

CASE STUDY 18 May 20

## NATURA &CO: LOCKDOWN SUPPORT FOR BRAZILIAN WOMEN

As countries around the world are in lockdown to stem the spread of COVID-19, victims of domestic violence are being put in a dangerous situation. In Brazil, Avon and Natura have joined forces to launch #IsolatedNotAlone, a campaign to support victims and at-risk women.

Location [Brazil](#)

### Featured Experts

[Daniela Grelin](#)

Daniela Grelin is executive director of Avon and leads the company's efforts to fight breast cancer and violence against women in Brazil. Her experience includes developing and executing PR initiatives in support of corporate reputation-building.

### Author

[Veronica Ferrari](#)

Veronica Ferrari is a freelance writer and analyst, who has worked with several digital agencies providing insights and identifying trends based on social media data. Originally from Italy, she specialised in journalism and started her career in London, and now lives in Rio de Janeiro.

### Highlights & Data

- Natura &Co's #IsolatedNotAlone campaign in Brazil aims to boost awareness and facilitate reporting, investigating, and resolving domestic violence cases during lockdown
- While many people are enjoying the quiet and slower pace of lockdown, it puts women in abusive relationships in more danger
- With women's safety at risk, companies are working to create alternative channels where people can seek help and support
- Since lockdown started, there has been a **9%** increase in domestic violence reported to Brazil's official emergency helpline ( [Central de Atendimento à Mulher, 2020](#) )
- On Twitter, mentions of domestic violence increased by **431%** between February and April 2020 ( [Twitter, 2020](#) )
- Among the 300 brands most lauded by Brazilians for their positive performance during the pandemic, Natura features in the **top ten** ( [Croma, 2020](#) )

### Scope

Natura and Avon, together with the other brands under the umbrella of Brazilian cosmetics group Natura &Co, have joined forces to create a new campaign to support women at risk of domestic violence during the coronavirus lockdown. #IsoladasSimSozinhasNãO (#IsolatedNotAlone) is a global campaign in response to the United Nations' call to make domestic violence survivors a priority, which has seen Natura &Co collaborating with national and international organisations that deliver frontline services to domestic violence survivors and at-risk women. [1] The campaign aims to facilitate reporting, investigating, and resolving domestic violence cases.

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Natura has created dedicated content to broadcast messages of support – including across billboards in major Brazilian cities and a five-episode series on popular podcast *Mamilos* – sharing domestic violence survivors' stories, supported by a large network of beauty consultants, make-up artists, and influencers. [2] The project focuses on transport aid, psychological and legal support, and temporary shelters and transition houses, says Daniela Grelin, Avon executive director. [3]

Since 2008, Avon has been a leading voice for women, funding campaigns and projects across Brazil to raise awareness of domestic violence. [4] Grelin explains that the #IsolatedNotAlone campaign is a coordinated action plan focused on three pillars: awareness, advocacy, and intervention. "The campaign grew and became a strategy that will take place in three major phases: awareness of the increase in domestic violence amidst social isolation; guidance and referencing of services available to women who suffer aggression and engaging tips on how to act as part of the support network for these women; and advocacy actions calling on authorities to take urgent measures to reduce the damage from isolation in the lives and well-being of women and girls." [3]



Life in lockdown can be scary for victims of domestic violence

Ben Blennerhassett (2017) ©

### Context

While people around the world are using lockdown to relax, reset, and take a break from normally-busy lives, the quarantine has become a time of fear and worry for many women living in violent

conditions – an unintended consequence of isolation measures is that people experiencing abuse are being confined with their abusers. Since lockdown started in Brazil, the country has registered a 9% increase in domestic violence reported to its official emergency helpline. [5]

Figures from the 2019 Annual Brazilian Public Security Report show that femicide has increased in Brazil by 4% from 2017 to 2018, with many cases involving domestic violence – 263,067 domestic violence injuries were reported in 2018, which works out to a woman being harmed once every two minutes. [6] The study also notes that 88.8% of femicides were committed by current or former partners. [7] Reports of gender-based violence and demand for emergency shelters from women have spiked since the start of the pandemic. And on Twitter, mentions of domestic violence increased by 431% between February and April 2020. [8]

The difficulty of leaving the house to ask for help and the fear of calling out live-in aggressors are some of the obstacles women face in getting out of situations of domestic violence. And growing figures of reported incidences only log cases where women are able to seek help – many cannot make calls because they fear being overheard by abusive partners or cannot seek outside help as they are forbidden from leaving the house. [9]

## **Insights and opportunities**

### ***Brands at the forefront of the fight against domestic violence***

Globally, 78% of people feel that brands should help them in their daily lives during the pandemic, which means there's increased scrutiny on brand actions and comms. [10] In fact, among the 300 brands most mentioned by Brazilians for their positive performance during the pandemic, Natura features in the top ten. [11] For the #IsolatedNotAlone campaign, Natura and Avon have partnered with both public and private sector organisations, such as Grupo Pão de Açúcar, Uber, Decode, Instituto Galo da Manhã, and Mapa do Acolhimento, as well as the Brazilian emergency helpline for domestic violence victims, Call 180, says Grelin. [3] Several other companies have taken steps to support at-risk women during lockdown both in Brazil, with shopping brand Marisa among them, as well as abroad, with **Boots and charity Hestia** in the UK offering a safe space for victims to seek help. [12]

### ***Starting with protecting employees***

Companies are increasing efforts to make the workplace a safer and more supportive place for their employees. Victims of domestic violence suffer in the workplace, often missing work and risking dismissal for that unsanctioned missed time but being unable to speak up about why they're missing work. Start-up Mete a Colher has launched Tina, which is used by Natura and Carrefour. The app enables employees of these companies to seek support and resources when they identify a situation where a woman may be the victim of domestic violence. [8] For Avon resellers and sales executives, the brand offers an online psychotherapy service led by specialised psychologists on the Psicologia Viva platform, says Grelin. [3]

### ***Need for alternative reporting channels***

While Call 180 is the main channel of guidance for women in situations of violence in Brazil, there's a need for alternative channels of seeking help – making a phone call isn't always possible for women in abusive home situations. Solutions that look inconspicuous keep victims safe and protect their right to privacy. In partnership with Uber, Smarkio, Decode, and Wieden + Kennedy, "Avon Institute has developed a virtual assistant on Whatsapp to act as a gateway helping women to understand if they are experiencing violence, and inform them about where to

look for public services that can help,” says Grelin. [3] In a similar move, the Brazilian Human Rights Ministry launched a smartphone app at the end of April 2020 whereby users can report domestic violence. [13] Similarly, Think Olga offers *Isa.bot*, a messaging bot available on Facebook Messenger.

## Sources

1. 'Speak out against gender-based violence' , Avon Worldwide (March 2020)
2. 'Violência doméstica: Natura se une ao podcast Mamilos para reforçar luta' , Natura (March 2020)
3. Interview with Daniela Grelin conducted by the author
4. 'Isoladas sim, sozinhas não: movimento alerta sobre violência doméstica na quarentena' , Natura (April 2020)
5. ' Natura e Avon se unem para prevenir violência doméstica durante quarentena' , *Folha de São Paulo* (April 2020)
6. 'Brazil report charts surge in racial abuse and violence against women' , *The Guardian* (September 2019)
7. ' Femicide Hits All-Time High in Brazil' , Wilson Center (October 2019)
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9. 'Lockdowns around the world bring rise in domestic violence' , *The Guardian* (March 2020)
10. 'Just 8% of consumers think brands should stop advertising due to the coronavirus outbreak' , *Marketing Week* (March 2020)
11. 'As 10 marcas mais lembradas pelos brasileiros na pandemia da covid-19' , *Exame* (April 2020)
12. 'Marcas fortalecem ações contra violência doméstica no isolamento' , *Catraca Livre* (April 2020)
13. 'Brazil launches app for online domestic violence reports' , *The Brazilian Report* (April 2020)

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