

CHARTER TO PREVENT AND COMBAT DOMESTIC VIOLENCE

Domestic violence constitutes a widespread social problem, fostered by persisting gender inequalities within society and tolerance towards discrimination against women.

Every day, hundreds of thousands of women suffer mental, physical, economic, sexual or financial abuse within their own homes. In the United Kingdom, every week two women are killed by their partner or ex-partner. Domestic violence is a serious public health problem, which also affects children who are not only witnesses but are also victims in their own right¹.

Domestic and intimate partner violence is a serious issue in the UK, as well as worldwide – one that affects 1 in 4 women and 1 in 7 children each year. Abusive partners often control their victim's every move, which has a detrimental effect on their social as well as professional life. In the UK, in any one year, more than 20% of employed women take time off work due to domestic violence. 20% of those have been absent for more than a month²

Research has shown that more than 1 in 10 victims of domestic violence choose to confide in a manager or colleague in the workplace³. It is crucial that all employees are provided with the necessary tools and information to properly support and guide those colleagues who choose to disclose and seek help.

Violence against women does not solely stem from the dynamics within a relationship. It is caused by a set of historical, cultural, social and psychological factors. Deep seated attitudes and social and family structures are all contributing factors allowing violence against women to persist.

Ending violence against women and domestic violence in particular is a crucial component within the fight for women's rights. Eliminating violence against women should constitute a major priority within public policy. While it is the duty of the public sector to enable survivors to speak up, to support them around the procedures intended to put an end to such violence, to punish perpetrators efficiently and to prevent violence from recurring, it is also important that the private sector becomes aware of and a part of the solution to end domestic violence.

Women's Aid Federation of England was established in 1974 from the ground up as the world's first national domestic violence charity. We and our members have been providing direct services to survivors of domestic violence and their children for 40 years. Through our network of close to 300 local member services we support the delivery of high quality refuge, outreach, drop-in and children's services. On a national level, we run the National Domestic Violence Helpline (in partnership with Refuge), and provide a range of information and support resources both offline and online available 24 hours a day.

Kering is a world leader in apparel and accessories, it develops an ensemble of powerful Luxury and Sport & Lifestyle brands: Gucci, Bottega Veneta, Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Christopher Kane, McQ, Stella McCartney, Tomas Maier, Sergio Rossi, Boucheron, Dodo, Girard-Perregaux, JeanRichard, Pomellato, Qeelin, Puma, Volcom, Cobra, Electric and Tretorn. By 'empowering imagination' in the fullest sense, Kering encourages its brands to reach their potential, in the most sustainable manner. Present in more than 120 countries, the Group generated revenues of €9.7 billion in 2013 and had 35,000 employees at year end.

¹ Men and women experience incidents of inter-personal violence in relationships. Women are more likely to experience repeated and severe forms of violence perpetrated by men, including sexual violence. They are also more likely to have experienced sustained physical, psychological or emotional abuse, or violence which results in injury or death. Domestic violence is not acceptable and should not be tolerated whether the victim is male or female. Every person has the right to live a life free from violence.

² Roe, S. 2010. Home Office Statistical Bulletin Intimate Violence: 2008/09. London

³ ibid

Launched in 2009, the **Kering Foundation** supports NGOs, social entrepreneurs and helps raise awareness on Violence Against Women while encouraging employee involvement in Americas, Western Europe and Asia. More than 140,000 women benefited from the Foundation's support since its inception.

With the creation of the Kering Foundation, the Group rallied around a powerful cause, consistent with its values and activities, with a goal where the company believes it can play a determining role alongside public authorities: combating violence against women. Kering believes that private companies offer an ideal platform for raising society's awareness on these issues.

The Kering Foundation and Kering – in its own name and on behalf of its brands – have therefore opted to partner with the Women's Aid to implement their commitment to combat domestic violence in the United Kingdom, and to contribute to improving the information and awareness of the employees on the subject.

In this respect Kering, its brands and the Kering Foundation hereby commit to:

- **Train professionals inside the company** to equip them with the knowledge and skills to support and effectively respond to colleagues who may have experienced domestic violence. Three-hour training sessions will enable the staff to recognize the signs of domestic violence, to listen to victims and give them the right information to get support from Women's Aid networks. Workplace internal policies will also be developed in order to raise staff awareness on domestic violence, and equip staff with the knowledge and skills to support and effectively respond to colleagues who may have experienced domestic violence.
- **Inform and raise the awareness of staff about domestic violence**, in particular by informing about the Free phone 24 hr National Domestic Violence Helpline (0808 2000 247) and the online Survivor's Forum, and cascading any campaign on domestic violence issued by Women's Aid.

An assessment of this programme will be carried out jointly by the Kering Foundation and Women's Aid.



For Kering Foundation
François-Henri Pinault, Chairman



For Women's Aid,
Polly Neate, Chief Executive