



Claudia Barrera, a beneficiary of the VIVE Project, she attended training with her 2-month-old baby.

Photo: Maria Alejandra Barrios Sanchez

## WHO IS THE TARGET POPULATION?

The following may participate:

- Women over 15 years old,
- who can read and write,
- know their CURP and
- seek to expand their economic opportunities.

## JOIN THE VIVE PROJECT!

Join the project as a partner:

- Financial or in-kind support for the operation of a Center.
- Channeling of beneficiaries.
- Add VIVE to your training offer.
- Form groups to train.
- Open job vacancies for VIVE graduates.
- Broadcasting in your social media, contacts and partners.

## OUR ACHIEVEMENTS

**MORE THAN 50 THOUSAND**  
PEOPLE GRADUATED BETWEEN 2016 AND 2018

**80%**  
Women

**36%**  
Women head of household

**97%**  
perceive an increase in professional skills, especially management and distribution of merchandise

**93%**  
perceive excellent ability to access jobs in sales and customer service.

- The beneficiaries perceived VIVE as a personal and professional opportunity for empowerment that gave them confidence and security in their professional activities, as well as tools to take control of their lives. (Genera, 2017)

## WHERE IS VIVE?

We have 8 offices in Mexico and we are opening more in the future.



Visit our website

[www.trust-oea.org/vive](http://www.trust-oea.org/vive)

## WHAT IS THE VIVE PROJECT?

VIVE: Come, Be Inspired and Sell (Spanish acronym) is a project funded by the Walmart Foundation of the United States and implemented by The Trust for the Americas, a nonprofit organization affiliated to the Organization of American States (OAS), in partnership with ManpowerGroup.

## VIVE PROJECT

It seeks to increase the opportunities and economic empowerment of **58 thousand Mexican people (95% women)** through a free training aligned to **CONOCER**.

- Seminars in: customer service, sales or retail and marketing of **10 HOURS**.
- Basic course of **22 HOURS**.
- Complete course of **42 HOURS**.



## OUR GOALS FOR 2019

- Train **13,000 WOMEN**
- **2,600 WOMEN** linked to economic opportunities.
- Raise awareness regarding the prevention of violence against women.

### SIGN UP FOR VIVE

- Certificate of participation.
- Free access to the VIVE Manual.
- Development of skills for entrepreneurial projects.
- Channeling benefits through partners.
- Professionalization of the beneficiaries in the sales/retail sector.
- Improved self-esteem and leadership skills.
- Linkage to formal jobs and business and academic opportunities.
- Learn about preventing gender-based violence.

### LINK YOUR COMPANY TO VIVE

- Reduction or elimination of training costs.
- Improve the working environment within the company.
- Generation of competitive advantages in the company.
- Development of tools and skills to increase your company's sales.
- Achieve maximum customer and users' satisfaction.

## PARTNERS WHO PARTICIPATED IN THE VIVE PROJECT DURING 2018

ManpowerGroup Foundation, Secretaría de la Juventud del Gobierno del Estado de Colima, ICATCDMX, Instituto Guanajuatense de la Juventud, Instituto Jalisciense de la Juventud, Instituto Potosino de la Juventud, Instituto de la Juventud del Municipio de Los Cabos, Bodega S.A.P.I. de C.V., Construyendo a México Crecemos I.A.P., Proaccesso Foundation A.C., Crea Comunidades de Emprendedores Sociales A.C., CEMEX, Cabo Mil Radio, ACIR Radio, TeleUrban, UNIRADIO, ISA Corporativo, Eva Camou Foundation, Instituto Colimense de las Mujeres, H. Ayuntamiento de Coatepec and Ideal Promotoría.

## SUCCESS STORY



“I got a call from Manpower, they offered me a job near my home and when they asked me for the VIVE certificate, it made me so proud to have completed such an incredible course!”

Ana Gabriela,  
Graduate of VIVE project  
Mexicali, B.C.

### CONTACT

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