



Dear TWF friends

### Confronting Toxic Masculinity

"Until men stand up and say, 'This harassment, this abuse, these assaults are wrong,' nothing will change. Men need to hold other men accountable" – Terry Crews, American actor and #MeToo activist

"Is this the best a man can get?" a voiceover asks in the new Gillette commercial that was unveiled mid-January. The question is a new take on "The Best a Man Can Get" tagline that has defined the shaving company's advertisements for three decades. Tapping into the #MeToo spirit, the new ad sends a strong message against toxic masculinity, bullying and sexism.

The Gillette commercial won praise from both women's rights activists and male allies. However, the ad also unleashed anger from some sectors. Critics called for boycotting Gillette products and shared photos of Gillette razors in trash bins and toilet bowls. British TV host Piers Morgan called the commercial a "pathetic male-hating ad".

The backlash demonstrates that the conversation about toxic masculinity is sorely needed. Sadly, Hong Kong is not immune to this behaviour.

[Read More](#)

## UPCOMING EVENTS



### IWD Lunch 2019: Curating Gender Equality: a Conversation with Women in the Arts

Join TWF on March 1 to celebrate International Women's Day!

We are delighted to present "Curating Gender Equality: A Conversation with Women in the Arts". Our panel of inspiring female voices featuring Suhanya Raffel, Museum Director M+; Whitney Ferrare, Senior Director, Pace Gallery; and Annysa Ng, Artist, Co-founder of Tomato Grey will join TWF Board Member Desiree Au, Publisher, Vogue Hong Kong to discuss challenges and celebrate achievements of women in the Hong Kong art world.

Early bird rates of HKD37,000 (Gold Table), HKD31,000 (Silver Table) and HKD1,900 (Individual Ticket) expire on **January 25** so please reserve your seat now! For sponsorship, table host and ticket enquiries, please contact Aggi Cheng at [aggi.cheng@twfhk.org](mailto:aggi.cheng@twfhk.org).

[Book now!](#)

### Gender Diversity in the Financial Services Sector

PwC Hong Kong and TWF recently

GENDER DIVERSITY  
 IN THE FINANCIAL  
 SERVICES SECTOR

released a [report](#) looking at the current state of gender diversity in the Financial Services (FS) sector in Hong Kong, in partnership with an informal group of women chief executives from the FS industry in Hong Kong. Moderated by Ali Tse | PwC Hong Kong, join Ivy Au Yeung | ANZ, Harjeet Baura | PwC Hong Kong, Fiona Nott | TWF as they explore findings from the survey in depth looking at why women leave a company, what actions in the workplace drive gender parity, and perceptions on the gender gap in pay.

Date: Friday, February 15  
 Time: 8.15-9.30am (registration from 8.00am)  
 Venue: PwC Executive Conference Centre, 21/F Edinburgh Tower, 15 Queen's Road Central

[Register here](#)



### TECH Talks: FemTech

FemTech is technology designed to improve women's lives, often addressing understudied and stigmatised issues. Join Nicole Denholder | Next Chapter, Stephanie Ko | Ava Women and Katrina Shin | PolyU as they discuss crowdfunding for female entrepreneurs, fertility tracking and fashionable tech solutions for female cancer survivors in this interactive evening of knowledge-sharing and networking.

Date: Wednesday, February 27  
 Time: 7.00-8.30pm (registration from 6.30pm)  
 Venue: Bloomberg Auditorium, 27/F Cheung Kong Center, Central (25/F registration)  
 Refreshments will be provided courtesy of Bloomberg

University students and professionals with 0-5 years of work experience highly encouraged to attend.

[Register here](#)

## TWF PROGRAMME UPDATE



### Mentoring Programme - Being a Woman in Hong Kong

Last Thursday, our mentors and protégés took part in their first Leadership curriculum session of this 10th cycle - "Being a Woman in Hong Kong" - to give a better understanding of the status of women and girls in Hong Kong and what the cohort can do as advocates of change. Huge thanks to Swire Blueprint for hosting.

## IN THE SPOTLIGHT



### TWF CEO moderates Technology with Purpose panel at SPARK

On Sunday, TWF CEO Fiona Nott moderated a panel on Gender Perspectives: Technology with Purpose, as part of British Council's SPARK festival to celebrate creativity across the arts, sciences and education. Speakers included Candy Liu | HKC, Charles Mok | LegCo, Esther Ho | Hong Kong Association of Careers Masters and Guidance Masters, and Jacqui Speculand | Coventry University. The conversation explored what the education sector and employers

can do to make STEM more attractive to women and girls, while demonstrating that a career in technology is worthwhile and highly rewarding.

### TWF CEO joins Time Auction

This Monday, TWF CEO Fiona Nott joined Time Auction, a platform where individuals commit to volunteer hours to claim a reward of lunch or dinner with an inspiring guest. Fiona connected with 15 young volunteers to talk about how to fight gender stereotypes and empower women and girls in Hong Kong.



## IN THE COMMUNITY



### TWF & HK01 Happy Galentine's Day Concert

[Support us and make your donation here!](#)

賽馬會凝動香港 Jockey Club InspiringHK

## SportsCHAT!

### SportsCHAT! Female Volunteer Recruitment

[Click here to enroll now!](#)



### Nominations open for Resolve's 2019 Social Justice Fellowship!

[More information here](#)

## OPENINGS AT TWF

### Development Officer Opening

TWF is seeking a full-time Development Officer to join its dynamic team to plan and execute its fundraising initiatives, cultivate new sponsors and partners, manage its grant applications and explore other innovative approaches to fundraising. Applications should be received by January 31, 2019.

[Apply now](#)

### Senior Manager / Manager Pipeline Initiatives Opening

TWF is seeking a full-time Senior Manager/Manager Pipeline Initiatives to join its dynamic team to develop, manage and execute a range of TWF's pipeline related programmes, partnerships and initiatives as well as cultivate new partners and stakeholders. Applications should be received by January 31, 2019.

[Apply now](#)

### Programme Director Opening

TWF is seeking a full-time Programme Director to join its rapidly growing and dynamic team to plan and manage its innovative and impactful community programmes. Applications should be received by January 31, 2019.

[Apply now](#)

## WHAT WE'RE READING

### Gender Equality

- [UK government 'timid' on gender pay, say MPs](#) (Financial Times)
- [Fiscal Justice For Women: The European Parliament Encourage Individual Taxation To Fight Gender Bias](#) (Forbes)
- [What does real leadership look like in the #MeToo era?](#) (World Economic Forum)

- [Citigroup Reveals Female Employees Earn 29% Less Than Men Do](#) (Bloomberg)
- [Why AI is failing the next generation of women](#) (World Economic Forum)

#### **Sexual Harassment**

- [One in four Hong Kong university students has been sexually harassed – but fewer than 3 per cent filed a complaint](#) (SCMP)
- [I've Talked With Teenage Boys About Sexual Assault for 20 Years. This Is What They Still Don't Know](#) (TIME)
- [Why a pop idol's stand against her assault sparked outrage in Japan](#) (CNN)
- [Malaysia Rethinks School Textbook That Shames Girls For Having Sex](#) (SCMP)

#### **Masculinity**

- [Gillette goes where politicians fear to tread in #MeToo era](#) (AFR)
- [The fear that lies behind aggressive masculinity](#) (The Guardian)
- [Experts weigh in on whether Gillette's controversial 'toxic masculinity' ad will achieve anything](#) (news.com.au)
- [Move aside, Gillette: four products to rile men who like their masculinity toxic](#) (The Guardian)

#### **Board Diversity**

- [Board diversity council expands scope to include female representation in organisations](#) (Channel News Asia)
- [Irish companies pay lip service to diversity and inclusion](#) (The Irish Times)

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