and professionalising our charity to be resilient in turbulent times and sustainable so we can best serve our mission to end online abuse.”

Seyi Akiwowo, Founder and Executive Director of Glitch,
which champions digital citizenship and combats online abuse.

“The Kering Foundation’s support allows us to launch our first pilot stage in Ile-de-France, and therefore to measure initial impact, the app’s effectiveness and the project’s sustainability. In the longer term, we hope that this support and collaboration will also be possible in other countries where the Kering Foundation is established and which could be areas of experimentation and implantation for HeHop.”

Sandy Beky, Founder of HeHop,
the free app capturing legally valid evidence of violence using blockchain.

“Joining the Kering Foundation Community means being able to acquire better tools to impact many more women. It means forming alliances with other sectors, people and organizations around the world and thus to learn, create and strengthen hand-in-hand with those people who are also contributing to driving change.”

Rosalía Trujano Ortega, Founder of Las Panas,
combating violence through breadmaking.

IT TAKES A COMMUNITY FOR LOCAL SOLUTIONS TO GO INTERNATIONAL

Upon joining the Social Entrepreneurs Community, the Kering Foundation and Empow'Her identify the most relevant incubation and support programs for each entrepreneur. From artisanal breadmaking in impoverished communities to leveraging blockchain technology to store legally valid proof of violence anywhere – this global community of innovators and experts will share ways to expand alternative economic models and solutions across sectors and across countries for greater impact.

FOR LIFE-CHANGING EXCHANGES

To achieve sustained change, this community will serve to strengthen the viability of each social enterprise on their journey to equate economic performance with social goals. The community's ambition is to nurture an ecosystem of connections and to mobilize further backers, to ultimately help more survivors.

ON JOINING THE SOCIAL ENTREPRENEURS COMMUNITY, EACH NEW MEMBER

- Benefits from the Kering Foundation's financial grant
- Receives start-up incubation with partners, guided by Empow'Her
- Gains access to the KF network: a pool of experts, innovators and funders across sectors and competences, built over 12 years of supporting social enterprise combating violence
- Receives multi-year mentorship from Kering Group employees
- Participates in yearly workshops to network and innovate together with the social entrepreneurs in the community

MEET THE THREE
NEW SOCIAL ENTREPRENEURS
JOINING THE COMMUNITY
IN 2020



SANDY BEKY

HEHOP: HELP FOR HOPE
www.hehop.org

CAPTURING TAMPER-PROOF EVIDENCE VIA AN APP

Restoring hope for survivors by enabling them to provide legal and tamper-free evidence of violence, the free HeHop app launches in France this June.

When Sandy Beky, an independent entrepreneur in leadership practices, learned about the double trauma of survivors' judicial journey, when there is often no legally viable evidence of violence, she wondered how our phones and other devices already documenting our daily lives, could legally prove abuse. Yet without being detected by an abuser. She found the solution in blockchain technology, described by mathematician Jean-Paul Delahaye as *"a very large notebook that everyone can read freely, for free, on which everyone can write, but which is impossible to erase and indestructible."*

Through her group of Twitter influencers, the Collectif des #612, Sandy connected with blockchain expert Marc Couloigner who confirmed that blockchain could guarantee a seal of authenticity. When a survivor records any audio, video or photo of violent acts, each saved file is geolocated, time-stamped, transferred from the app to the blockchain and stored on an encrypted server (authorized to store sensitive and highly confidential data) to guarantee authenticity and ultimately be used as evidence in court.

"Our primary concern is to enable victims to capture undisputable evidence that will get their abusers behind bars. We don't want victims to produce evidence and be faced with a defense line that will present that evidence as tampered or fabricated. To avoid that it is important that the files they capture automatically leave their devices, are sealed on blockchain and secured in a digital safe without any human intervention. If the files are no longer in the HeHop app an abuser who gets hold of the phone can't see them and destroy them. Only the police will have access to this secured evidence with a digital key generated by the app, when the victim decides to press charges."

Sandy Beky, Founder of HeHop



ROSALÍA TRUJANO ORTEGA

LAS PANAS (the women breadmakers)
www.facebook.com/laspanas.mex

LEARNING BREADMAKING TO EMPOWER AGAINST VIOLENCE

Las Panas is a social bakery space, where women living in one of the most violent parts of Mexico City with limited resources meet for training in breadmaking and support to escape violence.

Las Panas was born from the need to address the violence that women in Mexico experience every day. As a researcher and psychologist with 11 years experience in youth programs and gender-based violence, Rosalía Trujano Ortega sought to address the three main issues facing lower income women in Mexico City: lack of training spaces, unemployment and gender-based violence. The response was to create a safe physical space in Cuauhtémoc, one of the most dangerous neighborhoods for women. Inspired by Trujano's experience making bread in circles with friends, at Las Panas, women learn how to bake artisanal bread, mastering different techniques while learning tools to deal with gender-based violence through listening, reflection, support and empowerment; all around the heat and the dough.

70 low-income women living in the central zone of Mexico City have benefited from the three-month long workshops provided for free, thanks to participation by 50 women on a higher socioeconomic level who pay for a session in order to support another. The ambition is to extend to other parts of Mexico, open the bakery to the public to sell bread in order to generate revenue and increase impact by collaborating with institutions: Las Panas runs workshops to raise awareness of gender violence among companies such as Veolia.

“The workshop consists of sessions where different recipes are elaborated. We share kneading and modelling techniques, and around the heat of the oven we create a safe and comfortable place to identify, talk, and offer tools to face situations of gender-based violence through listening, reflection, support and empowerment.”

Rosalía Trujano Ortega, Founder of Las Panas



“I would like to see Glitch inspired organizations and Glitch inspired campaigners around the world championing digital citizenship equipped and empowered to lobby their government and technology platforms to make positive change and interventions. A global movement is key to change. The internet is international and the online experiences of people in all countries must be championed. I hope Glitch can inspire a movement for global change and younger leaders take the Glitch model further than I can imagine.”

Seyi Akiwowo, Founder and Executive Director of Glitch

SEYI AKIWOWO

GLITCH
www.fixtheglitch.org

FOR “DIGITAL CITIZENSHIP” AGAINST ONLINE ABUSE

Aiming to set a global standard for “Digital Citizenship,” built on the understanding that our online community is as real as our offline one, Glitch takes an intersectional approach to end online abuse through training, campaigns and policy reforms.

“Betrayed” is the word Seyi Akiwowo uses to describe the silence with which tech companies met the vicious online attacks she was subjected to as a young black woman in politics. Glitch is her response – a leading UK organization dedicated to fighting online abuse so that no woman has to go through her experience, and can be safe online.

Working against the weaponization of online spaces and society’s existing inequalities being replicated online, Glitch champions everyone’s right to use social media without discrimination, abuse or violence. Seyi Akiwowo and her team have developed a range of resources such as the [Fix The Glitch Toolkit](#), delivered training on Digital Citizenship education for all and Digital Self Care and Self Defence Training for women and girls across four continents.

Beyond its digital citizenship education, Glitch campaigns for appropriate regulation of social media firms, policy and legal reforms to encourage reporting and prosecution of online abuse. Akiwowo’s ambition for Glitch is to deliver training to 1 million people worldwide, from young students to adults and parents, creating a movement of people lobbying for change from both government and tech, rather than censoring or withdrawing from the online space.

In 2019, 93% of participants completed Glitch workshops feeling safer to express themselves online and 85% reported improved confidence using social media. 96% learned how to respond to online abuse for themselves and others. 100% of participants reported gaining skills to be safer and resilient online compared to just 18% before the training.

THE KERING FOUNDATION

Worldwide, 1 in 3 women is or will be a victim of violence during her lifetime. Since 2008, the Kering Foundation combats this violence that affects all cultures and all social classes. To maximize its impact, the Foundation works hand in hand with a limited number of local partners in the three main regions where the Group operates: the American continent, Western Europe and Asia.

The Foundation supports local survivor-centered organizations that provide comprehensive services to women, and, since 2018, has begun working with younger generations, particularly young men and boys, to combat violence against women through prevention programs.

The Foundation also seeks to change behaviors within Kering and in society in general. It offers training sessions on domestic violence for Kering employees and created, in 2018, alongside the FACE Foundation, “One in Three Women”, the first European network of companies engaged against gender-based violence. The Foundation also organizes international awareness campaigns, all the while involving Kering’s 35,000 employees worldwide.

EMPOW’HER

Empow’Her is an international network of social ventures that works towards women’s empowerment. Convinced that entrepreneurship is a powerful lever for emancipation, Empow’Her deploys support and training programs so women entrepreneurs can both acquire the necessary skills to develop sustainable businesses and build their self-confidence and decision-making abilities. To date, Empow’Her has supported over 5,000 women worldwide, conducted projects in +11 countries, and is employing 35 people in 3 different countries.

Discover the Social Entrepreneurs Community
www.keringfoundation.org

@KeringForWomen

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