



KERING
FOUNDATION

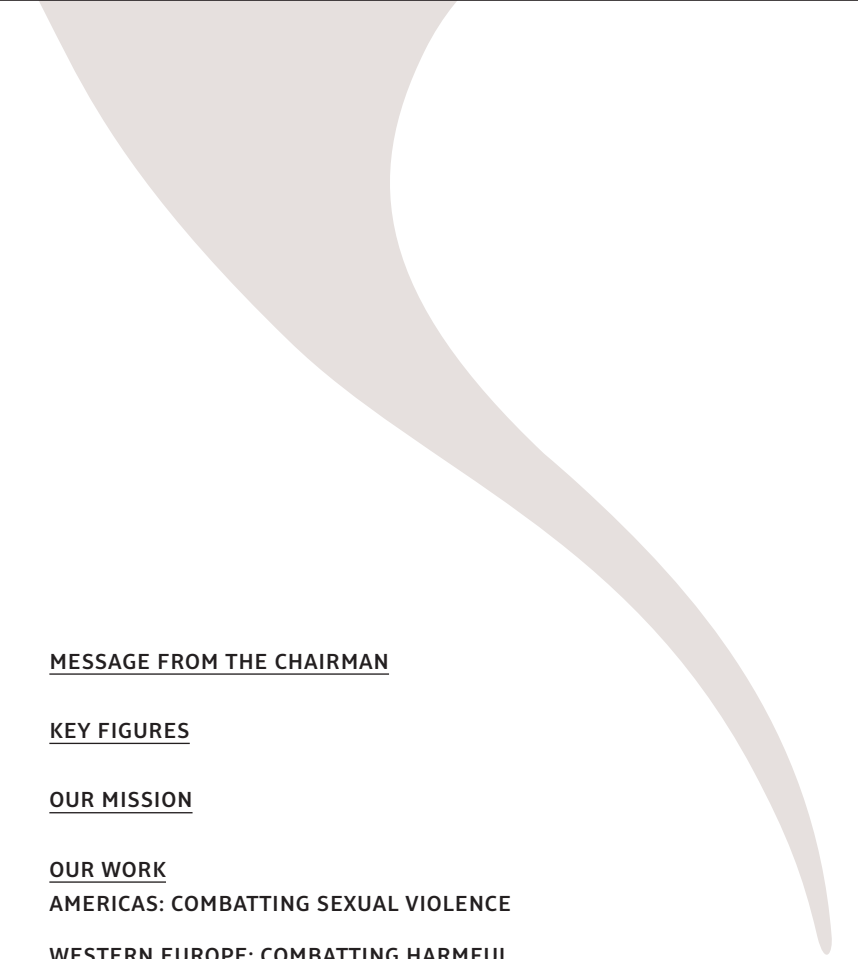
STOP VIOLENCE. IMPROVE WOMEN'S LIVES.



**THE KERING FOUNDATION
COMBATS VIOLENCE AGAINST WOMEN**



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MESSAGE FROM THE CHAIRMAN

'WE MUST REMAIN VIGILANT WHEREVER WOMEN'S RIGHTS SEEMED ESTABLISHED, AND BE EVEN MORE ACTIVE WHEREVER THEY STILL NEED TO BE CONQUERED.'

In the current geopolitical context where human rights are threatened, and often women's and children's rights first, the Kering Foundation's mission is more crucial than ever.

Today, one out of three women is or will be a victim of violence, sexual abuse or other types of abuse, regardless of her social class, her culture or her nationality. The violence women endure comes in different forms and is an issue that is much too often kept silent.

This is why nearly 10 years ago I created the Kering Foundation.

These past years, the protection of women's rights has made major progress (e.g. the fifth Sustainable Development Goal dedicated to gender equality, the Istanbul Convention or the first ratified law against domestic violence in China). However, despite this progress, women's rights are still threatened and going backwards in several areas of the world. This fact obligates us to remain vigilant wherever

these rights seemed established and to be even more active wherever they still need to be conquered.

Kering's commitment goes beyond the strict framework of our Foundation as demonstrated by our actions in favour of gender equality or the *Women in Motion* programme that aims to promote women's voices in cinema, a universal medium that influences behaviours and mind-sets every day.

I would like to warmly thank the members of our Board of Directors, the Foundation's team, all our partners in the field and the Group employees who work by our side to deliver this commitment.

In this matter that has great significance to me, Kering has taken on the responsibility to be exemplary and to lead others on the road to change.

Violence against women is everybody's business. I am convinced that by encouraging everyone to get involved, we can contribute to reducing it.

FRANÇOIS-HENRI PINAULT

Chairman and CEO of Kering, Chairman of the Kering Foundation

1 OUT OF 3 WOMEN

IS A VICTIM OF VIOLENCE DURING HER LIFETIME



30% OF WOMEN

ARE VICTIMS OF DOMESTIC VIOLENCE IN CHINA



NEARLY
60%

OF REFUGEES AND MIGRANTS
ARE WOMEN AND CHILDREN



500,000

VICTIMS OF FEMALE GENITAL MUTILATION IN EUROPE

1 OUT OF 5 YOUNG WOMEN

IS A VICTIM OF SEXUAL ASSAULT ON AMERICAN CAMPUSES

OUR MISSION

'Stop violence. Improve women's lives.'

Launched in 2009 and chaired by François-Henri Pinault, the Kering Foundation combats violence against women. To strengthen our impact, we focus our work on four main causes in the three regions where the Group operates, in close collaboration with our employees.

The Foundation supports projects led by local NGOs, assists social entrepreneurs and organises awareness campaigns, all the while, involving Kering's 40,000 employees.

SEXUAL
VIOLENCE
IN THE AMERICAS

HARMFUL TRADITIONAL
PRACTICES
IN WESTERN EUROPE



SPECIAL PROGRAMMES FOR REFUGEE AND MIGRANT WOMEN

In order to effectively combat violence against women, the Foundation favours an approach that focuses on partnership, dialogue and co-construction: we analyse the needs and stakeholders in a given area and cause, and identify the organisation or social entrepreneur with whom we wish to move forward. In a spirit of sharing and closeness, the Foundation has chosen to work with a limited number of partners.

Beyond our financial support which continues for an average of 3 years, we provide additional skills whether through our employees' commitment or through networking with other funders.

Our goal is to support survivors-centered organisations that provide comprehensive services to the women. We also partner with Women's Funds that support and work closely with grassroots and community-based organisations.

In a global context where Women's Rights are under threat and where funding is often cut, our ambition is to foster collaboration between multiple and complementary stakeholders. Our partners favour multidisciplinary and coordinated approaches: working with others, finding practical need-driven solutions, opening up to new ideas... and potentially replicating newfound models!

At the same time, the Kering Foundation strives to break the silence and change behaviours. Whether directed to Kering employees thanks to training sessions on domestic violence, or to the general public by creating awareness campaigns, we increase the visibility of this universal taboo.

Finally, the Kering Foundation encourages partnerships among foundations and the other players involved in this fight: joining forces, convincing, sharing, mobilising... Working together to put an end to violence against women.

CÉLINE BONNAIRE

Executive Director, Kering Foundation





OUR WORK

THE AMERICAS: COMBATTING SEXUAL VIOLENCE

Breaking the taboo around sexual violence remains a true challenge. An object of shame for women and their families, this type of violence is often not included in statistics. Harassment, assault, rape: today this phenomenon continues to be a major issue on the American continent.

CIVIC NATION CHANGING MENTALITIES ON CAMPUSES

In September 2014, a national campaign against sexual assault on American campuses was born. This movement called *It's On Us* led by *Civic Nation* and supported by the White House, denounces a devastating truth: one out of five female student is sexually assaulted while in college and only 12% of these assaults are reported.

The goal of this initiative is to provoke cultural change among the American population through awareness campaigns.

By shifting the public narrative, the initiative aims to transform mentalities and prompt campus policy changes by involving not only the students but also the local communities and public bodies.

To this day, the pledge to stop sexual violence on American campuses has been signed by 400,000 people, and inter-disciplinary working groups have been established by the Obama Administration.

The Kering Foundation supports this project in three areas:

- Creating and publishing a public service announcement (PSA)—*One Thing*—that was viewed over 4.3 million times and highlights the absolute necessity for mutual consent in sexual

relations;

- Promoting actions organised by students on campuses: over 14,000 events have been organised on 500 American campuses;
- Supporting grassroots survivors-led organisations, such as *End Rape on Campus* and *Callisto* that both develop innovative tools to help women victims access information about their rights and file a complaint online.

Country: United States (Washington)
Type of partner: NGO
Financial support: €365,000
Duration: 2015-2017



WE END VIOLENCE INNOVATING TO CHANGE BEHAVIOURS

We End Violence offers digital tools dedicated to breaking gender stereotypes.

This social enterprise works in three areas:

- Designing trainings about sexual violence and gender equality in the army and in universities;
- Creating an environment where survivors feel safe to share their experiences;
- Encouraging men to become aware of their role in preventing violence.

Since 2006, 10,000 people have benefited from actions led by *We End Violence*.

As a recipient of a Kering Foundation's Social Entrepreneur Award, this social enterprise obtains financial support as well as mentoring from a Kering Group employee on its marketing and sales strategy.

'The answer to the issue of sexual violence is always to explain to women how to protect themselves from it. However this issue concerns men, since in 90 to 99% of cases, they are responsible for it. Why do we not teach boys to see women as people and not objects? Actually no one tells them anything! This is something we need to change.'

Jeffrey S. Bucholtz
Director of *We End Violence*

Country: United States (San Diego, California)
Type of partner: Social entrepreneur
Financial support: €30,000 + mentoring
Duration: 2015-2017 renewable

WESTERN EUROPE: COMBATTING HARMFUL TRADITIONAL PRACTICES

Every day, 6,000 girls and women are victims of female genital mutilation throughout the world. Women who live in Europe also suffer from these violent practices. At least 500,000 of them have been victims of genital mutilation and about 180,000 are at risk, particularly when travelling to their country of origin.

LA MAISON DES FEMMES A SAFE HAVEN FOR THE MOST VULNERABLE WOMEN

At the *Angélique du Coudray* maternity ward of the *Delafontaine* hospital (Saint-Denis, France), the medical team cares for women with difficult backgrounds. Many live in extremely precarious situations, whether they are victims of unwanted pregnancy, domestic violence, forced marriage or, for 14% of them, female genital mutilation.

To respond to the distress of these patients, obstetrician/gynaecologist Ghada Hatem founded the *Maison des femmes*, which offers care as well as unique and comprehensive guidance, not only medical but also psychological, emotional, mental and physical. Gynaecologists, midwives, nurses, psychologists, sexologists, chiropractors, police officers and lawyers listen, treat, repair and guide survivors with kindness.

Convinced by this multidisciplinary approach, the Kering Foundation has supported this project from the start, alongside the *Elle, Raja, Bouygues* or *Sanofi-Esprit* foundations in particular.

Since it opened, the *Maison des femmes* has welcomed 930 women and over the last 4 months of 2016 carried out over 3,500 consultations.

'This organisation is not a whim or a crazy idea, it addresses a major need that even I had underestimated. This open window for all women without distinction is a response adapted to the specific needs of this health care area, but it could very well be modelled and rolled out wherever women are victims of violence, in other words throughout the country.'

Ghada Hatem
Obstetrician/Gynaecologist,
founder of the *Maison des femmes*

Country: France (Saint-Denis)
Type of partner: NGO
Financial support: €235,000
Duration: 2014-2018



TACKLING FGM INITIATIVE COMMUNITY-BASED PREVENTIVE WORK

The *Tackling Female Genital Mutilation Initiative* regroups several funders in order to support the actions of grassroots organisations committed to preventing female genital mutilation in the United Kingdom. The Kering Foundation has joined this innovative project led by *Rosa, Comic Relief, Trust for London* and the *Esmée Fairbairn Foundation*. Since 2010, this initiative has enabled the training of over 6,000 professionals and helped raise the awareness of over 26,000 people.

The Foundation decided to support two actions in particular:

- Favouring the transfer of skills and the sharing of best practices among the participating organisations, particularly through the involvement of different audiences (women, men, religious leaders, young people...);

- Improving psychological support for women survivors provided by *Birmingham & Solihull Women's Aid* association, thanks to the support of *The Dahlia Project*, a London-based pioneering institution specialised in mental health issues.

Country: United Kingdom (London, Birmingham)
Type of partner: NGO
Financial support: €65,000
Duration: 2015-2017

ASIA: COMBATTING DOMESTIC VIOLENCE

For over 700 million women, home is a place of physical, psychological, sexual or financial abuse. Yet in every country, domestic violence is taboo. In China, 25 to 30% of women are victims of domestic violence during their lifetime.

HER FUND EMPOWERING WOMEN TO DARE TO CHANGE THEIR LIVES

In a very fragile social context, the *HER Fund* gives grants to Hong Kong grassroots organisations and self-organised women groups that principally work with women from marginalised communities: migrant women from mainland China, migrant workers, ethnic and LGBTQ women. The *HER Fund* mobilises resources and builds their capacities in order to empower them.

Awareness campaigns for social workers who help sexual minority women facing intimate partner violence, support groups for migrant women and for better advocacy, sexual education campaigns designed by teenage girls who become agents of change... All these innovative actions are designed to increase the visibility of domestic violence and to give women a voice and the ability to change their lives, always with the same belief: women are the best to know their own needs as well as the relevant strategies to tackle domestic violence.

Country: Greater China (Hong Kong)
Type of partner: NGO
Financial support: €115,645
Duration: 2016-2019

MAPLE CENTER COMBATTING DOMESTIC VIOLENCE

The *Maple Women's Psychological Counseling Center (MWPCCB)* was founded in Beijing in 1992 'by a group of women to take care of women.'

The Kering Foundation supports in particular their actions to combat domestic violence: a dedicated hotline and training for counsellors, psychological support and medical and legal aid including shelter accommodations.

The *Maple Center* also leads awareness campaigns with the communities including in remote areas, by involving participants in parent-children activities and role-playing on the topic of gender.

Country: Greater China (Beijing)
Type of partner: NGO
Financial support: €154,000
Duration: 2015-2017



STARFISH PROJECT RESTORING HOPE TO VULNERABLE WOMEN

Founded by Jenny McGee in Beijing, the *Starfish Project* is a social enterprise that cares for exploited women and their children. It provides life-changing opportunities with shelter, counselling, and vocational training. The uniqueness of this initiative is to offer women survivors a job in jewellery creation that can lead to other responsibilities within the company: accountant, graphic designer, photographer, etc.

Thanks to its in-depth and long-term work, *Starfish Project* has employed over 100 women and served thousands. This project benefits from the support of a Kering employee who helps the organisation in its development.

'My life has completely changed. I have goals, I have hope, I feel motivated, every day. I finally feel I am worth something. I hope to learn even more things here and then to help other women.'

Bai N.
Beneficiary of the *Starfish Project*

Country: Greater China (Beijing)
Type of partner: Social entrepreneur
Financial support: €30,000 + mentoring
Duration: 2015-2017 renewable

SPECIAL PROGRAMMES: SUPPORTING REFUGEE AND MIGRANT WOMEN

In 2016, over 200,000 refugees arrived in Europe, fleeing war, famine, violence, savagery, poverty... Nearly 60% were women and children. Over the years, the number of women among refugees and migrants has increased, as have the precarity and insecurity they meet along their migratory journey: discrimination, violence, trafficking, exploitation, rape.

GYNAECOLOGY WITHOUT BORDERS MEDICAL AND SOCIAL CARE FOR REFUGEES IN THE CALAIS REGION

Gynécologie sans frontières deploys its *Caminor* mission in 4 migrant camps and 5 migrant centres of the *Hauts-de-France* region (in northern France) to provide medical care and support to women and their children. Midwives and gynaecologists have been operating in shifts every two weeks since November 2015. They meet with refugee women, carry out gynaecology consultations and pregnancy follow-up, as well as coordinate with hospitals in the area. They take care of victims of violence and provide them with shelter in emergency cases. They support over 230 patients every month. This activity is constantly increasing, and rises every time a camp is dismantled.

'This is a very complex and ambivalent emergency humanitarian mission. Seeing these women and children living in such dire conditions right in the middle of France is unbearable.'

Richard Matis
Vice-President of *Gynécologie sans frontières*

Country: France (Hauts-de-France)
Type of partner: NGO
Financial support: €30,000
Duration: 2016-2017 renewable

PLANNING FAMILIAL 62 SEXUAL HEALTH AND VIOLENCE PREVENTION IN MIGRANT CAMPS

Acts of violence are constantly perpetrated in the Calais region migrant camps, and women victims are not protected by the common law provided by French legislation.

Planning familial 62 operates in the field by training professionals and volunteers, organising workshops to raise awareness among refugees on gender and cultural stereotypes, and continues its outreach to women with the aim of improving their access to contraception, medical screening and abortion.

The organisation also supports migrant women to speak openly about their exile, their journey and the difficulties or violence they encountered.

Up to date, 65 professionals had been trained and over 340 women benefited from the support of *Planning familial 62*.

Country: France (Hauts-de-France)
Type of partner: NGO
Financial support: €20,000
Duration: 2016-2017 renewable



RESTART CENTER PSYCHOLOGICAL AND SOCIAL SUPPORT FOR SYRIAN REFUGEE WOMEN

Over a million Syrians are refugees in Lebanon and live in extremely precarious conditions. Since 1996, *Restart Center* has provided support for women and teenage girls who are victims of violence, torture and trauma.

The objective is to create favourable conditions for the socio-economic integration of Syrian refugee women in the Tripoli region through two actions:

- Providing psychological and medical support to refugee women and families;
- Training refugee women to enable them to support, in turn, other victims of violence within local organisations, and to become caregivers.

At the end of 2016, nearly 170 refugee women

had benefited from psychological and social support, and about 10 were trained to support the women and girls and conduct awareness sessions in their community.

The majority of women beneficiaries confirmed that their psychological distress has significantly decreased.

Country: Lebanon (Tripoli)
Type of partner: NGO
Financial support: €180,000
Duration: 2015-2017

RAISING AWARENESS TO CHANGE BEHAVIOURS

The Kering Foundation builds on the renown and international presence of the Group's Brands to improve the condition of women throughout the world. Its awareness campaigns are directed at both Kering employees and the general public. The objective is to change individual understanding and behaviours in order to put an end to violence against women.

DOMESTIC VIOLENCE TRAININGS MOBILISING EMPLOYEES

Domestic violence is a universal phenomenon that affects every social class, culture and nationality.

1 out of 10 women in France is a victim of domestic violence, 1 out of 4 in the United States, 1 out of 3 in Italy... It is thus the responsibility of companies to play their part in preventing this violence.

Drawing on this belief, the Kering Foundation designed a 3-hour training session for Kering employees. Initiated in partnership with *Solidarité Femmes* in France in 2010, this training was then replicated in Italy with *D.i.Re*, in the United Kingdom with *Women's Aid* and in the United States with *NNEDV* and *NAESV*.

These sessions aim to break stereotypes about domestic violence, to explain the phenomenon and to help employees understand the impact for the victims and their close ones. For each of these women, keeping their job is essential and the workplace often remains one of the few safe places for them.

Over 600 Kering and Brand employees have been trained, have a supportive mind-set and can refer women survivors to the partner organisations of the Foundation.

EXCISION, PARLONS-EN! INFORM, EDUCATE, TRAIN

Founded in 2013, this organisation unites many different players to put an end to female genital mutilation through a unique network and mutualisation approach. It enables them to access innovative tools to improve their knowledge, to share best practices and thus to foster information and prevention.

The Kering Foundation has supported *Excision, parlons-en!* from the beginning, particularly by funding the European project *United to End FGM*, an online knowledge platform directed at professionals from different fields (legal, educational, healthcare, law enforcement) created by 12 organisations and translated into 9 languages.



WHITE RIBBON FOR WOMEN RAISING AWARENESS TO HELP WOMEN SPEAK FREELY

Every year since 2012, the Kering Foundation launches the *White Ribbon for Women* campaign on the International Day for the Elimination of Violence Against Women, on 25 November. For its fifth edition, 230,000 brooches and stickers designed by Stella McCartney were handed out to Kering's Brands' clients and employees in 51 countries and across 800 of the Group's Brand boutiques.

Simultaneously, the Foundation orchestrated a digital campaign under the hashtag *#BeHerVoice* to encourage people to break the silence around violence against women.

To highlight the major role that men play in this fight, three male celebrities—the French football

player Antoine Griezmann, the American surfer and founder of the men's clothing line Outerknown, Kelly Slater, and the Chinese actor Yang Yang—presented video testimonials of women survivors. Overall, this online campaign potentially reached 1.1 billion people.

Finally, the Foundation encouraged the public to support its NGO partners *via* a crowdfunding initiative.



OUR ORGANISATION



A GOVERNANCE DEDICATED TO COMBATTING VIOLENCE AGAINST WOMEN

Being as much in the field as possible, ensuring a true social impact and encouraging the sharing of experiences are the principles that govern the Foundation's organisation.

BOARD OF DIRECTORS

As of January 2017

Chaired by François-Henri Pinault and composed of three colleges, the Board of Directors defines the strategic direction of the Foundation and ensures its proper management.

Founding members

François-Henri Pinault

Chairman and CEO of Kering

Laurent Clauquin

Head of Kering Americas

Marie-Claire Daveu

Chief Sustainability Officer and Head of International Institutional Affairs, Kering

Valérie Duport

Senior Vice-President Communications and Image, Kering

Béatrice Lazat

Senior Vice-President Human Resources, Kering

Stella McCartney

Founder and Director of the Stella McCartney brand

Staff representatives

Nacéra Bouvier

Assistant Financial Controller, Kering

Claire Lacaze

Event Production Manager, Kering

Qualified personalities

Claude Chirac

Communications consultant

Waris Dirie

Writer, Human Rights activist and founder of the Desert Flower Foundation

Yuan Feng

Advocate for Women's Rights and Gender Equality in China

Salma Hayek Pinault

Actress, film director and producer

Nazanine Ravaï

Special Advisor to the President of Artemis

Mimi Tang

Director of Wing's Share Company Ltd.



STEERING COMMITTEES

The role of the Steering Committees is to ensure the proper implementation of the programmes supported by the Foundation in the corresponding geographical area (Asia, Europe, Americas). Each committee is led by the Executive Director of the Foundation and comprises a member of the Board of Directors, Country experts and a locally established Group employee. Committee members ensure a good understanding of the needs of local partners and their beneficiaries, as well as the risks inherent to each geographical area. They take part in project monitoring and facilitate discussions with other funders.

THE FOUNDATION'S PERMANENT TEAM

The team implements the multi-annual programme defined in collaboration with the Board of Directors: it identifies organisations and social entrepreneurs, assists in the execution and monitoring of the programmes in a spirit of collaboration, and ensures impact assessment. The permanent team designs and deploys awareness campaigns with the help of Kering and the Group's Brands' Communications. Finally, for each of the supported projects, it encourages Group employee commitment in favour of the beneficiaries.

EMPLOYEE COMMITMENT

The involvement of Kering's employees is at the heart of the Group's social commitment. Whether through solidarity leaves in the field or through local support, employees can engage with local organisations or social entrepreneurs based on their personal or professional skill sets. The Group supports the International Volunteering Programme by granting days and covering the mission expenses.

SOLIDARITY LEAVES TWO WEEKS IN THE FIELD

The professional and personal skills of the employees are a precious resource in combatting violence against women.

With solidarity leaves, employees take two weeks of leave to build the capacity of an NGO or a social entrepreneur. Training women in dressmaking or sewing, developing communication strategies, defining new designs for hand-crafted products, strengthening the management of an association...

The variety of the missions enables the employees to share the expertise they use every day within the Group. Building the capacity of local non-profits always goes hand-in-hand with a very rich personal experience.

The Group fosters employees' contributions by granting them two to four additional leave days, by funding 50% of the plane fare and by financing mission expenses (insurance, accommodation, transportation, meals). The Foundation and the local partner guide the volunteers throughout the preparation process of their mission.

'I wanted to volunteer in the field because I felt I was becoming more and more isolated in a world of luxury that can make you lose sense of reality. Taking part in this solidarity leave, I truly appreciated the balance it gave me between reality and the world I work in.'

Henri Devos
WW Talent Management Director, Gucci



PRO BONO ENGAGING STAFF IN LOCAL COMMUNITY PROGRAMMES

Through *pro bono* work Group employees share their time and skills with local organisations or social enterprises that combat violence against women.

One or several days a year, a Group employee can volunteer to offer his/her expertise to one of the NGOs supported by the Foundation. He/she can also become a mentor for a social entrepreneur. The objective? To share his/her skill sets and network with the social entrepreneur, guide him/her in the implementation of his/her actions and support him/her in developing his/her organisation.

'Thanks to the Kering Foundation, I had the opportunity to experience a great adventure with remarkable women. With the help of other volunteers, I organised a concert to raise funds for the *Maison des femmes* in Saint-Denis: we raised €10,000. I had an amazing time and all for a good cause. Volunteering for these women truly made me happy.'

Claire Lacaze
Event Production Manager, Kering



The Kering Corporate Foundation would like to thank its partners:

THE AMERICAS

Civic Nation, NAESV, NNEDV, We End Violence

EUROPE & MIDDLE-EAST

Birmingham & Solihull Women's Aid, D.i.Re, Excision, parlons-en!

FNSF, Gynécologie sans frontières, Maison des femmes,
Le Planning familial 62, Restart Center, Rosa, Women's Aid

ASIA

Maple Center - MWPCCB, Starfish Project, HER Fund

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