

VIVE: COME, BE INSPIRED AND SELL!

HOW VIVE EMPOWERS WOMEN

OBJECTIVES

VIVE empowers women by increasing their sense of agency, decision-making ability, access to jobs and skills as entrepreneurs, through a skill-based training.

TARGET POPULATION

Low-income women over 15 years old from vulnerable backgrounds. VIVE has reached women with disabilities, from indigenous communities, victims of violence and single mothers.

OVERCOMING CHALLENGES

STRONG SUPPORT NETWORK

EASY TO COMPLETE COURSEWORK

GENDER VIOLENCE PREVENTION COMPONENT

LOCAL PARTNERS NETWORK

KEY RESULTS

COMPONENTS

60,000

graduates (77% women) in three years.

75%

perceive increased agency and decision-making.

10,000+

economic opportunities.

97%

perceive increased professional skills.

93%

feel more prepared to obtain a job in retail and sales.

12,000

people trained on Prevention of Gender Violence.

SHORT COURSES

Short and flexible training to adapt to women's schedules.

MOBILE TRAINING

To reach women in remote communities.

LOCAL PARTNERSHIPS

+500 local organizations that work with and for women in vulnerable conditions.

CONTEXT SENSITIVE

VIVE includes a component on how to identify and prevent gender violence, a big challenge in LAC.

ENTREPRENEURSHIP

VIVE includes an entrepreneurship track. Graduates are 50% more likely to start a business.

OUR HEROES



Ruth is a 48 year-old woman from Xalapa, Veracruz who always dreamed of owning an aromatherapy candle store. Ruth joined VIVE, where she improved not only her sales skills but her self-esteem as she found the drive to break out from relations that held her down:

"VIVE took my blindfold off and showed me that I am an important woman" says Ruth.

Thanks to VIVE, Ruth is now a passionate entrepreneur who fulfilled her dream of opening a candle store. Inspired by helping others, she exclusively hires women in vulnerable conditions, such as single mothers. Ruth, as thousands of other VIVE graduates, is now economically and emotionally empowered to pursue her dreams despite any challenges she might face.



OAS More rights for more people