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#BreakZeroSum Thinking to Advance Gender Equality



Dear TWF Friends,

Hong Kong's competitiveness and development are closely intertwined with gender equality. The benefits are clear and have been long established: Happier families. Better overall business outcomes. A more robust economy.

But our city is far from reaping the benefits of gender equality. Stats released this past quarter reveal only 48% of women participate in the workforce, compared with 64% of men. This is lower than many of our neighbours including Singapore, South Korea, Mainland China, Australia and Japan. Women are 10 times more likely than men to cite household responsibilities as a key reason for not being economic contributors. The gender pay gap is at 15% i.e., for every HK\$10 earned by a man, their female counterpart earns just HK\$8.5. These are but a few of the numerous gender inequalities that continue to permeate areas such as safety, mental health, poverty, and career advancement, among others.

What is preventing us from closing the gender gap?

[Reflect & Act: Ways to Support TWF's #BreakZeroSum campaign](#)

- 1. Watch the video:** [#BreakZeroSum #擺脫零和思維 - YouTube](#)
- 2. Spread the word.** Share the video on your social media platforms with hashtags [#GenderEquality](#) [#WinWin](#) [#BreakZeroSum](#) [#性別平等](#) [#雙贏](#) [#非零和遊戲](#)
- 3. Circulate TWF's [#BreakZeroSum Organisational Guide](#)** which has key tips on how to take action to challenge zero sum thinking.

Read More

UPCOMING EVENT



Gala Dinner 2023 – Power On: Beyond the Binary Code

When does zero and one result in a world of technicolour opportunity?

Join TWF for our Gala Dinner 2023, supported by Title Sponsor, **Bloomberg**, and Associate Sponsor, **Jardine Matheson**, where we venture beyond the binary code to explore opportunities to thrive in the technology revolution and the implications for gender equality.

The widespread adoption of AI and emergence of Web3 is fundamentally altering our social fabric, reconfiguring gender roles and forcing us to adapt and innovate in response to new technology at an unprecedented pace. Women's identities, too, in existing and emerging spaces continue to powerfully evolve beyond the binary. How these identities and forces interact is at the heart of our exploration.

On November 2, come celebrate with us at The Ritz-Carlton Hong Kong as we turn up the power, invite in the colour and embrace how we can **Power On: Beyond the Binary Code**.

For information on sponsorship opportunities, please contact Phoebe.Ho@twfhk.org or Development@twfhk.org.

PROGRAMME UPDATES



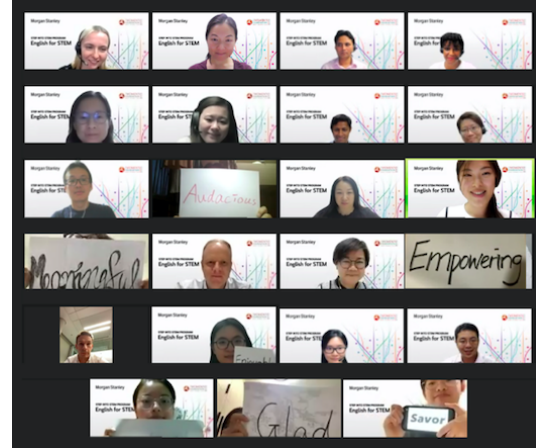
Girls Go Tech: Work Shadowing

On August 29, our GGT participants joined a full-day Work Shadowing event co-organised by Societe Generale. Throughout the day, our participants had the incredible opportunity to connect with executives from a diverse range of departments at Societe Generale, where they generously shared their insights on STEM-related education and careers. Our participants also engaged in an "Interview the Managers" session - interacting with volunteers in smaller

groups, learning how technology is applied in the workplace and receiving personalised career coaching and advice. Participants then worked in teams to present technology used in different departments as well as their takeaways from the event. Thank you so much to Societe Generale for their support.

Girls Go Tech: English for STEM

We have concluded the English for STEM programme and are delighted by the results! With a focus on conversational English practice and presentation training, our aim was to boost participants' confidence in using English particularly in the context of their academic journey. We also sought to empower more female students by bridging this learning gap and giving them access to increased opportunities for development in STEM. Alongside increased English language confidence, participants report feeling equipped, enriched, delighted, and empowered after having attended the programme. Our deepest gratitude to Morgan Stanley for their invaluable support!



Male Allies: 2023-24 Launch Event

Last week, we kicked off our sixth cycle of Male Allies with the first in-person launch event since 2019. We had a full house with new and returning Allies eager to Listen, Learn and Act. Thank you to our Male Allies Leadership Council Co-Chairs Paul Clarke and Praveen Choudhary for your motivating words and hilarious skit performance on the "5 Allies You Really Don't Want To Be". What a great way to get everyone thinking about what type of Ally they want to be and how to turn ideas into action. Thanks to the mastermind Adrian Warr for writing the original skit.

IN THE SPOTLIGHT



#BreakZeroSum Campaign

This Monday, TWF launched our #BreakZeroSum video campaign aimed at emphasising the fact that gender equality is a win-win, not a zero-sum game. It was featured by various local and international media outlets and websites including [Marketing Interactive](#), [Yahoo](#)

Finance, Sina, Australian Associated Press, PR Newswire and more.

JOB OPENINGS

TWF has several full time opportunities for individuals to join its dynamic team to support a broad body work contributing to closing the gender gap in Hong Kong.

Senior Operations Officer - Apply by October 20. [Apply now!](#)

Programme Senior Officer/Officer, Community Programmes - Apply by October 20. [Apply now!](#)

SUPPORT TWF!



Join the Touch x TWF Contemporary Kintsugi Workshop!

In collaboration with Touch Gallery, join a captivating contemporary Kintsugi workshop from October 10-12 at Touch Ceramics to support TWF! Unleash your inner artist as you craft exquisite, one-of-a-kind accessories that reflect your unique style and personality. Limited to 10 participants per session, reserve your spot for \$1000, inclusive of two accessories. Don't miss this exclusive opportunity - **50% of the proceeds will be donated to TWF!**

Date: October 10-12, 2023

Time: 3pm - 5:30pm

Venue: Touch Ceramics, Tai Kwun, Central

To secure your spot and obtain further information, please contact development@twfhk.org.

[Learn More](#)

IN THE COMMUNITY



What The Fog*

TWF is pleased to support Hong Kong's first Menopause festival: **What The Fog*** hosted by The Menopause Space and FemTech Association Asia. The programme includes a keynote by our CEO Fiona Nott, panels on The Impact of Menopause on Health, The Impact of Menopause at Work and The Impact of Menopause at Home. It will be held at **WLAB, Club Wheelock X The DO** in Quarry Bay on

October 18, 2023, from 2-7 pm. If you would like to bulk purchase over 10 tickets, a 10% discount will be offered. Please contact [info@themenopause.space.com](mailto:info@themenopause.space) for details.

[Get your tickets now!](#)

ON OUR RADAR

The Good

- [Lesbian couple win Hong Kong court victory in IVF case \(HKFP\)](#)

The Challenging

- [China's 100 biggest listed companies have just 14% female directors, says report that urges addressing 'diversity deficit' \(SCMP\)](#)

The Unexpected

- [The plight of the hidden carers in your workforce \(FT\)](#)
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