

## WEPS IN ACTION



PRINCIPLE 6

**Promote Equality Through  
Initiatives and Advocacy**

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## CASE STUDY: THE BODY SHOP® INDONESIA WORKING TOGETHER TO END SEXUAL VIOLENCE IN INDONESIA

### LESSONS LEARNED

- The key to the effectiveness of The Body Shop® Indonesia's campaign "Stop Sexual Violence: When Everyone Cares, Everyone is Protected" is consistency and collaboration with several impact partners to keep the issue alive in long term.
- Alongside raising public awareness on sexual violence and mobilizing support for an anti-sexual violence bill, The Body Shop® Indonesia goes further by working with

partner organizations to provide psychosocial support to survivors and to provide trainings to empower students.

- Changing mindsets requires persistence, consistency and support from the whole company. Values must start from the top and trickle down in order for change to begin.

### CONTEXT

Since its founding in 1976, The Body Shop® has always believed that business can be a force for good. Its founder, Anita Roddick, believes in creating and selling products that not only make women feel good in their own skin, but products that are also cruelty free and not harmful to the environment. In 1992, Suzy Hutomo and her husband obtained a licence from The Body Shop® International to open The Body Shop® Indonesia, a local brand that would carry the same values and cater to the Indonesian market.

As a feminist brand that has campaigned on women's right issues and been a long-standing advocate for women's empowerment, The Body Shop® Indonesia used its platform to run a widespread campaign on the anti-sexual violence movement that started in

2019 and is still ongoing as of April 2022. The movement has aimed to raise public awareness on the issue, provide support to survivors, educate people on ways to prevent or address sexual violence, engage public discussion to curb the problem and mobilize support for the much-needed anti-sexual violence bill.

The ultimate goal of the campaign is to mobilize a collaborative effort to break harmful stereotypes and stigmas on sexual violence, while creating a safe space for survivors to share their voice and push for the ratification of the anti-sexual violence bill.

The high number of sexual violence cases in Indonesia has led many to declare this state of affairs an urgent crisis. The Ministry of Wom-

en's Empowerment and Child Protection recorded more than 12,500 cases of sexual violence from January to November 2021 alone, an increase compared to the over 11,200 cases during January to December in 2020.

While many factors contribute to the high rates of sexual violence in Indonesia, all are rooted in a highly patriarchal culture with rigid gender norms and stereotypes. In the context of sexual violence, this perpetuates stigma on survivors, contributing to the practice of victim-blaming. The absence of laws centred around a survivor's perspective complicates efforts to end sexual violence. This makes it easier for perpetrators of sexual violence to walk free, leaving survivors more reluctant to report a case. An anti-sexual violence bill (known by its abbreviation as RUU PKS at the time) was introduced in the Indonesian Parliament in 2012. However, widespread speculation and misinformation about its content and objectives resulted in political and social resistance, stalling progress towards ratification.

## ACTIONS

The 'Stop Sexual Violence: When Everyone Cares, Everyone is Protected' campaign began in November 2020. The Body Shop® Indonesia had campaigned to support the Anti-Domestic Violence Bill and to raise awareness on sex trafficking in the past. With women comprising the majority of its employees, they knew they needed to address the issue at an internal level first before making the campaign public.

**“Everything has to start from us in the office,” said Mercy Aritonang, the Human Capital and Strategy Director for The Body Shop® Indonesia. “The education started internally for our employees to ensure that they understood what we were doing, and to get them on board in this fight. We also made sure that our office would be a safe environment for everyone.”**

As a beauty company, The Body Shop® Indonesia realized its limitation in running a massive social campaign on an issue that was considered taboo and not well understood by many. To ensure the success of this campaign, the Body Shop® Indonesia worked with the feminist publication *Magdalene* as a media partner to create educational content on sexual violence and to provide gender-based education for university students. The partnership also provided The Body Shop® Indonesia employees with webinars and workshops to increase their awareness and understanding around sexual violence.

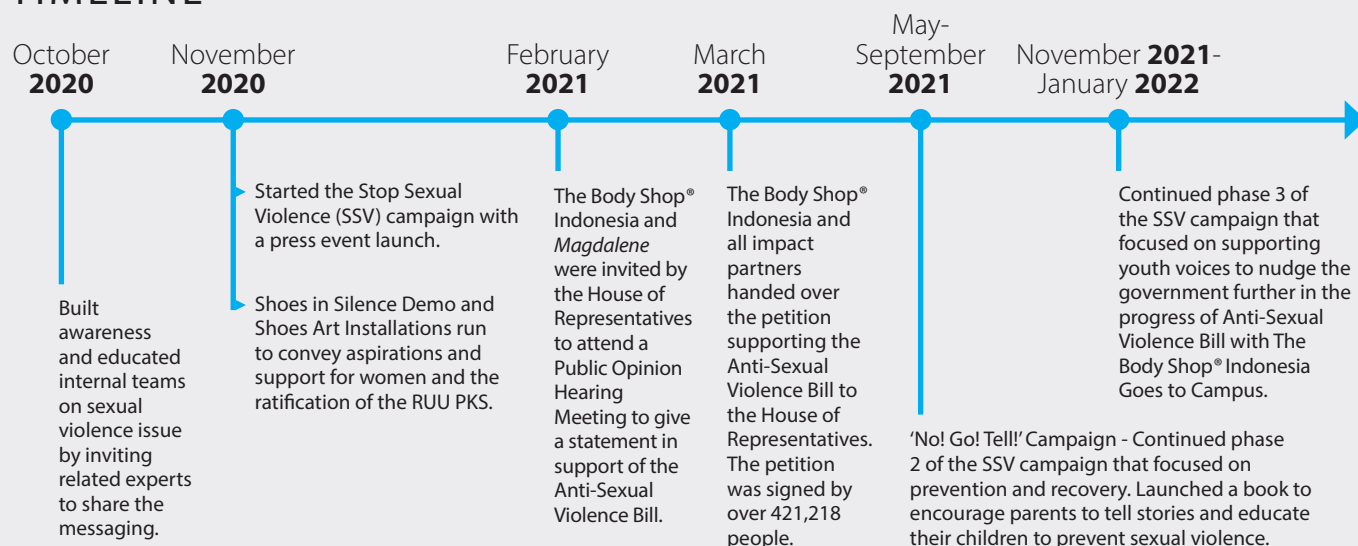
The company's support to Yayasan Pulih, an organization that provides psychosocial support to gender-based violence survivors, has enabled the organization to provide trauma therapy and free counselling for women and children survivors of sexual violence. With the Makassar International Writers Festival, the first and only International Writer's Festival in Eastern Indonesia, The Body Shop® Indonesia produced four videos to share the stories of survivors to increase awareness and understanding around sexual violence issues.

The campaign also engaged members of academia and public figures, such as singer song-writer and gender activist Kartika Jahja, author Kalis Mardiyasih and religious scholar Yulianti Muthmainnah Aisyiyah of the Indonesian Women Ulema Congress.

Campaign activities ranged from the symbolic, such as the “Shoes in Silence” silent demonstration in front of the House of Representatives complex, to the political, through advocacy with the Indonesian Parliament. The Body Shop® Indonesia also led an online and offline petition to push for the ratification of the anti-sexual violence bill and expanded efforts with the 'No! Go! Tell!' campaign to help mitigate the threat of sexual violence on women and children.

Partnering with Yayasan Plan International Indonesia, the campaign highlighted the importance of prevention and recovery. The main goal was to create a basic self-protection mechanism in the community and to help survivors to recover from their trauma. Some aspects of the campaign also addressed the role of men in ending sexual violence.

## TIMELINE



## CHALLENGES

### CHALLENGES

Countering widespread disinformation that paints the anti-sexual violence bill as being in conflict with local culture and religious teachings.

### HOW THE CHALLENGES ARE ADDRESSED

Working with the right people, from activists, influencers and the media to religious figures to create acceptable and accessible messaging through various platforms.

## RESULTS

As part of the campaign, The Body Shop® Indonesia was able to collect over 500,000 signatures through the online platform <https://www.tbsfightforsisterhood.co.id/> for a petition urging the ratification of the anti-sexual violence bill. The petition was handed to lawmakers in March 2021. The Body Shop® Indonesia also raised around IDR 1,6 billion (about US\$110,000), far exceeding the IDR 1 billion (about US\$70,000) goal. The funds were used to provide the community with psycho-educational and counselling services for survivors of violence. The campaign reached nearly three million people through an integrated approach leveraging social media channels, influencers, emailers, push notifications, paid ads and media outreach.

The Body Shop® Indonesia has also conducted a series of meetings with members of the House of Representatives, including members of the Women's Parliamentary Caucus. Founder and Executive Chair, Suzy Hutomo, and CEO, Aryo Widiwardhono, as well as partner representatives from the campaign, spoke in a February 2021 hearing with the Legislative Body in Parliament to address the importance of the anti-sexual violence bill. The House has since started the process of deliberation and in April 2022, the bill is successfully ratified.

## RECOMMENDATIONS

The key to the success of this campaign is the company's full commitment to champion an issue using a holistic approach. This involves going beyond mere corporate social responsibility activities that "look good" through the media. Companies must make sure that the campaign is in sync with the values practiced by everyone from the top down, and they must be willing to invest their full resources to create a larger and more sustainable impact.

**"We are about changing mindsets, and it's not easy. But we can do it if we are persistent and consistent,"** Mercy Aritonang, the Human Capital and Strategy Director for The Body Shop® Indonesia, added. **"The process starts from the top and trickles down to everyone in the organization. Only thereafter can we start to transform mindsets in the wider society."**










## THE ROLE OF WEPS

The Body Shop® Indonesia became a signatory of the WEPs in 2020, as part of their ongoing commitment to fight for gender equality. They also received two awards at the UN Women 2021 WEPs Awards, winning in the Community Engagement and Partnership category, as well as being picked as the First Runner Up in the Gender-Inclusive Workplace category. The Body Shop® Indonesia was also involved in UN Women's 16 Days of Activism Against Gender-based Violence webinar where a discussion on sexual violence prevention took place.

With the Stop Sexual Violence campaign, The Body Shop® Indonesia wanted to further its commitment to ensuring that gender equality can be attained in Indonesia. Being a signatory to the WEPs is one of the ways for The Body Shop® Indonesia to further cement its commitment to gender equality and women's empowerment.

Working with the WEPs community has given The Body Shop® Indonesia guidelines on what to do and how to measure the effectiveness of its initiatives. From the very first days of its founding, The Body Shop® Indonesia has carried on the global DNA of The Body Shop® with a staunch belief in equality above all. Becoming a signatory of the WEPs has given The Body Shop® Indonesia the holistic framework needed to put this belief into action and to create initiatives with a more lasting impact.



- Principle 1  Establish high-level corporate leadership for gender equality.
- Principle 2  Treat all women and men fairly at work– respect and support human rights and nondiscrimination.
- Principle 3  Ensure the health, safety and well-being of all women and men workers.
- Principle 4  Promote education, training and professional development for women.
- Principle 5  Implement enterprise development, supply chain and marketing practices that empower women.
- Principle 6  Promote equality through community initiatives and advocacy.
- Principle 7  Measure and publicly report on progress to achieve gender equality.

## #WeEmpowerAsia



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