

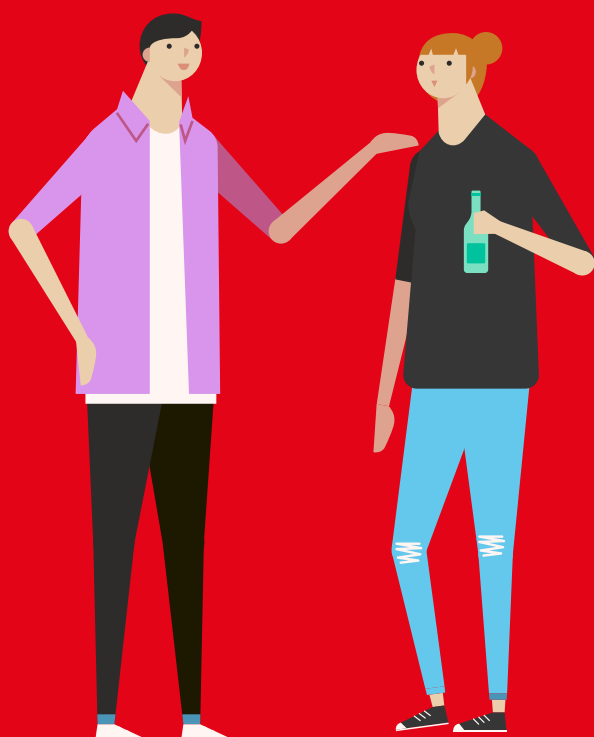


# **ABA Handbook of Good Practices and Responsibility for Ending Harassment in Events**

**A commitment that starts now**



This document is a deliverable from ABA's Advocacy Pillar / Government Relations Committee.



# INTRO DUCTION

**"A commitment that begins now"** is much more than a simple signature, namely the phrase that accompanies the title of this manual. Society is going through a process of human evolution, and we marketers live in a time when problems are and must be faced and compromises deserve to be taken on an urgency basis. One has never discussed so much about the role of women in the labor market and, as a consequence, about the harassment to which they are subjected. Faced with this reality, ABA has been addressing these issues with great seriousness and responsibility, ranging from its chairmanship, vice-chairmanship, to committees and working groups. Because it was such an emergency, it received special attention from the Government Relations Committee of ABA, chaired by **Juliana Vansan, HEINEKEN Brazil Government Relations Director.**

*“Marketing is fundamental to the evolution of society: this is ABA's belief. Therefore, as a woman, a professional in the corporate market and an ABA member, I am personally pleased with the publication of this manual. It is imperative that, in the current moment of our society, harassment is discussed in all the occasions in which it occurs. Year after year, companies and advertisers produce and sponsor events that bring together thousands of professionals and consumers across Brazil. It is essential that a woman's space to work safely in an event is guaranteed, as well as her right to enjoy it quietly and without being bothered. This is our commitment and I hope that it will be adopted by all readers of this manual”, **says Juliana.***

Mobilizing the issue on ABA's agenda, **Nelcina Tropardi, HEINEKEN Sustainability and Corporate Affairs vice-president, 1st vice president of ABA and sponsor of the Advocacy pillar of the Entity**, commented that *"we are attentive to the new needs that companies and brands should welcome in their work marketing and communication.*

*Fighting against harassment in all its forms is one of them. The universe of events, in which many advertisers are inserted, represent real risks for women, especially those working in it. Our role as professionals and advertisers is to understand the risks, ensure safety and assure the existence of channels that allow women to speak up and be heard when they need to. It is only with respect to women, professionals and consumers, that we will move towards a more equal and responsible society."*

Debating, reflecting, learning and sharing about "Good Practices and Responsibility for Ending Harassment in Events" would not be possible without the joining of efforts, skills and purposes. In order for the ideas and findings of this document to be put into practice in this manual, which is available not only to the marketing, communication and advertising segment, but to the whole society, we rely on the brilliant know-how of **Think Eva, the feminine intelligence nucleus linked to the NGO Think Olga, and that acts on the transformations that brand communication can promote in life of the women.**

A great partner in this project, Think Eva has put together a series of data and information important to the beginning of this change.

*"The eye in the eye that events bring, as well as the transformation and learning that takes place there, is of the utmost importance today. But these spaces, if not fostered by able leaders, can reproduce a behavior that is harmful to society, especially to minority groups. That is why this good practice manual is essential for creating truly inclusive events for women,"*  
**states Maíra Liguori, co-founder of Think Eva consultancy.** *"By embracing the fight against sexual harassment with Think Eva, ABA reinforces its commitment to building a more equal world: understanding the problem and facing it is a duty of all."*

The document approaches the question of inappropriate - and sometimes criminal - behavior, more specifically in events, where harassment can be seen as commonplace.

**Also supportive of this movement, AMPRO – Promotional Marketing Association has embraced the cause of this manual.**

*"We are agents of communication. It is our duty and obligation to use our messages and channels to combat all types of harassment and violence against any human being. We need to educate and enable respect and tolerance to be basic elements of coexistence in our society and especially in our market. Live Marketing is comprised of great women's leaders who fill us with pride for their courage, ability and commitment. AMPRO has a Human Relations Committee specially focused on people and created, above all, to help build a more equal, fair and unprejudiced market. Therefore, we are very proud to participate in this material and I hope that everyone can multiply this message, so that we can be examples in building a better Brazil," says*

**Celio Ashcar Jr., AMPRO chairman.**

The manual presents, in a direct and very illustrative way, four chapters in terms of providing service, namely: Harassment – a serious problem and of all; Basic items – that every professional engaged in events should know; Panorama – understanding it in practice; Find Out – Key Information.

Launched on February 19, 2019, at the celebration of the 60th anniversary of ABA, this significant delivery of ABA's Government Relations Committee, an activity worked together with our Advocacy pillar, confirms our purpose of mobilizing marketing to transform business and society. As the manual itself suggests, we want events to become an opportunity to deal with sexual harassment in the most constructive way possible.

**Sandra Martinelli**  
*Chief Executive Officer*



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# HARASSMENT

*a serious  
problem for all*

# HARASSMENT

**is a real and present problem** in the daily life of various relationships between people. Although it is directed at an individual, sexual harassment should be understood as a matter that depends on the whole society to be resolved. Therefore, recognizing the existence of these harmful behaviors is the first step in understanding how they work and making the change, which is urgent.

Sexual harassment occurs when one person tries to embarrass the other in order to gain advantage or sexual favor.

It is not a flirtation or a beginning of courtship, it is a sexual advance without consent that causes discomfort and suffering, it is felt as physical and psychological aggression.

Regardless of the environment in which it occurs, sexual harassment is a crime and is provided for in the Penal Code. It is a relationship of violence – and it is women who have to deal with it daily.



The Chega de Fiu Fiu (“No more Flirting”)\* survey, which interviewed 7762 women, found that:

# 99,6%

of Brazilian women claim to have been harassed

## THE “FLIRTATIONS” OCCURRED\*\*:

98%

on the street



80%

in public places:  
parks, shopping  
malls, cinemas

64%

on public  
transport

77%

when  
hanging out

33%

at work

\*\* It was possible to select more than one option

# 81%

of the interviewees stopped  
doing something (going to  
a certain place, passing by  
certain streets, walking)  
afraid of harassment

# 83%

do not think  
it is cool to  
be flirted



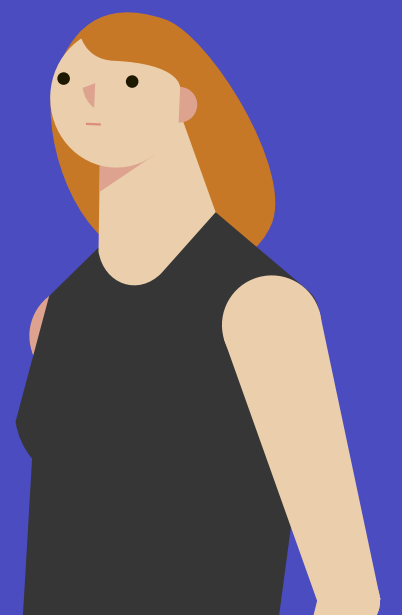
**One must understand that if  
a situation or action:**

**MAKES ME  
FEEL AFRAID,**

**makes me change my path, coerces me to  
accept something I do not want, tells me  
intrusive things (even if they seem like praise)**

**TOUCH MY  
BODY WITHOUT  
MY CONSENT**

**IT IS  
HARASSMENT.**



# CONS ENT

It is an important key to understand harassment. This word means permission, agreement. Receiving a touch on the body or hearing a comment about one's appearance that was not requested or authorized is sexual harassment. Consent does not just depend on whether the word "no" is said, because embarrassment or fear of harassment can be such that the victim cannot react.

**Respecting someone else's limits has to do with understanding that any intimacy should be consented.**

## Harassment in the world of

# EVENTS



Events can be very diverse in nature, but they have one significant point in common: they are a gathering of many people with a similar goal, that is, they are spaces of repetition and reinforcement of diverse human behaviors.

The good news is that this leads to an ability to broaden actions, to launch trends and to guide vanguards with great positive power. If events can happen harmful, they can also be re-evaluated, rethought and deconstructed in this microcosm.

Thereby, events can be an opportunity to deal with

sexual harassment in the most constructive way possible.

How? Taking the issue out of the shadows, questioning yourself, preparing yourself beforehand, taking the cause as something important in the production of the event, calling the responsibility to you!

In the current context of society, where brands are inserted, it is hoped that the companies that sponsor and produce events will take advantage of all the power offered by the collective aspect of these moments to engage in a necessary and urgent change of understanding about sexual harassment.

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# **BASIC ITEMS**

*that every professional  
engaged in events  
should know about*

# IN A COLLECTIVE ENVIRONMENT



**from entertainment to business,** it is common to think that limits change and invasive behaviors are more "liberated", but it is fundamental to reevaluate this backward thinking. It is not because a woman is in a public space that she has accepted the rules of a bad game. All interaction must always take place in the key of respect, from the initial production and hiring of employees and artists of an event to the interaction with clients.



# DOUBLE DISCRIMI NATION

**Black women are strongly targeted for harassment.**

This is a racist behavior, rooted in the slavery period of Brazil, which doubly objectifies these people (for being women and black), seeing them as one who is to supply flesh desires. Transgender women also experience similar violence, based on gender bias. Becoming aware of the origin of these behaviors and failing to repeat them is imperative. Hiring such people to an event team is a means of modifying this, in addition to training and demanding respect for diversity in the event environment.

# BEHAVIOR

**Woman are never to blame.**

Saying that a woman deserved harassment because she was in short clothes, drinking or dancing means to reiterate that women are not free to behave as they wish. If men can have such behaviors as long as they do not cause harm to other people, so can women. Sponsoring companies should seriously address any kind of complaint in this regard, bearing in mind that the agenda is the attitude of harassers and not of women.



# DRESS

**It does not matter what she is wearing.**

It is unacceptable to consider a woman guilty of harassment because of her clothing. It is not a short dress that authorizes harassment, but the fact that we still live in a society in which the woman's body is seen as freely accessible by men. It must be socially unacceptable that anyone is more exposed to violence because of what they wear. Also, wearing specific clothes should not be imposed on a woman, if it makes her uncomfortable during her work at an event.



# FLIRTATION

**Flirtation happens only when two people participate in it,**

that is, there must be consent and reciprocity from both parties. In the case of harassment, women do not participate in this interaction; instead, she is only the target of opinion or desire for someone else. If there is imposition, even more if related to positions of work power, it is not flirting, but sexual harassment. Companies who bring awareness to the team and to the public and have a channel to receive complaints from victims are in the right path.

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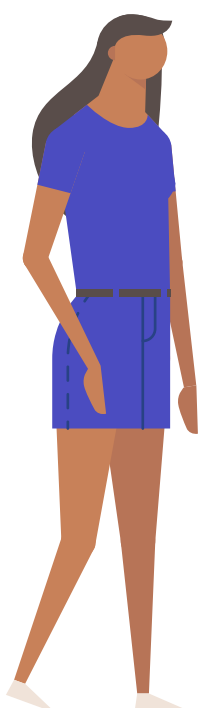
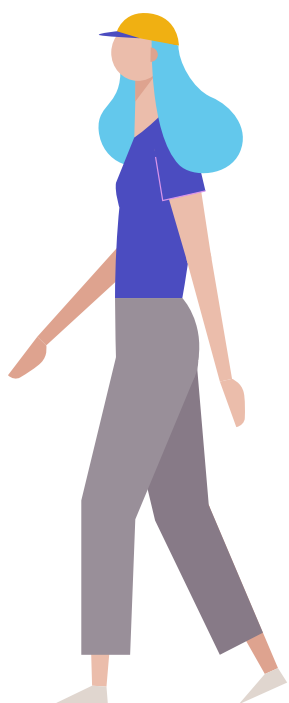
**PANORAMA**

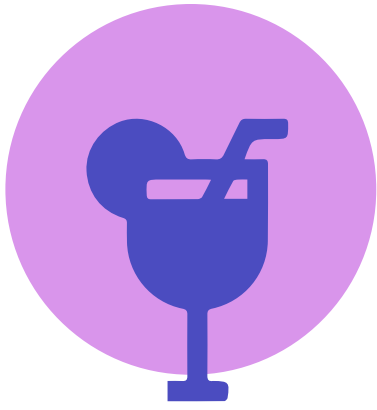
*Understanding  
it in practice*

# ALL WOMEN

The text 'ALL WOMEN' is rendered in large, bold, purple capital letters. Four stylized illustrations of women are positioned around the text. One woman with dark hair in a bun, wearing a grey tank top and blue jeans with a pink bag, walks behind the word 'ALL'. Another woman with long black hair, wearing a blue t-shirt and grey shorts, walks behind the word 'WOMEN'. A woman with long blonde hair, wearing a blue top and a light-colored skirt with a pink bag, walks in front of the word 'WOMEN'. A woman with long blue hair, wearing a blue t-shirt and grey pants with a yellow cap, walks to the left of the word 'WOMEN'. A woman with long dark hair, wearing a blue t-shirt and a blue skirt, walks to the right of the word 'WOMEN'.

**present at an event** (clients, outsourced employees, promoters, bar and cleaning staff, artists etc.) are exposed to possible harassment. This only demonstrates how change needs to be deep and based on educational actions with the team, extending to the public. This manual brings some good practice and is an invitation to seek information and specific training.



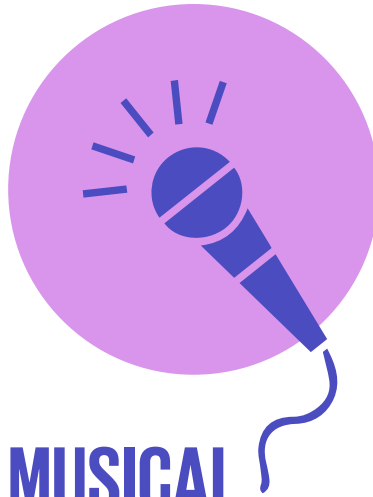


## BAR FEMALE EMPLOYEE

"The harassment of a client has caused me panic crisis. I sued my employer for not offering me a safe place to work".

### WHAT CAN BE DONE?

Offer an open channel for denouncement, ensuring protection for employees and clients with a trained staff.



## MUSICAL ARTIST

"Men are still the majority in the bands, and it is common for them to hire fewer women. But we are excluded from the market and we are more exposed to harassment."

### WHAT CAN BE DONE?

Ensuring there are always female artists – in half of the attractions whenever possible – is a simple and effective change.



## CARNIVAL DANCER

"I left my association after being harassed recurrently, even by colleagues. I was afraid of rehearsals, I left my job without being defended by anyone."

### WHAT CAN BE DONE?

Offer education to clarify that this work does not make women objects, whether in samba schools or participating in events. Have a speak up channel.

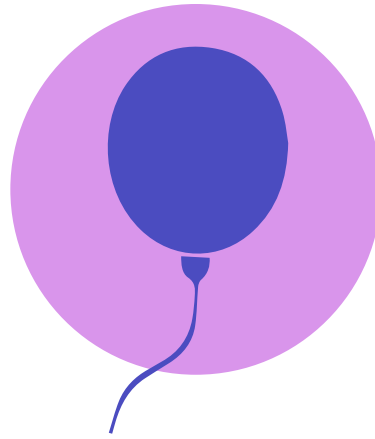


## PROMOTER/ MODEL

"I've heard, in occasions like auto shows, things like 'if I buy the car, will the model come along'? They told me that I should have known I was going to be harassed. Well, that's not in the contract."

### WHAT CAN BE DONE?

Contractors should make them feel free to make complaints and feel protected. As a reminder, they are people providing a service and the only objects are the products they are displaying.

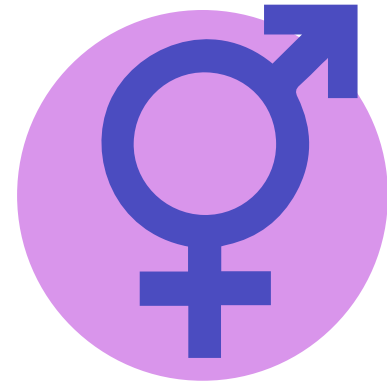


## CLIENT

"I feel threatened and invaded by the approach of men. Being in a festive mood gives no one the right to question me without even a previous exchange of glances. My consent for contact is important!"

### WHAT CAN BE DONE?

Provide visual communication (posters, pamphlets) about non-tolerance of acts of harassment for a change of perception; train staff to receive complaints and welcome victims.



## TRANS CLIENT

"I was halted at the door of the ladies' room. For using that, I am not really a woman, but to be harassed in the lane I sure am. When filing a complaint, I am taken for granted."

### WHAT CAN BE DONE?

Include the trans issue in training and visual communication about harassment, and make sure the assistance is absolutely the same as that given to other clients.



## CLEANING EMPLOYEE

"By being on the backstage and belonging to an oppressed class, I undergo harassment from colleagues and clients and nobody notices it. It is like if it was natural."

### WHAT CAN BE DONE?

Provide an open channel for denouncement and guarantee protection for employees, even if they are outsourced, with a trained staff.

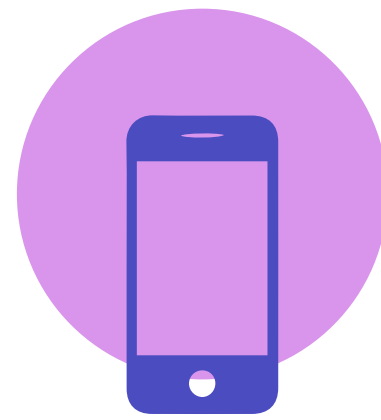


## SAFETY

"I witnessed a client harassing a young woman, but as I attempted to interfere he threatened to sue me. I was afraid, after all the customer is always right."

### WHAT CAN BE DONE?

The contractor must ensure that they are safeguarded to carry out their work, understanding that it is the duty of the law to include women's safety.



## PRODUCER

"Although I've been working on this event for years, I've only recently realized that I should worry about having women at all times, getting a 50/50 schedule and prepared teams. I underwent a lot of harassment to realize that and even today vendors are surprised when they notice a woman is commanding everything."

### WHAT CAN BE DONE?

For an event to be friendly and safe for women, these values must be based on all the relationships it involves. Becoming aware of and including this care in the context of production is the basis for all.



# 82,8%

of women have already undergone sexual harassment at the carnival season\*

## 49%

of men believe that Carnival is not a place for "decent" women\*\*

## 61%

of them think that those who are in the party cannot complain about "flirtation"\*\*\*

**"There is a lack of understanding that**

# **SEXUAL HARASSMENT IS A VIOLENCE.**

**"Women experience this, but they understand that it is something that is part of being a woman. This identification needs to be worked out."**

Juliana de Faria - founder of Think Olga

\* Catraca Livre Survey / \*\*Data Popular Survey



## Measures you can take today

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### Look at your team:

Make sure it has women involved in all stages and roles, from safety to bar, from production to artists.

### ATTENTION TO SUPPLIERS:

Look for companies that require women in teams, regardless of the kind of service provision.



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**Women from the public and the event team must feel comfortable and welcomed by other women, even for harassment allegations.**

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### ENSURE

Measures you can take today, so that trans women can access the ladies room and train the staff to understand and deal with it.



### UNDERSTAND THAT YOUR EVENT CAN BE AN EXAMPLE FOR OTHERS.

## Measures you need to look into in the future

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This is not a training material; we seek to urge a look into the problem of sexual harassment at events and point out the need for specific training. Therefore, pursuing courses and consultancy is a key step towards profound change.

# REFLECTING

on which behaviors one intends to reinforce in the event in question, being aware that, in the last instance, this decision is linked to the whole society.

# ELABORATING

pieces of communication to the public from the previous reflections.

# DISCLOSE

Be an agent for disclosing the legal issues to which harassment may be subject.

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Sign commitments and collective agreements aimed at the preservation of women's rights and eradication of gender violence.

4

**GO AFTER**

*key information*

# IT LOOKS BAD

**for a brand not being energetic** in dealing with issues like harassment. Customers and consumers write about brands on social networks, boycott and ridicule them collectively. In addition to preventing your brand from being involved in an image crisis related to harassment, it is worth remembering that there are also several legal implications.

## What does the law say?

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### **LABOR BOND:**

The Labor Law provides that the employer is responsible for the safety of its employees and workers – outsourced are also the employer's responsibility. The care that the company has to take is precisely in giving importance to the reports of harassment, since it can be blamed for its omission.

### **LINK WITH CONSUMER:**

In the sphere of Consumer Law, the logic is the same: a company has the duty to provide a safe space for customers. Otherwise, it may be liable for its omission, and there may be a conviction for payment of moral damages, for example.

### **SEXUAL IMPORTUNATION LAW:**

With the new Sexual Importunation Law, it becomes a crime to commit an act that violates the sexual freedom of the victim, practiced to satisfy the lasciviousness of the harasser or third party, regardless of the hierarchy among those involved. The penalties are harder. Making this law better known can and should be a mission in events, whether in the training of the team involved or in communication with the public.

# USEFUL

# LINKS

**Content suggestions for  
more information:  
first step for specific  
courses and training**



## **Commitments and oaths**

[UN Women's  
Empowerment  
Principles](#)

[Key Changes](#)

## **Legislation**

[Consumer  
Protection Code](#)

[Consolidation of  
Work Laws](#)

## **Organizations**

[Women Friendly](#)

[Todas Marias](#)

[Think Eva](#)

[Think Olga](#)

# CRÉDITOS

## Especialistas

### **Ana Adobatti,**

Founder of Women Friendly.

### **Ana Garcia,**

Director of the Molotov cocktail festival.

### **Beatriz Accioly Lins,**

Researcher specialized in legal anthropology.

### **Nathália Waldow,**

Partner and Legal Director of Women Friendly.

## Content consulted

Violence against women in the workplace: report, fight, stop!

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No more Flirting: Search Result;  
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Booklet on Harassment Sexual Defense  
Department of São Paulo..

Carnival muses denounce collusion of samba schools with harassment,  
AzMina Magazine, 2016.

Atlético Mineiro is accused of sexism in event with models in bikini,  
Fórum Magazine, 2016.

The reality behind the Motor Show models,  
Autopapo, 2016.

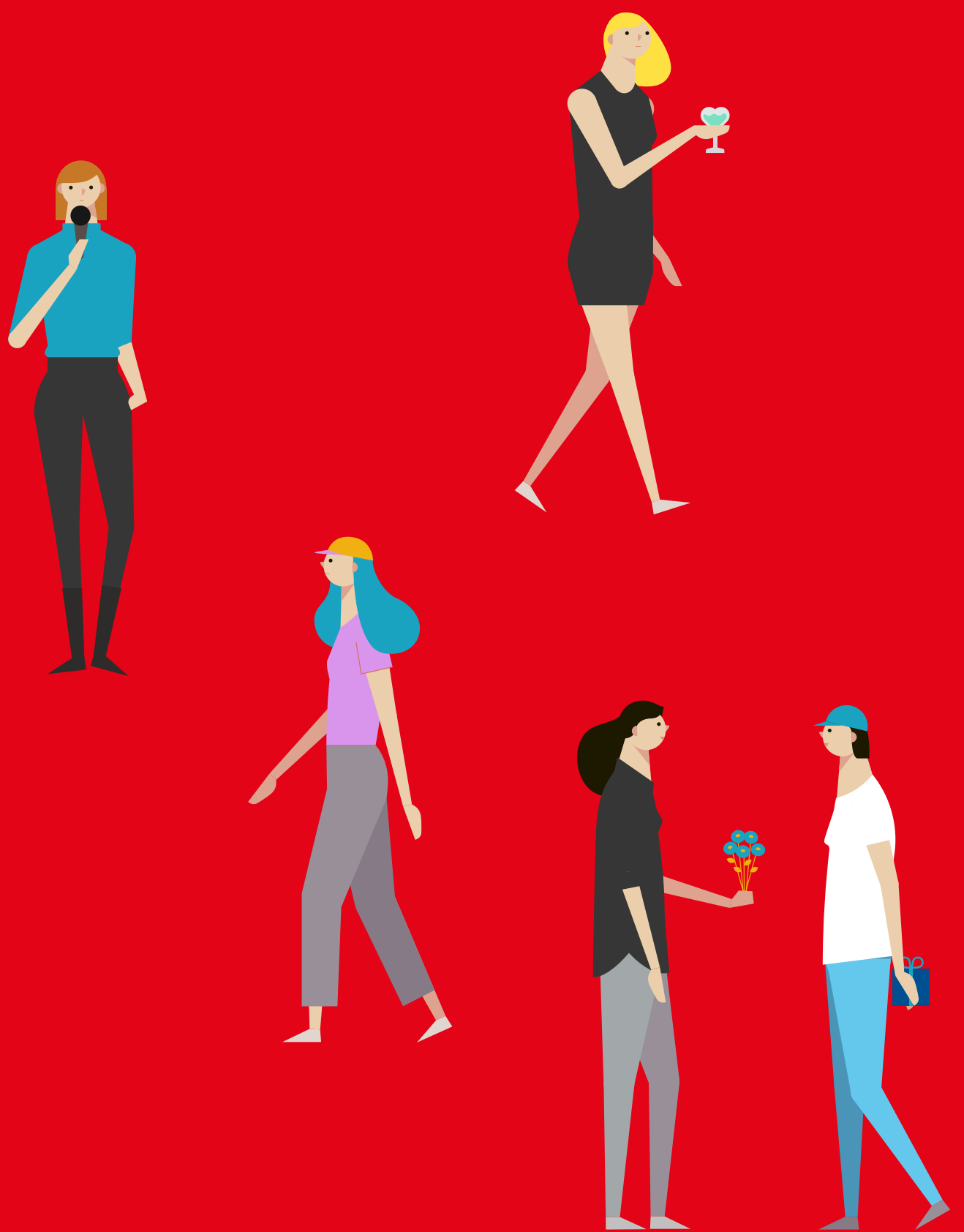
Grêmio supporter is convicted of sexual harassment before match in the Arena,  
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Brazil Agency, 2016.

Cosplayers talk about harassment in events: 'Sad' G1, 2018.

We need to talk about harassment in public places, Claudia, 2017.

New law on sexual harassment punishes street harassment,  
Brazil Agency, 2018.



**Think Eva**  
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Performed by

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