



# **SUSTAINABLE DEVELOPMENT GOALS**

**5** GENDER  
EQUALITY



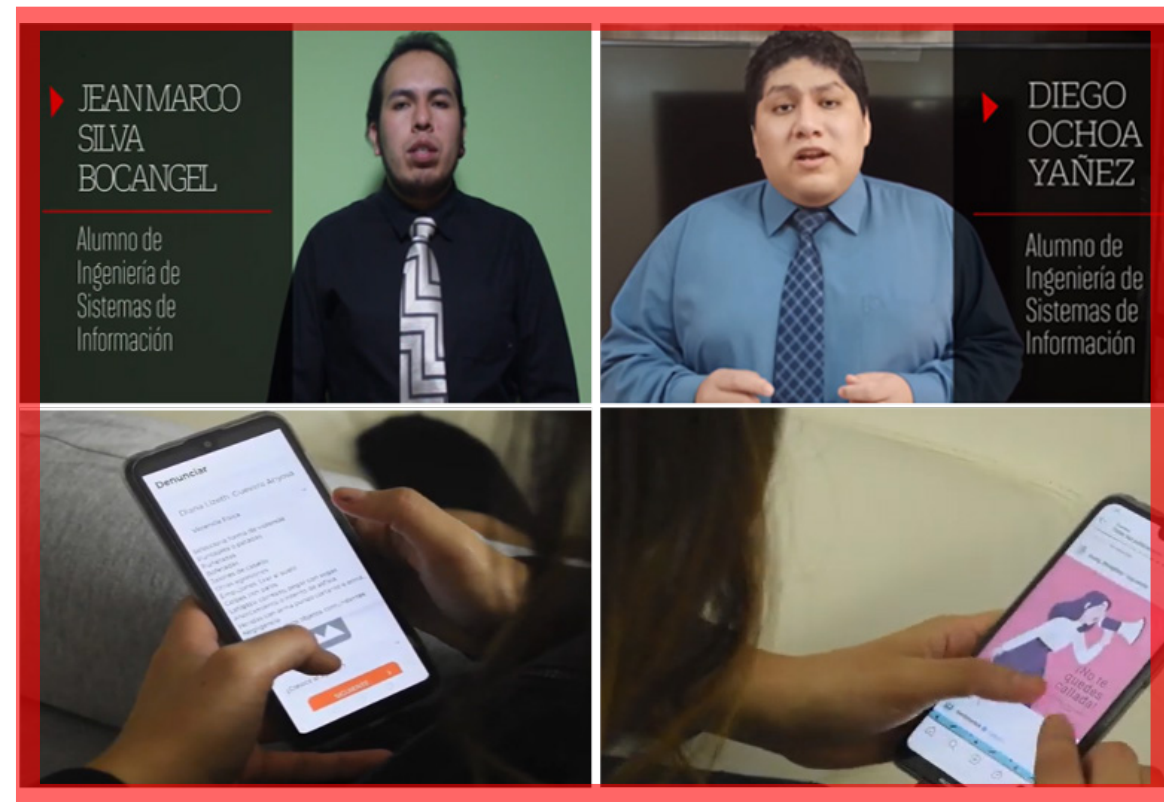
# Assistance System for Women and Children who are Victims of Family Violence



In 2021, students of UPC's Systems Engineering Program conducted a study where they identified that the average time for filing a complaint of violence against women in a police station was 2 hours and 30 minutes, evidencing the need to optimize the process of complaints about violence against women and/or children in Peru. Therefore, a technological solution was proposed that allows people to file complaints from their devices without the need to leave their homes through a very simple procedure.

The objective is that users (women and/or children) have an option in this application to send alerts to the community and authorities when they are in danger of becoming victims of family violence.

The role of Information Systems engineers at UPC is to articulate their efforts in order to solve social problems using new information technologies.

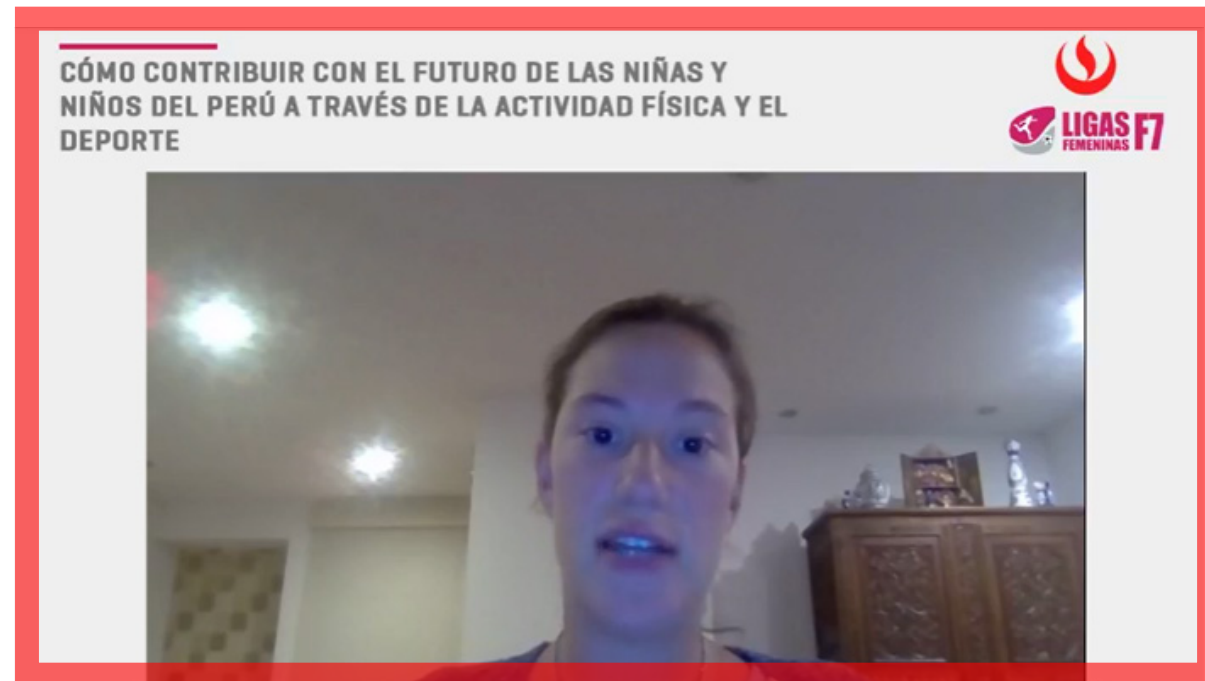


# Webinar: “How to Contribute to the Future of Girls and Boys in Peru through Physical Activity and Sports”



UPC's Student Life Department organized the Webinar “How to Contribute to the Future of Girls and Boys in Peru through Physical Activity and Sports” on May 25, 2021. The event aimed to raise awareness about the gender dimensions of the pandemic in sports and how women and girls in their diversity—race, social class, physical ability, sexuality, etc.—are impacted differently compared to men and boys. Likewise, the importance of changing the culture and the social perspective towards the participation of women in sports and of involving allied men in efforts for gender equality was highlighted.

The different stereotypes for some sports that are traditionally considered masculine and the concern of parents about the safety of girls to carry out sports activities, among others, were also addressed.



# Image Wiiiik: Inspire, Innovate, Imagine Lecture: “The Challenge of Gender Equality in Organizations”



On May 18, 2021, UPC's Communication and Corporate Image Program offered an online keynote lecture on gender equity in organizations hosted by professor Daniel Macera and student Ximena Quispe Correa, with the participation of a sign language interpreter from the Association of the Deaf of the Lima Region (“Assoreli”) and Manuel Silva, Director of Sustainability and Institutional Relations at Scotiabank.

This issue is fundamental for the situation in our country and for the “Scotiabank Group”. Therefore, its objective is to work on strategies to build an organization with equal conditions for men and women, who can express themselves without fear of rejection, without generating any benefit or favoritism to any gender—in this case, the female gender, which has been facing greater challenges.

In this regard, they announced the free professional development and empowerment program for Peruvian women: “Empowering Women For All” and the “Equality Award.” Both initiatives were launched to create equal opportunities for women and men in different fields with allied companies to recognize organizations that are contributing to reducing the gender wage gap in Peru.

In this way, UPC is committed to facilitating the inclusion of more people to be able to share spaces of knowledge and exchange good learning practices.



# Conference: “COVID and its Important Impacts on Sociocultural Aspects of Women”



UPC's International Relations Program and the Embassy of Paraguay in Peru held, on April 23, 2021, an online forum at the San Isidro campus for the general public with a luxury panel made up of: Ana Ballardi Quesnel, Ambassador of Paraguay in Peru; Minister Miryam Peña, who was a legal expert in the Supreme Court of Paraguay; and Noelia López, Chair of the Diplomatic Association of Paraguay.

The conference covered the negative impact that women have suffered and continue to suffer quite intensely as a result of inequalities and the vulnerability of the sociocultural situation of women in times of the pandemic, being more disadvantaged than men. One of the most dramatic areas has been that of gender violence, spurred on by mandatory lockdowns, which has forced women to live with their aggressors for longer and in an environment of greater tension.

Education plays a very important role to break schemes and include a conceptual change where women are given a space with tools to develop and remediate, as soon as possible, the negative impacts to which they have been exposed. This is where UPC's commitment to address this type of issues was born.

**CONFERENCIA VIRTUAL**

**EL COVID Y SUS IMPORTANTES IMPACTOS EN ASPECTOS SOCIOCULTURALES DE LA MUJER**

**23 de abril**

**10:00 a.m.**

¿Cómo asistir?  
**inscríbete vía ZOOM**

**CARRERA DE RELACIONES INTERNACIONALES**

**Expositora: Ana Baiardi Quesnel**  
Exministra de la Mujer y diplomática de carrera con experiencia en varias naciones y organismos internacionales. Actualmente, es la Embajadora del Paraguay en el Perú.





# Equality, Women and Sports (IMD)



UPC's Student Life Department and the Sports in Equality Foundation, in alliance with the Peruvian Institute of Sports (IPD), the Peruvian Olympics Committee (COP) and the National Paralympics Association of Peru (ANNPERÚ), launched the annual "Equality, Women and Sports" Award at the Hall of Americas of the National Stadium.

The event was held on November 25, 2021 (the International Day for the Elimination of Violence against Women) with the purpose of recognizing the most outstanding Peruvian sports of the year, including 20 categories where not only the best athletes were awarded, but also the people and organizations that contribute to the development of women's sports and equality in sports.

Through this award, the best athletes of the year 2021 were recognized in 20 categories: Women who play a prominent role in the national sports sector and people and organizations that contribute to the development of women's sports under equal conditions.



# Discussion Panel: “Women, Sports and Physical Activity”



On October 12, 2021, the Student Life Department organized a discussion panel via Zoom / Facebook, which sought to generate a reflection on the different areas of the national sports system through important icons such as: Yonnie Solis, current director of Training and Sports Technique of the Peruvian Institute of Sports; Sisy Quiroz, founder of the LF7 Women's League; and Camila Zapata, host and reporter for DIRECTV Sports.

The topics that were addressed dealt with the importance of mass sports in Peru and the challenges that women face so that they can participate in this process. In addition, COVID has evidenced that more resources must be invested in the massification of measures to overcome obesity, which is considered a comorbidity of the disease, and to serve the neglected adult population.

The commitment of institutions contributes to the development and promotion of women's sports through the development of an strategic plan to bring sports excellence, giving key messages to society through soccer where it seeks to break stereotypes and normalize the practice of women in soccer.

At UPC, we are very happy to articulate with other institutions of the sports system and to contribute knowledge to further develop the industry. In each of the spaces, participants were able to make inquiries during the live broadcast.



# Discussion Panel: “Women, Sports and Physical Activity”



**Conversatorios  
En Nombre del Deporte**

CON DEPORTES UPC Y LA  
CARRERA DE ADMINISTRACIÓN  
Y NEGOCIOS DEL DEPORTE UPC

Martes 12 de octubre  
6:30 p.m.

## MUJER, DEPORTE Y ACTIVIDAD FÍSICA

**MODERADOR**

**MARIANO NARANJO**

- Periodista Deportivo
- Docente de la Carrera de Administración y Negocios UPC

**PONENTES**

**YOANNIE SOLIS**

- Directora Nacional de Capacitación y Técnica Deportiva

**SISY QUIROZ**

- CEO de la Federación Peruana de Rugby

**CAMILA ZAPATA**

- Periodista en DirectTV Latin America



# Discussion Panel: “Sports as an Empowerment Tool for Women”



On March 31, 2021, UPC's Student Life Department held an online discussion panel via Zoom/Facebook where Adriana Cortés, a professional psychologist graduated from Universidad Nacional Autónoma de México and Executive of the “Fútbol Más” Foundation, was invited to talk about this topic.

Sports have an enormous capacity to promote gender equality and the empowerment of girls and women as social groups. The practice of sports mobilizes the world community and is aimed at young people.

We find an example of this in organizations that are developing their sports at a grassroots level for girls and women; implementing strategies to protect policies and gender equity, increasing their participation in sports leadership, increasing the allocation of resources, making better and more media coverage, marketing free of prejudice and promoting the achievements of women. Until now, however, many of these initiatives have been operating in relative isolation, leading to missed learning opportunities and scaling best practices. Therefore, it is still a duty of the entire sports ecosystem to generate change policies that help more girls and women to practice sports safely and under equal conditions.

UPC's objective in this discussion panel was to promote the value, knowledge and impact of sports in society.



# Discussion Panel: “Sports as an Empowerment Tool for Women”

**#QuédateEnCasa**  
¡Pero continúa preparándote!

CON DEPORTES UPC

Miércoles 31 de marzo  
7:00 pm

## EL DEPORTE COMO HERRAMIENTA DE EMPODERAMIENTO PARA LAS MUJERES


**MODERADORA**



**PAULINA VARGAS**

- ▶ Alumna de la carrera de Administración y Negocios del Deporte
- ▶ Seleccionada UPC de Fútbol Damas

**PONENTE**



**ADRIANA CORTÉS**

- ▶ Licenciada en Psicología por la Universidad Nacional Autónoma de México
- ▶ Especialista en diseño, implementación y evaluación de proyectos sociales en temas de sostenibilidad
- ▶ Ejecutiva zonal en Fundación Fútbol Más Perú