
THE 2018
KERING
FOUNDATION
AWARDS

KERING
FOUNDATION



SUMMARY

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THE 2018 KERING FOUNDATION AWARDS: A DECADE COMBATING VIOLENCE AGAINST WOMEN

For 10 years the Kering Foundation, launched by François-Henri Pinault, has been combating violence against women. 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.

The biennial Kering Foundation Awards, created in 2008, support and recognize social entrepreneurs and their innovative ideas to put an end to violence against women. These Awards, alongside partnerships with local NGOs and awareness-raising, are a fundamental part of three pillars of the Kering Foundation's mission to end the violence that impacts 1 in 3 women worldwide.

In 2018, the power of #MeToo and its sister movements, surging across borders, across social classes, across industries, is creating a new climate where this awareness is growing in an ever-more receptive world. Where the silence about the violence is being broken. Where a woman's right to live equally to a man is being claimed on a global scale.

Today, the Kering Foundation reinforces its support for social entrepreneurship – defined by the reconciliation of economic performance with socially responsible goals. By enabling social entrepreneurs to strengthen their business models, the Kering Foundation's backing contributes to achieving sustainable change.

For this 2018 edition, the Foundation awards seven social entrepreneurs from three continents, up from three winners in previous editions. For the first time, in addition to a financial grant ranging from €5,000 to €10,000 and two years of mentorship under the guidance of Kering experts, each winner benefits from a six-month incubation program with a social innovation expert. This new start-up collaboration is designed to focus each organization's needs, in order to maximize impact on the lives of the women and men they support.

Be it made in Italy fashion or French floristry as a gateway to employment for refugee women; start-ups leveraging technology to escape abuse in China or the U.K. and to reduce the trauma of sexual assault reporting on US campuses, needs-driven solutions are at the heart of each project. And for the first time, an innovative program working with men on healthy masculinity will be recognized.

THE SELECTION PROCESS: 3 CONTINENTS, 3 SOCIAL INNOVATIONS EXPERTS AND 4 JURIES

In order to select and support entrepreneurial projects with the potential to serve the greatest social purpose, the Kering Foundation partners with local specialists in each region for both the pre-selection and the social incubation stages.

EUROPE AND THE AMERICAS

MakeSense: This year, the Foundation partners with MakeSense, the international people-powered organization dedicated to solving social issues and supporting social entrepreneurs. MakeSense shortlisted candidates from across Europe and the Americas, and is the social incubator partner for Foundation Award winners in Europe.

CHINA

China Alliance of Social Value Investment (CASVI): The first licensed non-profit organization specializing in social value promotion in China pre-selected candidates and Falcon Accelerator is the social incubation partner for the Foundation Award winner.

HONG KONG

The Good Lab: For shortlisting candidates and social incubation support for the Hong Kong Award winner, the Foundation partners with The Good Lab, part of the Unlimited incubator network, which provides courses and collaboration opportunities for innovative people and their ideas.

To identify new social entrepreneurs who would benefit most from the Kering Foundation Awards, four regional juries gathered to deliberate on the shortlist of candidates, from a total of 180 applicants worldwide.

The four juries were made up of diverse and complementary profiles with expertise in different fields: Foundation award winners of previous editions, specialists in combating violence against women, pioneers in social entrepreneurship, representatives of both the Kering Foundation and each of the Foundation's social incubation partners, as well as Kering employees.

THE KERING FOUNDATION COMMUNITY: BUILDING MENTORSHIP INTO LONG-TERM RELATIONSHIPS

Recipients of the Kering Foundation financial grant also benefit from at least two years of mentoring support from Kering employees, with the potential to extend partnerships and build lasting business relationships.

“Supporting women survivors of violence is a long process - having patience and looking holistically at people's lives. Not just feeding them or providing shelter but seeing what their needs are and trying to support those needs... You have to look at the whole picture.”

Jenny McGee, founder Starfish, Beijing

In 2017, the Foundation renewed its mentoring and financial support for the Starfish Project, whose founder, Jenny McGee, was a 2015 Kering Foundation Award winner and a 2018 jury member for China. Starfish provides life-changing opportunities for exploited women in Beijing, from vocational training to healthcare, shelter and counseling. The Kering Foundation continues its mentorship to help Starfish develop this qualitative, 360-degree approach, which has benefited more than 100 women since the project launched in 2006.

“Kering Foundation's strong and sustained support has motivated others to become involved by our side.”

Sakina M'Sa, founder Front de Mode and Atelier Trevo, Paris

Sakina M'Sa, recipient of the 2010 Kering Foundation Award first launched her dressmaking workshop, Atelier Trevo, in the Goutte-d'Or area of Paris, to promote women's access to employment back in 2009. Following a series of collaborations with Group brands, plus expert mentorship under Balenciaga and Yves Saint Laurent, the designer has expanded into retail. Front de Mode, her haut-Marais boutique-workshop unites the creativity and social purpose of 50 sustainable brands for the Paris public.

THE 2018 KERING FOUNDATION AWARD WINNERS

Discover the change-makers whose innovations turn lives around for good.

SELECTED FOR THEIR SOCIAL IMPACT

Each of the seven winners presents a social model that can generate positive and significant impacts in combating violence against women.

SELECTED FOR THEIR COMMITMENT

Each entrepreneur demonstrates qualities essential to their project's success: experience, drive, ethics, ability to mobilize, and a high level of involvement in the project.

SELECTED FOR THEIR FEASIBILITY

Each winner runs a project with a clear vision and action plan, adapted legal status and governance, with both a team and partners of quality.

SELECTED FOR THEIR ECONOMIC SUSTAINABILITY

Each is moving towards a viable economic model that can be financed by generating income.

The 2018 Kering Foundation Award winners.



LI YING

BEIJING YUANZHONG GENDER DEVELOPMENT CENTER, Beijing, China

ENABLING 1,000 WOMEN A YEAR ACROSS CHINA TO ACCESS ON AND OFFLINE TRAINING TO BE FREE OF DOMESTIC VIOLENCE

In 2012, domestic violence occurred in one third of the 320 million Chinese families polled and 90% of these victims were women¹. A leading women's protection lawyer, who has represented more than 100 clients in domestic violence cases, and was a powerful advocate for the country's 2016 Anti-Domestic Violence Law, Li Ying is founder and director of Yuanzhong, one of China's foremost support centers for survivors. Yuanzhong is launching on and offline training in order to reach 1,000 women per year across China. By sharing this training online, Yuanzhong makes vital information accessible to a greater number of women survivors of domestic violence, who often find themselves without the necessary support services. The courses will connect women to the knowledge they need to rebuild their lives - from defining domestic violence to identifying relevant legal and social aid; to healing psychological trauma and establishing support networks.

“There are three sources to my motivation: first, a large number of potential victims in China has made me realize that domestic violence is common in this country and must be addressed. Second, by consulting and dealing with lawsuits, I've seen the irreparable harm caused by domestic violence to both families and victims. Last but not least, a two-year pilot project I ran with a similar approach proved to make a true impact on the lives of victims. These three points, coupled with the potential of the training we are developing, motivate me to move forward.”

“I have extraordinary enthusiasm and persistence. This power comes from my belief in laws, as well as the strong connection and compassion I feel toward women and children victims of violence.”

Li Ying, founder of Yuanzhong

¹ All China Women's Federation, 2012



“When I reported the incident to campus security, suddenly I was being questioned and doubted and asked for proof, and that process was more traumatic than the assault itself.”

Jessica Ladd, founder of Callisto

JESSICA LADD

CALLISTO, U.S.

www.projectcallisto.org

REVOLUTIONIZING SEXUAL ASSAULT REPORTING ON CAMPUS AND BEYOND

“Callisto is the type of website I wish had been there when I needed it. A place for people like me to share what happened to us, to feel less alone, to get the information we need, to support each other, and create change so nothing like this happens to anyone else.”

An estimated 90% of sexual assaults on college campuses in the United States are committed by repeat perpetrators. Less than 10% of the one in five women who are sexually assaulted ultimately report it². Jess Ladd, the founder of Callisto and an infectious disease epidemiologist by training, did the math: 59% of sexual assault cases could be prevented just by identifying repeat offenders.

Ladd describes Callisto as “the online reporting system that sexual assault survivors want.” Callisto’s mission is to create one website for survivors of sexual assault or coercion that can detect any serial sexual predator in the United States. Callisto aims to create a reporting process that prioritizes survivors’ needs, rebuilds their sense of agency, and empowers survivors to understand their range of options.

Callisto is changing the equation with their unprecedented matching system. Users who experience sexual assault can choose to: report the incident electronically, hold a private record of their incident for later reporting, or enter into the matching system to be reported to authorities if another survivor names the same assailant. With the ability to record their assailant’s information, survivors are protecting their communities while simultaneously extending their options for action by giving them the added confidence and credibility to report the incident.

Currently available on 13 college campuses to over 159,000 students, Callisto plans to continue to grow their reach in higher-education and is expanding to support survivors of sexual assault and harassment in professional industries beginning this year.

² Callisto



“With a large proportion of Chayn’s volunteers being survivors of abuse themselves, we’ve always said that we design with, not for. This means that all of our resources are survivor-led, and reflect their feedback on what would help women facing abuse most. We combine this lived-experience with the know-how of experts to ensure our guides are both accurate and useful for the women we’re trying to reach.”

Hera Hussain, founder of Chayn

HERA HUSSAIN

CHAYN, U.K.
www.chayn.co

LEVERAGING TECH TO GIVE WOMEN LIFE-SAVING RESOURCES

“It gives us life to hear that survivors of abuse find our free, open-source resources to be vital in getting help.”

At the intersection of gender-based violence and tech, Hera Hussain’s open-source project, Chayn, is closing the critical information gap to help women find safety. Domestic abuse survivors often have tiny windows of opportunity when their partners are not around, during which to access support online.

A survivor once told us, “It took me 15 clicks to find the information on a local refuge. If you only have 5 minutes alone, that’s at least 10 clicks too many.”

That’s where Chayn’s latest innovation, *Little Window*, comes in. The smart search-bot directs women to the information they need as fast as possible, “like a google search on turbo” drastically reducing the time it takes to get help, which can save lives.

More than 200,000 people have consulted Chayn, a shining example of how collaborative design can power such an impact, since its launch in 2013. The multi-country, survivor-led site pools resources on domestic abuse and gender-based violence.

Crowd-sourced from survivors and expert-informed, guides include *Do It Yourself Online Safety* to help survivors circumvent online tracking from abusers, and *How to Build Your Own Domestic Violence Case Without A Lawyer*. Since Chayn is run by 400 volunteers, its costs are low with its hybrid economic model relying mainly on grants and donations. Now Chayn is looking to revamp its business model with revenue-generating services such as Soul Medicine, a multi-lingual learning platform delivering micro-courses for women experiencing abuse, including migrants and refugees.



BARBARA SPEZINI

COLORI VIVI, Italy
www.articolo10.org

SUPPORTING REFUGEE WOMEN IN SELF-SUFFICIENCY THROUGH FASHION

“We started with small numbers and one idea: a tailor's shop - not just a physical place, but also a place of integration, a place of redemption, dignity, peace and cohabitation.”

After 15 years as a social worker for children and women refugees, many of whom have survived violence, Barbara Spezini founded Articolo 10 in 2013, an NGO that works to protect and support women and children asylum seekers and refugees. Articolo 10 refers to the 10th article in the Italian Constitution, which declares the right for refugees and asylum seekers to be welcomed.

In January 2017, Articolo 10 launched Colori Vivi (part of the Arten brand), a "made in Italy" fashion laboratory where refugee women, led by volunteer professional tailors and stylists learn the basic principles of tailoring to create quality clothing and accessories.

Many of these women are survivors of violence and in order for them to integrate into a new professional working environment, Color Vivi's pilot laboratory has created a community, allowing them to overcome their trauma, and to develop the professional and language skills needed to enter the work force.

“Before we began this project, we had met refugee women who were turned into “goods” in every sense of the word. We wanted to make an impact by helping these strong, courageous women to re-discover the dignity they had almost forgotten, or perhaps never found.”

Barbara Spezini, founder of Colori Vivi



“My everyday motivation comes from brief moments. All of these small moments, put together, show women transforming from the ‘victim’ status associated with asylum seekers. They rediscover their strength and confidence and begin looking towards the future.”

Marie Reverchon, founder of du Pain & des Roses

MARIE REVERCHON

DU PAIN & DES ROSES, France
www.dupainetdesroses.org

TRANSFORMING ASYLUM SEEKERS' FUTURES THROUGH FLORISTRY

70% of refugee and migrant women are victims of violence in camps or in transit.³ A time when they are most vulnerable, since their precarious status often prevents them from denouncing the violence they suffer. After discovering the social enterprise *Bread and Roses* which trains refugee women in floristry in the UK, Marie Reverchon, an NGO and communications professional, was inspired to launch the same initiative in France, creating a safe space for women asylum seekers to learn the art of floristry.

Since its pilot program in 2017, 59 women have benefitted from the professional skill-building workshops of du Pain & des Roses, and the bouquets created are sold in restaurants and to businesses. Participants in the workshops are involved at all levels of the business: from photography, to sales, to project management, in order to facilitate their professional integration. The goal: to empower women through confidence and connections with others and to support them in finding jobs where they feel valued.

“Lina was one of the most discreet women in the workshops. For the first 3 weeks, she didn’t say a word. However, in the 4th week, she spontaneously began helping her neighbor create a bouquet. She began interacting and asking her new friend to take a picture of her and the flowers. Later, in another workshop, she asked me if she could deliver her bouquet to our partner restaurant and if her skills back home as a seller could be used and valued at du Pain & des Roses.”

³ Gynécologie Sans Frontières



MAURO ANTONIO VARGAS URÍAS

GENDES, Mexico

www.gendes.org.mx

TRANSFORMING HARMFUL GENDER NORMS TO END MEN'S VIOLENCE

3 out of 4 women whose partners have attended Mauro Antonio Vargas Urías' programs, report reduced violence and feeling increasingly safe in their relationship. This groundbreaking project, a tailored model for Latin America, marks the first time the Kering Foundation has awarded a social enterprise grant to an initiative working directly with men on the topic of masculinities. The sessions seek to create an alternative, new group culture among men as a means to generate individual change.

Vargas Urías, a trained facilitator and psychotherapist, brings his experience as a counselor and in analyzing masculinities to work with men to question their role in a gender-biased, violent social system. Two-hour weekly group sessions have already explored with more than 700 men how each is responsible for his own actions. Each constructs their own road map to agree upon actions with their partners to prevent further violence.

“I realized how crucial it was to transform macho masculinity to end gender-based violence. Our counselors have the power of empathy, even towards men who are hard to understand and have been aggressive with their partners. We use the magic of listening and understanding to confront men, so they can acknowledge their mistakes, get in touch with their feelings and change their behaviors. After participating in our sessions, men are able to create ‘equality plans’ to make amends with those they have hurt, and they commit to building egalitarian relationships based on dialogue, intimacy and the construction of agreements.”

“In GENDES, we have the power of identifying harmful gender norms, especially those related to masculinity. With our training, men realize that violence is not normal, natural or fair and they see the importance of giving up their privilege and questioning the authority that society has given them for being born male.”

Mauro Antonio Vargas Urías, founder of GENDES



“My main motivation was to find a way to give the most vulnerable women a way to regain their dignity through participation in a project that provides them with a professional experience, while at the same time raising awareness about their struggles.”

Virginia Goethals, co-founder of Run

VIRGINIE GOETHALS

RUN (Rebuild, Unite and Nurture), Hong Kong, China
www.runhk.org

SUPPORT THROUGH SPORT FOR REFUGEES AND ASYLUM SEEKERS

72% of RUN’s participants, refugees and asylum seekers, report being calm, peaceful and happy after a hiking or fitness session. 60% report better personal health. Co-founded by passionate “ultra-runner”, lawyer and sports enthusiast Virginia Goethals, together with Brenda Sawyer, RUN’s mission is to rehabilitate refugees and asylum seekers, particularly women who are survivors of sexual violence, through sport and education, since refugees and asylum seekers live under the poverty line and do not have the right to work in Hong Kong.

Calling it the “RUN effect,” through additional support (including coaching and working with psychologists), RUN helps its participants rebuild their mental and physical strength, creates a safe environment where they can recover from past traumas, build a community, and improve their skills for a more hopeful future: “Refugees come for sport, leave with empowerment.”

In parallel, to work towards financial sustainability and as part of its leadership program, RUN organizes an annual trail race. This event is open to the general public, companies and schools, charging participation and sign-up fees in order to generate revenue to finance its work with survivors. These races also provide an important opportunity to raise awareness about violence against women.

“I will seldom take no for an answer and will always try to circumvent it, whether it be when a refugee victim of violence thinks she cannot climb a mountain or when someone does not want to be involved with refugees. The best reward for my stubbornness are the ladies’ smiles at the top or a person’s recognition that we are all equal.”

THE KERING FOUNDATION

Created in 2008, the Kering Foundation embodies the social commitment of the Group to support women and to be exemplary, in order to lead others on the road to change, alongside public authorities and organizations. To bring an end to the violence 1 in 3 women face in their lifetimes, the Foundation focuses its approach on long-term partnerships with local NGOs and social entrepreneurs, as well as awareness-raising in the United States, Mexico, Europe and Asia, paying particular attention to migrant and refugee women.

PARTNERING WITH LOCAL NGOS

To maximize its impact, the Foundation works hand-in-hand with survivor-centered organizations that provide comprehensive services to women. In France, the Foundation has been working with the *Maison des Femmes* since its creation. Officially opened in 2016, this safe haven provides care as well as unique guidance, not only medical but also psychological, emotional, mental and physical for survivors of violence, and more specifically of female genital mutilation. In the UK, the Foundation partners with the *Birmingham and Solihull Women's Aid* organization, dedicated to improving the psychological support offered to victims of female genital mutilation. In Asia, the Foundation accompanies *HER Fund*, based in Hong Kong, as well as grassroots organizations that work with women from marginalized communities and the *Maple Women's Psychological Counseling Center* in Beijing, which provides a dedicated hotline, psychological support, medical and legal aid, as well as shelter for survivors of domestic violence.

In 2018, the Kering Foundation launched a new partnership with *The New York City Alliance Against Sexual Assault* to support "Project DOT:" a pioneering open communication program to self-empower youth from underserved communities against sexual assault. Project DOT gives these young people, often without access to traditional prevention programs on healthy relationships and sexual violence, a platform to define and share positive messaging: to Dream of a world where sexual violence is nonexistent, Own their thoughts and unique voices, Tell stories and bring new knowledge back to their communities.

RAISING AWARENESS

Through external and internal campaigns, the Kering Foundation seeks to change behaviors and to increase visibility on a subject that still remains taboo. The 6th *White Ribbon For Women* campaign, which ran in November 2017, around the International Day for the Elimination of Violence Against Women, targeted Generation Z and young men in particular with #ICouldHaveBeen and potentially reached over 2.1 billion people. By sharing the name they would have been given if born a girl, men became more aware of the violence that girls and women face throughout their lives.

The Kering Foundation also works to create a supportive workplace environment within the Group for survivors of domestic violence, which affects every social class, culture and nationality. 1 out of 10 women in France is a victim of domestic violence, 1 out of 4 in the United States, 1 out of 3 in Italy... It is thus the responsibility of companies to play their part in supporting their employees and providing a safe space while at work. 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, nearly 1,000 Kering employees have attended the sessions, including the Group's Executive Committee.


KEY NUMBERS: VIOLENCE AGAINST WOMEN AROUND THE WORLD

70%
of migrant and refugee women are victims of violence in camps or transit.

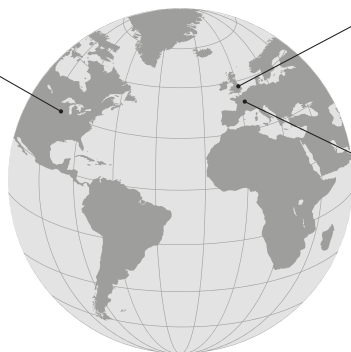



31.5%
of Italian girls and women are victims of physical or sexual violence.


1/3 OF
320 MILLION
Chinese families polled by All China Women's Federation in 2012 have experienced domestic violence.


14%
of Mexican women report lifetime physical and/or sexual intimate partner violence.

1 IN 5
young women on US college campuses are sexually assaulted.

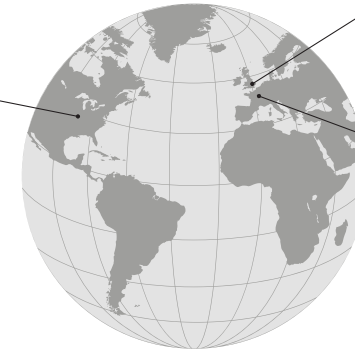


1 IN 4
UK teen girls suffer physical violence by their boyfriends.

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

KEY NUMBERS: MEASURING LOCAL IMPACT

In the US, using Callisto, survivors are 5X more likely to report sexual assault and do so 3X faster than the national average.



200,000 WOMEN
in the UK, have consulted Chayn's life-changing resources since 2013.

59 WOMEN
seeking asylum in France have learned floristry with du Pain & des Roses.


64%
of RUN Hong Kong participants report much better self-esteem after a hiking or fitness session.


4 REFUGEE WOMEN
in Italy, are retraining as professional tailors with Colori Vivi.


1,000 women a year in China will benefit from Yuanzhong's trainings to be free of domestic violence.


In Mexico 3 of 4  women whose partners have attended GENDES programs report reduced violence.

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