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IMPACTFUL PARTNERSHIPS ARGENTINA

SMART CAMPAIGN CERTIFICATION

- Pro Mujer was the first institution in Argentina to receive the SMART Campaign client protection certification, in recognition of the organization providing financial services to customers in a transparent, responsible, and fair way.
- The Smart Campaign is an international effort to integrate leaders in microfinance, with more than 100 organizations dedicated to ensuring that customers are the driving force.

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ness around issues related to women’s development and well-being. We are betting on the value of technologies that combine didactic teaching and play in order to educate,” comments Maria Cavalcanti, President and CEO of Pro Mujer”.



- In Argentina, during the World Cup in 2018, Pro Mujer launched an app called LearnMatch, developed by aVision Education, that allows users to learn vocabulary in a foreign language while playing virtual football. The project has been launched to hundreds of beneficiaries of Pro Mujer in Argentina, and continues to increase.
- “Pro Mujer offers opportunities to reduce the gender gap in Latin America, which even in 2018, remains wide. Our partnership with Vision Education allows us to explore applications for learning to educate and raise aware-



JOHNSON & JOHNSON MENSTRUATION CAMPAIGN



- In the Argentine provinces of Salta, Jujuy and Tucuman, Pro Mujer partnered with Johnson & Johnson to lead a menstruation campaign that educated underserved communities on the topic and ultimately destigmatize menstruation.
- Throughout the campaign, Pro Mujer and J&J will be providing informational training workshops in Pro Mujer centers, as well as offering J&J hygiene products.

