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Dear TWF friends

Fashion chain Giordano faced a public backlash last week over an ad that is deemed to be sexist. In its "Team Family Series" advertisement, posted on social media, the husband wore a T-shirt that read "Work" while the wife had a T-shirt emblazoned with the word "Cook".

Ironically, days before the media [first reported](#) the Giordano ad controversy, the royal wedding of Prince Harry and Meghan Markle put a spotlight of what the future Duchess of Sussex did back in 1993. Long before she became American actress and UN Women ambassador, Markle, then 11 years old, [wrote letters](#) to protest a sexist dish soap commercial. Thanks to her, the company Procter & Gamble changed the voiceover in the ad from "Women are fighting greasy pots and pans" to "People all over America are fighting greasy pots and pans."

Like Procter & Gamble, Giordano [caved](#) in to the protest. The clothing company has since removed the sexist ad, but the controversy highlights how pervasive the problem of sexism and gender stereotyping is in Hong Kong's advertising industry. Take a walk around shopping streets and MTR stations, listen to radio or watch TV, and we are likely to encounter ads and commercials that depict women in domestic roles and other stereotyped professions such as secretaries and nurses. Men, on the other hand, are given roles of authority, like doctors and company bosses.

Sexist advertising is a global problem, but a number of countries and cities in Europe have taken an action against it. Norway and Denmark have [laws](#) that ban sexist ads. In early March, France's broadcast watchdog and leading French advertisers [signed](#) a charter pledging to abolish "sexist or sexualised stereotypes" of men, women, girls and boys. On May 17, the Committee Advertising Practice, the UK's industry watch dog, [unveiled](#) its proposed guidelines to end advertisements that perpetuate gender stereotypes, such as women being unable to park or men bumbling in the kitchen, as well as unrealistic body image and beauty expectations.

If enacted, the UK guidelines would expand the regulation that is in place in London. The city's mayor, Sadiq Khan, [banned](#) "body-shaming ads" from the city's transport network in 2016, saying: "Nobody should feel pressurised, while they travel on the tube or bus, into unrealistic expectations surrounding their bodies." Other cities like [Berlin](#) and [Stockholm](#) are seeking to follow in London's footsteps.

While Hong Kong may not be ready for a legal approach to curbing sexist ads, we are inspired by the greater consumer awareness and initiative of the Hong Kong community to voice out their concerns over the Giordano ad and call for change. We hope this spirited, community-driven approach of calling out gender stereotypes continues and we are confident it will have a positive impact on the advertising industry to make ads more reflective of the diversity we have in our city.

For our part, TWF is committed to challenging gender stereotypes and we have a number of programmes that work on this issue, including our Girls Go Tech Programme, T.E.E.N. Programme and Media Literacy Programme as well as our documentary She Objects, which raises awareness about the harmful link between the media's portrayal of women and girls' self-esteem, violence against women and the erosion of female ambition.

We look forward to working together to make a sweeping change.

As usual we would love to hear from you. Get in touch at Fiona.Nott@twfhk.org.

Have a great week.

Fiona Nott
CEO, The Women's Foundation

UPCOMING EVENTS



TWF Gala Dinner 2018 – Save the Date!

Mark your calendars for TWF's 2018 Gala Dinner, sponsored by Bloomberg!

DATE: Wednesday, October 24

TIME: From 7.00 p.m.

VENUE: JW Marriott Hong Kong, Pacific Place.

Please email riva@twfhk.org for more information.

TWF PROGRAMME UPDATES



T.E.E.N. English Workshops

The TEENs of this year's cohort recently completed a series of English workshops. Congratulations to all our participants on their magnificent progress in confidently communicating in English. Our heartfelt gratitude to the passionate and dedicated instructors and volunteers who have spent six weekends working with them since March.



Mentoring Programme - Peer Panels: Girls Wanna Have Funds

Last Thursday, our mentors and protégés participated in the first of our peer panels organised by protégés, Jiayi Fu, Monique Hansen, Gemma Tregenza, and mentor, Christine Yu. Three excellent panellists, Tanya Gan, Caroline Kracht and Sandra Wu shared their unique investing experience and perspectives to help empower the participants to start a sustainable investing journey. Many thanks to CBRE for hosting.



The Power of Parity: Advancing women's equality in Hong Kong and Asia Pacific

Yesterday, TWF joined BritCham and McKinsey in organising an event that featured a panel discussion on the actions that companies and governments can take to unlock the full potential of women, drawing on the findings from McKinsey's new Power of Parity report for Asia Pacific. Moderated by TWF Male Ally Brian Henderson | Baker McKenzie, the panel comprised of Yang Dan | GE, Jonathan Woetzel | McKinsey, Henny Sender | FT and Fiona Nott | TWF who discussed factors holding women back at work notably providing better services for child and elder care, increasing targets for women in leadership, and encouraging family friendly work practices.



TWF Deputy CEO Featured in #SheMeansBusiness Panel

On May 17, TWF's Deputy CEO Rita Ching, joined a panel discussion on empowering female entrepreneurs under Facebook's #SheMeansBusiness Programme, alongside panelists Erica Yuen | Mi Ming Mart, Tata Mitamoto & Vriko Kwok | Herbs Oil Hawaii and moderator, Law Wing Chung.

IN THE SPOTLIGHT



The Corporate Reponse to #MeToo on RTHK

Following TWF's panel event on the corporate response to #MeToo, TWF CEO, Fiona Nott, and Executive Edge CEO, Sehr Ahmed, spoke about opportunities and challenges for companies in addressing the issues surrounding #MeToo on RTHK's 123 Show hosted by Noreen Mir. For the full episode, tune in [here](#).



TWF CEO Speaks at Rabobank

On May 16 TWF CEO, Fiona Nott, was invited to speak to Rabobank's RaboWomen Asia group. She spoke alongside Rabobank's Global Chief Risk Officer and Member of the Executive Board, Petra van Hoeken, about effective external initiatives and best practice from other companies and financial institutions around improving gender diversity, and advice on strengthening networks and collaborating

for change.



Heidrick & Struggles 'Accelerating Gender Diversity on Boards' Panel

On May 17, TWF was pleased to support a panel hosted by Heidrick & Struggles on accelerating gender diversity on boards. TWF CEO, Fiona Nott, spoke alongside Fern Ngai | Community Business, Victoria Reese | Heidrick & Struggles, May Tan | Link Asset Management. Moderated by Kyoko Altman | HSBC, the speakers overviewed factors preventing the private sector from achieving higher female representation on boards, how to better enforce policies around board diversity, the business case, and best practices from companies from within and outside of Hong Kong.



TWF Participates in a Gender Stereotyping Panel at CIS

On May 18, TWF Board Member, Rachel Cartland, spoke on a panel about gender stereotyping in Hong Kong at the Chinese International School as part of their Hong Kong Experience Programme. She spoke alongside Sky Siu | KELY Support Group and Timothy Woo | Independent Schools Foundation Academy about prevalence of gender stereotyping in Hong Kong, and its direct effects on young people, and what movements and initiatives have been effective in combatting gender stereotyping.



TWF quoted in the SCMP on the Giordano Ad

In response to the sexist ad by Giordano, TWF Senior Research & Advocacy Manager, Lisa Moore, was quoted in an article in the SCMP about the prevalence of gender stereotyping in Hong Kong's advertising industry overall. Read the full story [here](#).

SUPPORT TWF!



Celebrating Women In the Workplace

On June 6, a half-day [conference](#) on a myriad of issues related to women and work will be held at The Hub, Baker McKenzie. Proceeds from ticket sales will be generously donated to TWF's Financial Literacy and Employability Programme — thank you to Mentoring Programme Alumna, Louise Corbett, and all the organisers for thinking of TWF! For more information and tickets, please visit [here](#).

IN THE COMMUNITY



TEDxWanchai 2018: Emergence

TWF is pleased to be a Youth & Diversity programme partner for TEDxWanChai 2018: Emergence which will take place on June 2 at The Vine in WanChai. The theme - Emergence - puts a spotlight on changes that occur from the ground up. The event is a unique and inspiring day of talks, performances, videos and debate featuring a unique blend of local, regional and global speakers. If you are attending, consider purchasing your ticket through TEDxWanchai's new Pay It Forward scheme, which will enable someone to attend who would not have otherwise had the opportunity. Participants in this scheme are beneficiaries of registered NGO partners, of which TWF is one! Click [here](#) for more information on the Scheme or purchase tickets [here](#).

WHAT WE'RE READING

Our top picks for recommended reading on the key trends and breaking stories on women and gender:

- [Women leaders are still scarce among Hong Kong blue-chip companies, despite the business case for diversity](#) (SCMP)
- [多元性是企業長遠成功之道](#) (Apple Daily)
- [A New PSA Brilliantly Captures the Frustration of Being a Woman in the Workplace](#) (QZ)
- [Workplace equality: what women want men to know](#) (Financial Times)
- [Why It's So Hard to Speak Up Against a Toxic Culture](#) (HBR)
- [The Irish Abortion Referendum Is A Chance To Change A Culture Of Shame](#) (HuffPost)
- [The Different Words We Use to Describe Male and Female Leaders](#) (HBR)
- [NYSE will be run by a woman for the first time in 226-year history](#) (CNN)

We are following the latest developments on combatting sexual harassment. Key reports below:

- [How to deal with workplace misconduct](#) (Human Resources Online)
- [#MeToo: Women take action against subway gropers](#) (BBC)
- [Supreme Court Upholds Workplace Arbitration Contracts Barring Class Actions](#) (NY Times)
- [Australia's defamation laws are failing women who want to say #MeToo](#) (Sydney Morning Herald)
- [Morgan Freeman Accused of Inappropriate Behavior and Sexual Harassment By 8 Women](#) (Fortune)
- [Swedish Law Now Recognizes Sex Without Consent as Rape](#) (NY Times)
- [In corporate Japan, little movement on harassment policies](#) (Thomson Reuters)
- [Arrested on Rape Charges, Weinstein Posts \\$1 million bail](#) (NY Times)
- [Incest, necrophilia and other sexual offence laws in Hong Kong need updating to ensure justice is not delayed](#) (SCMP)
- [Sexual Violence Is Holding Back the Rise of India](#) (Bloomberg)

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