

## **UN Women, Womanity Foundation and C&A Foundation Launch UNA Platform**

*Online project maps the Brazilian ecosystem of initiatives for gender equality and the empowerment of women*

**June 14, São Paulo - UN Women and the Womanity Foundation present, in partnership with the C&A Foundation, the UNA Platform, a strategic, interactive and living online guide that maps the Brazilian ecosystem of initiatives and organisations that contribute to gender equality and the empowerment of women in Brazil. The platform launched on 14 June in São Paulo.**

The growing number of initiatives working with the various aspects of gender equality and empowerment of women points to the consolidation of women's movements and the fight for their right to be respected. From the viewpoint, the UNA Platform proposal intends to promote the results and activities of this ecosystem, providing a systematic view that develops connections and generates knowledge about this issue.

“The activism of Brazilian women and their capacity for networking have been decisive in advancing the rights of women in Brazil. The UNA Platform registers part of this mobilisation and, by taking it to the internet, has the potential for enabling virtual and real connections between women and other significant agents in the promotion of gender equality,” says Nadine Gasman, UN Women representative in Brazil.

“C&A Foundation believes we need to strengthen civil society organizations and work collaboratively to achieve systemic change. The government, the private sector and various initiatives by civil society have made commitments to minimise inequalities and to empower women. In addition to the efforts underway, the map contributes to the need to take a closer look at promoting networking among the initiatives underway for women’s rights”, adds Giuliana Ortega, Head of C&A Foundation in Brazil (Instituto C&A).

The ecosystem covers a wide array of areas of action, grouped into 17 broad topics on the platform. They are: Arts and Culture, Science and Technology, Democracy and Political Participation, Education and Training, Economic Empowerment, Coping with Violence, Equality and Working Conditions, Sport, Indigenous Peoples’ Rights, LGBT Community, Chauvinism, Environment, Food Safety and Agriculture, Media and Communication, Right to Housing, Racial Equality, Peace and Public Safety, and Health and Welfare.

The map shows all 388 initiatives already registered on the UNA Platform, which will be open to new entries from 14 June, the date of the official launch. There it is possible to identify the connections and types of relationships established based on the information provided by the organisations themselves, making it possible to analyse and foster the areas of action detected.

According to Tiana Vilar Lins, representative of the Womanity Foundation in Brazil, “despite the setbacks we experience, the achievements are undeniable. The UNA Platform is precisely there to accelerate and reinforce progress from the perspective of collaboration”.

The UNA Platform technology was developed by the group Women Who Code and UFRPE, with survey implementation by IBEAC and ponteAponte, and the pro bono support of Demarest Advogados and J. Walter Thompson Brasil. The project has a

dissemination partnership with Abong, Actionaid, CESE, E&Y, Fundo Brasil de Direitos Humanos, Geledés, Instituto Ethos, Instituto Mídia Étnica, Instituto Patrícia Galvão, Movimento Mulher 360, Mulheres do Brasil, Plan Brasil, Rede de Mulheres Líderes para Sustentabilidade and Rede Mulher Empreendedora.

Others interested in joining UNA can register through [this link](#). The platform seeks partners whose initiatives are oriented towards gender equality and joining forces to create a synergy to advance together, connecting with those who are changing reality.

**About the C&A Foundation (<http://www.institutocea.org.br/>)**

The C&A Foundation works to promote a more fair and sustainable fashion industry in Brazil. The organisation which joined the C&A Foundation in 2015, focuses its efforts on five areas: Sustainable Cotton Initiative, Better Working Conditions, Fighting Forced Labour and Child Labour, Circular Fashion and Community Empowerment. In its 26-year history it has supported projects in the area of education, which it will continue to support until 2018. The institution offers technical and financial support and networking to enable social organisations, brands and other transformation agents to build a better fashion industry. Find out more at: [www.institutocea.org.br](http://www.institutocea.org.br/).

**About UN Women (<http://www.onumulheres.org.br/>)**

UN Women was created in 2010 to unite, strengthen and expand global efforts to defend the human rights of women. Achieving gender equality, empowering all women and girls and ensuring their human rights is the mission of UN Women with regard to the 2030 Agenda for Sustainable Development and its 17 global objectives. As a contribution to the 2030 Agenda, UN Women is promoting the global initiative “Planet 50-50 by 2030: Step It Up for Gender Equality”, to accelerate and implement the commitments of governments, businesses, civil society and other sectors, eliminating gender inequalities. Find out more at: [onumulheres.org.br](http://onumulheres.org.br)

**About the Womanity Foundation (<https://womanity.org/>)**

A private, independent foundation created in 2005 in Switzerland. Guided by the vision of a world where men and women are able to have the same conditions of economic, political and civil participation, Womanity works to empower Women by helping them shape better futures and act in their communities. The Foundation currently operates in Afghanistan, Brazil, India, Israel, Morocco and the Palestinian Territories.

The Womanity Foundation participates in the initiative in the area of design and idea validation with several participants as a Proponent, in addition to providing financial and technical resources. From the launch of UNA, Womanity will take on a partnership role with the Platform.