

Rompamos el ciclo













70% Women suffered

some type of violence in their life time. **2022** highest record murder of 89,000 girls and women worldwide.











OLD RUFFLES AD



























CALL OUT MEN













I arrived due to family violence, of all kinds:

1.5

I arrived to Gendes for committing







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It cuts across all socioeconomic levels.

Violence has **many forms**, not just physical.

We need to call out men for their bad behaviours but also call them in as part of the solution.



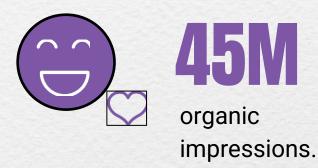




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Campaign launch

simultaneously in Mexico City and UN HQ in NYC.









RNR +25% Gendes +112%



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Global Compact:

2021,

Practical Guidelines

to combat gender violence in corporate environments. **2023,** aid 22 companies in designing protocols.

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750/0 reduced their setup time by personalized mentoring.









• Amplify the message

- United, we eliminate gender violence
- Join this cause
- Stop violence against girls or women

