

# 5



GENDER  
EQUALITY



## ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

### CASE STUDY: ITAIPU AND SDG 5

Activities by Itaipu Binacional supporting implementation of the Sustainable Development Goal 5 (SDG 5) of the United Nations 2030 Agenda for Sustainable Development

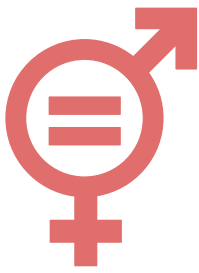


Alexandre Marchetti

# 5



GENDER  
EQUALITY



## ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

# CATALOGING IN PUBLICATION (CIP)

# 5

GENDER  
EQUALITY



## Itaipu Binacional

Achieve gender equality and empower all women and girls  
/ Itaipu Binacional, Dirección de Coordinación Ejecutiva,  
Directoria de Coordenação. Central Hidroeléctrica de  
Itaipu: Itaipu Binacional, 2019.  
28 p.: il.; 21 x 29,7 cm.

Includes photographs of Itaipu Binacional.

1. Gender equality 2. Gender mainstreaming 3. Itaipu  
Binacional I. Title.

CDU 364.614.8

Cataloging in Publication made in Biblioteca CHI-MD, Superintendencia de Ingeniería,  
Dirección Técnica.



This publication is available in Open Access under a Creative Commons  
Attribution-NonCommercial-ShareAlike 3.0 IGO License  
<https://creativecommons.org/licenses/by-nc-sa/3.0/igo/>.

**General Coordination:** Dirección General Paraguaya, Diretoria Geral Brasileira – Itaipu  
Binacional.

**Editing and writing:** Ariel Scheffer da Silva, Ivan Vera, Lígia Leite Soares, Maria Eugenia  
Alderete.

**Text reviewer:** Roberto Kozdra.

**Collaborators:** Daniel Ramirez, Lillian Paparella.

**Design and layout:** División de Imagen Institucional - Asesoría de Comunicación Social

**Print:** 50 copies

Printed in 2019

## Itaipu Binacional

Avda. España N° 850 e/ Perú y Padre Pucheu

Asunción, Paraguay

Tel.: (+595) 248-1909 / 248-1908

[www.itaipu.gov.py](http://www.itaipu.gov.py)

Av. Tancredo Neves, 6.731

Foz do Iguaçu, Paraná, Brasil

Tel: (+55) 45 3520-5252

[www.itaipu.gov.br](http://www.itaipu.gov.br)

# CONTENTS

Sustainable Development Strategy of Itaipu	9
Itaipu and the SDG 5	10
Gender Equity Incentive Program	12
Protection of Women against all forms of violence	17
Interlinkages with other SDGs	21
Conclusions	23
References and additional reading sources	26

# WHERE WE ARE



Integration that  
generates Renewable  
Energy and promotes  
Sustainable Development



## **ITAIPU BINACIONAL AND THE UNITED NATIONS 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT**

Itaipu is a binational entity created in 1974 by Brazil and Paraguay in order to utilize the Paraná River, along the border of the two countries, to generate hydropower. Today, the Itaipu Hydropower Plant is the largest generator of renewable power in the world (ITAIPU, 2018 a). By the end of 2018, Itaipu had generated a total of over 2.6 billion Megawatts-hours (MWh) since the beginning of its operation in 1984 (ITAIPU, 2019 a).

Since its conception, Itaipu Binacional has followed sustainable development principles as reflected by its integrated actions and programs supporting social well-being, economic growth and environmental protection, contributing to regional prosperity in Paraguay and Brazil. Itaipu's activities in the region have been recognized as excellent examples of "Best Practices" in the effective implementation of the United Nations 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs).

# 5

GENDER  
EQUALITY



## SDG 5: ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

**Target 5.1** End all forms of discrimination against all women and girls everywhere

**Target 5.2** Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation

**Target 5.3** Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation

**Target 5.4** Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate

**Target 5.5** Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life

**Target 5.6** Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences

**Target 5.a** Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws

**Target 5.b** Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women

**Target 5.c** Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels

Source: United Nations, 2015.



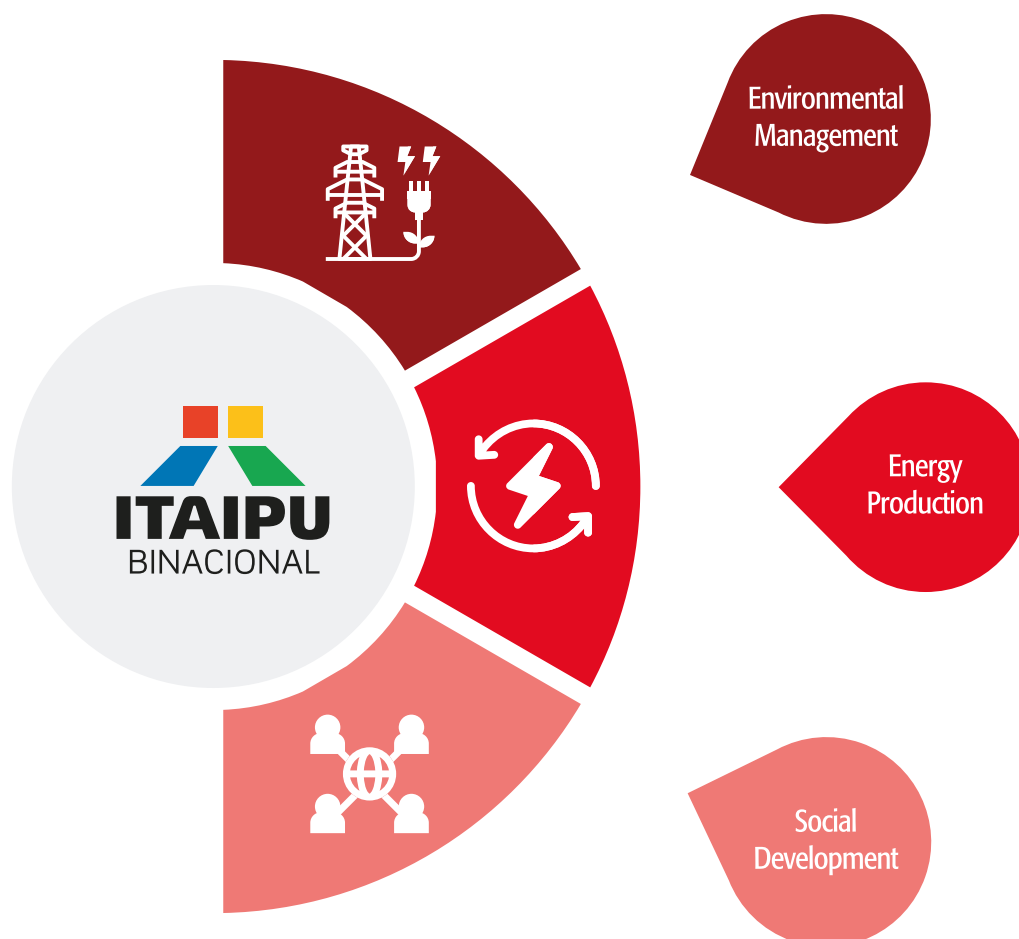
# SUSTAINABLE DEVELOPMENT STRATEGY OF ITAIPU

Itaipu's vision for 2020 is to be "the generator of clean, renewable energy with the best operating performance and the world's best sustainability practices, promoting sustainable development and regional integration"(ITAIPU, 2018 b).

For Itaipu, social responsibility is a major commitment, intrinsically linked to its management system, constituting one of its most important missions in its different lines of action. Itaipu follows policies and practices that promote prosperity and contribute to improving the well-being of the population in many communities, in both Paraguay and Brazil. The organization represents a powerful force in the advancement of sustainable regional development, helping to build more peaceful, inclusive, equitable and solidary societies. In Brazil, these actions have taken place mainly in the area of influence of the Reservoir and extend to many municipalities in the

western region of the state of Paraná. In Paraguay, many of the actions have national coverage and benefit different regions of the country.

Within the social dimension of sustainable development, activities by Itaipu are designed to help to reduce poverty, increase food security and enhance nutrition, improve health, foster better education and promote equality with respect to gender, age, disabilities, race, religion, ethnicity and economic status. They also promote income generation, protection of children and adolescents, respect for human rights, justice for all, accountable institutions, conservation of biodiversity, and sustainable means of production and consumption. These activities are part of the Itaipu's Business Plan, which includes the corresponding programs and actions fully linked to strategic objectives and organizational policies and guidelines (ITAIPU, 2018 c).





Alexandre Marchetti

## Itaipu and the SDG 5

The most important activities by Itaipu related to SDG 5, which seeks to “Achieve gender equality and empower all women and girls,” involve the raising of awareness about the issue of violence against women and supporting gender equity. These activities are benefiting the general public, multiple levels of society and institutions and specialized audiences, such as educational professionals and security agents. Internally, Itaipu also conducts many activities that support and monitor the issue of gender equity.

 **ITAIPU**  
BINACIONAL

W





**1.**

**GENDER EQUITY  
INCENTIVE PROGRAM**



Alexandre Marchetti

## Objective and description

Through the Gender Equity Incentive Program, Itaipu Binacional has sought to deepen its commitment to gender and race equity, human resources management, and its organizational culture. It focuses on two main actions: implementing gender equity guidelines at Itaipu and strengthening public policies regarding women. Over the last 16 years, Itaipu has been carrying out affirmative action initiatives to raise the awareness of its employees regarding gender equity in the workplace and to strengthen partnerships with different institutions for the development of actions aimed at the general public. The Program has been a reference in good practices that contribute to the recognition of human rights and women's citizenship. Especially since 2018, it has strengthened internal partnerships among different areas within Itaipu and established external partnerships with public agencies at all levels of government, with non-governmental organizations, international organizations, and other private and/or public entities.

Among international organizations, the Program has

partnered with UN Women and has joined the UN Women's "HeforShe" campaign. In Brazil, the Program chose another partner besides UN Women, the Papo de Homem (Men's Talk) organization, to lead a workshop entitled "What Gender Equity has to do with Men's Lives and Careers" as a way to connect men with the issue of gender equity. Subsequently, another activity, led by UN Women, was conducted to align concepts on gender equity. In Paraguay, UN Women also assisted in a communication campaign to eradicate violence against women, which was conducted on several social media platforms with the slogan "Zero Violence." The Program also partnered with the United Nations Population Fund (UNFPA) to implement the "Dating without Violence" project, which conducts workshops for teachers on the issues of violence during dating and on how to build healthy relationships.

A partnership with municipal, state, and federal public security agencies in Brazil has involved an initiative to raise awareness about domestic violence. For example, 70 security agents attended lectures on the topic of the

“Maria da Penha Law” and the Femicide Law, so that police officers would have a better chance to recognize the occurrence of domestic violence.

As part of the continuing internal partnerships with the Program for the Protection of Children and Adolescents (PPCA), the Work Initiation and Incentive Program (PIIT), and Itaipu’s Environmental Education Program, the Gender Equity Incentive Program in Brazil participated in International Women’s Day workshops designed to discuss the book *Extraordinary: Women Who Revolutionized Brazil* (Souza and Cararo, 2017). These events highlighted the lives of women who have contributed to the development of Brazilian society throughout history, bringing a woman’s perspective to different workplaces and settings.

The Gender Equity Incentive Program began in 2003, and, in 2011, Itaipu approved its Gender Equity Policy. The Program, coordinated by Itaipu’s Social Responsibility Advisory Board, is overseen by the Gender Equity Committee, which is formed of representatives (equally women and men) of the six boards that comprise Itaipu and its coordination.

The Program has used indicators such as Global Reporting Initiative (GRI) Gender indicators linked to Human Resources data, as well as ISE-Bovespa and Dow Jones indicators, when necessary, to monitor the progress made in its initiatives. UN Women conducted a Gender Equity Indicator workshop, and monitoring will be carried out using specific indicators for each established target after 2019.

## Related Targets

By raising awareness of and implementing guidelines about gender equity, the Program is related to Target 5.1: End all forms of discrimination against all women and girls everywhere. The specific initiatives concerning raising awareness about domestic violence, among security agents, teachers and the public in general, are related to Target 5.2: Eliminate all forms of violence against women and girls, and it is also related to Target 5.C: Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels.



<sup>1</sup> The Maria da Penha Law is a Brazilian law for protection of women against many kinds of violence, including physical, moral, patrimonial and other forms of violence. The Law was named after a Brazilian woman victim of domestic violence for 23 years. Today, she is a symbol of the women’s fight against physical, sexual, psychological, moral and patrimonial violence.

## Challenges

The main challenges faced by the Program involve the need to consolidate internal and external commitments.

## Lessons learned

One of the main lessons learned is the importance of sustained institutional commitment to gender related activities with respect to time, resources and the participation of experts on this issue.

Another important lesson is the need to continue improving and modifying the efforts and programs to respond to the new realities in the organization and in the region. An internal survey conducted with employees at the end of 2017 revealed that newly hired employees were not fully aware of the themes promoted by the Gender Equity Program, or of the progress made in those areas. As a result, the Gender Equity Committee, with the assistance of UN Women, revised its Plan of Action in 2018. It held meetings with different areas of Itaipu to analyze, discuss, and define new Program actions for coming years, based on the Corporate Plan and seeking to meet the different targets of SDG 5, especially Targets 5.2 and 5.5. For 2019, the Program seeks to intensify dialogue with internal and external audiences, strengthen partnerships and spread the theme to stakeholders and society at large.



## Results

The Program has been very effective with respect to creating awareness, implementing gender equity guidelines and strengthening public policies regarding women. Through the numerous events, workshops, campaigns, awards, recognitions as well as its participation in international and national forums, Itaipu is considered a leading organization in the promotion of gender equality in the region. The successful restructuring of its Gender Equity Incentive Program and the strengthening of internal and external partnerships are also very important accomplishments.

The communications project that was part of the Zero Violence campaign is estimated to have reached about one million people in public spaces, buses, and over the radio. Over social media, it reached more than 6,000 followers and its videos were viewed more than 67,000 times.

The Dating Without Violence project, by training teachers and others, indirectly influenced almost 814,000 young people and adolescents. Another 7,000 attended 65 workshops held in various departments in Paraguay.

In recognition of the contributions the Program has made to women's rights, it was awarded the Pro-Gender Equity Seal sponsored by the Brazilian government's Secretariat for Women Policies. Itaipu's work in this field has also been recognized through its presentations at the Women's Empowerment Principles international event that took place in New York, 2013, and at the 12th Annual Global Compact Local Network Forum in Ethiopia, 2014.



Alexandre Marchetti





# 2.

## **PROTECTION OF WOMEN AGAINST ALL FORMS OF VIOLENCE**



Víctor Azcona

## Objective and description

The main objective of this activity is to ensure the complete protection of women against all forms of violence by promoting and implementing the Law of Integral protection for women against all forms of violence, promulgated in 2016 in Paraguay. For the dissemination of the law and the strengthening of institutional capacities of entities with responsibilities in compliance with the law, two major components are being carried out. The first consists of a new phase of dissemination of the Zero Violence Campaign, with the leadership of the Ministry of Women, and at the same time, the training of about 100 key actors from local governments. The second component includes the institutional strengthening of Itaipu in terms of developing mechanisms to address cases of violence against women, with training and awareness of at least 500 employees.

To achieve these goals, five main actions are being developed:

- Design and produce a new series of communication pieces developed within the framework of the campaign.
- Draft a Media Plan that includes the dissemination of a selection of communication products.
- Continue, for at least eight months, the dissemination of campaign related physical and digital materials.
- Carry out at least six activities in public spaces, theaters and/or universities that allow interaction with the audience and generation of debate about the collective responsibility to combat violence against women.
- Raise awareness and train key actors for the implementation of the National Plan against violence against women.

This national effort started in 2016 with the implementation of the first phase and is currently being followed by the second phase. The initiative is being monitored by Itaipu, together with UN Women and the Ministry of Women in Paraguay through the clauses and instruments established in the agreement and the work plan.

## Related Targets

The project is directly linked to the objectives of the following targets of SDG 5: Target 5.1 which aims to end all forms of discrimination against all women and girls everywhere; Target 5.2 seeking to eliminate all forms of violence against all women and girls; and Target 5.B related to enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women.

## Challenges

The effort has some possible challenges, including: institutional changes that may weaken the government's involvement in project activities, possible insufficient cooperation between the different government institutions involved in the implementation of the project, and questions that may arise regarding the objectives and scope of the project.

## Lessons Learned

The experience implementing this important activity confirms the need for the participation of all stakeholders in order to achieve successful results. The partnership between Itaipu and public organizations in the implementation of this initiative is key to achieving its objectives.

## Results

The program has been able to achieve a number of valuable results. Over 415,000 people have been sensitized and there have been about 18,600 interactions in social networks. There were four activities in public spaces and main monuments located in public spaces in Asunción and in the Central Department. Also, there are 25 publications in social networks and 20 spaces in registered press media. The recent launch of the campaign in 2019 occurred in 142 places.



Alexandre Marchetti



# **INTERLINKAGES WITH OTHER SDGs**

# INFOGRAPHIC SDG5 GENDER

The activities of Itaipu related to the objectives of SDG 5 have interlinkages with SDG 16 - Peace by focusing on combating violence against women and girls, and SDG 17 - Partnerships by implementing its programs in coordination with other national and international organizations. The efforts are also linked to the SDG 4 on education by all the training and education activities on the subject and to the SDG 10 on inequities by its Gender Equity Incentive Program.

## GENDER EQUITY INCENTIVE



Dating without Violence project:  
**7,000 people**  
attended 65 workshops

## Zero Violence campaign



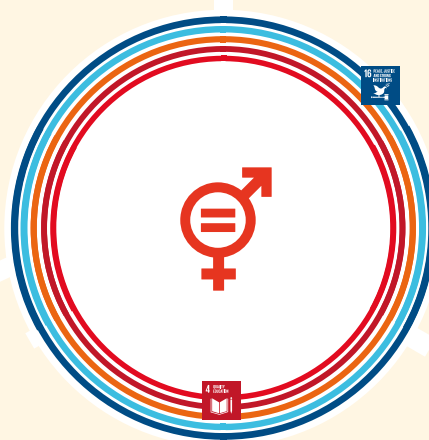
reached more than  
**6,000**  
followers over  
social media

## EDUCATION AND PEACE

## Dating without Violence project:



influenced almost  
**814,000** young  
people and adolescents



## PROTECTION OF WOMEN AGAINST VIOLENCE



Over  
**415,000 people**  
have been sensitized



**18,600** interactions in  
social networks



**25 publications**  
in social networks



# CONCLUSIONS



Itaipu Binacional

Itaipu gives great importance to the issue of gender equality as reflected by all its activities related to this issue. Many activities have been successful in creating awareness and promoting a culture of peace and zero violence against women. Much progress has been achieved and many new activities are being planned for the future.

Itaipu's main efforts on the issue of gender equity have been organized under the supervision of the Gender Equity Committee and its Gender Equity Incentive Program. This Program has focused on both internal and external audiences. Internally, Itaipu has instituted a policy as a basis for implementing gender equity

guidelines and to raise the awareness of its employees regarding gender equity in the workplace. Externally, the Program has provided support for strengthening public policies regarding women. Much of this has been done through communication campaigns in partnership with different institutions for the development of actions aimed at the general public.



# REFERENCES AND ADDITIONAL READING SOURCES

- ITAIPU Binacional (2018 a). Sustainability Report. Foz do Iguaçu, Paraná: Social Responsibility Advisory Office.

---

- ITAIPU Binacional (2018 b). Comunicación de progreso y reporte de sostenibilidad: ITAIPU Lado Paraguayo. Retrieved from <https://www.itaipu.gov.br/es/responsabilidad-social/comunicacion-de-progreso-y-reporte-de-sustentabilidad>

---

- ITAIPU Binacional (2018 c). Itaipu Binacional. The largest generator of clean and renewable energy on the planet. Itaipu Binacional Social Communication Office.

---

- ITAIPU Binacional (2019 a). Generación. Retrieved from <http://www.itaipu.gov.py/es/energia/generacion>

---

- Souza, Duda Porta de and Carraro, Aryane, Extraordinary: Women Who Revolutionized Brazil. 2017.

---

- United Nations (2015), Transforming our world: the 2030 Agenda for Sustainable Development, A/RES/70/1.



Itaipu Binacional





5

GENDER  
EQUALITY

