

## **COMMUNICATION ON ENGAGEMENT (COE)**

Period covered by this Communication on Engagement:

From: August 30, 2018 to August 30, 2020

### **Part I. Statement of Continued Support**

From: Ken Baker

To: Our Stakeholders

I am pleased to confirm that Glasswing International reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labor, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,



Ken Baker, CEO  
Glasswing International

## Part II. Description of Actions

### About Glasswing International:

Glasswing International's mission is to address the root causes and consequences of violence, inequality, and poverty in Latin America, by building partnerships across public, private, and civil society sectors to implement public education, health, and community development programs and build the local capacity in the process.

Through grassroots evidence-based programming and cross-sector alliances, Glasswing creates opportunities for children and youth living in marginalized and stigmatized neighborhoods to develop core skills, become active changemakers in their communities, and thrive. Glasswing focuses on the following three organizational goals which inform the organizations' program development.

- Organizational Goal #1: Build the protective factors of children and youth facing extreme adversity, through trauma-informed education and health programs that: foster experiential learning, build social and emotional competencies, provide positive role models and social networks, and empower kids to be agents of change.
- Organization Goal #2: Enhance community resilience, building on existing strengths to: empower individuals through volunteerism, equip local actors with tools to jointly mitigate the consequences of violence, bridge collaboration across community, government, and private sectors, and - thus - strengthen social cohesion.
- Organizational Goal #3: Accompany implementation with ongoing monitoring, feedback from program participants, evaluation, and learning, as well as rigorous practice-based research, to: respond to changing contexts, ensure the desired impact is achieved, and develop replicable and scalable solutions.
- Organizational Goal #4: Strengthen the knowledge, capacity, and skills of local service providers (ie. public schools and health facilities, child protection authorities, law enforcement, and community organizations) especially as it relates to trauma and violence.

Additionally, the COVID-19 pandemic presented many unprecedented challenges that people and communities continue to face. Glasswing has been highly active in COVID response as well as adapting our ongoing programs to the new reality and will continue to be. In New York we are providing cash transfers, education programming and tablets to migrant communities. In Latin America, the limited public health infrastructure, enforced quarantine and suspension of non-essential economic activity further compounds the hardship millions are facing, as many rely on the informal economy to generate a basic subsistence income.

From the onset of this crisis, each of the Glasswing country teams quickly mobilized to determine how we could support those most vulnerable, starting with our communities and branching to partners in the public healthcare system. In parallel, our staff has been in continuous contact with our existing donor partners to both engage them in the humanitarian relief response and discuss the continuation of ongoing and projected programming amid this pandemic. Through our network of partners- local companies and multinationals, foundations, NGOs, hospitals and clinics, ministries of education and health, and community leadership- Glasswing has been able to quickly

mobilize resources to provide humanitarian relief that addresses the physical and socioemotional needs of vulnerable populations.

Please find below a review of Glasswing International's activities to incorporate the UN Global Compact principles and to support and achieve the SDGs through our direct organizational action, through partnerships with international and local governments, non-profit organizations, civil society, international organizations, multinational corporations, as well as local alliances including FEMSA, Inter-American Development Bank, USAID, Chevron, Citi, Convergys, FEMSA, Johnson & Johnson, Samsung, Telus International, Walmart Centroamérica, and Hanesbrands Inc.

### **Programs:**

**SDG 3, Good Health and Wellbeing:** Glasswing programs supportive of this SDG through the Sanando Heridas (Healing Wounds) framework. To interrupt intergenerational cycles of violence, Glasswing developed Sanando Heridas to build trauma-informed mental health ecosystems and 'democratize' access to mental health support. This work consists of two main pillars: (1) providing direct care in public healthcare facilities to address the immediate crisis and psycho-social needs of individuals, prioritizing services for victims of violence in order to mitigate re-victimization; and (2) strengthening institutional trauma response capacity by equipping local actors to provide the necessary care, referral services, and support to mitigate the consequences of theirs and others' trauma.

*Impact: Throughout 2020 Glasswing has impacted 292,545 people through our health programs in nine countries.*

**SDG 1 & 4, No Poverty and Quality Education:** Widespread poverty and extreme violence hinder access to quality education as well as other basic services and opportunities. Poverty and violence are compounded by under-resourced public schools, with inadequate infrastructure, overcrowding, and many safety concerns.

Glasswing programs supportive of these SDG's are Community Schools, Jóvenes Constructores, Youth L.E.A.D. Glasswing's evidence-based positive youth development and violence prevention intervention- Community School- converts public schools in high-risk communities into secure 'centers of community', with the goal to enhance children and youth's protective factors- core life skills, locus of control, supportive relationships, performance, and conduct- and reduce their risk factors, enabling children and youth to thrive despite adversity. Glasswing mobilizes and trains volunteer educators as mentors who lead weekly activities and promote students' health and well-being, building the kind of social scaffoldings necessary for positive youth development.

However, due to the new and challenging realities of the COVID-19 pandemic, Glasswing adapted its Community Schools after school and in-person programming to create *En Casa con Glasswing (ECCG)*. ECCG, is a digital learning platform that provides programming and content to thousands of children and adolescents throughout Latin America and the Caribbean. ECCG was launched to address students' urgent needs to provide fun, interactive and engaging activities, which encourage learning and help them manage stress virtually. ECCG helps kids stay connected to a community and maintain a sense of belonging during this time of isolation. Glasswing ensures that the content is directly responsive to student ('user'/'client') interests, priorities, and needs; our users both help

drive - and create - the content that *ECCG* shares. Additionally, *ECCG* students are taking on initiative, and a group of them - from 6 different countries - even started their own podcast. The *ECCG* platform also keeps families engaged through Community Cafes<sup>1</sup>, supports teachers with workshops such as Mindfulness and keeps volunteers connected to the kids.

*En Casa con Glasswing* consists of three components: 1) Extracurricular programs, 2) social-emotional support for students, and 3) support for families. *ECCG* uses Facebook as the main platform to provide students with programming like the Community Schools initiative, through daily, structured publications of videos (some of which are live sessions) that engage students in art, music, mindfulness, English, science, and other activities which can be shared widely. The purpose of this is to help students establish routines that promote the same sense of security that they had with the clubs by being consistent, predictable, and structured programming. Some of the content is also shared via WhatsApp, and soon plan to expand content onto Instagram to reach out to older students. *ECCG* also hosts bi-weekly webinars and presentations with guest speakers to bring larger audiences learn, discuss and enjoy together.

*Impact: Based on statistics provided by Facebook, by the end of December 2020, there is an average of 189,254 of single users engaging with the ECCG Facebook page every month. Total impressions through December 2020 are 11,457,924. ECCG participation breakdown by gender is 74% female, and 26% male, and highest rates of participation range between the ages of 18-24, 25-34.*

**SDG 5, Gender Equality:** Glasswing supports this SDG through the Girl's Club and integrating gender into all programming. Glasswing implements Girls Club in public schools and health clinics in the most marginalized rural and urban communities in the region, focusing on girls between the ages of 9-18. This is an evidence-based, holistic program that develops girls' social, health and financial assets to build their protective factors, reduce vulnerabilities, and avoid negative outcomes, such as school dropout, teen pregnancy, and gender-based violence. Furthermore, Glasswing has recently been integrating 'new masculinities' work into its school-based programming, working closely with boys and young men on developing strategies to shift harmful gender paradigms in their homes and communities. This approach also integrates working with teachers and parents / caregivers in order to validate and put into practice new learnings for positive and sustained impact, while also contributing to mitigating the risks of gender-based violence. This video provides a glimpse into the impact of this project.

*Impact: Between 2019 and 2020 Glasswing carried out 239 Girls Clubs in nine countries and in 2020 we impacted 4611 girls through our virtual clubs.*

**SDG 11, Sustainable Cities and Communities:** Glasswing supports this SDG by working and remodeling public spaces - the most notable project is Parque Cuscatlán. Parque Cuscatlán is a 17-acre public space strategically located twelve blocks from the Historic District. For many years, Parque Cuscatlan was an abandoned space permeated with drug dealing, robbery and harassment, - a place where fear thrived, instead of coexistence. Considering that this is the biggest green urban park in San Salvador, a significant remodeling was planned, designed, and implemented.

---

<sup>1</sup> Community Café is a vehicle through which members of a community are engaged in a dialogue prompted by generating questions on a range of topics that reinforce social cohesion and foster civic participation.

Glasswing's objective is fostering social integration, bringing cultural, sportive, environmental and social opportunities at the park.

*Impact: During the first 20 weeks of operation (from September 20th to February 1st 2020), the park received 10,000 visitors per week, totaling 200,000 visitors (confirmed by municipal data).*

**SDG 17, Partnerships:** Building Cross-Sector alliances is at the core of Glasswing's work, leveraging human, financial and material resources to achieve the greatest – and most sustainable – impact. Our partnerships include multinational and local corporations (i.e. Citi, SURA, Google, Samsung, J&J, Sanofi, Hanesbrands, local agricultural companies); private foundations (i.e. NOVO, Tinker, Summit, Templeton, Pestalozzi, Howard G. Buffett, Skoll, Fundacion Meza Ayau); bilateral (i.e. USAID, UK) and multilateral institutions (i.e. World Bank, IDB, UN Agencies, Embassies); local and central governments; as well as research institutions (i.e. University of Chicago, JPAL, NYU, IDRC, Flacso, local universities and research institutions). These partnerships are part of social investments in building human capital, increasing access to opportunities, and improving the lives of vulnerable populations through both support with direct implementation and evidence generation.

### **SDG 1, 3, 4, 5, 8, 9, 10, 11 and 17, Community Empowerment**

Community resilience requires local agency, empowerment, and ownership. Glasswing strives to co- create programs with communities, maintaining an ongoing feedback loop that ensures we respond directly to priorities that are set locally. We build on community strengths and believe that people are a country's most important asset. By engaging and training community members as volunteers, we believe that we are not only generating economic value, but also critical social value – restoring trust and healing social fabric that has often been torn by violence, family disintegration, and social injustice. We believe deeply in the power of empathy and transformation through volunteerism, in which parents, students, teachers, government officials, corporate employees, University students, among others, dedicate their time and expertise to being role models for children and youth. We believe in each individual's potential to make a difference, maximizing the impact and sustainability of our programs.

*Impact: in 2019 and 2020, we mobilized a total of 11,180 volunteers. Additionally, throughout the COVID-19 pandemic, Glasswing was able to provide care and sanitary packages, along with other services to 70,535 people.*

### **Engaging with Global Compact Local Networks: Events attended**

- September 2019 Leaders Week: Trailblazing Women Reception - attended by Glasswing co-founder Celina de Sola.
- September 2019 Making Global Goals Local Business – USA - attended by Mark Loyka, US Country Director.
- June 2020 Leaders' Summit - attended by Glasswing representatives.
- September 2020 Uniting Business Live - attended by Glasswing representatives.
- March 2021, Target Gender Equality Live- attended by Glasswing representatives.

**Part III. Measurement of Outcomes – please see qualitative and quantitative outcomes incorporated into Part II above.**