

# 40/40 Campaign Project Report

## HELPING REBUILD LIVES SHATTERED BY THE COVID 19 PANDEMIC

In April 2020, we launched our 40-40 Campaign in response to the huge impact the Covid 19 pandemic was having on the most vulnerable communities where our funds invest. Our 40-40 campaign was inspired by the quote below from a doctor in India:

*"Social distancing is a privilege. It means you live in a house large enough to practice it. Hand washing is a privilege too. It means you have access to running water. Hand sanitizers are a privilege. It means you have money to buy them. Lockdowns are a privilege. It means you can afford to be at home. A disease spread by the rich as they flew around the globe will now kill millions of the poor."*

Even today as we look forward to being vaccinated and to bring some normality back into their lives, many in the developing world are still trying to reconstruct their lives shattered by the impact of the pandemic. The 40-40 campaign is delighted to share with you details of new projects we are supporting that we hope will help alleviate some of the suffering and help rebuild lives where we invest.



### Luta Pela Paz (LPP) in Brazil - funded \$10,000 —

**LPP provides education, coaching and counselling services to deprived communities in the Brazilian favelas, helping break the cycle of poverty through providing career opportunities especially in the technology sector.**



Brazil has been heavily impacted by Covid, and the situation on the ground for communities living in the favelas has been very challenging. Women, in particular, have been heavily impacted, with an increase in cases of domestic and gender-based violence during lockdown and an unequal share of childcare and household responsibilities. The project will offer "technology bootcamp training" targeted at women from the favelas so they can be equipped with relevant skills to find employment and earn an income. This will serve as a pilot and will be run in collaboration with Laboratoria, our other Award winner in Latin America, who will be providing pro bono mentoring support to LPP. The online curriculum will be adapted for this cohort, each woman will be given a laptop and the course will take place over a 7-month period. Once the training is completed, LPP will then work closely with the women to help them find a job and connect them with employers.



## Global Mamas in Ghana - funded \$15,000 —

*Enabling women, many of whom are illiterate, to have financial independence by producing and selling handmade products using traditional methods.*

They have been heavily affected by the pandemic and its impact on the global economy and exports. They have suffered a drop in sales as a result and have had to lay off some of the women they worked with. Global Mamas has been looking into potential areas for growth and reformulating its business model to become more sustainable in the long term. They see a potential in growing online retail sales to export markets but need to develop their website as the existing one is out of date and has resulted in user issues and loss of sales. They estimate that sales generated by a successful, well-functioning website will directly impact the lives of 401 producers (mainly women) and staff members, and indirectly 1,248 individuals in their immediate families.



# Global Mamas®

## Plastics for Change in India - funded \$15,000 —

*Ensuring the waste picking community gets a fair price for their collection and minimising exploitation.*

They want to develop efficient plastic recycling centres in Goa to reduce the amount of plastic waste ending in the ocean and propose to onboard 20 informal scrap shops onto the platform and provide livelihoods to 100-120 waste pickers. The project will also divert 500 tonnes of ocean bound plastic in the next 12 months.

The aim is to support the economic recovery of their supply chain. Just like Brazil, India has been severely hit by the pandemic. Informal and migrant workers have been the most affected by the economic downturn and this project will help those without a safety net to rebuild their livelihoods whilst reducing plastic pollution.



**PLASTICS FOR  
CHANGE  
FOUNDATION**

