

Beat: Vips

## **MAKE.ORG KERING FOUNDATION & FACEBOOK UNVEIL AN UNPRECEDENTED COALITION**

### **TO STOP VIOLENCE AGAINST WOMEN**

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**USPA NEWS** - On November 25, 2017, International Day for the Elimination of Violence against Women, is the starting point for the Stop Violence Against Women (#StopVFF) Coalition to find and implement actions that will change the game in France, in 3 years. 500,000 Citizens - 6 Large Companies - 22 Associations - 100 Godfathers and Godparents mobilise for the launch of unprecedented coalition to turn liberated speech into action

November 25, 2017, International Day for Elimination of Violence against Women, is the starting point for the Stop Violence Against Women (#StopVFF) Coalition to find and implement actions that will change the game in France, in 3 years.

**THIS COALITION WILL GATHER AROUND MAKE.ORG**

â†’ 500,000 citizens including about a hundred personalities;

â†’ the founding partners: the Kering Foundation and Facebook;

â†’ supporting partners: the Ile de France Region, the FACE Foundation, ELLE, TF1, the Obs, RTL Girls;

â†’ associations of reference in the field: FNSF, Samu Social, Dare feminism !, GAMS, Neither Whores nor Submissive, Bitches of guard, Cimade, IRTS New Aquitaine, the Nest Association, the Movement of the Nest, Solidarity Women, A Woman a Roof, JUMP, CFCV, Women of the Earth, NOPE, Imagine Project, ECVF, HandsAway, Nope, Hubertine Auclert Center;

â†’ the UN Women France Committee.

**IT IS TIME FOR ACTION AFTER THE FREEING OF SPEECH ABOUT VIOLENCE AGAINST WOMEN**

France is now aware of the extent of violence suffered by women and pain too long tense. This liberated speech offers the historic opportunity to change things but must now bring us together in research and the implementation of concrete actions. Civil society mobilizes alongside political announcements Given the scale of the problem, a law is undeniably necessary but will never be sufficient. It is in every village, in every neighborhood, in every family that mentalities must evolve. Only a massive mobilization of the civil society can act on the scale of the problem, and on all the violence: battered women, rapes, mutilations, harassment at work, of street, cyber harassment, psychological and moral harassment ...

**A GREAT CAUSE ENROLLING 500 000 CIVILIANS TO STOP VIOLENCE AGAINST WOMEN -----**

Thus, against this scourge, Make.org has assembled a coalition, unprecedented in its composition and exceptional in its scope, which engages in a program of 3 years for the situation to evolve dramatically in the facts and mentalities. This is the first time that civil society has mobilized at this level to act on society across the country.

The Big Cause method Make.org: the transformation of society through the massive action of civil society

Major causes make it possible to build coalitions of citizens, associations, companies, institutions and media in order to solve major issues in 3 years of general interest (the fight against food waste, culture for all, the transport of everyday life, a chance for every young person, the creation of social ties ...). Make.org is committed in this process, scrupulously respect its Ethics Charter to ensure respect for citizens, transparency of the process and readability of the results.

From 25 November, citizens and personalities propose their solutions through StopVFF.org consultation.-----

The first stage of the operation will bring together 500,000 citizens, including a hundred personalities from the world of cinema, sports, media or the company, to propose their solutions or vote on those of other participants. the dedicated consultation platform developed by Make.org: StopVFF.org. Tens of thousands of solutions will come from all over France and on all issues related to violence against women. By their position, hundreds of thousands of French.es will bring out the best solutions, the most innovative, the most impacting and especially, those on which they are ready to engage.

From 63 years old Jeanne, to Teddy Riner 28 years old judoka, to Enzo 18 years old student, it is women and men of all horizons and all ages who are mobilized. This consultation will be conducted simultaneously in the United Kingdom, Italy, Switzerland and Belgium from January 2018 in order to have a transverse and pan-European vision of this problem.-----

Starting in February 2018, the reference associations will work with citizens and businesses to turn the best proposals into action. During major transformation workshops, the partner associations of the operation will actively participate with committed citizens, the

media and companies to design 10 actions from the best proposals of the consultation. They will be selected for their scale and their decisive impact. The launched actions will be revealed on March 8, 2018 on the occasion of World Women's Day. Make.org will be the guarantor of the implementation of these actions and will invite all the citizens who took part in the consultation, to recommit themselves to act and change the situation in France.

**IF WE ALLOWED EACH WOMAN VICTIM OF VIOLENCE; EXAMPLES OF POSSIBLE ACTIONS-----**

... to be put in direct contact with a woman who has experienced the same thing as herself. This direct exchange between women, anonymous, based on the sharing of lived experiences, can have a real liberation force. In collaboration with actors such as 3919 or HandsAway, Make.org could develop and widely distribute an application that concretely allows this contact nationwide. ... to be accompanied in her steps when she decides to file a complaint. As the associations report, lodging a complaint is a heavy and difficult act when you are alone. To be two changes everything. Tens of thousands of volunteer citizens recruited via the consultation Make.org would come to propose to associations of reference to facilitate this accompaniment near their home. Whenever a woman wishes to make a complaint, a "referral" complaint will be proposed to accompany her in her steps.

**ABOUT THE KERING FOUNDATION-----**

Launched in 2009, the Kering Corporate Foundation fights against violence against women. To strengthen its international impact, the Foundation focuses its activities on the American continent, Western Europe (France, Italy and the United Kingdom) and China. The Foundation supports projects run by local NGOs and social entrepreneurs and organizes awareness campaigns, including the White Ribbon For Women campaign. The 6th edition, which runs from November 20 - 25, focuses on Generation Z, with the hashtag #ICouldHaveBeen and the ICouldHaveBeen.org site, to bring about a profound and lasting cultural change around the world. [@KeringForWomen](http://www.keringfoundation.org)

**ABOUT FACEBOOK-----**

The world's leading social network, Facebook gives users the power to share information and content to create a more open and connected world. Around the world, 1.8 billion people use Facebook to stay connected to their loved ones, keep up to date with news and share what matters to them. In France, 32 million people use Facebook each month, they are 24 million to connect every day, including 20 million on their smartphone. Facebook offers businesses, brands and organizations an innovative platform to share engaging content and deliver a unique experience to a broad audience.

**ABOUT MAKE.ORG-----**

Make.org is an independent platform of citizen mobilization acting through the direct collection of proposals and the implementation of collaborative actions in cooperation with partners to complementary action (associations, companies, institutions and local authorities).

**Article online:**

<https://www.uspa24.com/bericht-12463/makeorg-kering-foundation-und-facebook-unveil-an-unprecedented-coalition.html>

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