



IMPACTFUL PARTNERSHIPS BOLIVIA

PRIMARY HEALTH CLINICS AND MICRO-INSURANCE IN PARTNERSHIP WITH FUNDACION SOLYDES

- In Bolivia, Pro Mujer partnered with Solydes Foundation, a leading non-profit committed to alleviating poverty and achieving financial and social inclusion for Bolivians, to open a network of primary care clinics and micro-insurance products for micro-finance institutions. Through this partnership, Pro Mujer aims to reach one million financial services beneficiaries.
- The first center officially launched in Santa Cruz, Bolivia.



Members of Solydes team and project consultants in Santa Cruz, Bolivia with Global Director of Corporate Development, Marisol Fernandez and CEO, Maria Cavalcanti.

JOHNSON & JOHNSON

Thanks to the ongoing support and partnership from J&J in 2018, PM made progress towards reaching shared goals: improving health services and infrastructure in Bolivia, evaluating current and new health service offerings, and advancing the development of the PM global health strategy. Together, PM and J&J surpassed joint health impact goals, completed evaluations of innovative services and client satisfaction, provided high quality, accessible, affordable and responsive care; and continued to disseminate lessons learned to internal and external communities of practices.

“SEGURO PLAN TRANQUILIDAD” MICRO-INSURANCE

Pro Mujer Bolivia continues to reach more beneficiaries by offering micro-insurance called “Seguro Plan Tranquilidad”. Over the last four years, Pro Mujer has expanded its reach three-fold from over 1,000 beneficiaries in 2016 to now over 3,000 financial services beneficiaries.



IMPACTFUL PARTNERSHIPS

“EDUFINA” FINANCIAL EDUCATION APP

- In Bolivia, Pro Mujer partnered with PROFIN Foundation, to deliver digital financial education training, aimed at empowering women by educating them on topics such as rights, insurance, budgeting, savings, and credit. Since its launch, over 4,500 Pro Mujer beneficiaries have been trained using the tablets.
- In 2019, over 60 “asesoras” from rural areas of Bolivia were trained in order to expand Pro Mujer’s reach to the more remote areas throughout the country.



DIGITAL LITERACY TRAINING IN PARTNERSHIP WITH CISCO & FUNDACION TREE



In Bolivia, Pro Mujer partnered with CISCO Networking Academy and Fundacion Tree to provide digital literacy training to both Pro Mujer staff and Pro Mujer beneficiaries. Courses varied from the basics and entrepreneurship to cybersecurity and the internet of things.



“MUJER EN CAMINO” THEATER TO FIGHT AGAINST GENDER-BASED VIOLENCE

- In Bolivia, Pro Mujer is fighting against gender-based violence by using theater as a creative educational tool to beneficiaries. The project called “Mujer en Camino”, which translates to, “women moving forward”, refers to when women who have suffered from gender-based violence decide to free themselves and seek additional support. The project was sponsored by Pro Mujer and GIZ through a regional program called “Combatir la Violencia Contra las Mujeres en Latinoamérica”. By November 2019, Pro Mujer is on target to reach over 50,000 beneficiaries and over 500 staff through these programs.



- Born in 2015, las Kory Warmis (“women of gold” in the indigenous language of Aymara) are a group of 23 Pro Mujer beneficiaries who are now a well-recognized theatre group throughout Latin America, who perform as a creative expression sharing their stories to promote the prevention of gender-based violence. Their first play is called “Kusisita - Felicidad”, which means Happiness, and group has also released their second play called “Déjà Vu”.
- Pro Mujer continues to seek new and creative ways to fight against gender-based violence.

