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Partnership between Vale Foundation and Rede Asta promotes income generation for seamstresses and supports prevention against coronavirus

Máscara + Renda will initially ensure earnings for 1,000 women from Brazilian vulnerable regions with the production and donation of 1.5 million masks. With the support from a Social Investor Network, the initiative can be expanded

In order to contribute to the prevention against coronavirus and offer income generation opportunities for women during the pandemic, Vale Foundation and Rede Asta created the Máscara + Renda initiative. To date, 1,000 seamstresses and artisans from all Brazilian regions have been selected to produce protective masks, for which they will be paid up to 900 reais a month. In three months, 1.5 million masks will be produced and donated to social organizations suggested by the seamstresses themselves. Those entities will distribute the masks among those who need it most, encouraging their use and disseminating the culture of prevention across communities.

With an initial investment of 5.5 million reais from Vale Foundation and Wheaton Precious Metals, the initiative may be expanded with the adhesion of new partners. By acting in close liaison with other companies and building a Social Investor Network, the goal is to reach the mark of 11 million reais, 3 million masks produced and 2,000 women benefited.

Currently, the Máscara + Renda initiative also forms a partnership with Microsoft and is co-partnered with Petrobras, Komatsu, Della Volpe and SAP. The initiative has also the support of mobilizing partners: Vale, Covid Radar Collective, Brazilian Business Council for Sustainable Development (CEBDS), Firjan, France-Brazil Chamber of Commerce and Women in Mining Brasil.

Income and empowerment for women, prevention and care in the community

According to UN Women, in a pandemic scenario, women are more exposed to the risks of contamination and other factors such as domestic violence and dismissals, with a subsequent increase in poverty. Contributing for women to play a central role and achieve financial empowerment is one of the purposes of the initiative, as, in Brazil, they are responsible for the income of 45% of the households.

“Rede Asta was created to enable female artisans and seamstresses to live off their businesses, doing what they love. The Máscara + Renda brought a real income opportunity at a time when most women lost theirs. A large scale opportunity to generate a double impact: providing income for women and protection for those who need it most”, says Alice Freitas, from Rede Asta.

“To everyone, masks mean prevention. To them, they are also a source of income, economic empowerment and freedom. Máscara + Renda is aligned with the Vale Foundation's entrepreneurship programs, which create sustainable work alternatives and productive inclusion for income generation, with special attention to ventures led by women,” says Pâmella De-Cnop, manager of Vale Foundation.

For further information on this initiative, visit: www.mascaramaisrenda.com.br.

More information



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