

# ELAS EM MOVIMENTO

ELAS FUND AND CHEVRON BRASIL



## SUCCESS ★ STORIES

CHANGING LIVES

### BOLHAS COLORIDAS

Soap Manufacturing

Type of Enterprise: soap manufacturing from recycled cooking oil.

Cidade de Deus, Rio de Janeiro



My father was a wall-painter and my mother was a domestic worker. They were very close and didn't use to argue or fight with each other. They supported me and always encouraged me to study. When I was in high school, I met my first boyfriend. One day he was murdered and when I found myself very lonely. After a while I met another guy but our relationship didn't really work. I have always felt alone. When my daughter Natasha was born I overcome this feeling of missing someone around me. I wanted her to be my friend and she was the best friend I could have. I started working when I was 15 years old. I worked on a boarding house and later at CONURB-an Urbanization and Development State Company cleaning the streets. It was a lot of work and I had to walk many kilometers daily. I end up drinking a lot. I got sick and they sent me away. I couldn't find another fulltime job and would do bits and pieces until I started my venture Bolhas Coloridas. My dream now is to expand my business and see my daughter walking for the first time-she was born with a condition and hasn't been able to walk yet. These are my main goals. ”

Miriam Soares Firmino - 10/09/1970, Rio de Janeiro

#### FOCUS

Women's economic empowerment in low-income communities of Cidade de Deus, a pacified favela in Rio de Janeiro.

#### MAIN OBJECTIVES

Encourage women's autonomy and sustainability and increase opportunities for women's social inclusion collaborating to local economic and social development.

#### METHODOLOGY

- Mobilization
- Dialogues
- Training
- Direct Investment

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