

RELATÓRIO DE ATIVIDADES

# AZMina 2022





# A dream came true



Finally, we have our own place! After years of going through a lot of hassle for not having an room to work from or having to share spaces, in 2022, our dream of having our own office became true. And it has our stamp all over it!

Located downtown in São Paulo (Centro), our headquarters is a hybrid workplace for the São Paulo team. From time to time, AzMina workers from other cities pays us a visit too. At our office, we have good meetings, we enjoy the privilege of sharing conversations and tasty foods during our workday, meet with our partners and even create videos and photos for our content.

As it was a rough year for journalists and feminists, the office has also seen many tears, as we all pitched in to hold down the fort. We weren't always successful, but we remained hopeful knowing we did our best.

This dream only came true because we have a strong community of supporters, and one of them offered us a low-cost space. We are used to doing a lot with little, but what we really look forward to is better days. And when those days come, we will be able to talk about many other things besides how sexist, misogynous, and racist our country still is. While we wait for this day to come, we keep fighting!

Team

AZMina



# **AzMina is a non-profit organization that fights for gender equality**

In 2015, we started as an independent digital magazine (AzMina Magazine). Since then, we have developed projects that use feminist technology, information and education in favor of women's and girls' rights.

Our work has grown, and today goes far beyond journalism: we have created an app to tackle against domestic violence (PenhaS), a platform for monitoring legislation on women's rights (Elas no Congresso/ Women in Congress), an observatory of gender-based political violence in social media (MonitorA), as well as educational lectures and consulting partnerships.



# Independent and diverse information

For the last 7 years, AzMina has produced independent, feminist journalism about everything, as all issues are cis and trans women's issues: politics, economy, health, education, culture, maternity, sexuality. If it impacts and touches our lives, it's a topic to be discussed in AzMina.

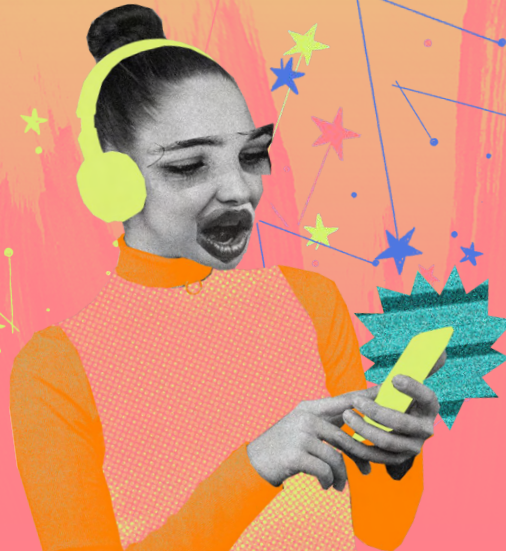
Our content includes different perspectives of race and ethnicity, class, sexual orientation and gender identity - we cover trans men, transmasculine and non-binary people stories and issues because our struggles can be intertwined, added up and strengthened by each other.

Through text and audiovisual news stories as well as content for social media, we have shared information in order to raise issues and awareness on the importance of promoting and protecting the rights of every woman. We also fostered and expanded women's self-knowledge and self-esteem.



OUR NUMBERS

Free and  
independent  
content worth  
millions



**+ 500  
replies**

to messages about  
reproductive rights

**+ 2 million  
page views**

on our website [azmina.com.br](http://azmina.com.br)

**+ 400  
monthly  
supporters**

**+ de 300 victims**  
of violence helped

**+130 quotes**  
in the press (clipping)

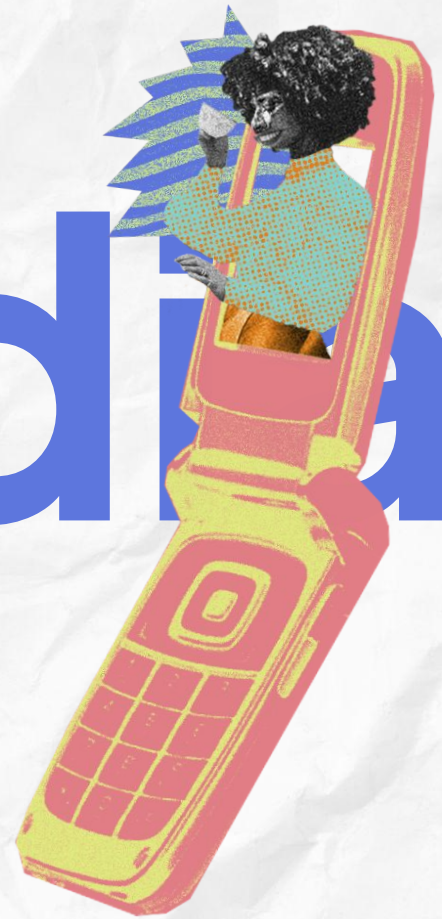
**+ 300 mil**  
followers on  
our social media channels

**+ 30K  
subscribers**  
on our YouTube channel

**120 news stories**  
reshared by other press vehicles

**+ 15 K  
subscriber**  
on our newsletters

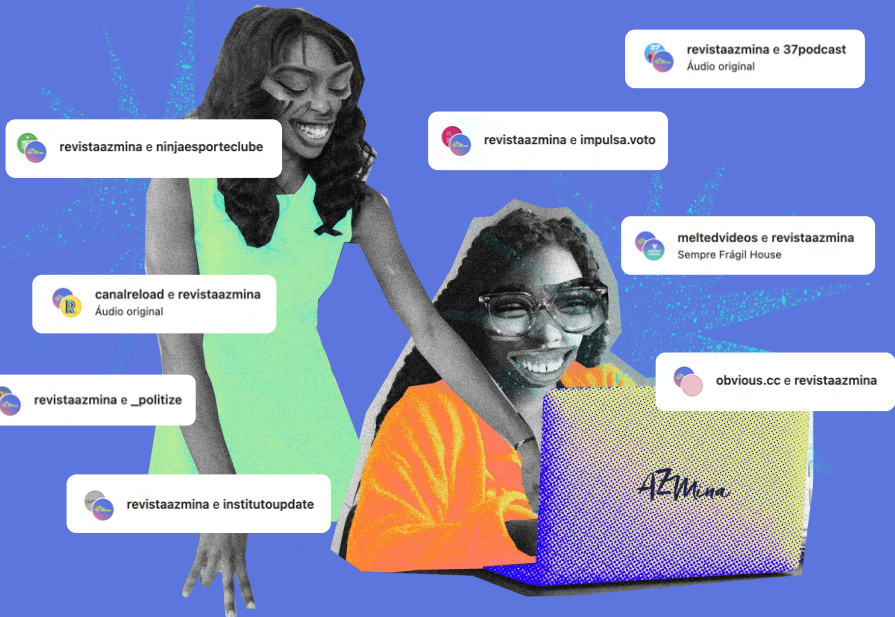
# social media





SOCIAL MEDIA

# Engaged and connected



revistaazmina e ninjaesporteclube

revistaazmina e impulsa.voto

revistaazmina e 37podcast  
Audio original

meltedvideos e revistaazmina  
Sempre Frágil House

canalreload e revistaazmina  
Áudio original

revistaazmina e \_politize

obvious.cc e revistaazmina

revistaazmina e institutoupdate

We share everything on our social media channels and discuss important feminist issues with light and approachable language: from science to reproductive rights, as long as politics and fighting gender violence.

In 2022, we invested in collaborative posts to try to reach outside our bubble and take our content even further. We collaborated with pages with large audiences and engagement on Instagram, such as Obvious, Mídia Ninja, Quebrando Tabu, Planeta Ella and Melted Videos. Our collab with Melted, for example, reached over 700 K people.

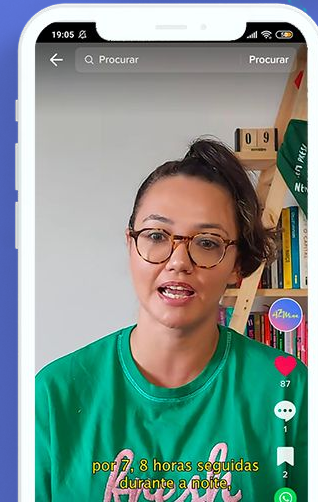
In the #IssoTemNome campaign (#ItHasAName), we reported how gender-based political violence drives women away from politics. We created and shared content with Politize!, Vamos Juntas, Meu Voto Será Feminista, A Tenda, Instituto Update and Impulsa.



## SOCIAL MEDIA

# We kicked off our profile on TikTok

We started our TikTok profile, so now we also share information and educational content on the social network where all the trends are. Our social media and audiovisual teams are creating even more videos focusing on the young audience and some of them have already gone viral. **We reached over 600 K views in just 5 months.**



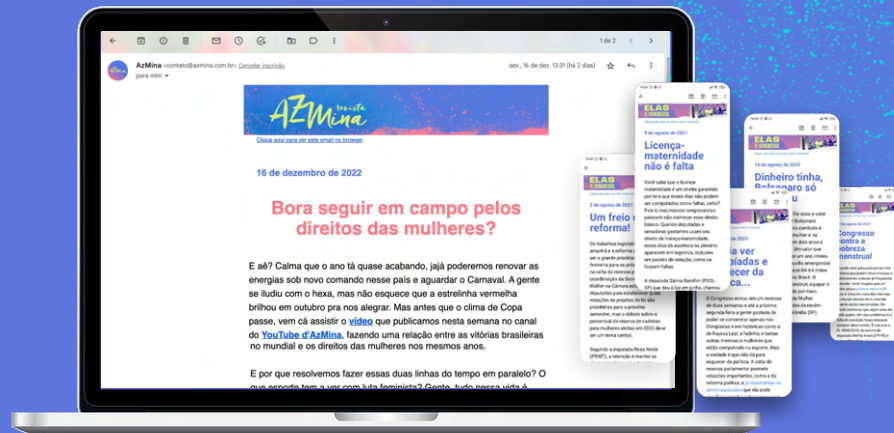


NEWSLETTER

# Curated content in your email

Over 15 K people receive our free newsletters via email.

[SIGN UP NOW](#)



We send our newsletters for *Elas no Congresso* on Monday, in which we discuss hot topics and deliver the monitoring of all the federal legislative movement on women's rights to our subscribers' emails. Signed up yet?

To be closer to our audience, over the week, we also share news from the team, behind the scenes and the issues we engaged in.

On Fridays, we send out a news summary with everything that happened in the week regarding women's rights, maternity, health, sex, and politics.

# journalism

with  
**social impact**

We created news reports, investigative stories and special content to bring information to thousands of women and girls. We believe that journalism is a tool that impacts Brazilian society and the fight for public policies and equity. Check out on the next pages some important news reports that we loved to create.





JORNALISMO

# AZMina *revista*

READ NOW

## News reports and special content

On International Women's Day, we published a special and interactive news report about feminism for the Gen Z, which includes young people born between 2002 (20 years) and 2010 (12 years). To create it, our team used an online form to hear over 280 people about feminism. We also talked directly to some of them.

The result was an interactive news report in which you can select an age group and find out what girls from different age groups think — as well as how they live and what they read and listen to. We learned about their cultural references, the women who inspire them and we also listened to their favorite songs.



Who we are | About AZMina | Transparency | Press | Ethics in Congress | Map of Delegates | Instituto AZMina | Apole

POLÍTICA | VIOLÊNCIA | SAÚDE | FEMINISMOS | MAIS + | OPINIÃO + | DIVERSIDADE | WEBSTORIES

Letra e Informação



### Inspiradas por Angela Davis e Anitta: como as meninas da GEN Z enxergam o feminismo

Jovens dos anos 2000 aprendem sobre direitos na internet e com a cultura pop, e se engajam desde cedo

Juliana Góes  
8 de março de 2022 (Atualizado em 18 de julho de 2022)



JORNALISMO

AZ *revista* Mina



**90% dos abortos atendidos pelo SUS são feitos com procedimento ultrapassado**

Todos os anos, mais de 100 mil pessoas no Brasil, em situação de abortamento, passam por cirurgia que não é recomendada pela OMS há uma década

READ NOW

## Reproductive rights

AzMina is one of the few Brazilian media vehicles that talk about reproductive rights and the decriminalization of abortion. In 2022, we published two special news reports and a video on the procedures used to safely induce or treat an abortion.

After months of research and data collection, we found that the method used by Brazilian health care system is technically outdated. In addition to the prohibitions, persecutions and restrictions, we discovered that 90% of the women who arrive at the hospital after an abortion (induced or a miscarriage) are referred to an unnecessary surgery: curettage, a method that World Health Organization (WHO) has advised against for at least a decade.

This news report led to women reaching out to us in search of information. In 2022, we supported and informed over 500 women about their rights and where to seek care in cases of sexual violence and legal abortion.

Our work in the last seven years has helped transform Brazilian society, showing that abortion is a matter of public health, not moral or customs. A research conducted by Datafolha showed that the population share that wants to totally ban abortion in Brazil fell from 41% in December 2018 to 32% in May 2020.





READ NOW

JORNALISMO

# AZMina revista



## Environmental activism

Brazil is a dangerous place for women who defend the environment, their territories, their rights and their communities. In a survey based on data from the Pastoral Land Commission (CPT), we found that 24 female activists were murdered in conflict areas in the Brazilian countryside between 2015 and 2021. In the same period, other 40 female activists suffered assassination attempts, and about 200 received death threats.

On our website, readers can select the type of crime committed against the female activists and see, throughout the news report, graphs showing the numbers year by year; by state, and their profiles (presenting how they identify themselves within the social groups); and the stories of those who died, who suffered assassination attempts, and who have received threats over the past several years.



JORNALISMO

AZMina *revista*



READ NOW

## Evangelical feminism

We published a news report about how evangelical feminists organize themselves to fight religious fundamentalism - a relevant issue in an election year in which the evangelical support was in high demand.

Via video and text, we shared stories of women who broke free from conservatism, but remain faithful, while combining politics and feminism. Yes, they exist and are a heterogeneous group. Some have been familiar with the fight for women's rights for a long time, while others have just recently seen the topic for the first time.





JORNALISMO

AZMina *revista*

READ NOW

## Recognition

The news report *Home Associations are now required to report domestic violence. Does it really work?* won the 19th Abecip Prize for Journalism in 2022.

The story showed that at least 18 Brazilian states already have legislation about it, but not all building managers, gatekeepers, and employees know or are prepared to comply with the new rules. And the fear of retaliation is the norm.

Quem somos Sobre AZMina Transparência Podcasts Elas no Congresso Mapa das Delegacias Instituto AZMina Apoiar

AZMina POLÍTICA VIOLÊNCIA SAÚDE FEMINISMOS MAIS OPINIÃO DIVULGAÇÃO WEBSTORES

Condomínios agora são obrigados a denunciar violência doméstica. Na prática funciona?

Pelo menos 18 estados já contam com lei, mas nem todos os síndicos, porteiros e funcionários conhecem ou têm preparo para cumprir as novas regras. Medo de retaliação é frequente;

Alice de Souza  
2 de dezembro de 2021 (Atualizado em 1 de dezembro de 2021)



# What our readers said


Our news reports and social media content travelled across Brazil, bringing the information to those who need it. And this can change many lives. Take a look at the messages we received:





# What our readers said

Our news reports and social media content travelled across Brazil, bring the information to those who need it. And this can change many lives. Take a look at the messages we received:

 **doctorsforchoicebr** Excelente reportagem! Seguimos juntas na luta pelo direito de todas as mulheres e pessoas com útero às melhores práticas de atenção ao aborto e rumo à descriminalização para que todas tenham autonomia sobre o próprio corpo 💜💖


7sem Responder Enviar Ver tradução

 **gturbiani** Nos privados também!


4sem Responder Enviar Ver tradução

 **deiachulvis** 😊

7sem Responder Enviar

 **rafasarinho** Muito importante essa reportagem

7sem Responder Enviar Ver tradução

 **bialcure** O feminismo é laico justamente pra que cada mulher escolha estudar e seguir (ou não) a religião, filosofia, doutrina, misticismo que quiser. O feminismo (assim como o Estado e as leis) é laico pq espiritualidade e religiosidade são assuntos de foro íntimo. Porém, não dá pra deixar de denunciar a misoginia que usa preceitos religiosos como justificativa. Acho ótimo que mulheres religiosas aprendam sobre o feminismo. Espero que elas consigam gerar transformações positivas nas pessoas e nos costumes dessas religiões.

10sem Responder Enviar Ver tradução

 **dani\_elouf** Conteúdo maravilhoso. Eu sempre abracei esse debate. Como alguém já mencionou, o feminismo é laico pq isso é próprio dos movimentos sociais. Mas há quem seja cristã e se reconheça feminista e tá tudo certo! Ao meu ver, quanto mais segmentos da sociedade tiverem contato com o feminismo melhor para todos... Parabéns pela abordagem! 🍌🍌🍌

10sem Responder Enviar Ver tradução

 **nacaastroalves** Super importante a reportagem. Eu não sabia que era ultrapassado...


7sem Responder Enviar Ver tradução

 **rosangelatalib** Informação é essencial para que políticas públicas sejam implementadas.

7sem Responder Enviar Ver tradução


 **drathayanna.alves** 🍌🍌🍌

7sem Responder Enviar

 **coserluisa** Gente passada e eu aqui como 😊

7sem Responder Enviar Ver tradução

## Comentários

 **revistaazmina** Você conhece o Misoprostol? Um medicamento que salva a vida de mulheres e ao mesmo tempo pode puni-las numa pena superior a crime de estupro.

Mas por que e como o Brasil promoveu uma caçada aos remédios abortivos?

Leia a matéria no nosso site: [azmina.com.br](http://azmina.com.br) [ou no link da bio]

#aborto #saude #misoprostol #mulheres

5sem Ver tradução


Comentários mais relevantes ▾

 **glaura.meurer** matéria maravilhosa


5sem Responder Enviar Ver tradução 5

 **revistaazmina** @glaura.meurer Que bom que curtiu 💜

5sem Responder Enviar

 **luizapcs** Hoje mesmo vi uma entrevista no canal do Drauzio falando sobre o aborto, importante encarmos como saúde pública, parabéns azmina por sempre levantar as questões que realmente importam para nós mulheres

5sem Responder Enviar Ver tradução

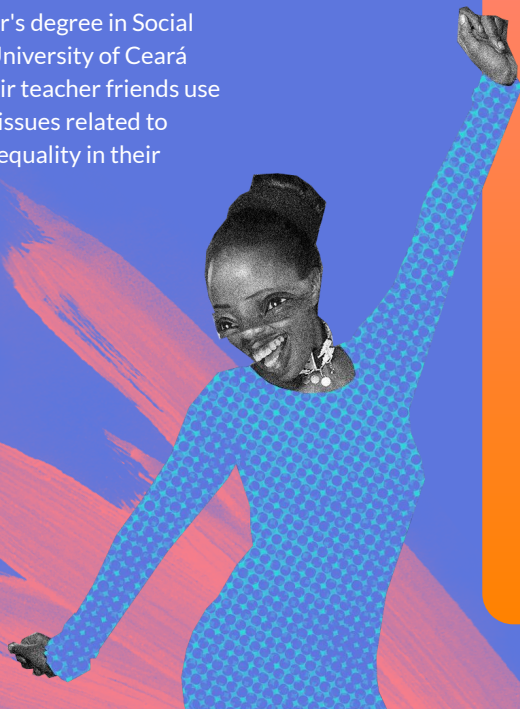
 **revistaazmina** @luizapcs 🍌

5sem Responder Enviar

JOURNALISM

# Impact

Izabel Accioly has a bachelor's degree in Social Sciences from the Federal University of Ceará (UFCE). She told us how their teacher friends use AzMina content to address issues related to women's rights and gender equality in their classrooms.



“

We are always looking for teaching materials that are easy to understand and the magazine fills this role very well!

In addition to the language being easy to understand, the website's own aesthetics draws attention and appeals to our high school students. In October, on election day, I went to vote at the public school E.E.M Adauto Bezerra and saw several posters on the hallway walls. Some about race, others about people with disabilities and some about gender. It has been increasingly difficult to work on these topics with high school students.

My friends from university said that parents are very resistant and have a strong influence on their children. The simple mention of the word feminism already sounds like a threat to some. Given this context, seeing teachers, especially sociology, philosophy and writing teachers, willing to foster this discussion is something truly inspiring. What I mean is that your resistance inspires the resistance of several others.

**Message by Izabel Accioly,  
anthropologist @afroantropologa**



# audiovisual journalism



AUDIOVISUAL JOURNALISM

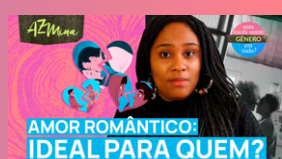
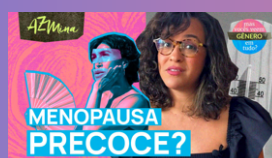
# We do see Gender in Everything

▶ WATCH

In our YouTube series *Gênero em Tudo* (Gender in Everything), we interviewed dozens of sources, experts and women like us,

to talk about important issues for contemporary feminism, always putting our own stamp on it.

We talked about issues from the history of tubal ligation, to trans paternity and women who don't want to be mothers. We also talked to mothers of late adopted children, indigenous feminists and environmental activists.





AUDIOVISUAL JOURNALISM

# AzMina shoots straight and explains everything

▶ WATCH

AzMina dá a Letra (AzMina shoot straight) is our most important launch of the year, beloved by our channel subscribers and social media followers. In just two to three minutes - combining animation, collages and letterings -, we unfold concepts such as bisexuality, intersectionality, the discovery of clitoris, the difference between sex, gender and sexual orientation. We also double down our efforts to uncover sexist sentences that might go unnoticed, to show how Bolsonaro's fragile masculinity is built, and talk about how legal abortion works in Brazil.

And we did all this collaborating with a really cool team. Influencers Jessica Tauane, Deia Freitas, Marcela Mc Gowan, Luana Xavier, Rita Von Hunty and Babu Carreira narrated some of our videos.





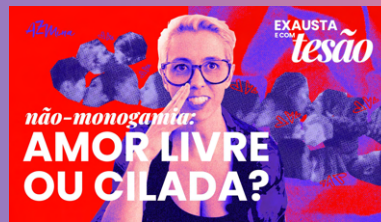
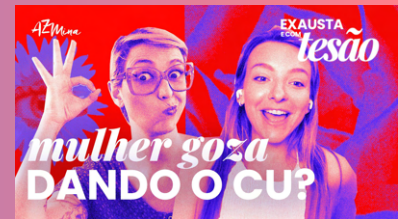
AUDIOVISUAL JOURNALISM

# Are we all exhausted and horny?

Exausta e com tesão (Exhausted and horny) is our space to discuss gender and relationship issues.

In an interview format, we brought experts to discuss issues such as pegging, low libido, and the traps of an open relationship. Are you curious? Go to YouTube and watch.

▶ WATCH



AUDIOVISUAL JOURNALISM

# Elas.Lab

▶ WATCH

## Women in Science

In three episodes, the documentary series Elas.Lab presents the journeys, works and relevance of female scientists throughout Brazil. The Season 1 protagonists are Luciana Maria Silva, Head of Cellular Biology Department at Funed and responsible for discovering a genetic exam for early prognosis of ovarian cancer; Marilda de Souza Gonçalves, pharmacist and Director of Fiocruz Bahia and reference in the study of sickle cell disease in the country; and Fernanda Palhano, engineer and coordinator of the first study on the use of ayahuasca for depression in the world.



Com apoio de:

 Grupo Fleury **Falconi**

AUDIOVISUAL JOURNALISM

# Impact

We live streamed the launch of the documentary series “Women in Science: Why is it still such a challenge?” and we screened it in four public schools in the outskirts of São Paulo. In addition, we have produced an orientation guide for teachers to help them use this content in their classroom. The documentary series is available on AzMina's YouTube channel and also aired on TV UFSC and TV Senado.

The production was made possible by the Rouanet Law with sponsorship by the Fleury Group.

▶ WATCH



“

I was looking for something different for my Philosophy classes and I came across your suggestion to discuss becoming a scientist with young girls in the classroom. I was thrilled to discover the work of wonderful women that I had the opportunity to know more about, including you guys. After I showed them the video on the research about the use of ayahuasca for treating depression, students learned that, here in Ribeirão Preto, there were enrolments for volunteers in a similar research program at the General Hospital... then the conversation took off!

**Message from Sandra Santos,  
Philosophy teacher**



AUDIOVISUAL JOURNALISM

# Podcast **Corpo Especulado**

▶ LISTEN NOW

## The history of the female body in science

In *Corpo Especulado* (Speculated Body), our partnership with 37 Graus Podcast, sponsored by Instituto Serrapilheira, we investigated the conflicting relationship between science and the female body. The podcast series has six episodes and addresses issues such as history of science, madness, chronic pains, sexuality and pleasure.

For centuries, male social control also reflected in science, which helped to keep women in a position of inferiority or restricted to the domestic and family environment. From gynecology and obstetrics to genetics, we showed how scientists chose what to investigate and what not to, how and why.

*Corpo Especulado* reached Top 1 as most listened science podcast in Spotify Brazil, featuring among the most popular in the category for 88 days.



Seu podcast estava no top 1% dos mais compartilhados no mundo



Os ouvintes deram nota 4,9 para o seu podcast



Paula  
@somentepaula

Em resposta a @37podcast

Acabei de ouvir o episódio e levarei tempo pra conseguir rever 20 anos de falta de ânimo e incômodos que se intercalavam com a remissão de doença autoimune. O diagnóstico de fibromialgia tem menos de 3 anos, mas agora jogaram luz ao passado. Vocês são maravilhosas! Gratíssima

13:41 · 04/09/2022 · Twitter for Android

Supported by :

 serrapilheira

# data journalism



DATA JOURNALISM

# ELAS NO CONGRESSO

An illustration on a blue background. On the left, a woman with dark hair, wearing a purple blazer over a white polka-dot top, stands behind a green and yellow podium, speaking into a microphone. To her right, another woman with dark hair, wearing an orange top and a red headscarf, holds a large yellow megaphone. In the background, there are two vertical grey bars of different heights, resembling a bar chart. To the left of the bars, there are three colorful, abstract shapes: a green one with an eye, a purple one with an eye, and a pink one with an eye. The overall style is vibrant and graphic.

We reviewed the Legislative government from 2019 to 2022 and revealed important stories about women's rights in the National Congress, a field of intense disputes between progressives and conservatives. In the updated ranking, published in September 2022, we found that **1 out of 4 bills proposed is unfavorable to women's rights.**

In addition, we showed that each female representative works, on average, in 8.8 bills regarding gender, while male representatives in only 3.4. **In total, 65.6% of the bills that attack female rights were authored by men.**

19 feminist organizations (listed below) participated in Elas no Congresso, evaluating bills impacting women's rights. Based on this, we created a methodology to rank representatives and parties – from the most to the least friendly towards women's rights.

Supported by:



In collaboration with

Instituto Maria da Penha • Instituto Patrícia Galvão • Themis • Artigo 19 • Observatório da Violência Obstétrica no Brasil • Rede Feminista de Juristas deFEMde • Coletivo Mana a Mana • Anis • Ecos • TretAqui Empodera • Sempre Viva • Organização Feminista (SOF) • Sexuality Policy Watch (SPW) • CFEMEA • Grupo de Estudos de Gênero e Política (Gepô - USP) • LabCidade (USP) • Mulheres Negras Decidem • Cepia • Instituto + Diversidade



DATA JOURNALISM

# ELAS NO CONGRESSO



## Twitter bot

Daily publishes the progress of bills regarding women's rights. We share the open source code on Github to inspire other bots.

We used public data to monitor women's rights in the House of Representatives and the Federal Senate.

The platform has three pillars:



## Website

Through data visualization, we share the ranking of representatives and parties according to their actions on gender issues as well as special news reports.



## Weekly Newsletter

Accessible and educational information about Brazilian legislative process regarding violence against women, sexual and reproductive rights, political participation, maternity, among other topics of interest. Our newsletter grew 106% in 2022.



DATA JOURNALISM

# Impact

Just in 2022, the ranking and the news reports related to *Elas no Congresso* were cited and republished almost 50 times in media vehicles such as *Folha de S. Paulo*, *UOL*, *Época*, *Carta Capital*, *Terra*, *Marie Claire*, *IstoÉ*, *Congresso em Foco*, *Metrópoles*, among others. In addition, the project was also the topic of more than 20 scientific articles.

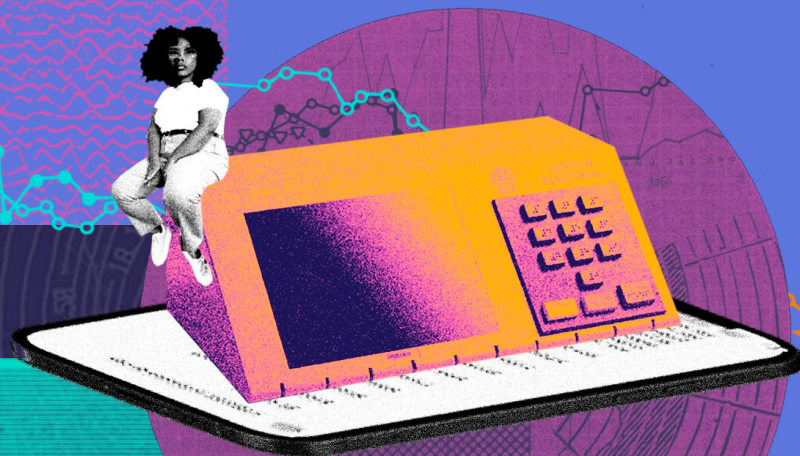
Institutional conversations with the public and private sectors show that, today, *Elas no Congresso* is the main source of information about how women's rights are being discussed in the National Congress.





DATA JOURNALISM

# MonitorA

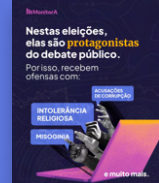


Observatory for online political violence against female candidates, joint project of AzMina Magazine, **InternetLab** and **Núcleo Jornalismo**.

In 2022, we monitored 200 state and federal candidatures, collecting posts, user comments and other interactions on Twitter, Instagram and YouTube. We combined automated linguistic filters and human analysis to investigate the political violence practiced against women in social media channels. What we found was terrifying.

Supported by :

**Luminate** Reset.



AS CANDIDATAS MAIS OFENDIDAS	
46.30%	SOCE Hasselmann
18.39%	Cléo Hoffmann
12.55%	Janeira Paschoal
6.04%	Maria do Rosário
5.79%	Simone Tebet
3.53%	Mayra Pinheiro
1.57%	Soraya Thronicke
1.26%	Sônia Quajajara
0.96%	Benedita da Silva
0.49%	Duda Sobert





DATA JOURNALISM

# #IssoTemNome

## Violência política de gênero



In June, we launched the crowdfunding campaign for five news stories about gender-based political violence in all regions of the country. With donations from 458 people, we collected R\$ 57,735 and selected teams from five independent media vehicles for a scholarship program.

Participated in the program A Lente (Center-West), Abaré Jornalismo (North), Agência Tatu (Northeast), Data\_Labe (Southeast), and Portal Catarinas (South). For these five special news reports, we engaged more than 20 people, among reporters, editors, data scientists, designers and art directors.

**We know that certain stories  
can only be told by those who  
see them closely.**

In the crowdfunding campaign, we thank the support of PrograMaria, Panty Nova, Herself, Ubu Editora, Anis - Institute of Bioethics, Human Rights and Gender, Editora Jandaíra, Boitempo Editorial, Editora Patuá, Alameda Editorial and to authors Nana Queiroz, Márcia Tiburi and Mônica Melo. In addition, we could also count on the talent of Laerte and the illustrators Carla Barth, Luna Bastos, Brunna Mancuso, Veriza Duca and Tamí Tahira, who gifted their work as rewards for the campaign.

DATA JOURNALISM

# Repercussion

Our national, regional and local analyses became news stories, content for social media and reports aiming to combat online gender violence, which helped to support our demands for changes with social media platforms.

This year alone, we published nine news stories, which were republished more than 40 times. Our survey was cited in 50 other stories throughout Brazil. Among them, we had two exclusive news reports in Folha de S.Paulo, one in O Globo, and one in Guilherme Amado's column in Metr opoles.



FOLHA DE S.PAULO

Mônica Bergamo

Mônica Bergamo é jornalista e colunista.

SEGUIR

ELEIÇÕES 2022 · MACHISMO

### Tebet e Soraya foram alvo de mais de 5.000 ofensas após debate, diz estudo

Instituto AzMina identificou uso de palavras misóginas contra presidenciais no Twitter



O GLOBO

EPOCA

GUILHERME AMADO

EXCLUSIVO PARA ASSINANTES

ÉPOCA · GUILHERME AMADO · GUILHERME AMADO

### Candidatas a prefeita e vereadora receberam 11 mil ofensas em um mês de campanha

DATA JOURNALISM

# Impact

Presidential candidate Soraya Thronicke used information from MonitorA in the SBT debate to question Jair Bolsonaro about inciting gender-based political violence.

Our content also supported different legal actions regarding gender-based political violence, and internal debates by the Superior Electoral Court (TSE) and the Brazilian Academy of Political and Electoral Law (ABDEP), the main professional organization for political and electoral field in Brazil.

Data collected by MonitorA 2022 based legal actions to combat gender-based political violence committed against candidates Benny Brioli, Sâmia Bonfim, Duda Salabert and Sônia Guajajara.





# technology

## projects



Technology made  
**by women and  
for women**

AzMina uses technology to reach more women and increase the impact of the changes we want to see in the world. Our projects seek solutions to issues that affect the lives of thousands of women and girls.

TECHNOLOGY

# AMPLIFICA

We created Amplifica in partnership with Núcleo Jornalismo, a tool for social listening and interaction on Twitter. With it, we can know our community better, find out what our readers talk about and share and as well as follow all the important discussions related to feminism.

More than 400 people are already part of Amplifica. Sign up too. After signing up, just keep twitting and using the hashtags. Our Twitterbot @azminaamplifica does all the rest of the work.

The project was sponsored by the Google News Initiative (GNI) Innovation Challenge in Latin America.



LEARN MORE ABOUT THE  
COMMUNITY ON THIS SPECIAL PAGE

Supported by:

Google  
News Initiative



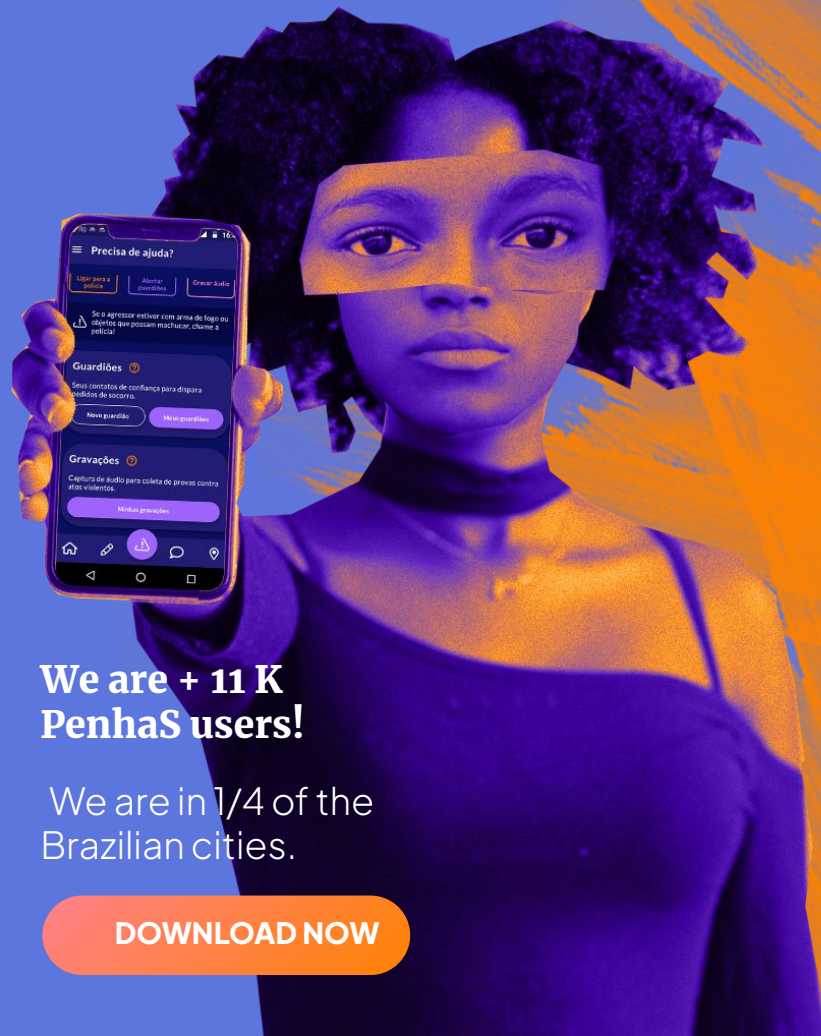
TECHNOLOGY

# Penhas

an organic network of  
information and support to  
women suffering gender  
violence.

In our app, users register reliable emergency contacts, have access to a map of public services, exchange experiences in the app feed and receive individualized assistance via chat.

Supported by:



We are + 11 K  
Penhas users!

We are in 1/4 of the  
Brazilian cities.

DOWNLOAD NOW



TECHNOLOGY

# Penhas

A turning point year.

**In 2022, PenhaS grew more than 30% in the number of users and interactions.**

A partnership with Rede Globo's sustainability department broadcasted an ad for PenhaS on TV throughout the country. For two weeks, more than 30 million people got to know the project. The app had more than 3,000 new users.

Due to the increase in demand, we hired an assistant to focus 100% of time on the chat service.



TECHNOLOGY

# Support that **transforms** **lives**

With more users in the app, our work was multiplied and increased our impact on women's lives. Some messages from users illustrate the importance of PenhaS:

“

I am very happy to learn about the app. I would like to thank all the affection and say that I feel very safe to know that there are people who still care about us women."

“

Thank you for guiding me and pointing me in the right direction. I am feeling a lot of different things right now and I haven't told the truth about what is happening to my family."

“

I recently learned about the app and I feel safe with your help."



TECHNOLOGY

# Reference for combating gender violence

For the work of AzMina and PenhaS, we received the **Marielle Franco Prize**, granted to human rights defenders who have developed actions to promote, recognize and defend human rights in the State of Rio de Janeiro in 2022.

We presented the principles and the technology used in PenhaS to **the UN Agency for Refugees (UNHCR)** in Peru, who sought us interested in replicating some of the app resources for a local project.

We participated in a chat at Spaces promoted by the **global Twitter team for developers**. We shared our experience, the challenges of PenhaS, and our virtual assistant Penha, who helps women and girls to identify signs of abusive and violent relations, via DM on the AzMina Twitter profile.

PenhaS was one of the selected projects as **examples of women's** entrepreneurship in technology for the documentary *Inovar é um Parto* (Giving Birth to Innovation), by journalist Patrícia Travassos.





# AZ Mina on the move



AZMINA ON THE MOVE

# Lectures, **meetings**, trips and a lot of **knowledge** exchange

AzMina had a full year in 2022. After the advance of COVID-19 vaccination and the consequent relaxation of prevention measures and reopening the borders, we got around a lot exchanging knowledge and making new connections. The highlights were:



## **Narratives Network Initiative**

We were invited to take part in this initiative to build narrative power focused on equity and justice in the long term, through a collaborative community of social movements, activists and leaders.

## **Public notice for communication Nem Presa, Nem Morta (Neither in Jail Nor Dead)**

AzMina was part of the campaign to expand the debate on the right to abortion in Brazil. We contributed to the selection of projects and guidelines as well as offered mentoring for the podcast #PelaVidaDasMulheres #ForWomensLives).

AZMINA ON THE MOVE

# Lectures, meetings, trips and a lot of **knowledge** exchange



## **Event of the Brazilian Internet Steering Committee (CGI.br)**

Our Technology director, Thais Folego, participated in the discussion about the inclusion of the gender and race issues in internet policies with third sector organizations.

## **International conference at the UN and UNESCO on Journalist Safety**

AzMina journalism manager, Joana Suarez, participated in this conference in Austria. The invitation came through the global feminist organization Awid, of which Joana is a member.

## **Empowering journalists in the digital field**

Our Content director, Helena Bertho, received a fellowship from Reporters Without Borders, in Berlin. For four months, she received digital security training with four other journalists from countries where free press is in danger. She also received training in order to multiply this knowledge.



AZMINA ON THE MOVE

# Lectures, meetings, trips and a lot of **knowledge** exchange



## **Ending gender violence**

Invited by the US State Department, Carolina Oms, our Institutional and Outreach Director, participated in the International Visitor Leadership Program (IVLP). Together with colleagues from Latin America, Spain, and the United States, she got to know initiatives that help women and girls in situations of gender violence, in 8 cities around the country. The program aims to improve the prevention of gender violence and create tools to combat it.

## **Innovation Festival**

For the first time, AzMina participated in HackTown, the largest festival of creativity and innovation in the country, in Santa Rita do Sapucaí (MG). Our Technology director, Thais Folego, lectured on “What technology can do for feminism (or vice versa)”.

## **Research**

AzMina Magazine was the object of study, main or secondary, in 54 studies published in 2022, in Portuguese, Spanish and English, among scientific papers, books, master's theses and PhD's dissertations.

AZMINA ON THE MOVE

# Journalism



## 3i Journalism Festival

Joana Suarez, our journalism manager, represented AzMina at the 3i Journalism Festival, mediating the round table about Decentralization of Media. This is the first festival in the continent focused on innovation and entrepreneurship in digital journalism.

## Congress Abraji 2022

We participated in the round table Sound Stories: the journalistic investigation to create a podcast. Joana Suarez presented the history of AzMina and the work with the podcast Corpo Especulado (Speculated Body).

## Lectures on feminist journalism

Representing AzMina, Joana Suarez lectured on digital security, freedom of expression and cyberfeminism in Artigo 19 - organization to defend and promote freedom of expression and access to information - and at the State University of Londrina.

## Rio 2C

Marília Moreira, our project manager, presented AzMina journalism and PenhaS at the round table "Diversity in Journalism" in Rio 2C - , the largest event in the creative industry in Latin America - , speaking about journalism, representativeness and inclusive communication.

AZMINA ON THE MOVE

# Data journalism



## Political violence in the House of Representatives

Bárbara Libório, MonitorA coordinator, presented the data from the project to monitor hate speech on social media against female candidates in a seminar on political violence in the House of Representatives.

## Feminist journalism: strategies and risks

Bárbara also participated in the event “Fighting swords with words: risks and strategies for feminist journalists”, organized by Awid.

## Artificial intelligence and gender

We participated in the Mozilla Festival and in the workshop for JournalismAI, presenting the results of the AI Challenge, a joint project with teams from Mexico, Peru and Argentina to create an artificial intelligence capable to identify misogynous hate discourse on social media.



AZMINA ON THE MOVE

# Penhas



## Webinar Health and Rights

Our Project manager, Marília Moreira, participated in the webinar "Health and Rights in Confronting Gender Violence for Women and LGBTQIAPN+ Populations", promoted by GAPA-BA (Support Group for People with AIDS) to talk about PenhaS app.



# our community



## Who makes **AzMina**

The AzMina community is enormous, formed by people, organizations and diverse companies. Together we carried out projects and exchanged experiences with a common goal: to build a more just society.

Membership program

Sponsors

Business  
services

Partners

Team

Leadership



# Sponsors

In 2022, AzMina received institutional funding to invest in the development of the organization and the team:





# Companies

AzMina understands the importance of taking the discussion about gender beyond our bubble and also reaching corporate environments through consultations, lectures and events. In 2022, we worked with:



## Ogilvy Brazil

On International Women's Day, 100 people participated in our lecture at the headquarters of the agency Ogilvy in São Paulo, on "Violence against women".



## Agência David

In Women's Month, we discussed the topic "Work, Family, Success and Burnout" in a lecture to the Agência David community in São Paulo.



## Cyrela

AzMina chatted with Cyrela professionals about sorority. The event also had a lot of poetry and idea exchanges.



## Sindilegis

In partnership with Sindilegis, AzMina launched the ebook "How to not be a douchbag" on International Women's Day. The guide brings tips against sexist behaviors in the work environment. The ebook reached Amazon top 10 on the day of the launch. The publication was also distributed in the National Congress.

OUR COMMUNITY

# Our journey partners

AzMina prioritizes working with companies  
and people who share our values:

## ASK-AR

Provider of technology and  
data consulting for our  
projects since 2019

## AppCivico

Provider of technology  
development and maintenance  
services for AzMina since 2020

## Ad Rock Digital Mkt

Run Google Ads campaigns and  
leads

## Laura Almeida

Psychologist who guides our team's  
self-care meetings since 2021

## The Feminist Tea

Since 2021, the brand has been  
a partner in the rewards for the  
membership program

## Manesco, Ramires, Perez, Azevedo Marques

Law Firm Provider of *pro bono* legal  
advice for AzMina since 2021

## El Cabriton

Store for T-shirts and other  
products that is our long-time  
partner in the rewards for the  
membership program and  
campaigns

## Herself

Since 2021, the brand has been a  
partner in the rewards for the  
membership program

## Vozerio Language Services

Since 2016, translation provider for  
our annual activity reports and other  
documents into English.



OUR COMMUNITY

# Team

AzMina is getting increasingly bigger and more diverse while also reaching farther into different territories. Today we are 24 people located in 6 states. Our team has 66% of black people, 50% of LGBTQIAP+ and 29% of young people (under 24 years).





OUR COMMUNITY

# Leadership

We started a renewal process in the AzMina Board of Directors, something we had been preparing for some time. Starting in January 2023, Bárbara Libório replaces Helena Bertho as Content director and Marília Moreira replaces Thais Folego as Operations and Technology director.

Bárbara has been part of AzMina for three years and managed our data journalism projects (Elas no Congresso and MonitorA). Marília has been with us for two years and was responsible for the projects to fight gender violence (PenhaS app and chatbot Penha).

Carolina Oms continues as Institutional and Funding director. Helena and Thais will continue to contribute with the organization as members of the association and of the AzMina Council.



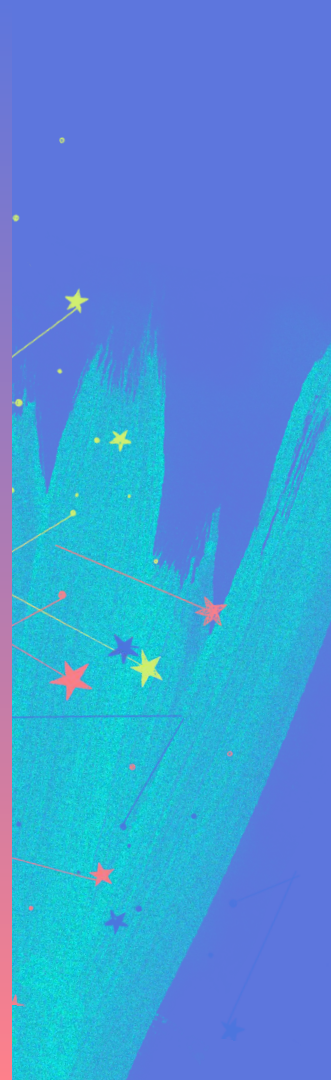
**Carolina Oms**  
Institutional  
and Acquisition director



**Bárbara Libório**  
Content director



**Marília Moreira**  
Operations and Technology  
director



OUR COMMUNITY

# Institutional strengthening

We feel like we did a lot but that there is still a lot to be done in order to have a sustainable organization that takes care of its people.



## Processes and policies

In 2022, we established policies for people management, such as maternity leave, and better organized payment policies. We also implemented new administrative and financial processes to deal with so many projects and a larger team, spread in the Northeast, Southeast and Center-West regions.

## Challenged completed

Our administrative-financial area had to work really hard to manage rendering of accounts and due diligence for the Incentive laws that sponsored some of our audiovisual projects. Small organizations have a harder time dealing with the bureaucracy, but we did not give up and everything worked out well.

## Care ethics

With the increase in demand for services through PenhaS app, we implemented a training for support for people in danger of violence for the entire AzMina team, addressing issues related to active listening, establishing a bond and making referrals, recognizing signs of violence, validation and appointment processes.

# Support AzMina



We are here today because we had a lot of support from our readers. Individual people donations are key to our sustainability strategy and, of course, to our journalistic independence.

2022 was a difficult year, many people saw their budget shrink and needed to stop supporting AzMina. Despite the challenges, the community did not let go of our hand. We recorded an average of 400 monthly donors and, in total, almost a thousand people made some contribution to AzMina during the year.

To continue to exist and to tell the stories that need to be told, AzMina depends on the support of people like you, who believe in a more egalitarian country and are willing to build it with us.

If you can, become a monthly donor and help AzMina to cover our monthly expenses. **Most of our supporters contribute with R\$ 20.**

[SUPPORT NOW!](#)





# Thank you

for being a part of  
this journey with us!

[CLICK HERE AND SUBSCRIBE TO OUR  
NEWSLETTER](#)

For partnerships

[comercial@azmina.com.br](mailto:comercial@azmina.com.br)

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