

### **The problem**

Female incarceration is increasing faster than the number of male prisoners in Brazil. Between 2007 and 2014 (most recent data), population of female prisoners raised by 96%, while the male prison population raised by 56%. If we look the numbers until the year 2000, there is an increase of 567%. In addition to this significant increase, we must consider that female imprisonment has very different consequences of the male. First of all the profile. Most of women are young (up to 24 years old), black, poor, mother, have low schooling and are solely responsible for the family's livelihood. When they were not unemployed, most of the women worked in informal or extremely precarious jobs, so that they saw in trafficking a viable alternative for generating or supplementing family income. Thus, drug trafficking accounts for about 68% of prisons.

Pregnant women in these conditions are handcuffed during childbirth, with no right of companion, and are allowed keep the child up to 12 months in the penitentiary. After that, they are separated without knowing to where the children are going, in case they do not have relatives to take care of. Obstetric violence, which is already a practice established in our society, is even more intense in the case of domestic violence. Enormous are the traumas in these women, already so bruised by the prison system and for their growing children, increasing exponentially the chances of them falling again into criminality.

### **The market**

According to Cone Communications' 2013 Echo Global Study on CSR, a report of market indicators made in Canada, 91% of the world's consumers are susceptible to change the brand consumed by a good cause. In a published research made by Nielsen, which is a global leader in providing services information on marketing studies, interviewing 28,000 people of 56 different countries using an online questionnaire, 46% said they pay more for company products that implement programs that bring something back to the society. In this same study, the interviewed people consider that it is important for companies to support the integration of gender equality and women's empowerment (45%), and to promote racial, ethnic and cultural inclusiveness (43%). These two items fit the purpose of Conexão Liberdade.

## Percent of socially conscious consumers who think companies should support these specific causes

Which of these causes do you think companies should support?



See Appendix for top causes by region, age and gender

Source: Nielsen Global Survey of Corporate Citizenship, Q3 2011

Socially-conscious consumers defined as those who expressed willingness to pay extra for products and services from companies that have implemented programs to give back to society.

nielsen

## The solution

Conexão Liberdade (Freedom Connection in english) is a project with social impact, committed to re-socialization of women prisoners, creating opportunities for their empowerment, consequently reducing criminal recidivism.

The first part of the project consists in building a marketplace platform in order to sell products created by women in jail. The beta version is already on the air at the address [www.conexaoliberdade.org](http://www.conexaoliberdade.org).

In order to supply the site, the intention is to create productive groups among women who are in prison. We are holding meetings with members of the Secretary of Justice and Citizenship of Santa Catarina State to begin the formation of these groups, according to the availability of each prison.

The formation of these groups will be treated in a personalized way, according to the personal characteristics of each group and the characteristics of each region where the prison is inserted, always observing the principles of Solidarity Economy (self-management, cooperation, economic activity and solidarity). The groups may be formed formally, as cooperatives, associations, micro-enterprises, or as informal productive groups, according to the possibilities and needs.

The promotion of the site will be made through insertion in traditional press organs (newspapers and magazines), by press office, social media, Google AdWords and SEO. We will also use as a method of publicizing our project, the production of events at the Federal University of Santa Catarina that stimulate social entrepreneurship.

With the platform built and in operation, with a minimum of 20 stores operating, part of the income can be reverted to another program proposed for the Conexão Liberdade, aimed at those women who have no interest or aptitude for entrepreneurship: professional qualification.

Partnerships will be held for training in other areas of activity, and the curricula of woman in jail and ex-prisoners will receive the seal Conexão Liberdade, that is, they are people qualified and able to enter the professional market.

## **The Team**

Fernanda de Mello Goss - graduated in Journalism and Law, and Master in Criminology from UFSC, she has ten years of experience in law and prison system. He is a member of the Public Security Commission of the OAB / SC, with seat in the ConSeg of Florianópolis. She is the CEO of Freedom Connection.

Ana Clara Tontini - student of Business Administration from UFSC, has experience with client's attendance, having worked in the United States in this area. At Freedom Connection, she is a partner and works in the area of marketing and business.

Luisa Pereira Goss - Administration student at UFSC, has experience in customer service and volunteer work, with internship in the United States. She is a partner in Freedom Connection, participating in the administrative and marketing area.

#### References

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