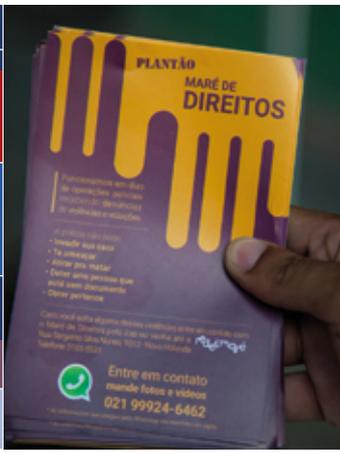


The Women's House of Maré

ACTIVITIES AND RESULTS FOR 2019



PHOTOS: DOUGLAS LOPES, ELISÂNGELA LEITE E JÉSSICA SENRA/REDES DA MARÉ

To empower women is to develop their territories

Rua da Paz, 42. Parque União. Maré. Since 2016, women from Maré have walked through the doors of the *Casa das Mulheres da Maré* (The Women's House of Maré), and shared life lessons. For more than three years, they have shown how not to give up in the face of challenges, to say yes to opportunities, to become stronger through pain, to smile even in the face of adversity, to celebrate small victories, to express outrage when necessary, to overcome hardships. And to move forward.

Powerful, warrior-like, empowered, hardworking, talented, entrepreneurial, creative, black, white, brown, northeastern, transgender. Women with disabilities, young women, daughters, mothers, grandmothers. Women. Each woman with her own history, trajectory, loves, and dreams. They are the *raison d'être* for the Women's House of Maré.

As a dream which came come true in 2010, thanks to the *Redes da Maré* Territorial Development

project, the Women's House is now an important initiative for promoting gender equality, based on the shared life experiences of women from favelas and the periphery.

It serves as a space for psychological support, legal aid, and professional training as well as for empathic listening, stimulating thought, reflection, and the production of public policies for guaranteeing civil rights. It is also a space for dialogue about the structural gender inequalities present in Brazilian society, which directly affect women from the favelas.

By relying on essential partnerships and support, the Women's House aims to contribute to making concrete changes and positive interventions in the lives of women living in Maré's 16 favelas.

We present here our results from 2019 and some of our history of struggle, strength, autonomy, power, transformation, joy, and accomplishments!

PRESENTED BY:





PHOTO: ELISÂNGELA LEITE/REDES DA MARÉ

Women learn cooking skills at a *Maré de Sabores* training session.

MARÉ DE SABORES

Food that nourishes and transforms

They have always had a passion for cooking. Women have historically relied on cooking to survive, many of them preparing food for their families. Others took a chance selling their products to neighbors and friends, and some had worked as cooks in restaurants, family joints, and snack bars. These different trajectories have all come together. Today, they are trained in traditional and sophisticated culinary techniques, as taught in the 2019 *Maré de Sabores* basic training course.

69 women participated in the basic training module and 17 in the advanced module, acquiring a plethora of new cooking elements, learning techniques for finishing dishes, how to handle industrial kitchen utensils, new ingredients, fresh products, and gluten- and lactose-free recipes.

Above all, these women deepened their relationship with the territory's culinary tradition, bringing flavors, seasoning, ingredients, aromas, and memories of food prepared in Maré's kitchens, always relying on the unmistakable influence of Brazil's northeastern culture and the

recipes concocted from the memories of the thousands of northeastern migrants who live here in Maré.

It is no coincidence that we value culinary knowledge as one of the pillars of *Maré de Sabores'* training curriculum. "Our ambition is to strengthen Maré's culinary repertoire and all of its traditions and references. But our starting point is the culture present here, so influenced by Brazil's Northeast, in many of the favelas that make up Maré," says Mariana Aleixo, coordinator of the Women's House and *Maré de Sabores*.

With the legitimacy afforded by the certificate for participating in the project, the initiative's repercussions have already begun to have a real impact on the lives of many of these women, who now have a better chance of working professionally, entering the labor market, or becoming entrepreneurs.

Joselaine Prudêncio de Lima, age 31, immediately put what she had learned at *Maré de Sabores* into practice at her mother's restaurant: she added a ratatouille

recipe to the menu and improved the dish's recipe by using new seasonings like thyme, sage, and paprika.

"We are trying new things in the restaurant. My mother still thinks some of the changes are odd, so we do it little by little," she explains. "But I am taking orders as an extra source of income. I let customers try the desserts I learned on the course for free. They like them and end up ordering desserts for their parties."

Eating well is a right

Maré de Sabores began in 2010 as a pioneer project for professional training and promoting gender discussions in Maré, arising in response to demand from the mothers of students at the CIEP Operário Vicente Mariano School, located in the Baixa do Sapateiro favela. *Maré de Sabores* was first located at the Herbert Vianna Cultural Marquee, and later became the first project to operate in the Women's House, following its inauguration in 2016.

Since then, it has gained a fully-equipped kitchen with modern utensils and equipment, ensuring a professional environment for students to learn and develop their skills.

But *Maré de Sabores* is about more than just pots and recipes. Women from both the *Maré de Sabores* and *Maré de Belezas* beauty project, participate in gender and society classes — a space to reflect upon the condition of women in Maré and in the world, and to learn about their rights, including their right to healthy food.

PHOTO: BERG SILVA



“We understand that adequate, good quality food is a right denied to women from the favelas and the periphery. This is a discussion that takes place in other parts of the city, but it seems that this topic is not a priority in the favelas,” warns chef Mariana Aleixo. “Here, we value the local culinary identity at the same time as showing the importance of consuming real food and dispensing with ultra-processed products,” she says.

From Maré to the whole city

As the project’s business arm, the Mare de Sabores buffet service caters for customers across the whole of Rio de Janeiro city, as well as Greater Rio de Janeiro. We provide brunches, snacks, lunches and have catered for events like WOW Rio 2018 and Rock in Rio 2019, using our own recipes – true expressions of Maré’s culture.

One of the recipes is the X Marezinha: a delicious sandwich made with artisan bread, rennet cheese, plantain, and cajá (yellow mombin) sauce. It was inspired by northeastern cuisine, whose presence in Maré is significant (25.8% of the area’s population are migrants from the northeast, not to mention their descendants who grew up strongly influenced by this culture).

Maré de Sabores catered for 113 events in 2019, serving almost 10 thousand people and directly employing 19 women trained by the project. Lívia Santos, 34, is one of these women. She started working at the buffet in 2011 and has since discovered a great passion: bread making.

“Maré de Sabores is essential to my life. It was my first job, where I achieved my financial independence and realized I could be much more than I had ever imagined,” she says. “I am currently the project’s baker and I also teach new students,” she proudly recounts.

“

Maré’s northeastern tradition inspires recipes and is part of the menu



I actually had no real focus. I was stuck in time living in a restricted world, with a difficult situation at home... Here, I started seeing new things and wanting to work. My family says I am happier now. With the chocolate class we had, I started selling chocolate egg n spoons to go, which is perfect for my reality”

Cláudia Beata
STUDENT OF MARÉ DE SABORES

RESULTS

86 WOMEN TRAINED IN 2019:
69 IN BASIC GASTRONOMY
17 IN ADVANCED GASTRONOMY



37 WOMEN INCREASED THEIR INCOME, BECAME ENTREPRENEURS, OR STARTED WORKING AFTER TAKING THE COURSE



3 CURRENT MENTORS WERE MARÉ DE SABORES STUDENTS



126 WOMEN INVOLVED IN MARÉ DE SABORES TRAINING



44 WOMEN TRAINED BY MARÉ DE SABORES, SOME AS FAR BACK AS 2010, WORKED AT THE BUFFET IN 2019.



19 OF THEM WERE TRAINED IN 2019

113 EVENTS CATERED BY THE BUFFET, SERVING **9917 GUESTS**



44 FAMILIES DIRECTLY IMPACTED (ABOUT **150 PEOPLE**)



RESULTS

84 WOMEN
TRAINED



72 WOMEN
PARTICIPATED
IN EXTRA
MONTHLY CLASSES



58 WOMEN HAVE
INCREASED
THEIR INCOME
AND ARE CURRENTLY
IN THE LABOR MARKET
OR HAVE BECOME
ENTREPRENEURS,



26 OF THEM
WORK AT
HOME



10 WOMEN
WORK
AT SALONS IN MARÉ



5 WOMEN
WORK AT SALONS
LOCATED IN OTHER
PARTS OF THE CITY



18 WOMEN ARE
ENTREPRENEURS
IN THE BEAUTY
SECTOR (SELLING
PRODUCTS, MANICURES,
EYEBROW DESIGN)



MARÉ DE BELEZAS

A beautiful woman is one who feels comfortable in her own body

One of the premises of the *Maré de Belezas* beauty course is to question and deconstruct standards of beauty imposed and widely disseminated by society, which are based on an elitist perspective that idealizes youth (since women become “invisible” after a certain age) and the European model of beauty (white, thin, tall, blonde, light colored eyes). Its flagship project is training hairdresser assistants.

The starting point is that women of all colors, measurements, heights, ages, and styles are beautiful by nature, and should value their bodies, contours, experiences, scars, sizes, and skin tones as they are. But... who said that all this is easy?

Media bombardment dictates what is beautiful, imposes it on female bodies and historically oppresses them — especially against black, indigenous, and fat women— requiring the deconstruction of stigmas and values ingrained since childhood.



Maré de Belezas students receive their course diploma at L’Oreal’s headquarters.

At *Mare de Belezas* classes, among hair-dryers, brushes, shampoos, and tinctures, women not only share what they learn from practical classes but also reflect and learn about new forms of being and existing in the world as women from the favelas.

This is not what prompts most women to enroll in the project at first, however. The desire to enter the formal labor market is what usually motivates women, who seek professional training as a fundamental step in pursuit of this goal. Enter *Maré de Belezas* as a cost-free alternative.

However, by sharing their lives and experiences throughout the course, women find that other paths beyond that of the increasingly rare prospect of formal employment begin to appear: opening their own salon, either by themselves or in partnership with friends; working from home or at customers' homes, or specializing in promoting events and parties for special occasions.

These are options that meet an objective reality: many need to combine work with the demands of household chores, a function that society still delegates

almost exclusively to women — and worse: a function that is invisible, unpaid, and unappreciated, as well as making women's entry into the formal labor market more difficult.

This is the case of Luiza Inácio da Silva, 33, a resident of the Nova Holanda favela, who prefers to work at home in order to be closer to her children. "Working with a formal contract is good, but I would rather work on my own, at home. Mainly because of my children, to take care of them, be closer to them, and keep tabs on what they're doing... But I dream of having my own salon in the future," says Silva.

Silva already had experience as a manicurist and a hairdresser, and joined the project to enhance her professional skills. She learned more than she expected: "I had to learn to deal with money and people better. I changed my thinking a lot, became more open-minded. Now I realize that we have to go after our own rights. It's no good just thinking about your husband and children. If we only stay home, we end up forgetting about ourselves!" she declares.

Beauty as power

The beauty and aesthetics sector is mainly composed of women, both in service provision and in customers, and accounts for at least 307 establishments spread across Maré's 16 favelas, a figure that corresponds to 10.4% of all enterprises in Maré, according to the 2014 Maré Entrepreneurship Census.

"Women need income, financial autonomy, resources to raise their children and be more independent from their husbands, partners, and fathers," explains Andreza Jorge, a coordinator at *Maré de Belezas* and the Women's House." At the same time, there is a subjective dimension: what do they really want for themselves and how do they perceive and work on their self-esteem, dreams, and potential? Combining these two dimensions and helping to develop answers, that's what motivates us."



PHOTO: REDES DA MARÉ

Hairdressing assistant apprentices in action.

“

I had no previous experience. I couldn't even handle a hairdryer! Today I can use hair irons, hydrate hair, braid it, do progressive hair straightening... I visit customers at home and I have almost finished paying for my work materials with the money I've earned since the training. We think that it is our duty to be a mother, wife, housewife and only take care of family. Here, I changed my vision, how I think. I tell my friends and neighbors about the [Women's] House, and encourage them to enroll in one of the projects"

Vitória Tavares de Oliveira Belarmino

STUDENT AT MARÉ DE BELEZAS



PHOTO: DOUGLAS LOPES/REDES DA MARÉ

MARÉ DE DIREITOS

Individual assistance, collective needs

An interdisciplinary and cross-sectional perspective is the essence of the legal project, *Maré de Direitos Mulheres*. It is a specialized branch for gender issues, part of the *Maré de Direitos* project, from Redes da Maré's Public Security and Access to Justice branch of work. The initiative is designed to meet the legal, social, and psychological needs of women who participate in projects offered by the Women's House, as well as women who live in any of Maré's sixteen favelas.

These demands are anything but simple. In a territory marked by armed violence and by the denial of basic rights that are guaranteed in other areas of the city, the women of Maré feel — first-hand — the effects caused by the lack of public policies, by social inequalities, and by racial and gender discrimination that characterize the lives of women who live in the favelas and peripheries.

As evidence of this, the majority of the requests received by *Maré de Direitos* fall into the categories of alimony, access to welfare benefits, and psychological support.

This list reflects the reality of the favelas that make up Maré. The 2019 Maré Population Census shows that almost half of all women in Maré are financially responsible for their households, either on their own or shared with another household member.

They are also the ones who care for sick and elderly relatives, who need access to welfare benefits and services to support family and household structures.

Beyond these dynamics, each woman has her own dreams, experiences, relationships, and life stories.

"Women are welcomed and given attention here at the Women's House. It is a place of listening, where we try to demonstrate that they have the right to

take care of themselves, to pay attention to their own needs instead of just meeting the demands of others," says Julia Leal, a coordinator at the Women's House and *Maré de Direitos Mulheres*. "This is why a global and interdisciplinary vision is essential. Though many women arrive with legal issues, other needs often appear along the way, like psychological support or access to welfare benefits," she says.

It is no coincidence that the methodology we use at the Women's House includes mapping out data and cross-referencing these needs in order to think of broader, more effective, and lasting actions, as opposed to one-off assistance. The idea is to propose new projects and public policies, based on real needs, capable of benefiting a greater number of women who live in Maré's favelas.

Therefore, in an attempt to support them with the issues and problems they face — while also being transparent about the scope of our work — the team offers

advice to women, explaining their rights, directing them to specific activities and support sessions, and referring them to partner organizations and/or public bodies, as needed.

One particular highlight has been the partnership between Redes da Maré and the Rio de Janeiro State Public Defender's Office, established in 2019. The Public Defender's Office has provided assistance with public defenders and advisors for the region. This important initiative has made it possible for us to meet women's needs without resorting to lawsuits, reaching solutions more quickly and avoiding unnecessary emotional stress.

Mental health, a fundamental right

Though gender violence does not come up as a priority for the majority of the women we assist, careful and continuous listening reveals that many women find

The *Maré de Direitos* team shares informative material with residents.



PHOTO: REDES DA MARÉ



PHOTO: REDES DA MARÉ

A resident being given legal support.

themselves living in situations of emotional or psychological violence.

In such cases, they are encouraged to seek empowerment and autonomy by participating in projects, social actions, and therapeutic groups — offered directly by *Maré de Direitos Mulheres*, *Redes da Maré* or by other institutions — sharing the understanding that there are processes that can gradually put an end to cycles of violence.

Here, psychological care enters as a fundamental element of healing and support for these women — whose lives, in many situations, are marked by daily tensions related to armed violence and its harmful consequences (homicides and assaults — with family and friends often becoming victims, schools, day care centers and health services being closed, homes raided and several other violations of rights).

It is no surprise that requests for individual psychological support are common among women who seek out *Maré de Direitos*, though this goes counter to the common perception that demands for therapy and psychological support are restricted to the richest sectors of the population.

This phenomenon demonstrates that this type of support must be provided by public health services. This type of support is currently provided by Brazil's Psychosocial Care Centers (CAPS) and by the Family Health Support Units (NASF) in specific cases, but such high demand for psychological support indicates the need to extend the right to mental health to the general population.

It is in this context that *Maré de Direitos* offers psychological support through weekly group therapy sessions, considering both the disproportionately high demand compared to the limited support capacity, and the understanding that access to mental health is a right that should be available to everyone and free of charge.



I got to know the Women's House because of a tragedy in my life. In June 2019, my sister was shot in the chest during a police operation. This completely destabilized my family and me. I received all the help possible from the Women's House team. I received psychological support and the team referred me to the *Maré de Sabores* project. It made a huge difference in my life. Today I am aware I have rights that I was previously totally unaware of. I'm never going to leave this place!"

Thaís Bárbara Machado de Oliveira

ASSISTED BY *MARÉ DE DIREITOS*

ACTIVE LISTENING

Maré de Direitos is open every Saturday morning, receiving women from *Maré* and their needs on a drop-in basis. Support sessions are interdisciplinary and always have at least two professionals from different areas (Law, Social Services, and Psychology). Individual meetings take place during the week, and, in 2020, shifts will also take place on Tuesdays, from 6:30 pm to 8:30 pm.

In 2019, we provided **337 individual support sessions** for women from *Maré*. Though demands were, and continue to be diverse, we continue to emphasize emotional and financial autonomy, rather than solely providing short-term solutions.

Main complaints and demands*



ACCESS TO WELFARE BENEFITS (PENSION, SOCIAL ASSISTANCE CARDS, *BOLSA FAMÍLIA* BENEFIT)



INDIVIDUAL OR FAMILY PSYCHOLOGICAL ASSISTANCE



CLAIMS OVER UNPAID ALIMONY



ACCESS TO EMPLOYMENT, CONSUMER, CIVIL, AND FAMILY RIGHTS)



ACCESS TO HEALTH SERVICES



ACCESS TO EDUCATION



UNEMPLOYMENT

(* DATA RELATED TO WOMEN ASSISTED BY *MARÉ DE DIREITOS* SINCE 2017

RESULTS

337 INDIVIDUAL
SUPPORT
SESSIONS
HELD BY MARÉ DE DIREITOS



618
ENROLLMENTS FOR
PROFESSIONAL TRAINING



8,815
WEBSITE VISITS



150 WOMEN
TRAINED IN
LITERACY



200
WOMEN TRAINED
IN THE WOMEN'S HOUSE
METHODOLOGY



12 DAYS OF
ACTIVITIES
SUSPENDED
BECAUSE OF POLICE
OPERATIONS IN MARÉ



37 WOMEN WORK
AT THE HOUSE,
BEING **28** FROM MARÉ



THE WOMEN'S HOUSE OF MARÉ

Constructing desires against inequalities

Intersectionality. The word may not enter into most people's vocabulary, but it has everything to do with the daily actions of the Women's House. The concept seeks to bring together, in non-hierarchical layers, the different forms of oppression women may suffer.

To be a woman, whether black or indigenous, from Brazil's northeast, from the favelas of Rio de Janeiro, is a reality that imposes a series of prejudices, oppressions, and violations that must be dealt with and understood in conjunction with one another.

Through this understanding, the Women's House methodology seeks to offer comprehensive care to women, rather than simply offering professional training courses, legal assistance, or one-off psychological support.

The Women's House professionals accompany women's demands, seeking to introduce them to projects, courses, and opportunities offered by Redes da Maré and partner organizations, help them access public services, advise them about their rights and reflect on race, class, and gender in classes and debates.

In addition, it is one of our missions to think of proposals, promote discussions and collaborate with public policies for women, especially those from Rio's favelas and peripheries.

Maré's population is larger than that of 96% of Brazilian cities, with over 140 thousand inhabitants in its 16 favelas

PHOTO: REDES DA MARÉ

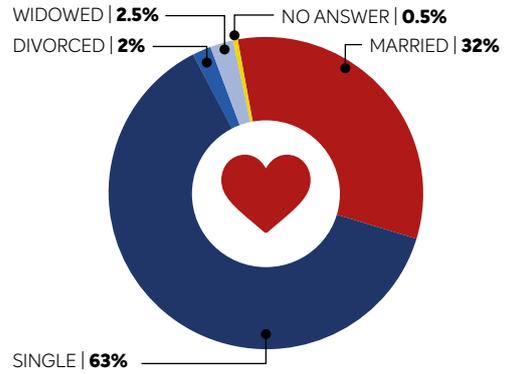


EMPOWERMENT

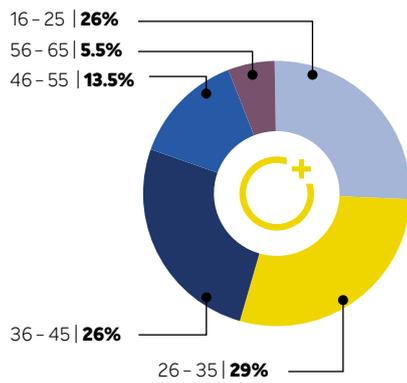
WHO ARE OUR STUDENTS?



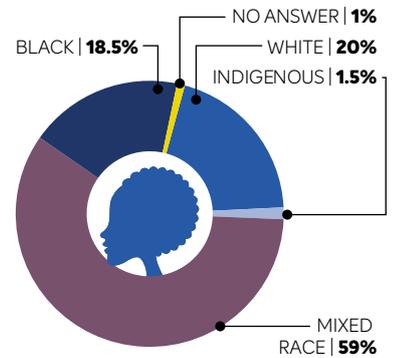
MARITAL STATUS



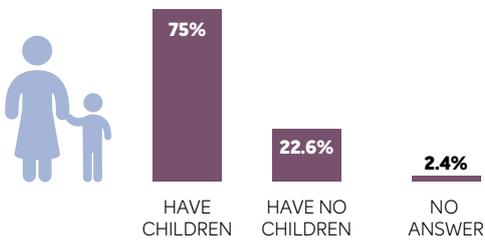
AGE



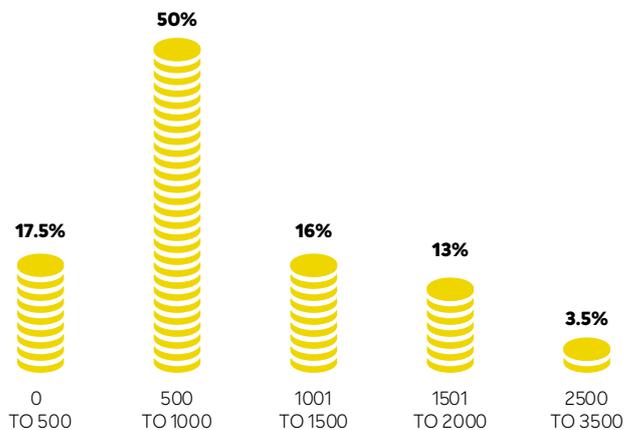
RACE / COLOR



FAMILY COMPOSITION



FAMILY INCOME (R\$)



EMPLOYMENT STATUS

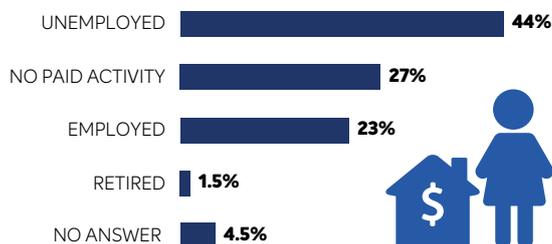




PHOTO: REDES DA MARÉ

A group exercise during our professional guidance mentorship.

PROFESSIONAL GUIDANCE

Empowering dreams and trajectories

To encourage women to pursue their dreams, showing that it is possible to combine financial autonomy with personal fulfillment. This is one of the goals of our collective mentoring for professional guidance programs, held weekly since early 2019, serving the women of *Maré de Sabores* and *Maré de Belezas*.

The idea is to go (far) beyond technical training, and to encourage women to express their desires, daring to think globally, opening up to their desires and wishes while respecting their trajectories and realities.

Rather than limiting their vision to that of obtaining formal work – though some women may indeed opt for that – our trajectory mentorships, as they are called, aim to expand possibilities for course participants.

In addition to contemplating a number of strategies for encouraging women to start their own business, individually or as a collective, our professional guidance

branch of work supports students in designing their résumés and work portfolios, teaching administrative skills, pricing practices, digital marketing, interpersonal communication, and financial education.

Alongside the Gender and Citizenship workshops, the work of professional counselling is based on the deconstruction of narratives that relegate women's work to that of household care and mothering. Instead our counselling involves reclaiming the women's culture, identity, ancestry, and territory, taking into consideration their trajectories as black, northeastern, economically impoverished, favela residents.

Our methodology provokes reflections about different forms of being a woman in Maré (trans, lesbians, heterosexual, cis, among others) and how this reality affects the development of their projects – not necessarily in a negative way, as many were led to believe, but as elements of power, strength, and creativity.

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Professional guidance supports students in administrative skills, pricing practices, digital marketing, interpersonal communication, and financial education”

GENDER AND CITIZENSHIP WORKSHOPS

From Maré to being and existing in the world...



Women participate in a Gender and Citizenship workshop, as part of the Women's House training curriculum.

PHOTO: DOUGLAS LOPES/ REDES DA MARÉ

As part of the interdisciplinary and global training that is provided at the Women's House, the Gender and Citizenship workshops seek to provoke students to reflect on and question the female condition in Maré.

Diverse, complex, and current themes are part of the curriculum, as they are also part of the lives and conditions of women living in a territory where basic rights are neglected and institutional violence is part of day-to-day life. Power relationships, racism, sexuality, drug policies, violence, standards of beauty, potential, diversity, and sustainability are just a few of the topics addressed throughout the year.

We chose group talks to allow for fluid discussions and reflections. In this methodology, all experiences, opinions, and points of view are valued and considered, allowing for a range of perceptions about living conditions, ways of seeing the

world, and relating to different objective and subjective demands.

Gender and Citizenship workshops are attended by women participating in the *Maré de Belezas* and *Maré de Sabores* projects (there are groups every semester, with two groups for each project). The meetings complement both the initiatives' work, serving as fundamental parts of professional training, and bringing value to different aspects of life for the women involved.

"It is a space for subjective empowerment, with very concrete results. It is not uncommon to hear women recounting how they suffer racism in their own family. After the classes, they identify what is happening, defend themselves, name the prejudice, and respond to it," explains Tássia Mendonça, a professional advisor at *Maré de Sabores* and a Gender and Citizenship Workshops' instructor.

Empowering professional training

These meetings at the Women's House are part of a process whose goal is to treat women's life traits with openness and frankness, so as to provide due care and attention. In allowing women to reflect on the essential issues of gender inequality that directly affect their entry into the labor market (extra hours spent on household chores, unequal pay in comparison to men, formal market impositions regarding maternity and, as a result, less available hours for their professional and subjective development), the meetings help participants to make their own choices and allow them to develop an expanded view of the place they occupy in society.

Participants in the Women's House projects are mostly black and mixed race women (77.6%), indicating a need to undertake work that values and strengthens the image and self-esteem of these women. Therefore, it is essential to present references and positive historical representations of other black women in order to strengthen the creation of new ideas and repertoires.

Such complex, profound, rich, and diverse realities are a means for the Women's House to continuously enhance its methodology and to consider training activities and engagement with our public. Thus, factors of class, race, territory and gender gain greater acknowledgement and recognition as determinants, and women are thus empowered to make their own personal and professional choices, in addition to fulfilling their daily wishes.



A recently graduated hairdressing assistant speaks about *Maré de Belezas*.

PHOTO: DOUGLAS LOPES/ REDES DA MARÉ

Women are overwhelmingly present in the food sector, which accounts for 1,118 businesses out of Maré's +3,000 commercial activities.

PHOTO: GABRIELA LINO/REDES DA MARÉ

According to the Redes da Maré Census, most businesses in the favela are run by women.

PHOTO: ELISÂNGELA LEITE/REDES DA MARÉ



Maré's women

Who are the women living, working, studying, raising their children, having fun and constructing their daily lives in Maré's favelas? Who are these women who fight for their rights, cry for their children, and denounce situations of oppression that occur in their territory? Who are the women who seek out the Women's House for support, acceptance, professional training, and rights? Who are these women who have always been historically responsible for engaging in struggles for better living conditions?

Such questions seem simple, but bring with them a complexity of meanings regarding women's different existential experiences. What challenges do women from the periphery face, living in regions where the right to public security is yet to be established? Where residents of favelas and peripheries are deprived of quality public services and access to justice — in contrast to what is seen in other areas of the city? Meanwhile, the favelas mark out a universe of possibilities, and continue to forge ahead, making changes to how they want to be recognized and respected.

Most of the women who seek out our projects are looking for legal or psychological support, an element that is indicative of the adversities facing the women who live in Maré's 16 favelas. This fact also exposes contradictions, difficulties, and demands around the need to put a stop to cycles of physical

violence, and psychological and financial dependence, both of which frequently characterize the lives of most of these women.

The 2019 Maré Population Census — Redes da Maré shows that practically half of women aged over 15 (49.4%) are financially responsible for their households; 30.3% of whom are the sole or main provider. The rest, 19.1%, share responsibility with another household member (not necessarily a man).

Data from the Brazilian Institute of Geography and Statistics (IBGE, 2010) shows this number to be higher than that for Rio de Janeiro city, where 38.1% of women are responsible for their households (individually or shared). In Brazil, according to data from the Institute for Applied Economic Research (Ipea), in 2018, this percentage reached 45% — mostly black women, on low incomes, and residents of the peripheries.

It is not surprising that women own most of the 3,000 commercial enterprises in Maré's favelas, according to the Maré Entrepreneurship Census, launched in 2014. We hope they continue to start their own businesses as a work alternative, and seek professional development with the opportunities offered by *Maré de Sabores* and *Maré de Belezas*.

For many, choosing entrepreneurship has a pragmatic side: 44.3% of women living in Maré are mothers between the ages of 20 and 24. This leads many of them to prefer working at home in order to look after and raise their children, and carry out chores while guaranteeing the family's livelihood.

Violence as a reality for women in the favelas

The favelas, places where basic rights are not guaranteed, are still affected by violence every day — be it by police or armed civil groups — with harmful consequences for residents. Women are, once more, among the most impacted groups.

They are the ones who must miss work when their children’s classes are cancelled due to police operations or because of confrontations between armed groups (24 school days were lost in Maré in 2019 alone). They are the ones who cancel plans to care for sick children/parents/grandparents when health centers close because of police operations (as was the case on 25 days in 2019, a year when 39 police operations took place in Maré’s favelas). They are the ones who must “get by” with their children when libraries and social projects cannot open because of the shootings. They are the ones who demand justice when their children — almost always black or mixed race — are beaten or killed by police officers.

Although 94% of the victims of violent death in Maré are men, women account for 58% of direct victims of other rights violations, such as house raids, verbal abuse, threats, theft of belongings, sexual harassment, psychological violence, curtailment of the right to come and go, and damage to property, among others, according to the projects *De Olho na Maré* (An Eye on

Maré) and *Maré de Direitos*, from the Public Security and Access to Justice branch of work by Redes da Maré.

And they are the ones who seek support in order to denounce rights violations that affect black and mixed race women even more intensely (a group that corresponds to 61.2% of women in Maré and 77.6% of women supported by the Women’s House in 2019). Not by coincidence, their children are the preferred target of police operations and armed violence: 96% of victims of violent death in Maré in 2019 were black or mixed race youth, according to the Bulletin for the Right to Public Security in Maré.

This fact draws attention to the need to consider factors of race and social class, in addition to gender issues, as structural factors that exacerbate inequalities and rights violations. In other words, vulnerabilities are multilayered, and must be considered in our demands for public policies as well as in our disputes for rights and reparations.

The figures provide evidence of a reality easily seen in Maré’s favelas: it is women who provide their family’s material and emotional livelihood, and are — historically — on the frontline of the struggle for better living conditions in Maré. This bears evidence of strength and female potential, but, above all, demonstrates the complex responsibilities that fall on the shoulders of women living in Rio de Janeiro’s favelas.

Target population of Redes da Maré’s work, women are the majority in the favela.



A PORTRAIT OF MARÉ



49.4%

OF WOMEN AGED OVER 15 ARE FINANCIALLY RESPONSIBLE FOR THEIR HOUSEHOLDS



61.2%

OF WOMEN FROM MARÉ IDENTIFY AS BLACK OR MIXED RACE

IN 2019, POLICE OPERATIONS LED TO HEALTH UNIT CLOSURES ONCE EVERY



15

DAYS, RESULTING IN 15,000

APPOINTMENTS BEING CANCELLED

BETWEEN 2016 AND 2019, SCHOOLS HAD TO CLOSE FOR A TOTAL



89

DAYS DUE TO POLICE OPERATIONS, RESULTING IN CLASSES BEING CANCELLED FOR AROUND 16,000 STUDENTS

WOW RIO

From Maré to the world. From the world to Maré

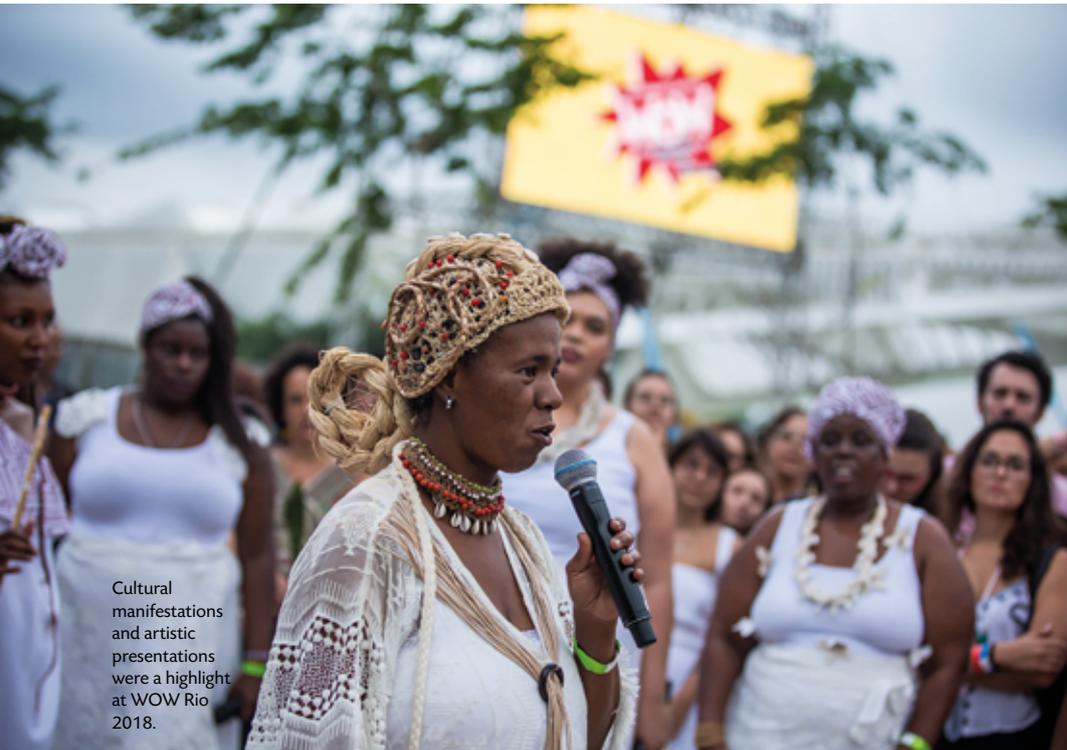


PHOTO: WOW RIO/REDES DA MARÉ

Cultural manifestations and artistic presentations were a highlight at WOW Rio 2018.

By visiting the Women's House and understanding the strategic work carried out there, Jude Kelly of the UK had no doubts: that welcoming place, powerful and consolidated in the favelas of Maré, would be the starting point for expanding the Women of World Festival to Latin America.

With the concept of reaching and making women aware of their struggles and local realities around the world, WOW arrived in Rio de Janeiro in 2018, inspired by the Women's House of Maré. The result was an experience designed by Redes da Maré, which became the festival's organizing institution in Brazil, alongside the Southbank Centre and the British Council in Brazil.

“

The Women of the World Festival, WOW, brings, in its essence, the real possibility of bringing together women based on their different configurations in the world. A space to provide meetings, create bonds, experience the local, the national, the global. A moment to smile, celebrate and experience the wonderful freedom we have achieved by affirming our voices and desires”

Eliana Sousa Silva

WOW RIO CURATOR AND ORGANIZER.
DIRECTOR OF REDES DA MARÉ

A global event that has already been held in 20 countries in Europe, Asia, and Africa, WOW began with its first festival in London 2010. In 2019, the festival became a Foundation that supports festivals that take shape across all continents.

WOW Rio 2020

The dates for the next edition of WOW Rio have already been set: November 6th to 8th, 2020. It will take place at a crucial moment, one in which Brazilian and Latin American women have refused to accept setbacks to the rights they have achieved through so much struggle.

A space for encounters, struggles, and the celebration of achievements. A place for sharing experiences and opening up to new possibilities. A great meeting, where women from different backgrounds and trajectories reflect upon the many facets of a single issue. A moment for renewing energies and alliances for new struggles and resisting setbacks.



WOW Rio 2020 will serve as a new voice in the fight for equality, freedom, and the right over one’s own body, the right to the city, and the right to exist. A cry that reverberates, showing that women will not be restrained or silenced by the conservative wave we are currently experiencing in Brazil and elsewhere in the world.

In 2018, WOW Rio brought together women from the city as a whole, in addition to national and international guests, in activities regarding the diversity of women’s experience in today’s world.

The WOW Foundation produces festivals around the globe that follow this format, seeking to strengthen the dialogue on matters faced by women and girls, and to explore possible causes and solutions. It is the largest, most comprehensive, and important festival dedicated to presenting works developed by women and to promoting the struggle for gender equality.

WOW Warm up events

In 2019, between the two WOW editions, six “WOW Warm Up” meetings were held to mobilize women from different parts of the city and Greater Rio de Janeiro (Maré, Downtown Rio, Duque de Caxias, Niterói and Santa Cruz) — in addition to a special edition held in Fortaleza, Ceará.

The encounters involved all four of WOW’s core dimensions: dialogues, activism, entrepreneurship, and artistic and cultural productions. The idea was to maintain mobilization, reflection and debate on themes, struggles and gender issues in a permanent and systematic format, updating topics for discussion, fostering partnerships, and building bridges for the next edition of WOW Rio.



Young women from Maré with Jude Kelly and Eliana Silva.
PHOTO: JESSICA PIRES/ REDES DA MARÉ



Getting to know the Women’s House of Maré was a unique and impactful experience! It was very impactful to understand how the House functions as a place of safety, peace and, above all, of education, living with so many neighboring conflicts and challenges. I realized that this is the type of place women need all over the world. It is not only a place for taking refuge from daily struggles, but a place where women can reflect upon the strength their voices carry in order to bring about profound changes, not only for their own lives, but also for the community and even for Brazil. I say this because Brazil is a country that, by presenting its creative solutions, impacts the whole world. The Women’s House of Maré is what we must expect from a place like this: a place for thinking creatively, a place for women with profound life experiences, knowing that intersectional changes help to redesign the world”

Jude Kelly

FOUNDER OF WOW AND DIRECTOR OF THE WOW FOUNDATION. KELLY VISITED THE WOMEN’S HOUSE OF MARÉ IN 2016



Full debates with local, national, and international invitees were the core of the event.
PHOTO: WOW RIO/REDES DA MARÉ

PARTNERS AND TEAM

Dreaming together is our reality

Many hands, hearts, and minds enable the Women's House to exist. From projects carried out by Redes da Maré to the assistance given by universities, churches, and public organs, many different partners have provided support to guarantee the rights of women in Maré.

We would like to highlight the partnership between Redes da Maré and the Rio de Janeiro State Public Defender's Office of the — which provided technical assistance teams in Maré — and with the School of Social Services at the Federal University of Rio de Janeiro (UFRJ), a long-term relationship that has contributed to the debate over the social role the university must fulfill.

We stress the importance of partners who allocate financial resources and collaborate to turn the House into a creative, welcoming, and powerful space. The Nissan Institute, supporter of the "Trajectories" project, which began in 2019 and seeks to strengthen the life trajectories of the House's participants, was a fundamental partner for collectively constructing the methodology we use in our day-to-day activities.

The L'Oréal Institute, a partner of *Maré de Belezas*, and *Escreva seu Futuro* (Write Your Future), have been crucial in supporting professional training and expanding women's access to formal education.

Instituto Grupo Pão de Açúcar (GPA) enabled us to offer and expand *Maré de Sabores'* training courses, allowing us to hire trained women for the basic culinary course teaching staff.

Ireson Foundation and KinderMissions supported the construction of the Women's House facilities.

Rotary Club International has constructed a long-term relationship with *Maré de Sabores*, helping to strengthen women's entrepreneurship for their professional and life choices.

The Parque União Residents Association has been a key partner in local development actions; as has Projeto Fio, which mobilizes women to contemplate their life stories through sewing; and *Mulheres ao Vento* (Women in the Wind), which unites art and dance to address issues about the body and subjectivities of women from the favelas.



Mariana Aleixo (*Maré de Sabores*), Julia Leal (*Maré de Direitos*) and Andreza Jorge (*Maré de Belezas*) — coordinators at the Women's House of Maré.

PHOTO: DOUGLAS LOPES/REDES DA MARÉ

SEWING WITH WOMEN

They make the Women's House operate every day. They are 37 women, 28 of whom live in Maré or are originally from one of the 16 favelas that make up Maré. Every single woman with stories, connections, and a profound commitment to transforming the territory.

DIRECTOR OF REDES DA MARÉ:

Eliana Sousa Silva

TERRITORIAL DEVELOPMENT BRANCH

COORDINATOR: **Maira Gabriel**

COORDINATION TEAM: **Andreza Jorge, Julia Leal and Mariana Aleixo**

COORDINATION ASSISTANT:

Myllenne Furtado

SUPPORT: **Cristiane Rodrigues and Silvânia Leal**

MANAGEMENT SUPPORT: **Denize Ribeiro and Eliane Laila**

FINANCIAL MANAGER: **Elisangela Rangel**

PROFESSIONAL COUNSELLORS:

Ana Beatriz Giácomo and Tássia Mendonça

PSYCHOLOGIST: **Vanessa Lima**

LAWYER: **Milena Afonso**

MARÉ DE SABORES INSTRUCTORS:

Elma Ashar, Lívia Santos, Michelle Gandra, Paula Duarte and Vanessa Brandão

MARÉ DE BELEZAS INSTRUCTOR:

Daiana Azevedo

COOKING FACILITATORS: **Adriana Moreno, Andrea Maria, Carla Pontes, Ellen Cardoso, Evelen Lopes, Fabiana Almeida, Janaina Cardoso, Josefa Pereira, Marta Silva, Michele Lopes, Rafaela Feitosa, Sandra Barbosa, Sandra Kpormorne, Tatiana Lima, Zélia de Jesus**

LITERACY TEACHERS FOR *ESCREVA SEU FUTURO*: **Alcicleia Ramos, Carla Reis**



The Women's House 3-year anniversary.

PHOTO: GABRIELA LINO/REDES DA MARÉ



Women of *Maré de Sabores'* buffet.

PHOTO: REDES DA MARÉ

SUPPORT:

