



# ANNUAL REPORT 2018



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# INDEX

**04** LETTER FROM OUR PRESIDENT

---

**05** ABOUT US

---

**08** TRAJECTORY AND PUBLIC  
INCIDENCE

---

**11** WHAT WE DO

---

**13** GET PROGRAM

---

**17** STUDIES

---

**21** LEADERSHIP CENTER  
PROGRAMS

---

**35** GENDER PARITY INITIATIVE

---

**41** PUBLIC AFFAIRS

---

**51** PRESS AND COMMUNICATIONS

---

**60** ACKNOWLEDGEMENTS

---

**61** GENERAL BACKGROUND

# LETTER FROM OUR PRESIDENT

## 2018: A YEAR TO REMEMBER

Without a doubt, 2018 was an important year. The students "Feminist Wave" broke out in May, and suddenly our society, at last, seemed willing to listen to a long standing demand: the usual way of treating women was no longer acceptable. It needed a deep revision.

Finally, transparency was broken and evidences of discrimination were everywhere: in classrooms, offices, television sets, streets, public transport. There, staring at us, in the life stories of the vast majority of women.

Many began to break the silence about the different ways in which they suffered the devaluation of their gender. What women's organizations had been making visible for years, now seemed obvious. It became urgent that this new space of possibilities be transformed into the concrete changes that we have so many times asked for.

In this context, our focus was clear: to contribute, with our studies, with publications, with public opinion, with our presence in various instances, to make those changes occur and the demands of women become public policy.

It was an intense year, with great possibilities. The publication of the "2018 GET Report. Gender, Education and Work: Progress, contrasts and challenges of three generations" gave new and valuable information about the life trajectories of three generations: mothers, daughters and granddaughters. A continuum

that illustrates how access to education and work grew for women, but traditional demands did not decrease.

Grandfathers, their sons and their grandsons have, in essence, much more similar lives. Even though women are overburdened, men have not taken over the space that is available at home. Their roles continue to be understood in quite a traditional way.

And, in spite of the advances, the great underlying issue remains: co-responsibility, the active participation of men in the sphere of care, is not nearly achieved. There is still a long way to go before the labor world recognizes that children are a shared responsibility between men and women and validates for both the time allocated to the family.

Co-responsibility may take time, but 2018 showed us that gender equity issues are transversal and can move the whole society.

We closed 2018 with the feeling that there is no turning back. There is much advanced and, in many years to come, important changes will have a traceable track to their origins in this year.



**Mercedes Ducci Budge**  
President of ComunidadMujer

# ABOUT US

## OUR INSTITUTION

ComunidadMujer is a civil society organization specialized in gender, transversal and independent, that promotes the rights of women and contributes to the generation and discussion of public and corporate policies for greater equity between men and women in Chile.

It was founded in 2002 with the aim of promoting leadership, opening opportunities and making progress in breaking down normative and cultural barriers that impede the full participation of women in public space. This, through the articulation of a women leaders network from the most diverse spheres of action, with influence in the public debate and the promotion of the permanent transversal dialogue with multiple actors.

Today the organization gives visibility to an agenda focused on education without gender biases, labor participation and women's political participation, through debates, reflections, research and advocacy on government programs and legislative changes. In addition, it encourages initiatives that promote women's leadership, the networking, the recognition and creation of opportunities, innovation in solutions to problems of inequality.

Likewise, it promotes public-private partnerships and with international organizations for the integration of the gender approach in public and corporate policies. In this line, it develops consultancies to companies and institutions with the aim of facilitating and promoting processes of change and cultural transformation, focused on the value of diversity and inclusion.

ComunidadMujer is made up of a board of directors and an advisory board of women leaders from the most diverse fields, and a professional team of excellence. Their work is supported by allied companies, collaborators and partners, who join forces to open spaces that favor the participation of women, promoting and making their leadership visible.

### **OUR PURPOSE:**

**That women are born in a society with equal rights and opportunities.**

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- Claudia Yachan Durán, Director of Communications
- Maria Ignacia Aybar Sommer, Mentoring Program Coordinator
- Carolina Peyrín Bravo, Gender Consulting Coordinator
- Virginia Pérez Forsat, Gender Parity Initiative Chile Coordinator
- Ivonne Letelier Vargas, Chief of Administration and Finance
- Nicolás Aros Marzá, Researcher
- Josefina Court Pesce, Journalist
- Daniela Sánchez Moncada, Journalist
- Giselle Ann Garrote, Journalist
- Soledad Mora Concha, Assistant
- Eduardo Castro Carrasco, Assistant

# TRAJECTORY AND PUBLIC INCIDENCE

## ComunidadMujer in numbers



**+72.500**

*Followers in our social networks.*

**780**



*People from companies and organizations who participated in our workshops and training programs in the Gender Consulting area.*



**+310**

*Women have strengthened their leadership in our School of Young Women Leaders.*

**+700**



*Appearances in the media in the last year.*

**+162.000**



*Annual visits in our institutional website.*



**2.800**

*Organizations of women from all over the country have applied for the ComunidadMujer Prize.*

**+250**



*Mentors of the first level participate actively and voluntarily of our Mentoring Program.*



**960**

*Women have been guided in our Mentoring Programs.*

# They said about ComunidadMujer

*"Today, ComunidadMujer is perhaps **one of the main referents**, if not the most, in the fight for gender equity in all areas of society."*

**Isabel Plá**, Minister of Women and Gender Equity



*"The time has come to facilitate the path permanently for all girls in Chile, exceptional and not exceptional. Ultimately, **of course girls can!**"*

**Michelle Bachelet**, former President of the Republic

*"The good news (in terms of gender) has not been product of chance, not because the time has come for this to happen, but because it has managed to break down barriers, break myths, and **in that it has a lot to do the initiatives that ComunidadMujer has raised.**"*

**Nicolás Monckeberg**, Minister of Labor and Social Security



*"The GET Report allows us to see the differences between generations of women and **make public policy decisions that are more effective.**"*

**Carolina Goic**, Senator

***"The interesting thing about the current women's movement is that it shows both how far we have advanced and how slow the cultural transformations seem to us (...) Today the feminist movement is transversal and has important support from the women of the business elites, political and the media, thanks also to the work of **ComunidadMujer**."***

**José Antonio Viera-Gallo**, lawyer and politician



***"Initiatives such as the 2018 GET Report are an example of **how has to do the analysis**."***

**Dante Contreras**, Academic of the University of Chile, Director of COES

***"ComunidadMujer has gained prestige by registering, building and updating the data of marginalization, as well raising hypotheses that explain them and proposing measures and public policies to reverse them."***

**Milena Vodanovic**, journalist



***"In this transformation, we emphasize the work of **ComunidadMujer** and, in particular of its president and founder, the lawyer Esperanza Cueto (...) Her leadership, and that of **ComunidadMujer**, has been until now, and probably will continue to be, a good example of how the action of organized civil society is necessary to promote the transformations that the country demands."***

**Editorial** of La Segunda.

# WHAT WE DO

The main themes of our work are:

- **Work and education:** Through research, action and monitoring of policies and practices, we address the incidence of cultural, regulatory and organizational barriers that affect women's vocational and work decisions, and their participation in equal conditions and co-responsibility in the workplace, from the understanding of the sphere of education and the dynamics differentiated by gender that are established from an early age.
- **Political representation and participation of women in decision making:** We promote public and political representation; the participation of women in positions of power, decision making and popular election. We strengthen the feminine leadership in all spaces, in their communities and in territories.

## WORK LINES

1. GET Program: Gender, Education and Work
2. Studies
3. Leadership Center Programs
  - A. Women's political and social participation
  - B. Mentoring for Leadership, Career Development and Entrepreneurship
  - C. Gender Consulting for companies and organizations
  - D. Alumni Network and Partners
4. Gender Parity Initiative Chile (IPG)
5. Public Affairs



**MANUAL DE  
HERRAMIENTAS  
PEDAGÓGICAS  
CON ENFOQUE  
DE GÉNERO**

“Género y vocaciones vocacionales: promoviendo la participación en disciplinas STEM en el Complejo Educativo Juan Benavente de Mejillones, Región de Antofagasta”  
(2016-2018)

comunidadmujer

**FINNING CAT**



MUNICIPALIDAD DE MEJILLONES

**MANUAL DE  
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comunidadmujer

**FINNING CAT**



MUNICIPALIDAD DE MEJILLONES

# 1. GET PROGRAM: Gender, Education and Work

GET Program: Gender, Education and Work is an instance of research, action and monitoring of education and work policies, from a gender perspective.

It addresses the work environment from the understanding of the sphere of education and the dynamics differentiated by gender that are established from an early age. Its objective is to study and make visible gender stereotypes and biases, as well as its incidence on women's vocational decisions and life trajectories.

GET aims to contribute to reducing gender inequality in the vocational and labor orientation of women in Chile and favoring their presence in more inclusive and diverse productive sectors. This from the analysis and proposals of policies and practices in the field of Education and Work.

## 2018 RESULTS

- Publication and launch of the **book #LasNiñasPueden** to celebrate 15 years of trajectory of ComunidadMujer. This milestone will be addressed in depth in the Public Affairs.



- Permanent promotion of the **"Girls Can: Create, Undertake and Innovate"** campaign, which encourages women's greater participation in STEM ventures (Science, Technology, Engineering and Mathematics).

- Development of joint work with Finning in the Juan José Latorre de Mejillones Educational Complex and from which emerged the **"Manual of Pedagogical Tools with Gender Perspective"**.



- **Legislative GET:** As part of the scope of action of the GET Program, ComunidadMujer leads meetings with high representatives of the political world, and participates permanently in instances of debate and advocacy, such as legislative commissions. In this area, stand out:



➤ The ComunidadMujer Directory received the newly-appointed Minister of Women and Gender Equity, Isabel Plá, to analyze the main themes of the gender agenda and the contribution that the organization can make to this task.

➤ The Minister of Finance, Felipe Larraín, received the then president of ComunidadMujer, Esperanza Cueto; its vice president, Anita Holuigue; and the executive director, Alejandra Sepúlveda, meeting in which the minister was invited to participate in the Leadership Group of the Gender Parity Initiative Chile (IPG), who accepted and expressed his willingness to support the initiative.



➤ Presentation of the executive director, Alejandra Sepúlveda, in the Women and Gender Equity Commission of the Deputies Chamber, to explain the organization's view regarding the bill that seeks to incorporate gender quotas in the elections of governors, mayors, and councilors.



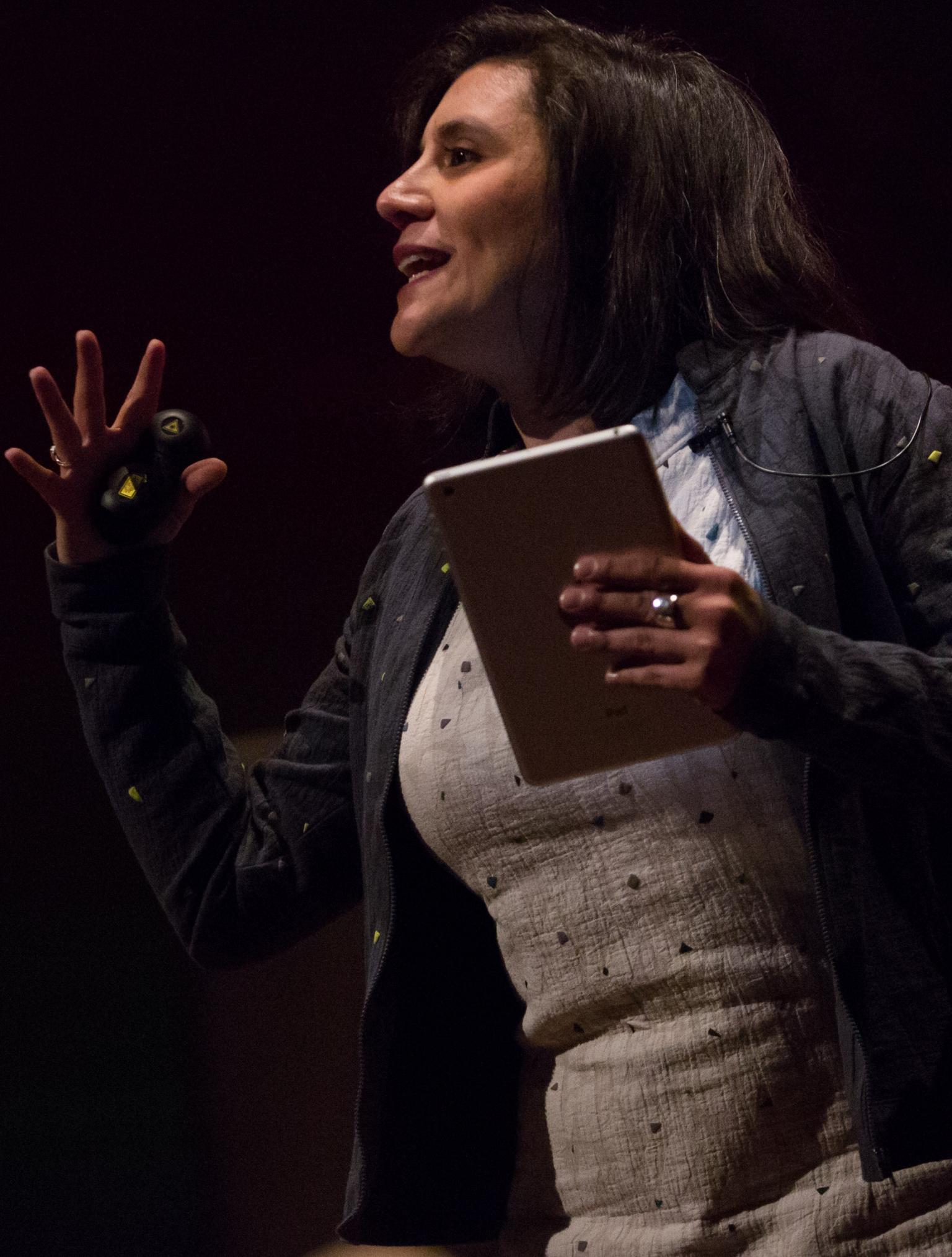
➤ Meeting, on two occasions, with the Minister of Labor and Social Security, Nicolás Monckeberg, to present proposals regarding the advancement of greater rights and better working conditions for women in the labor market. In one of the meetings, the government's commitment to support the continuity of the Gender Parity Initiative Chile (IPG) was also established.

➤ Meeting with, at that time, the president of the Chamber of Deputies Maya Fernández, to look for points of common work that would allow a more effective advance of the gender agenda in Chile.



➤ The Labor and Social Security Commission, during its analysis of the bill that creates the social benefit of education at the nursery level, invited ComunidadMujer, together with other actors from civil society and the academic world, to present their analysis of the project. On that occasion, the Executive Director, Alejandra Sepúlveda, along with the Director of Studies, Paula Poblete, participated and made known their proposals regarding the project, a historical theme throughout the work of ComunidadMujer.





## 2. STUDIES

The Studies area of ComunidadMujer investigates and analyzes the barriers and facilitators for the incorporation of women into the labor market, in order to promote policies that favor their participation in that space, on equal terms with men.

As many of the disadvantages that women face in the labor market are a consequence of the gaps that occur in the formative stage, this area is also interested in the educational field, addressing the problem of biases and stereotypes that affect vocational decisions, putting the whole life cycle in perspective.

The work of this area is reflected in the Series ComunidadMujer, in its publications, in participation in seminars, in public and private work tables, in instances of training in universities and colleges, in the contribution of its expert view in the media and in the proposals of public policies and incidence in the public agenda.

The area also promotes instruments and studies prepared by a wide network of professionals and academic institutions, international and civil society institutions that share the vision of ComunidadMujer.

Finally, Studies participates in the development of measurement, evaluation and analysis instruments within the framework of the work of Gender Consultancies carried out by ComunidadMujer.

### SPECIFIC OBJECTIVES

- **Identify barriers and inequities at all levels** (cultural, educational, organizational, legal, etc.), which still hinder the full development of women in the labor market.
- **To collect the needs of women regarding their labor participation**, the quality of the jobs they access, the care of dependents and the conditions under which they integrate work, family and personal life.
- **Identify obstacles at all levels** (cultural, educational, organizational, legal, etc.) that men face in order to assume their family responsibilities.



### 2018 RESULTS

- Generation of contents for analysis of bills and public policy proposals.
- Presentation of the GET Report in spaces such as academia, educational establishments, government, among others.

- Publication and launch of the **"2018 GET Report: Gender, Education and Work. Advances, contrasts and challenges of three generations"**, unpublished study in Chile that, through a pseudo panel, observes the life trajectories of men and women of 12 generations putting the focus on three, categorized as "grandmothers and grandparents" (born between 1940 and 1944); "mothers and fathers" (1960-1964); and "granddaughters and grandchildren" (1980-1984).

A series of variables related to education and work are studied and the gender gap is observed as we grow/age and according to the generation to which we belong. This study was carried out thanks to the financial support of the mining company BHP. It is available at [www.informeget.cl](http://www.informeget.cl).



- Preparation of the third version of the **Ranking Women in Senior Management ComunidadMujer 2018**, an annual report on women in directories and management of public companies and IPSA (Selective Stock Price Index), this time in partnership with Virtus Partners.

The main objective of the study is to measure the current participation of women in the composition of the boards and managements of the most important companies in Chile. With this alliance, the analysis was densified, adding qualitative variables about men and women in senior management, such as nationality, age and professional training.



- **Series ComunidadMujer** quarterly publication.

I. **Care and new gender inequalities in the sexual division of labor**, published in June 2018, which portrays the responsibility assumed by families and, specifically, by adult women in the care of the dependent groups of Chilean society, contributing to the denaturalization of traditional social and family arrangements.



II. **Nursery room today: an indispensable labor reform**, a study published in December 2018, which offers alternatives for improvement to the Universal Nursery Room bill project, favoring greater co-responsibility and more opportunities for women who are inactive.

Presentation of the **GET Report** in:

- "New Voices: Women Leaders for Chile". Chile Foundation 21.
- Invited by the Gender and Non-Discrimination Commission of the Association of Officials, within the framework of International Women's Day. Council for Transparency.
- Presentation of the 2018 GET Report. National Union of Workers.
- Exhibition on gender wage gap. Faculty of Economics and Business of the University of Chile (FEN), invited by Alumni FEN.
- Seminar on Labor Trajectories of Women in National Banking
- Presentation of the 2018 GET Report. Campus Santiago University of Talca.
- Presentation within the framework of the "Identities and Gender in the Public Space" Chair. School of Architecture and Urbanism of the University of Chile.
- Seminar on career paths, women and family. School of Family Sciences of the Finis Terrae University.
- Seminar "The role of women in public space". UC Center for Public Policies.
- Seminar "People and Gender Management: How to achieve a diverse and productive organization". Central House DUOC UC.
- "Binational dialogue Chile-Germany: Experiences of citizen participation". Adenauer Foundation and Public Base Foundation.
- Seminar "Professional Technical Education and Gender: Transversal challenges for inclusion". Faculty of Education of the Alberto Hurtado University.
- MIPES Seminar: Inclusion, future work and innovation fair "of the Carlos Vial Espntoso Foundation and Ministry of Labor and Social Security.



Escuela Jóvenes  
Formación Pública  
1 de Mayo de 2018

Asociación de género  
en política

Escuela Jóvenes  
Formación Pública  
1 de Mayo de 2018  
Deyanira  
Mujer Género

Escuela Jóvenes  
Formación Pública  
1 de Mayo de 2018  
Camila  
Mujer Género

## 3. LEADERSHIP CENTER PROGRAMS

Since the beginning of ComunidadMujer, a permanent objective has been to promote the full development of talent and leadership potential in women, both in the public and private spheres, by supporting their career development, entrepreneurial capacity or social commitment, through mentoring, training workshops, seminars and other programs.

All this experience is consolidated in its Leadership Center Programs, through four areas of execution:

- A. Women's political and social participation**
- B. Mentoring for Leadership, Career Development and Entrepreneurship**
- C. Gender Consultancies for companies and organizations**
- D. Alumni Network and Partners**

### 3. A. Women's Political and Social Participation

The objective is to promote greater participation, representation and empowerment of women in the political sphere, mainly in access to public office and popular election; in the social sphere, considering the strengthening of leadership competencies, local articulation and transformation of territories.

During 2018, the program was structured around two initiatives:

**3.A.1. School for Young Women Leaders: Political and Social Training**, which seeks to empower the leadership of young women leaders and promote the gender agenda among the interests and demands of young women.

**3.A.2. Women and Social Capital Program**: Promotes the strengthening of the capacities of territorial organizations for the transformation of gender relations in their own communities.

### 3.A.1. School of Young Women Leaders: Political and Social Training

This training initiative emerged in 2013 in response to the crisis of women political representation in Chile and a growing demand for a greater presence of them in power and decision making.

In this way, the school is considered as an instance of learning, reflection and critical analysis that aims to strengthen and project the leadership of young women from a gender perspective, through a strategic alliance with the United Nations Development Program (UNDP Chile).

#### 2018 RESULTS

- **VI version of the School for Young Women Leaders**, with the United Nations Development Program (UNDP Chile), an organization that provided technical and financial support. 60 women between 18 and 24 years old from different regions and even other countries, belonging to political and/or social organizations, such as parties or political movements, student federations, territorial organizations, thematic groups, among others participated.



- The young women received training on **political representation, human rights and leadership trajectories with a gender perspective**, negotiation skills, speech making and public speaking and advocacy from the organizations. In addition, they developed spaces for deep discussion from a critical perspective for social transformation and advocacy.

- In the opportunity there was a **panel with outstanding young women, who gave an account of their personal and collective experiences of leadership from the different spheres of action**. The meeting was attended by Catalina Pérez Salinas, deputy of the Republic; Iona Rothfeld Báscoli, soccer player, founder and president of the National Association of Women Soccer Players (ANJUFF Chile); Francisca Valenzuela Tapia, founder of the Observatory Against Street Harassment (OCAC Chile); and Araceli Farías Jorquera, vice president of the FEUC.



### 3.A.2. Women and Social Capital Program

One of the emblematic initiatives of ComunidadMujer has been the recognition of territorial organizations that work for gender equity in their communities. Through the **"Grant Fund: Women for Equity"** has contributed to the strengthening of community and grassroots organizations, mostly led by women, through the development of projects that promote social cohesion as a tool for collaborative work and in network.

In turn, this program promotes associativity for the development of social and community action, positioning the organizations led by women as protagonists in their territory; strengthening decision-making and leadership of women members of social organizations; promoting social capital and transformations of gender relations, as a tool for the self-sustainable development of communities.

Since 2014, this program has been supported by the Lipigas Company, as part of its commitment to equal opportunities for women, which has made the initiative sustainable.

## 2018 RESULTS

- **160 initiatives were received from all over the national territory**, with 70% of regions. Five projects were selected from the regions of Coquimbo, Metropolitana, Biobío, Los Ríos and Magallanes.
- The award ceremony was held on August 24 in the Telefónica Building, an opportunity attended by government authorities, representatives of international organizations, social and opinion leaders, collaborating organizations, partners and others.



## JURY

- Benito Baranda, executive president of América Solidaria Internacional
- Carolyn Robert, representative in Chile of the Inter-American Development Bank
- Isabel Pla, Minister for Women and Gender Equity
- Margarita María Errázuriz, counselor of ComunidadMujer, Director of ProHumana, Fundación Imagen de Chile and Coopeuch
- Esperanza Cueto, president of Fundación Colunga
- Renato Fernández, Corporate Affairs Manager at Cencosud
- Ignacio Irrarázaval, director of the Center of Public Policies of the Catholic University
- Leonardo Moreno, executive president of the Poverty Overcoming Foundation
- Juan Manuel Santa Cruz, Chairman of the Board of Directors of Lipigas
- Pilar Segovia, editor of Revista YA
- Guillermo Pickering, president of Aguas Andinas
- Mercedes Ducci, president of ComunidadMujer

For its dissemination, the 2018 Fund had the collaboration of governmental institutions, local, civil society organizations and the media:

**Ministry of Women and Gender Equity, National Service for Women and Gender Equity, Division of Social Organizations (DOS), PRODEMU, Chilean Association of Municipalities, Foundation for Overcoming Poverty, America Solidaria, Hogar de Cristo, Fundación Colunga, Fútbol Más, Fondo Esperanza, Community of Solidarity Organizations, Radio Biobío and Regional Media of El Mercurio Group.**

## 2018 WINNING PROJECTS

The winning projects of the 2018 version of the "Competitive Fund: Women for Equity" were:

### Category "ACTIVATE YOUR COMMUNITY"

#### 1. Project: "Safer, quieter"

**Organization: Women at the Wheel ... Driving Dreams. Region of Magallanes and Chilean Antarctic, municipality of Punta Arenas.**

The initiative contributed to improving the safety conditions in which the group of professional drivers of the "Women at the Wheel ... Driving Dreams" group perform daily, as well as empowering them and increasing protective factors against gender violence, making them active agents in the dissemination of women's rights.



#### 2. Project: "Hope of Women"

**Organization: La Esperanza Neighborhood Board of Yumbel Estación. Region of the Biobío, commune of Yumbel.**

The project provided training in basic plumbing to a group of women from the La Esperanza Neighborhood Council, responding to the low labor participation of women and the offer of training in higher professions at the community level.



### 3. Project: "Seal Cooperation between Women: Associativity among Gastronomic Women"

**Organization: Gastronomic Association Diversity of Flavors. Region of Los Ríos, Los Lagos commune.**

The project empowered the members of the organization, through collaborative practices from a gender perspective, which was developed through training aimed at positioning a "Seal Cooperation between Women", which gave an account of compliance with equity criteria of gender in the gastronomic products and services provided by the association. This project was chosen by a group of Lipigas workers, who gave financial support to the initiative.



### Category "TRANSFORM YOUR COMMUNITY"

### 4. Project: "Women's Soccer School for the Empowerment of Women and Prevention of Violence"

**Organization: COFFUF. Metropolitan Region, Macul commune.**

The initiative promoted the association between women through sports as a tool for self-care and mental health, which was carried out through a Women's Soccer School in the Santa Julia community, which had a gender focus as well as being a tool for the prevention and eradication of violence against women. The classes were taught by the national football team Daniela Pardo.



## 5. Project: "Female university of life: A practical and experiential training for social reintegration"

**Organization:** Smiling, empowered and prepared women. Region of Coquimbo, Coquimbo commune.

The project helped to install, in the Ayelén Center, the first Feminine University of Life for women who are in the process of treatment for the problematic use of addictive substances, aimed at supporting the process of rehabilitation and employment.

## 3. B. Mentoring for Leadership, Career Development and Entrepreneurship

The ComunidadMujer Mentoring Program is the accompaniment that a mentor performs to a woman, professional and/or entrepreneur, a process in which work objectives, challenges of change and projections are defined, whether for career development, creation and/or strengthening of ventures. This instance facilitates the deployment of skills and competencies and, in turn, contributes to the transfer and exchange of knowledge, experiences and good practices, as well as the construction of networks.



**The Mentoring Program has three modalities and objectives:**

1. **Professional women.** Its purpose is career development of professional women, which is given, through the open program that has a personalized modality, with 5 mentoring sessions plus 6 coach sessions and whose application is made between March to April and runs between June to November.
2. **Women entrepreneurs.** Aimed at entrepreneurs, its purpose is to strengthen the skills for business success, personal and interpersonal skills that impact on the success of entrepreneurship, expand its range of opportunities, marketing networks, among others. For entrepreneurs there are two lines of mentoring:

➤ **Line 1: Develop your enterprise.** Focused on women who seek to develop skills and essential abilities to start and/or consolidate their ventures. It is part of the open program of personalized modality and has 5 mentoring sessions, plus 6 coach sessions. Applications are from March to April and execution from June to November.

➤ **Line 2: Speed up your venture.** Focused on entrepreneurs who require support in specific areas of their business and who are already in the sales and/or escalation stage. The program has a brief mentoring of 2 sessions. The applications and execution is throughout the year.

3. **Mentoring in company.** Mentoring aimed at companies and institutions, which are designed and implemented to suit the needs and talent development strategies of organizations that want to empower workers and executives. It is also focused on the formation of internal mentoring networks.

### 3.B.1. Mentoring Program

It is an open application program, in which a **process of personalized accompaniment is developed, where a mentor brings their experience and vision, supporting the mentee.**

In the 16 years that this program has been developed, 723 professional, entrepreneurial and social leaders participated. ComunidadMujer has a network of more than 200 mentors at the highest professional, personal and academic level who, year after year, are enriched with new talents. In 2018 more than 100 applications were received to integrate the Mentoring Program in Entrepreneurship, of which almost 50 will be certified as Mentors of ComunidadMujer in alliance with Asersentido Internacional.

## 2018 RESULTS

- Participation of **67 mentees**, in a personalized accompaniment.
- **45 new mentors** were incorporated into the ComunidadMujer network.
- Adjudication of a **second CORFO fund** for the strengthening of the mentoring network and the line of undertakings.

### 3.B.2. Mentoring in company Program

It consists of initiatives designed according to the specific needs of companies and institutions that want to enhance the talents of their workers (mentees). This type of mentoring program is developed based on the ComunidadMujer's trajectory and the requirements of the institution, defining, together, the objectives and scope (see 2018 Results in the Gender Consulting area).

#### TESTIMONIES 2018 MENTORING PROGRAM

***"It is very rewarding and fills me with energy to support women to advance their professional development, making it compatible with their personal and family life, through listening, sharing experiences and making my networks available"***

Marcela Bravo, general manager at ACCION Empresas, Mentor.

***"It can not be better. It is a program that opens doors, gives lights and helps women climb the steep slope of the working world for women. At the same time it refreshes us and renew us as mentors, to move forward with more enthusiasm. It is a very positive win-win and enriches all our senses to have a better society and more transversal relationships and couples"***

Ives Besançon, main partner of Alemparte Barreda Wedeles Besançon Arquitectos y Asociados ABWB, Mentor.

***"It has been an opportunity to open our eyes, share experiences, have the personal and professional vision of an external person, and discover together the failings and virtues that we all have. A great and highly advisable!"***

Marta Cozar, UNDP Monitoring and Evaluation Officer, mentee.

***"Mentoring was a tremendous contribution for me. What I learned, I shared with other women and men. It was not only a contribution in the workplace, I grew a lot in my relationship with the rest of the people. It was an excellent experience and the ties will not fade. I am very happy with this opportunity and very grateful to you, who are promoting the program"***

Carolina Rojas, editor Where to live Las Últimas Noticias newspaper, mentee.

### 3. C. Gender Consulting for Companies and Organizations

Gender diversity is a fundamental factor in companies, being a global trend that, in 2018, acquired a greater force, challenging organizations to take measures for greater gender equity. The foregoing, necessarily demands a process of transformation that has been accompanied by ComunidadMujer in numerous companies in Chile.

As a reference organization and gender expert, we advise companies and public and private institutions, through intervention models tailored especially to the particular needs of the company. This action has favored processes of cultural change and organizational development, and of the people who integrate it, from a gender perspective, focused on the value of diversity and inclusion.

For this, we strategically joined the areas of people management and organizational development, to co-design and implement programs of organizational change.

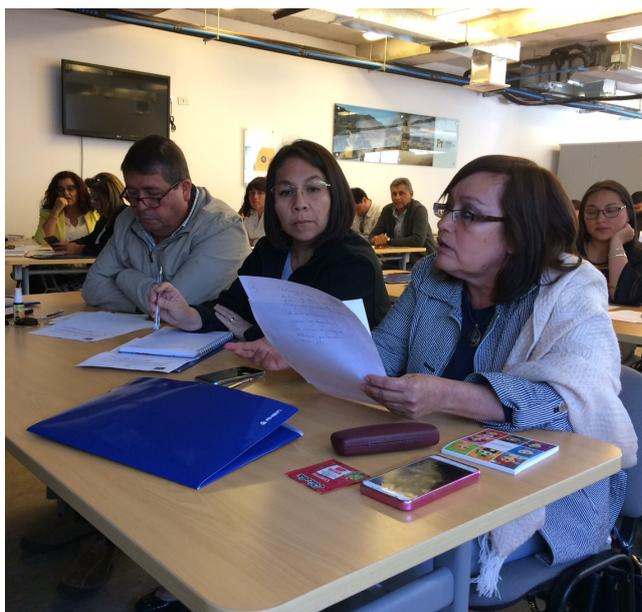
Our experience allows us to notice key points for the success of the programs, such as:

- **Develop integrated initiatives and articulated** to the strategic objectives and management process of the organization, which favors their sustainability.
- **Engage the different actors of the organization**, whether women or men, which allows to promote a true cultural change in the organization.
- **Implementation participatory diagnostics and action plans** that allow organizations to plan and execute initiatives effectively.
- **Work with women of all hierarchical levels** (base, middle managers, senior executives), as required by the work line.

These are diagnostic actions, action plan design, training and coaching programs and in-company mentoring programs.

## 2018 RESULTS

- Continuity of the Project "**Gender and vocational decisions: promoting the participation of women in STEM disciplines**" together with the Finning company. In 2018, the Manual of Pedagogical Tools with a Gender Perspective was published, a document that is a product of the work carried out and that describes pedagogical activities designed by the teaching team of the Juan Jose Latorre Educational Complex of Mejillones (Antofagasta Region).



In this same context, ComunidadMujer participated in the "Gender and Technical Professional Education Day: gaps and challenges", aimed at teachers of vocational technicians schools in the region and was organized by the SEREMI of Education and Finning. The School of Engineering of the University of Talca was accompanied in the development of a diagnosis on the perceptions and challenges for the incorporation and retention of women in STEM.

- The experience of **Schools for Dialogue for Sustainable Development** was replicated together with the company Statkraft. Initiative that allowed the strengthening of leadership competencies to community leaders of the Los Lagos and Los Ríos Region.



- Development of training initiatives, qualification and awareness of the gender approach in the company. These are aimed at enhancing organizational changes, delivering tools that allow people to integrate and/or lead teams with greater gender parity. During the year we worked with **Lipigas, Mainstream, VF Retail, ProVida, the German Cooperation Agency (GIZ) and Walmart.**
- Implementation of the **Female Leadership Mentoring Program in Codelco**, in which more than 20 professionals participated for six months, who were guided by mentors of ComunidadMujer in group sessions, as well as holding workshops and meetings with the vice presidents of the Corporation. The focus was empowering women's leadership competencies, in line with the challenges imposed by the mining business.



- Conducting a **meeting with 12 companies interested in knowing the scope of the Chilean Standard 3262** -Gender Equality and Reconciliation of work, family and personal life- and the accompaniment work that our organization leads to facilitate the certification process. 14 people from Scotiabank, BancoEstado, ENAMI, Finning, Accenture, Lipigas, SeaLand, Caja los Andes, Statkraft, Telefonica, Albermale and Antofagasta Minerals participated.



- In the framework of Christmas, we worked together with Alto Las Condes to develop the campaign **"If the games have no gender, that this Christmas their dreams have no limits"**, which promoted the eradication of gender stereotypes.



## 3.D. Alumni Network and Partners

The Alumni Network is a platform, launched in 2017, that provides workshops, training opportunities and seeks to strengthen the relationship between those who have participated in the Mentoring Program of ComunidadMujer.

Through LinkedIn, more than 700 professionals who have graduated from the program can maintain a dynamic network of contacts, access to news and share professional achievements, among others. At the same time, it is a space to strengthen the bond between ComunidadMujer and its mentees, contribute to the visibility of its advances and generate strategic networks that contribute to its formation and professional objectives.

Each year, ComunidadMujer offers the members of this network, as well as current members of the organization, a cycle of Leadership Workshops that address diverse topics related to empowerment, career development, effective communication, strategies and networking.

In 2018, the initiative was supported by Finning, for the development of the activities of the Alumni Network as part of its commitment to gender equality and opportunities for women, and contemplated the realization of three leadership training spaces for the members. One of the workshops was also held in partnership with Provida, in the framework of the alliance with its Provida Mujer Program.

### 2018 RESULTS

- **Leadership Cycle:** "Act to Transform, Influence, Lead", led by the economist, coach and director of ComunidadMujer Carla Lehmann Scassi-Buffa.
- **Workshops:**
  - I. "Crucial statements: establishing limits and commitments".
  - II. "How to make effective orders in the labor context: its impact on the career development of women".
  - III. "Handling difficult conversations: how to approach them to generate a transformation in our labor environment".

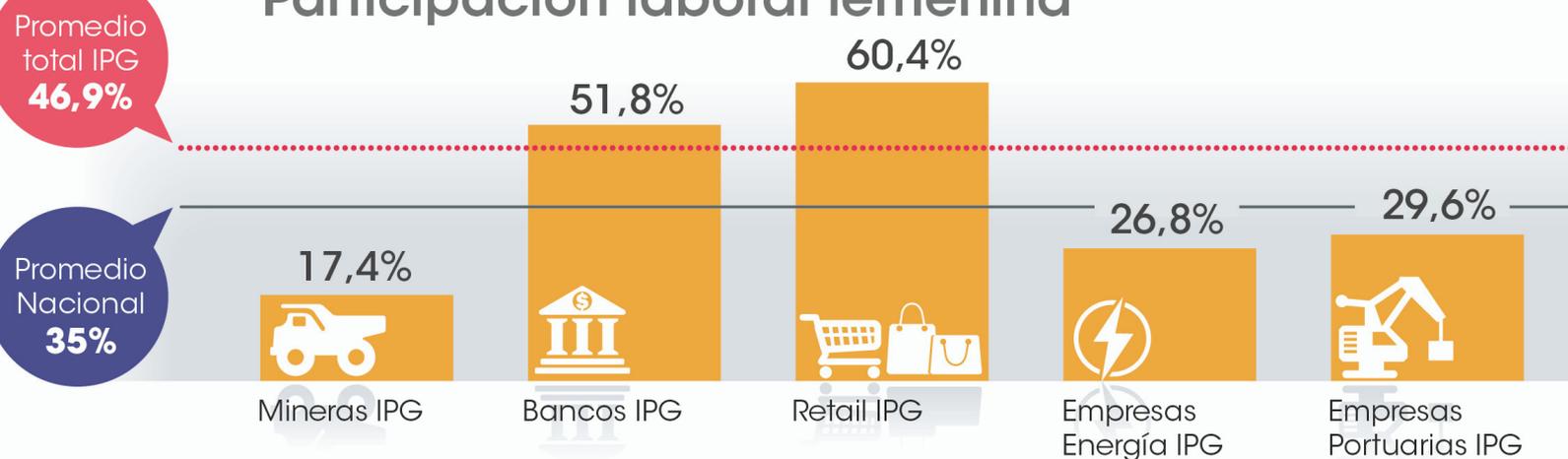


# Empresas IPG, principales sectores productivos y participación económica de las mujeres



INICIATIVA  
DE **PARIDAD  
DE GÉNERO**  
CHILE

## Participación laboral femenina



## Presencia de mujeres en altos cargos



## Brecha Salarial

Diferencia del salario bruto por hora que perciben las mujeres, con respecto al salario bruto por hora percibido por los hombres.



**Fuente:** Elaboración de ComunidadMujer, en base a encuestas de autodiagnóstico completadas (77) por las empresas adheridas a la Iniciativa Paridad de Género (datos a diciembre 2016). Promedios nacionales elaborados por ComunidadMujer en base a la Encuesta Nacional de Empleo (ENE) 2016 para los casos de participación laboral, y presencia en altos cargos, y Encuesta

## 4. GENDER PARITY INITIATIVE CHILE (IPG)



The Gender Parity Initiative (IPG) Chile is a public-private partnership, promoted by the Inter-American Development Bank (IDB) and the World Economic Forum (WEF), and whose Executive Secretariat was commissioned by both agencies to ComunidadMujer. It aims to integrate more women into the economy and implement best practices to help close gender gaps in opportunities and economic empowerment in the Chile, in three key dimensions: female labor participation, presence of women in senior positions and wage gender gap.

The establishment of the Initiative in Chile, at the end of 2016, responds to the position that our country has in the Global Gender Gap Report 2018, prepared by the World Economic Forum in which, despite having virtual parity in school access and educational level, female labor participation remains low. IPG Chile, then, works as an accelerator to reduce the economic gender gaps in our country, where a 41.5% gap still persists (according to the same report).

To achieve its objectives, the Gender Parity Initiative has the commitment of the government, public institutions, private companies and civil society, who are part of the leadership group. On behalf of the public sector, the Ministry of Finance, Labor and Social Security, Women and Gender Equity, the Undersecretariat of Economy and Small Businesses and the Commission for the Financial Market participate in this group. For its part, the private sector is represented by Sodexo, Telefonica Chile, Antofagasta Minerals, Colbun, Manpower, among others. In addition, the Initiative has the participation of a Technical Advisory Group with equal representation.

Being part of the Initiative allows for the integration of collaborative spaces with other companies, where experiences and good practices are discussed.



For companies, integrating the Gender Parity Initiative implies the commitment to carry out different actions, which can be summarized in 5 sequential stages:

1. **Adherence**

2. Response to a **self-administered questionnaire**

3. **IPG Report**

It is a document prepared by ComunidadMujer about the possible gender gaps that may exist within organizations.

4. **Action plan**

Through which companies establish specific actions and annual goals to achieve the closing of gaps.

5. **Progress report**

By which, considering the implementation of the Action Plan and its possible impact on the identified gaps, a new measurement is performed automatically after a year of work. In this stage, the company answers again the self-applied questionnaire that gives a comparative regarding its initial state and the situation of change.

## 2018 RESULTS

- ComunidadMujer, in its role as Executive Secretariat, achieved the continuity of the Initiative and the support of the new government, which required the revision and adhesion of the **10 IPG Measures** in light of the new government program and its "Women's Agenda". Therefore, adjustments were made that reflect the governmental commitments for gender equality in Chile, some of them linked to the IPG actions (bills such as the Universal Nursery Room, Labor Adaptability Pact, Distance Work, among others).

- Two years after the beginning of the operation of the IPG Chile, we have:



- Conducting the **Seminar 100+ Companies for Gender Equity**, held at Casa Piedra with the presence of important business and union leaders, authorities and representatives of international organizations.

In the instance, the **first gender equity benchmark** was presented, a measure that compares the national and OECD countries reality with the performance in key labor areas of the companies affiliated to the Gender Parity Initiative (IPG Chile).

This was prepared by the National Productivity Commission (CNP) and ComunidadMujer, and is a pioneering evaluation since it establishes a baseline of work to trace indicators such as women's labor participation, salary gap and presence in high positions. The study was based on the information provided by the companies adhering to the IPG through a self-diagnostic instrument, and at the same time these data were compared with the Longitudinal Business Survey (ELE) and with the Program for the International Assessment of Adult Skills (PIACC) of the OECD.



Alfredo Moreno, Minister of Social Development



Luis Alberto Moreno, president IDB; Esperanza Cueto, then president of ComunidadMujer; Bernardo Larraín, president Sofofa; Alejandra Sepúlveda, executive secretary IPG Chile.

- **Forming partnerships and collaborations** with important business actors: CPC, SOFOFA, Asech, Sistema B, AESC, CNP, Acción Empresas and Azerta.

- Conduct of the seminar **"Technological Revolution: New opportunities for women, a great opportunity for the country"** with CPC on November 8, whose objective was to analyze the challenges that must be undertaken to advance in a greater incorporation and, with it, a greater contribution of women to the integral development of the Chilean economy, in light of the new trends in the labor markets.



- The work carried out to date reflects a continuous process of knowledge development, methodologies and learning that, in turn, has considered transferring them to other countries in the region. Thus, from the Executive Secretariat, **the implementation of IPG in Argentina and Panama was advised.**



## 5. PUBLIC AFFAIRS

During 2018, in a year marked by the feminist movement in Chile and the world, ComunidadMujer continued to consolidate its place in public opinion and the media as an expert reference in gender and labor issues in Chile, and as the leading organization the discussion and analysis of issues related to greater equality and equity in education, labor and politics.

Thus, the organization shared its vision for the generation of public policies for greater parity in these areas through various institutional actions: the preparation and publishing of proposals and publications; public-private dialogue; participation in seminars, forums, working groups and expert commissions; and a broad presence in the media.

Among others, ComunidadMujer supported public discussion regarding the need for a non-sexist education, the reform of the Universal Nursery Room bill and the pension system, the wage gender gap and the under-representation of women in senior management, among others.

It also deepened the implementation of the Gender Parity Initiative (IPG) in Chile, the first public-private initiative to reduce gender gaps and support the economic empowerment of women.

For all the above, the organization has a valuable network of collaborators and has established long-term partnerships with prestigious international institutions, such as the Inter-American Development Bank, the United Nations Development Program, the World Economic Forum, the Delegation of the European Union, among others, through which the organization has achieved a greater impact and scope of its work.

### SPECIFIC OBJECTIVES

- Represent ComunidadMujer in the **instances of public and private decision**.
- Represent ComunidadMujer in **high level consultative bodies**.
- Organize and carry out the institutional **actions of public advocacy**, public policy proposals and high-level public activities, in which the corporation gives an account of its results and guidelines.

## 2018 RESULTS

- As part of its institutional events, ComunidadMujer led its traditional ceremony to commemorate the **2018 International Working Women's Day**, on March 8, in the presence of the then President of the Republic, Michelle Bachelet. In the opportunity, women and men were distinguished who have contributed to the promotion of gender equality in Chile through their work and example of life. The recognitions this year were:
  - **Isabel Plant, Sofía García-Huidobro, Fernanda Claro y Concepción Quintana**, creators of "Mujeres Bacanas", for the visibility and promotion of feminine leaderships and role models for girls and women.
  - **Claudia Dides Castillo**, executive director of MILES Chile, for her contribution in advancing the human, social and political rights of women.
  - **Eric Parrado Herrera**, Superintendent of Banks and Financial Institutions of Chile, for his work for the empowerment and economic autonomy of women in Chile.
  - **Marcela Henríquez Aravena**, Language teacher, first Chilean to be in the Global Teacher Prize Top 50, for her leadership in the field of education and her teaching vocation and dedication in the promotion of talents in the country's girls and boys.
  - **Antonella Estévez Baeza**, director of FEMCINE, for her work in the promotion and visibility of women leaders in the arts.
  - **Maritza Soledad Musaja Juli**, president of the "Arica sin Fronteras" group, for her contribution to the promotion of the migrants rights in Chile.
  - **Josefina Errázuriz Aguirre**, founder of "Trabajo para un Hermano", for her contribution to overcoming women's poverty and promoting work as a source of development and human dignity.
  - **Francisca Skoknic, Andrea Insunza y Paula Molina**, journalists who created LaBot, for the visibility of women in communications through technology and social innovation.



- As part of its political and transversal action for the installation of the gender agenda and the advancement of women's rights in the country, ComunidadMujer presented **#LasNiñasPueden, a book that compiles its trajectory and vision on the challenges of gender equality in all generations.**

The launch was on April 26 at the Gabriela Mistral Cultural Center (GAM), and was presented by Michelle Bachelet Jeria, former president of the Republic; Carlos Peña, rector of the Diego Portales University; and Esperanza Cueto Plaza, at that time, president of ComunidadMujer.



It is an informed and diverse look at the reality of women in Chile and the inequities they face throughout their life cycle. A choral story, in the voice of outstanding women, that draws their experiences in different areas. It is a journey through history, the advances in these years and the large debts that we face as a society. The book was distributed throughout the national territory through Penguin Random House Editorial Group.



- Participation of the ComunidadMujer team, as an organization representative of civil society, in **instances of debate with other social actors**, for the discussion of sectoral public policies. The participation in:

- The Council of Civil Society (COSOC) of the National Institute of Statistics of Chile.
- The Council of Civil Society (COSOC) of the Ministry of Mining.
- The directory of the Foundation Promotion and Development of Women (Prodemu).
- The Inter-Institutional Gender Roundtable of the National Commission of Scientific and Technological Research (CONICYT).

- Session of the Civil Society Council (COSOC) of the Undersecretariat of Labor. Within this framework, ComunidadMujer led a proposal to reform the Universal Nursery Room bill (Article 203 of the Chilean Labor Code) that was presented during the Public Account of the Ministry of Labor.
- The Commission "For an Education with Gender Equity", created in June 2018 and led by the undersecretary of Nursery Education, María José Castro, to make a diagnosis about the differences that may exist between men and women in the different educational levels, and move towards orientations and proposals that allow facing the problems that affect equal opportunities.
- The National Table for Women and Mining, a governmental body created by the Ministry of Women and Gender Equity and the Ministry of Mining in June 2018, which seeks to advance in better practices to make mining a more inclusive activity, in conjunction with the mining industry.
- The directory of the Project Institutionalality for the Territorial Dialogue of Alliance Mining Value, a public-private partnership that promotes dialogue and agreements between multiple actors for the sustainable insertion of investment projects in the territories.

- Within the framework of the **Annual Meeting of the ComunidadMujer advisory council**, the organization undertook a partial renewal of its board of directors and the change of its presidency. Thus, after 10 years of successful management, the co-founder of ComunidadMujer, Esperanza Cueto Plaza, left her position, remaining on the corporation's board of directors. In its place, the leading journalist Mercedes Ducci Budge took on the challenge. This change responds to the modernization of ComunidadMujer's corporate governance, marking a new stage of institutional consolidation.



- The **Inter-American Dialogue gave the Women's Empowerment Award to Esperanza Cueto**, co-founder of ComunidadMujer, thus distinguishing the organization's more than 15 years of experience, during a gala dinner held in Washington D.C. The "Leadership for the Americas" Award is given to people who have dedicated their lives to promoting democratic governance, social equity and prosperity in the region.

- In partnership with ComunidadMujer, through its Alto Las Condes brand, Cencosud carried out the third version of the **"Women Who Leave Their Mark"** (Mujeres que Dejan Huella) campaign, an initiative that highlights women who, through the projects they lead, have contributed to strengthening social ties, embodying the values of perseverance, courage and passion. The campaign was widely deployed in social networks and mass media, such as television and newspapers. In this version the finalists were:



**Vreni Häussermann**, first Chilean woman to win the Rolex Award for Enterprise; **Alejandra Urrutia**, first woman Director of the Chile Chamber Orchestra; **Graciela Huinao**, first mapuche-williche woman at the Chilean Academy of Language; **Karol Vilca**, first Chilean woman operator of Cranes Morgan; **Patricia Soto**, first Chilean and South American woman to make the summit of Mount Everest; and **Millarca Valenzuela**, first woman and professional in Chile who studies meteorites, who received the award.

- ComunidadMujer participated as a jury and sponsor of the **Inspiratec 2018 Prize**, initiative of the Undersecretariat of Economy and Small Business, in collaboration with the Undersecretary of Education, Undersecretary of the Ministry of Women and Gender Equality, General Directorate of International Economic Relations, CONICYT, Millennium Science Initiative, BancoEstado, Fundación País Digital and ComunidadMujer, which aims to inspire women to study, undertake and work in the technology sector.
- In August, ComunidadMujer held the award ceremony for its institutional prize **"Grant Fund: Women for Equity"**, which distinguishes projects throughout the national territory that promote equal opportunities between women and men. The Fund seeks to generate in the organizations and in their communities a change and social transformation, which is translated, in turn, into contributions for greater equality.

The ceremony was attended by the Minister of Women and Gender Equity, Isabel Plá; high authorities, representatives of civil society and international organizations, social leaders and prominent women from various areas of national, political and social. The initiative, which counted for the fifth year with the support of Lipigas as part of its social responsibility program, provided accompaniment in the implementation of its projects to the five winning organizations, as well as training in gender and leadership. Also, a direct collaboration to support the articulation of networks and economic resources for the execution of the proposals.

Some of the issues addressed by the winning projects, four of them from regions, were to make visible the participation of young women in football and train them in the prevention of gender-based violence, improving the security conditions in which a group of professionals female drivers work, and strengthen the empowerment and economic autonomy of women (see details in Women and Social Capital Program).



- Participation in the conversation panel **"Labor inclusion and gender equity. How to enhance the role of women in the workplace?"** organized by the Human Capital committee of AmCham Chile, with the aim of opening a space for dialogue with the world to identify challenges and opportunities in the field. In this instance, Carolyn Robert, country manager of the Inter-American Development Bank for Chile (IDB); Alejandra Sepúlveda, executive director of ComunidadMujer and executive secretary of the Gender Parity Initiative Chile; and Elizabeth Nieto, senior vice president Global Chief Diversity & Inclusion Officer of Metlife. The panel was moderated by Alejandra Aranda, director of AmCham and chair of the Human Capital committee.



Tatiana Molina, general manager of AmCham; Alejandra Sepúlveda, executive director of ComunidadMujer and executive secretary of IPG; Carolyn Robert, country manager of the Inter-American Development Bank for Chile; Elizabeth Nieto, senior vice president Global Chief Diversity & Inclusion Officer of Metlife; Alejandra Aranda, director of AmCham and chair committee of Human Capital; y Guillermo Carey, chairman of the AmCham board and partner of Carey.

- The global network **Apolitical awarded the work of ComunidadMujer** through a distinction to Esperanza Cueto Plaza as one of the 100 most influential people for the advancement of the global gender agenda, along with personalities such as Justin Trudeau, Malala Yousafzai, Saadia Zahidi, Melinda Gates and Michelle Bachelet, among others. The list recognizes and celebrates women and men who work to build a more equitable world, exerting their influence in the formulation of public policies, research with a gender perspective, advocacy in the public and private world and work from organized civil society.
- A little more than a month after the burst of the feminist movement in Chile, the counselors of ComunidadMujer organized the conversation **"2018 Feminist Wave: voices from the university"**, a space for reflection on the current feminist movement and the challenges that it imposes the advance towards a non-sexist education and a more egalitarian society. The panelists were Alejandra Mizala, Cecilia García-Huidobro and Susana Claro, debate moderated by Paula Escobar.



- In December the executive director of ComunidadMujer and executive secretary of the Gender Parity Initiative (IPG) Chile, Alejandra Sepúlveda, and the director of the ComunidadMujer Leadership Center, Jessica González, participated in a breakfast organized by the **Asia Pacific Economic Cooperation (APEC)**. At the meeting, the organizers highlighted the future presence of IPG Chile at the 30th APEC Leaders Summit 2019, to be held in Chile and in which 21 nations will participate, as an example of public-private articulation to close the gender gap in organizations and companies.



- On December 13, **the counselors of ComunidadMujer met at their annual dinner to celebrate the achievements of the organization** and the advances of the gender agenda during 2018, a year especially marked by the visibility of the struggle of women in Chile and the world. In addition to the directors and the ComunidadMujer advisory board, the Undersecretaries of Women and Gender Equity, Carolina Cuevas, and of Nursery Education María José Castro, and the EU Ambassador in Chile, Stella Zervoudaki, were invited to participate in the activity.



Stella Zervoudaki, Ambassador of the EU in Chile; Carolina Cuevas, Undersecretary for Women and Gender Equity; Mercedes Ducci, president of ComunidadMujer; María José Castro, Undersecretary of Nursery Education; y Alejandra Sepúlveda, executive director of ComunidadMujer.

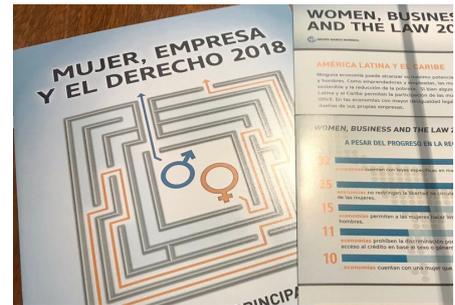
- During 2018, ComunidadMujer, through its Executive Director, participated in a series of public debate activities around the national gender agenda, focusing on public and corporate policies, among which the following stand out:
  - Seminar "Women and Work: towards a labor market with equity". Ministry of Labor and Social Security.
  - Panel "Women and Chilean Society: Current Challenges". Superior Council of the Pontifical Catholic University.
  - Forum Women to the Helm vol. 14 "The Future in Our Hands Now". Icare.
  - XVII World Copper Conference. Executive Committee of the CRU World Copper Conference.
  - Participation in the launch panel of the global study "Getting to Equal". Accenture.





- Seminar with the former Prime Minister of New Zealand, visiting Chile, Helen Clark "Women in leadership for a more inclusive society". Embassy of New Zealand and U. Autónoma.

- Presentation World Bank Report: "Women, Business and Law 2018". World Bank and ECLAC.



In addition, the organization participated in forums, fairs, seminars, talks and exhibitions, from its experience in the leadership of gender issues. Between them:

- Lecture about Human Rights and Gender in the X Course of Instructors in Human Rights Applicable to the Police Function. Carabineros de Chile.
- Presentation at the Women and Sports Seminar. Federation of Karate.
- Lecture about Gender and Women Constructions. Faculty of Physical Sciences and Mathematics. University of Chile.
- Speaker at the Women and Science Meeting: demolishing myths. Faculty of Chemical and Pharmaceutical Sciences. University of Chile.
- Lecture about gender stereotypes and vocational decisions. Faculty of Industrial Engineering. University of Chile.
- Lecture about Gender and Leadership in the School of Women Leaders. Prodemu.
- Gender and vocational decisions. Faculty of Engineering and Sciences. University of La Frontera.
- Lecture about Gender diversity in companies: challenges and opportunities for women's leadership. Walmart
- Workshop The gender perspective: category of analysis for social intervention. Football More.
- Workshop *You do not say: Inclusive gender language for the 21st century*. FIIS
- Participation in the conversation panel of the documentary "Des femmes et des hommes" by Frédérique Bedos. Cineforo Amanda Labarca FEMCINE 8.



# PRESS AND COMMUNICATIONS

Strategic support area, in charge of strengthening the positioning of the organization as a reference in gender and work issues in Chile, through spokespersons, as well as the dissemination of the different programs and activities carried out by ComunidadMujer throughout the year in different platforms. This area is also responsible for the edition and production of the organization's publications, and the generation of strategic alliances.

## 2018 RESULTS

- Dissemination -in the media and social networks, among other platforms- of the activities, analysis, voices and approaches of ComunidadMujer throughout 2018, through press releases, opinions and public statements. Shows this impact are the **761 press appearances** that were reached this year.
- 412 of these appearances were published on online platforms, 162 in print media, 41 radio broadcasts, 27 were on television.
- We highlight 6 publications in print and online media related to the **ComunidadMujer Series**.

### Informe plantea cambios para subir la cobertura: ComunidadMujer ve mejoras a proyecto de ley de sala cuna

Pide eliminar diferencias de valor del beneficio según jornada y no suspenderlo por inasistencias del menor.

J.P. PALACIOS

"Una reforma tan esperada e indispensable como la que plantea el proyecto de ley de sala cuna universal requiere urgencia". Esa es una de las primeras conclusiones de un reporte de ComunidadMujer, que analiza la iniciativa del Gobierno que hoy enfrenta una acalorada tramitación en la comisión de Trabajo del Senado.

El informe de la corporación si bien califica la reforma como un avance significativo al eliminar el requisito de la contratación de 20 mujeres en empresas para acceder al beneficio, ve espacio para introducir mejoras.

Una de las primeras propuestas apunta a eliminar las diferencias de valor del beneficio, según las horas trabajadas a la semana. El proyecto de ley establece que si la jornada semanal está entre 15 y 30 horas, la trabajadora tendrá derecho a 2/3 del beneficio; si la jornada es inferior a las 15 horas semanales, no podrá acceder a la cobertura.

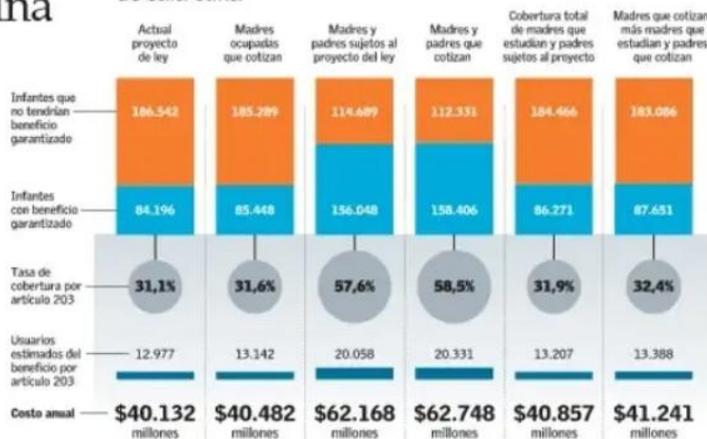
ComunidadMujer plantea otorgar por completo el beneficio a todas las trabajadoras dependientes e independientes que cotizen para el seguro, sin diferenciar según la extensión de su jornada. Modificando este criterio, se estima que 1.251 infantes podrían sumarse, subiendo de 84.196 a 85.448 los menores que tendrían el beneficio de sala cuna garantizado.

ComunidadMujer realiza asimismo otras simulaciones, utilizando distintos supuestos y costos, para aumentar la cobertura del seguro que cubre el cuidado de menores de dos años (ver infografía). También advierte que no se debiera suspender el beneficio por inasistencias a la sala cuna, o al menos flexibilizar la condición actual del proyecto, según ComunidadMujer, sobre la base del texto legislativo actual, con un restrito serio del menor en invierno "sería muy fácil perder el beneficio".

Pide igualmente evaluar a mediano plazo incluir a menores de 3 años en el beneficio.

### Comparación de simulaciones para aumentar cobertura de sala cuna

Total de infantes entre 6 y 23 meses **270.737**



Fuente: Informe de ComunidadMujer con base en encuesta Casen 2017.

EL MERCURIO

- On the participation in the editorial and opinion pages of the main newspapers of the country, we highlight the **mentions to ComunidadMujer (their work, studies, career, etc.) in 58 opinion articles**, including columns, letters to the editor and editorials. Of these, 16 were written by representatives of our organization. We released three letters to the director that generated great impact and debate in public opinion: "What a photo reveals", "TVN directory election declaration" and "Nursery Room: give urgency to the reform".

## Sala cuna: Dar urgencia a la reforma

Una reforma laboral tan esperada como la Ley de Sala Cuna Universal requiere de urgencia en su discusión. El proyecto enviado por el Ejecutivo, hoy en la comisión de Trabajo y Previsión Social del Senado, no debe quedar entrampado en las siguientes etapas de tramitación y terminar perdiéndose en el laberinto de urgencias y prioridades del trabajo legislativo. Esta es una reforma indispensable que, sin lugar a dudas, aumentará la participación laboral de las mujeres en nuestro país. Por ello debe aprobarse sin dilación, sin excusas.

Son muchos los desafíos que impone un proyecto de ley que amplía el derecho a sala cuna de las trabajadoras, incluyendo la oferta de establecimientos, su ubicación geográfica, la propiedad, naturaleza jurídica, la calidad del servicio entregado, a quién se le otorga la titularidad del beneficio o quién administrará los recursos, entre otros.

Reconociendo esta complejidad, es crucial avanzar decididamente en la aprobación de una iniciativa que acabará con una discriminación tan perjudicial para la inserción laboral de las mujeres, como es el actual artículo 203 del Código del Trabajo. La propuesta elimina la barrera que hoy establece el límite de 20 trabajadoras contratadas para acceder a sala cuna y, por tanto, la discriminación que significa que solo algunos niños y niñas tengan acceso a cuidado institucionalizado. También avanza en la igualación de los costos de contratación, que explican en parte la brecha salarial, con un modelo de financiamiento solidario, compartido por todos los trabajadores y trabajadoras, independiente de si tienen hijos o no. Este costo lo cargan hoy exclusivamente las mujeres.

Como en todo proyecto de ley, existe espacio de mejora. En este en particular, quedaron flancos pendientes. Al no contemplar la

posibilidad de que los padres trabajadores también tengan acceso universal a derechos de cuidado para sus hijos e hijas, dejó fuera una aspiración largamente defendida: la corresponsabilidad parental. Esta era una oportunidad de avanzar en la redefinición de los roles de padre y madre, aspecto clave que esperamos se discuta e integre en el Congreso.

Por otro lado, en un mediano plazo, creemos imperativo incluir al tramo etario de los 3 años; es decir, a los niveles consecutivos a sala cuna —medio menor y mayor—. De otro modo, la inserción laboral de las madres se verá limitada, con una alta posibilidad de interrumpirse al momento en que el hijo/a cumpla los 2 años y se pierda el beneficio.

Pese a ello, creemos firmemente que la prioridad es que el proyecto avance y se apruebe, dado que constituye un paso fundamental para reparar una discriminación que no puede continuar. El consenso al respecto es amplio y de larga data.

El desarrollo del país será sustentable en la medida en que hombres y mujeres cuenten con iguales derechos, oportunidades y deberes. La expectativa frente a esta reforma es alta. Corresponsabilidad parental y social debiera ser un elemento esencial de esta ley para que su aplicación tenga un impacto efectivo en la participación laboral de las mujeres y en el cierre de las enormes brechas económicas y culturales de género que aún enfrentamos. Las mujeres y sus familias no pueden seguir esperando. #ApuremosLaCausa.

JANET AWAD; ESPERANZA CUETO; MERCEDES DUCCI;  
PAULA ESCOBAR; ANITA HOLUIGUE; CARLA LEHMANN;  
ALEJANDRA MIZALA; ANDREA REPETTO; MARCELA RÍOS;  
MARÍA TERESA RUIZ; MARÍA LORETO SILVA; MARÍA ELENA WOOD  
Directoras de ComunidadMujer

- The **voices of the organization** had thematic emphasis during 2018 the low presence of women in boards and senior positions, wage gender gap, female labor participation and gender parity in politics. In addition, due to the national contingency, ComunidadMujer stood out as an expert reference when commenting on the reform of the Universal Nursery Room bill, the governments "Women's Agenda" and the need of a non-sexist education in school and university curricular contents, in the context of the Feminist Wave of May 2018.



- In April 2018, the **#LasNiñasPueden book** was released to commemorate the ComunidadMujer 15 years. The text compiles part of the trajectory and vision of the organization on the challenges in terms of gender equality in all generations. In order to raise awareness of the issues that were addressed in the book and motivate their purchase in bookstores throughout the national territory (distributed through Penguin Random House Editorial Group), a pack of interactive graphics was developed and disseminated in the media and social networks.



**+1.300 copies**

*Sold in bookstores*



**+60 appearances**

*in the media*



**675 new followers**

*on Facebook*



**+3.000 new followers**

*on Twitter*



**+4.000 new followers**

*on Instagram*

- The main milestone of the area was marked by the dissemination of the **2018 GET Report: Progress, Contrasts and Challenges of three generations**, which had its launch in October 2018, and which consists of an unpublished report in Chile that, through a pseudo-longitudinal study, observes the life trajectories of men and women for a series of variables linked to education and work. In it you can see how gender gaps have evolved as we grow older and through different generations, offering interesting findings. To this end, a series of audiovisual pieces and testimonial videos were produced that allowed explaining the main scopes of the study of ComunidadMujer to diverse audiences and in a clear and broad manner.



## #ApuremosLaCausa / #InformeGET

*were a national trend during the launch and our publications had an organic reach that reached*

**+170 thousand people**



*Our publications had an organic reach that reached*

**+60 thousand people**



*Our publications had an organic reach that reached*

**+24 thousand people**

- In partnership with La Tercera newspaper and Paula.cl, a **multiplatform special was developed to publicize the scope of 2018 GET Report**. This special was published the Sunday before the report was launched and contemplated the full coverage of the printed edition of Report section of La Tercera around GET and a digital multimedia special with written testimonies, videos, interviews and infographics. The special was accompanied by a strong display in social networks that allowed to install the name of the study as a national trending topic.

- Development of a series of graphic pieces to publicize the main products and scopes of action of the ComunidadMujer Gender Consulting.

- Alliance with Report section of La Tercera for biweekly publication of opinion columns, addressing issues such as pensions, gender violence, education, wage equity, co-responsibility and the importance of the Universal Nursery Room bill.



**Alejandra Sepúlveda**

## *Equidad salarial: nuestra escandalosa posición internacional*

**T**erminamos el año con malas noticias en materia de género. El World Economic Forum (WEF) publicó esta semana el Global Gender Gap Index 2018, que midió el avance de 149 países en cuatro ámbitos: participación y oportunidades económicas, logros educacionales, salud y sobrevivencia y empoderamiento político de las mujeres. Y los resultados para Chile, una vez más, dejan mucho que desear.

Si bien avanzamos siete puestos en el ranking general, pasando del lugar 63 al 54, el único indicador que mejoró en nuestra medición este año -y que básicamente actuó de salvavidas- fue la representación de mujeres en el Congreso.

Así, las debutantes cuotas de género 60/40 en las últimas candidaturas legislativas impactaron fuera de nuestras fronteras y nos permitieron saltar 38 posiciones en el subíndice de empoderamiento político del WEF. Un avance significativo y un llamado de atención para quienes se oponen tajantemente a medidas de acción afirmativa, argu-

Y el contraste, una vez más, se hace presente. En materia económica, nuestros indicadores son pobres y registran avances tan ínfimos que nos empujan al fondo en la tabla de posiciones: lugar 120 en "Participación y Oportunidades Económicas" y 128 en "Igualdad de Salarios por Trabajos Similares" (de los 136 países que miden esta variable). Estamos entre las ocho peores economías en materia de equidad salarial entre hombres y mujeres. Un escándalo.

En este ámbito, el Informe GET 2018 de ComunidadMujer, que estudió las brechas de género en distintas generaciones, reveló buenas y malas noticias. La diferencia de salarios entre hombres y mujeres crece a medida que envejecemos y culmina con una dramática distancia experimentada en las pensiones. La noticia menos mala es que generación tras generación, esta brecha ha ido disminuyendo. No obstante, hoy para que una mujer gane lo mismo que un hombre en un año debe trabajar tres meses más.

El WEF, con este último índice, lo pone negro sobre blanco: si no hacemos nada al respecto tendremos que esperar 202 años para subsanar

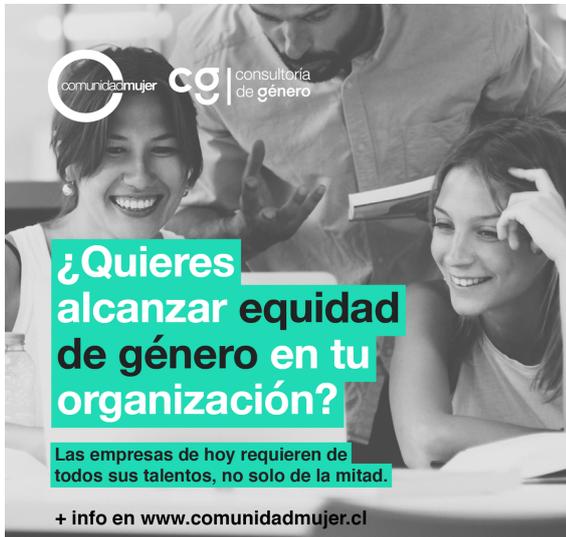
ción diferenciados entre hombres y mujeres, que nacen de un Código del Trabajo que no reconoce la parentalidad y hace a las mujeres responsables únicas del cuidado de los hijos e hijas, lo que termina castigando sus remuneraciones.

Es clave reconocer el derecho a cuidar de los padres y materializarlo en medidas que les permitan ejercerlo, ya sea con dedicación de horas o con la titularidad de la responsabilidad. Hay una tremenda posibilidad de avanzar con el proyecto de ley de sala cuna universal, que hoy se discute en el Congreso. Aún es tiempo de introducir mejoras e incorporar a los padres en el beneficio. Y, por qué no, en pocos años, pensar en un posnatal masculino, financiado por el Estado.

Las empresas también tienen mucho que hacer, empujando acciones concretas que conviertan la corresponsabilidad, la equidad y el cierre de las brechas de género en un valor estratégico del negocio. En tal sentido, acabar con las diferencias salariales discriminatorias e impulsar a más mujeres a la alta dirección es indispensable.

Son demasiadas las alertas que

- Journalistic **edition and production of institutional publications**, among them, the ComunidadMujer Series; 2018 GET Report; #LasNiñasPueden book; material and manuals of the Mentoring Program and the Gender Consulting area; material of diffusion of the School of Young Women Leaders and the Woman and Social Capital Program, among others.



- Management of **media partner alliances** to support the call and visibility of certain institutional programs, such as Mentoring and Social Capital Program, including El Mercurio, Radio Biobío and Regional Media of Grupo El Mercurio.



FONDO CONCURSABLE

# mujeres por la equidad



Comunidadmujer invita a las organizaciones sociales de todo Chile a postular al Fondo Concursable Mujeres por la Equidad, presentando **proyectos que promuevan la igualdad de oportunidades entre mujeres y hombres.**

Cierre 17 JUNIO 2018

Media partner:  
**LA ESTRELLA DE IQUIQUE**

Formulario y bases de postulación en [www.comunidadmujer.cl](http://www.comunidadmujer.cl)

Más información:  
[fondo@comunidadmujer.cl](mailto:fondo@comunidadmujer.cl)  
+56 22 222 31 30 (línea 128)

- In **social networks**, new communication strategies and incorporating attractive, didactic and explanatory audiovisual material that generated a good position and significant increase followers on **Facebook**, **Twitter** and **Instagram** were implemented.



**27 thousand followers**

*6.000 more than 2017*



**28 thousand followers**

*2.000 more than 2017*



**15 thousand followers**

*13.500 more than 2017*



**162.427 visits**

*to the institutional website*



**761 press  
appearances**



**27.000 followers**

*6.000 more than 2017*



**28.000 followers**

*2.000 more than 2017*



**15.000 followers**

*13.500 more than 2017*



**162.427 visits**

*to the institutional website*

## OUR VOICE IN THE MEDIA

*"One of the obstacles in public policies for advancing gender issues has to do with **co-responsibility**: we need men to get involved and participate in domestic work and care. Just as women have massively incorporated into the labor market, men have not done it at home and that translates into a double or triple working day for women."*

CNN

March 8, 2018

*"It is important to **offer care for children under three years of age**, but it must consider fathers and mothers, and be shared between the State, employers and workers, with or without children."*

Economy and Business of El Mercurio

March 17, 2018

*"Unfortunately the reality continues to show us how much **needed to advance to change the mentality of our authorities**. We hope that in this case it is the Congress that can do the part and can give an account and show the need to have a joint directory (TVN), of the spirit that this law has."*

Biobio Chile

April 14, 2018

*"The representation of women in the management positions of the universities is relevant because they are institutions that build society, where there is thought, knowledge, and **that women are not in these high positions** means that, in some way, their value and capabilities are invisible. "*

La Segunda

May 18, 2018

*"The **student movement** and its demands for a non-sexist education and gender equality forces us to take charge. In this agenda there is much to move forward, and we believe that we are in a historic moment. The students not only make these demands, but they are making young people, men and women, reflect and think about what their sexist attitudes have been and how they affect their peers."*

TV Emol

May 24, 2018

**"School texts continue to reproduce *biases and stereotypes* and this occurs, for example, when women do not occupy leading roles or are not role models in the contents. Textbooks should always be reviewed, it is something that must be done permanently because education has to evolve with society. "**

La Hora

June 10, 2018

**"*Underrepresentation in the spaces of power and decision making* is a great discrimination. In Chile, the most lagging indicator is precisely what happens in directories, especially in IPSA companies, where there is only 6.2% of women, a figure that has stagnated over time. Here there is a lack of willingness on the part of the private sector to allow women to assume positions of power, because it is the smart thing to do".**

Cooperativa

October 3, 2018

**"There is an *unequal distribution of private space*, women have settled in the workplace, that number has increased, but this has not gone hand in hand with the incorporation of men in the private space."**

T13

November 29, 2018

**"Women who are of childbearing age are considered more expensive, and at that stage, they can develop their greater productivity in the labor market and are receiving a punishment in their remuneration for being mothers."**

Economy and Business of El Mercurio

December 15, 2018

# THANKS

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GAM  
Centro de las artes,  
la cultura  
y las personas

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