

Project Proposal Summary

Rotarian Peace Projects Incubator's Thematic Area	Linking peace and Economic Development
Rotary Focus Area	Peace and Conflict Prevention / Resolution
Contact: Contact person within your group (Name and email)	Ximena Murillo xmurillo@united4changecenter.org
Project Title: Provide a full title (and acronym if any)	Creating a Microenterprises Network in the slums of El Alto (La Paz, Bolivia) to Reduce Domestic Violence
Project Partners and Participating Organisations: List all your project partner organisations, including participating Rotary clubs and districts if any	Rotary Club La Paz San Jorge District Bolivia 4690 United4Change Center (U4C) Unidos Por El Cambio (U4C Bolivia)
Geographical Scope	El Alto is located in the Murillo Province of La Paz city. El Alto is the most populated area of La Paz and the highest levels of domestic violence.
Summary: Please provide a concise summary with a maximum of 500 words outlining the project and explaining the community needs your project will address and how these needs were identified. Ensure that you include what your project aims to achieve (objective) and how (method/procedure). What will be the main outcomes? Explain in a few sentences how you will incorporate the objective of sustainability into your project.	According to the World Health Organization, on average, 35% of women have suffered physical and / or sexual violence by someone who is an intimate partner or sexual violence by someone who is not. Entire families suffer from domestic violence and it has negative health consequences including physical injury, unwanted pregnancies, abortions, sexually transmitted infections such as post-traumatic stress disorder, depression, and suicide, among others. According to a study carried out by the UN, Bolivia reports the highest rate of violence, until the end of 2019 4,800 cases of violence have been attended, of which 95% correspond to women and the remaining 5% to men. One of the important factors that have triggered Domestic Violence is the economic, social, psychological / emotional dependency in families. In this sense, it is imperative to take measures to strengthen the productive economic sector with an emphasis on micro and small businesses, community and social and cooperative producers. According to the World Bank, most microenterprises, especially those started by women, are family-owned businesses. They can be successful as small businesses, but they often need strategic assistance to achieve significant growth. Research has shown that there are high failure rates

among micro-businesses - it is estimated that more than 50% of newly established businesses fail in the first 18 months of operations.

In general, microentrepreneurs face unequal access to economic opportunities, some studies in Latin America, when women together with their partners run a business, show higher profitability and growth limitations, it has also been shown that the gap between men and women grows so perpetual poverty persists. However, this project proposes to reverse these trends for men and women, who need complementary support. Given the increasing rate of domestic violence, this project focuses on preventing domestic violence in low-income urban areas of the city of El Alto (La Paz - Bolivia), addressing underlying and structural violence.

The main goal of this project is to create a Network of Microenterprises in the slums of El Alto city (La Paz - Bolivia) to reduce domestic violence. This Network will be design to build capacity and technical capability to family-owend microenterprises in becoming qualified suppliers to big companies, the public sector as well as export opportunities.

Spectifict Objectives include:

- To select fifty 80 family-owned microenterprises from diverse industries qualified to be part of the Network.
- To provide an entrepreneur accelerator – face to face and virtual training in the areas of finances, leadership, marketing, processes, and human resources- for all participants based on their needs.
- To connect participants with mentors who will provide business mentorship during the program.
- To establish alliances with at least 20 prospective buyers, including large companies, public entities, and other local or international companies/organizations.
- To develop a web-based platform based on their needs so participants graduates can stay connected and continue working together.
- The network will project will also provide training on conflict resolution/prevention and domestic violence, fostering greater public dialogue, respect, tolerance and awareness in their families, businesses, schools, and other local groups.

The sustainability of this program will be achieved by consolidating the network as a gateway to greater economic opportunity, a support system to prevent violence ad as a

	<p>platform with leaders in the business community that will be able to replicate the programs and campaigns as well as to advocate before local authorities, representatives, and social auditors.</p>
<p>Beneficiaries: Who are the beneficiaries? Please include the estimated number of direct beneficiaries</p>	<p>The beneficiaries of this project will be 80 microenterprises owned and managed by families from El Alto (La Paz - Bolivia). The indirect beneficiaries will be approximately 400 people in the community, assuming that every microenterprise is managed by a family with at least 5 members.</p>