

CITIES on the FRONTLINE

Coronavirus Speaker Series: Sharing Knowledge to Respond with Resilience



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#18: Gender Inclusive Cities

Thursday, 09 July 2020

7.30 PM EST – 11.30PM GMT - 7.30 AM (Friday) Singapore time

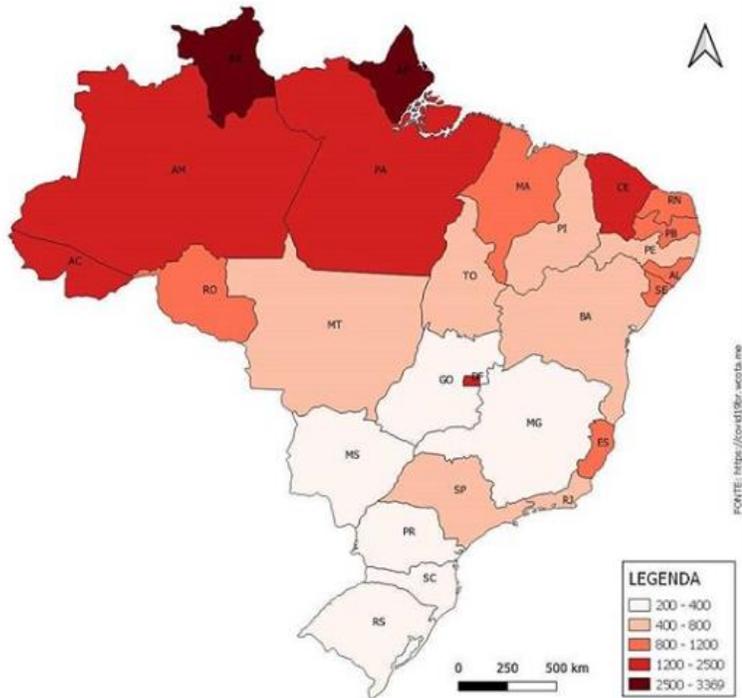
“Salvador: how to decrease gender inequality in the context of COVID-19?”

Daniela Ribeiro Guarieiro, Deputy Chief Resilient Officer, Municipality of Salvador (Brazil)

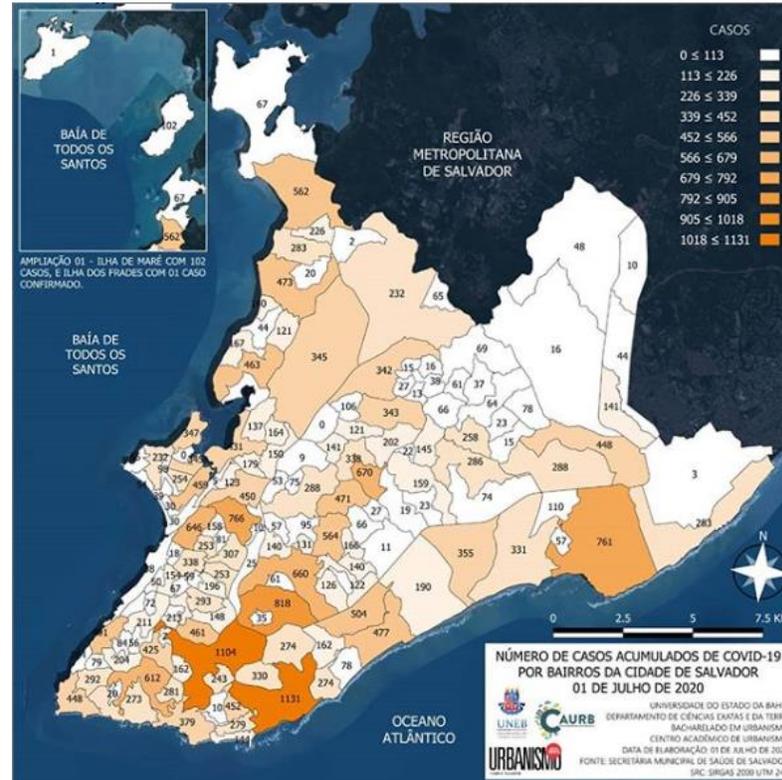
The Covid-19 impact in Salvador

- Coronavirus in numbers in Salvador: **34.613 cases** and **1163 deaths** by 1st July
- According to sex, it is observed that the cases of COVID-19 in Salvador residents have been more frequent in females (**54.3%**).

Coronavirus Cases per 100k habitants (27/06)



Coronavirus Cases in Salvador (01/07)



Increase in Vulnerabilities

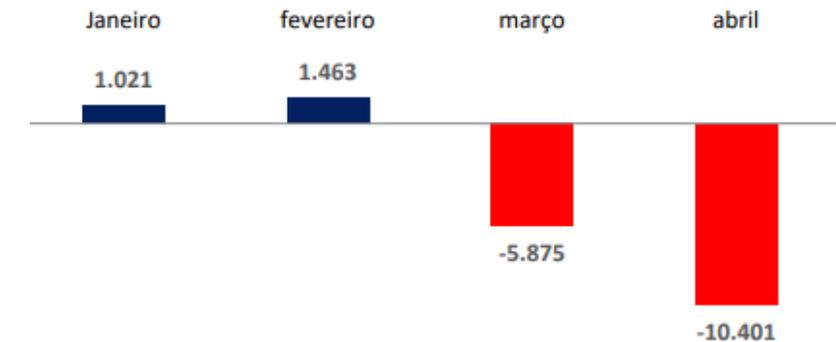
- 61% of Salvador's habitants asked for federal government's financial aid (48% received it)
- 64% of workers from Bahia (state) had their jobs hindered
- Informal workers were hit the hardest by the crisis, representing about 3/4 of the jobs lost. (Informality in Salvador was around 40% before the pandemic)
- Women represent approximately 51,7% of informal workers
- Unemployment rate in Salvador increased by 15% in the first trimester of 2020
- In Salvador 53,6% of the people unemployed are women
- Around 554 thousand people are in a vulnerable situation in the city because they are unemployed or under-occupied

Economic Moviment Indicator (IMEC)

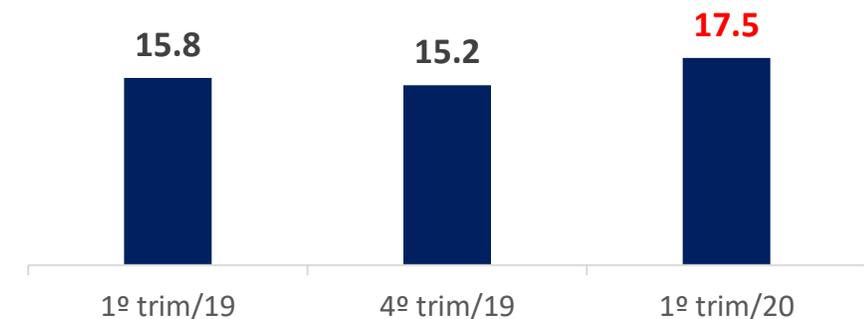
April 2020 / March 2020



Balance of Formal Jobs - 2020



Unemployment Rate (%)



Bigger impact on women

1. **54% increase in domestic violence between March and April** in the state of Bahia, **following a 40% decrease in the following months** – this serious issue is exacerbated in the period of social isolation at home, in which victims are more exposed to aggressors and may have more difficulties in seeking help or even making complaints.
2. Women are more exposed to the risk of contamination and to the social vulnerabilities resulting from the pandemic, such as lack of access to health services, increased poverty, increase in workload as they are three times more responsible for unpaid home care than men. **30% of Women in the Metropolitan Region of Salvador are single mothers who are the sole responsible for their families' income**
3. Economy and work: The economic crisis further aggravates the situation of women in informal work, small and medium entrepreneurs, mothers and women in low-paid jobs.

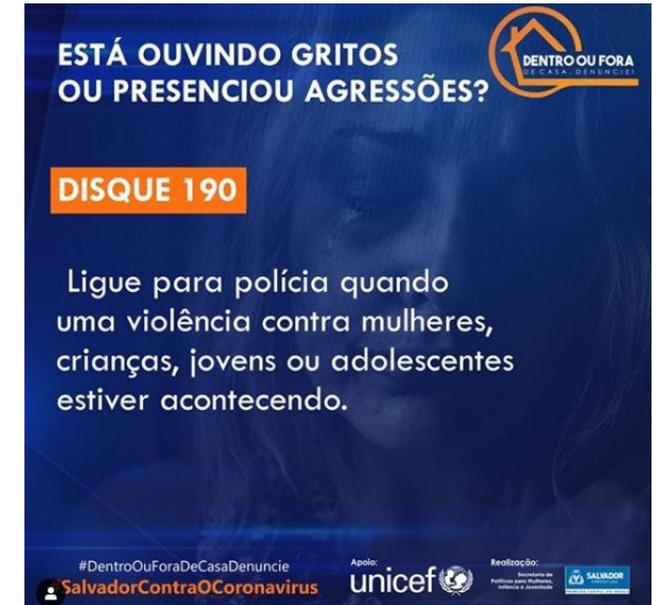


Salvador's action to decrease vulnerabilities

Domestic Violence

The Municipality of Salvador, through its Secretariat for Women, Children and Youth Policies (SPMJ), requested to Bahia's Justice Court for urgent protective measures for women victims of domestic and family violence to be extended during the period of social isolation, which was accepted by the Court, ensuring women's safety during this period.

In addition, the two Municipal Women's Attention Reference Center are open 24 hours on call, to assist and forward all demands related to women's safety and wellbeing that arise during the quarantine period. Those equipment maintained all the assistance (legal, psychological and social assistance) provided to women attended by them remotely by phone, WhatsApp and digital channels.



Emergency support

- Distribution of more than 200 thousand basic food baskets per month to vulnerable communities and groups, including mothers of students from municipal schools and of children with diseases caused by the Zika virus.
- Monthly assistance (R\$ 270 per month - around US\$ 50,00), from the City of Salvador, for informal workers who were left without income due to the coronavirus pandemic. Including the Baianas de acarajé, which were greatly impacted by the pandemic.
- An emergency reception unit was opened for couples living on the streets.
- The Municipality developed and launched a virtual assistant to guide the population of Salvador about the coronavirus (website)





➔ INICIAR TESTE

📍 Mapa da Saúde

PREFEITURA MUNICIPAL DO SALVADOR

Mapa da Saúde

USF UBS UPA Multicentros P&P CAPS CED UAO PA SAE CTA ESM SRT

Map Satellite



DESENVOLVIDO POR COGEL

The Girl Effect

Women play an essential role for the economic recovery: they have a potential multiplier effect on the economic growth of society. A research from Sebrae found out that the majority of women' entrepreneurs opened their businesses because they needed to have a source of income or to acquire financial independency, which can help them provide for their families and break violence cycles, generating autonomy and freedom for themselves through economic empowerment.



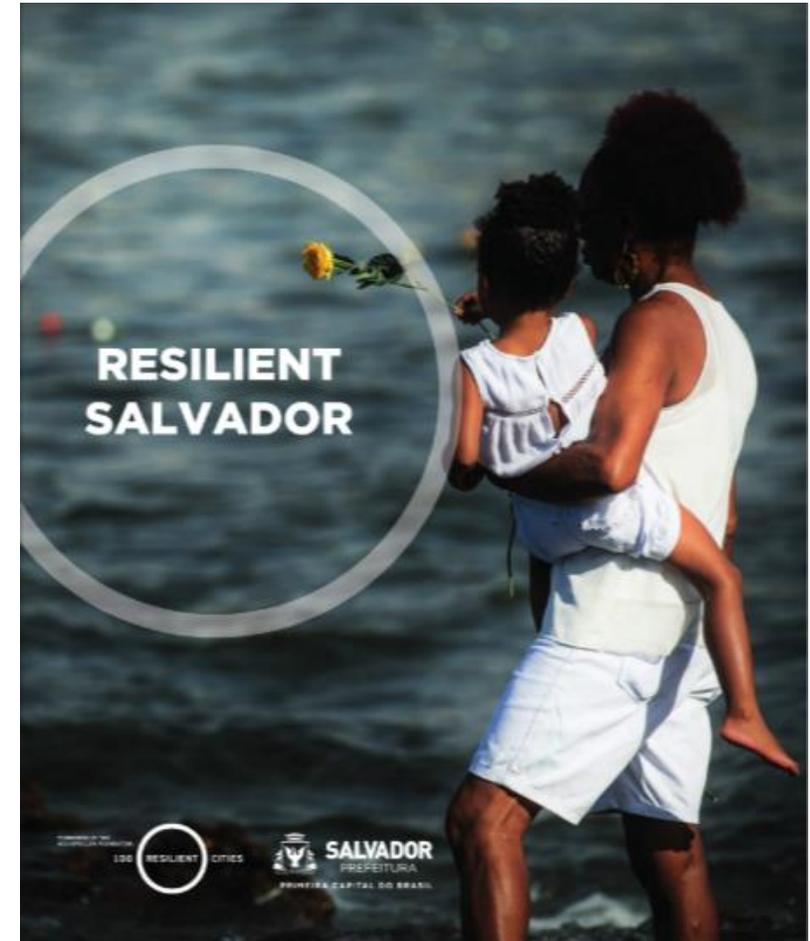
The multiplier effect, known as the girl effect, is since women spend 90% of their earnings with their families, while men in general spend only 35%. In addition, women are usually the one responsible for the education of their kids.

Economic recovery

For the development of Salvador's Resilient Strategy we carried out a study in partnership between Avina Foundation and GRCN which gave us a diagnosis of the city's potential and vulnerabilities to increase resilience. It showed the entrepreneurship potential of women, as well as the need to ensure inclusion and reduce gender differences in the ICT sector, a potential sector for the city.

The study concluded that strengthening female entrepreneurship and ensuring digital inclusion strengthens the entire community, promoting income generation for families, professional formalization and diversification of the local economy.

Thus, we launched the **Impact Challenge Resilient Salvador – Women and Technology** as an initiative to help with the economy recovery post-COVID-19.



The path forward

One of the policies improvement was the strengthening of gender specific initiatives as well as the recognition of the needs of the different vulnerable groups

But we still need to improve the communication of some of the initiatives and overcome the challenge of digital inclusion on a city that has a huge social inequality.

To ensure Salvador becomes a gender inclusive city we still need to solve old gender inequalities as the pay gap (23%), the difficult women entrepreneurs face to access capital, the double workday, as well as how to go back to work and normality without schools and daycare' opening



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Secretaria de
Sustentabilidade,
Inovação e Resiliência



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