

Dear TWF friends



The Power of Storytelling

"We are all storytellers. We all live in a network of stories. There isn't a stronger connection between people than storytelling." - Jimmy Neil Smith, Founder, International Storytelling Center

Stories matter. In the classroom, employing storytelling techniques improves student's reading comprehension and writing skills. In the courtroom, stories create more credibility in legal claims. In business, storytelling makes for motivating, authentic leaders.

This should not be surprising. Research shows that stories are more effective than fact-based learning – they are remembered longer and more accurately than statistics and figures. Stories are crucial in building empathy and connection.

Storytelling is also a compelling tool for social change. It can foster community dialogue and break the silence on taboo issues. Stories can be instrumental in promoting positive social norms, values and beliefs.

Powerful movements for change like #MeToo were built on the collective stories of individuals. Newer forms of storytelling are also gaining popularity in the form of digital art and photo storyboards. Instagram platforms like CuteCatcalls share illustrated real-life stories that raise awareness around the prevalence of women being harassed in public spaces.

[Read More](#)

PROGRAMME UPDATE

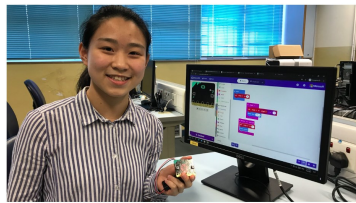


TWF & 30% Club Boardroom Series Workshop - Making an Impact in the Boardroom

On April 20, The Women's Foundation partnered with Meraki Executive Search & Consulting to host the first of our 30% Club Boardroom Series 2021 sessions. Moderated by Kirti Lad, we hosted a 'Clubhouse style' discussion which generated brilliant insights from the group's collective experiences. A huge thank you to Meraki Executive Search & Consulting and to May Tan, Anna Yip and Maaik Steinebach, for sharing their practical tips and tricks so generously on making an impact in the boardroom.

Thank you to our sponsors Standard Chartered Bank, Bloomberg, KPMG and Swire Group for making this possible.

IN THE SPOTLIGHT



HK01 Features Girls Go Tech Programme

With the HKDSE examination just around the corner, HK01 interviewed our Girls Go Tech Programme participant, Kit Kit Chen, to explore how our GGT Programme inspired her interest in STEM, and why she chose STEM-related subjects as her preliminary subject choices for university.

[Read the article here!](#)

TWF Research and Advocacy Director Interviewed by HKUST

Recognising April as Sexual Assault Awareness Month, HKUST's student-led initiative LEAP - which aims to promote gender equality and inclusiveness at the university - spoke with our Research and Advocacy Director Lisa Moore around the topic of sexual violence, our anti-sexual violence campaign #MakePeopleCount and ways to address this issue on campus.

[Read the interview here!](#)



IN THE COMMUNITY

Employment Study Conducted by HKU – Volunteers Needed!

TWF is pleased to support a study conducted by the University of Hong Kong around employment. If you are a resident of Hong Kong aged 15 years old and above, we encourage you to register your interest to participate. Your potential participation will help to provide valuable information on the considerations and difficulties of people choosing whether or not to work, which could inform future policy-making. You may be eligible for incentives by participating.

Find out more and register your interest here: [English](#) and [Chinese](#). Please contact Ines Huynh with any questions: ihuynh@hku.hk.



PARTICIPANTS WANTED:
Employment Study

OPENING AT TWF

Director of Pipeline Initiatives

TWF is seeking a full-time Director of Pipeline Initiatives to join its dynamic executive team to plan and execute its Pipeline initiatives and programmes. Applications should be received by **May 14, 2021**.

[Apply Now!](#)

WHAT WE'RE READING

Gender Equality

- [Building a fairer, healthier world starts with investing in women and girls](#) (UN Women)
- [Covid-19 And Gender Equality: Employers Can Help Women From Being Unfairly Punished For Challenges They Face](#) (Forbes)
- ['A really good balance'](#) (NYT)
- [8 charts that show the impact of race and gender on technology careers](#) (WEF)
- [Women's pain is routinely underestimated, and gender stereotypes are to blame – new research](#) (The Conversation)
- [Three experts on why eradicating plastic pollution will help achieve gender equality](#) (WEF)
- [Anger in Japan after advert claiming gender equality debate is 'outdated'](#) (Independent)

Sexual Violence & Harassment

- [Shenzhen releases first-ever guidelines on sexual harassment for schools, universities, and workplaces in China](#) (SCMP)
- ['Marry your rapist' laws in 20 countries still allow perpetrators to escape justice](#) (Guardian)
- [Turkey's withdrawal from women violence treaty goes to court](#) (Aljazeera)

Masculinity

- ['It was seen as an elderly white lady thing to do': meet the new generation of male](#)

[knitters](#) (Guardian)

- [Men are more likely to commit violent crimes. Why is this so and how do we change it?](#)
(The Conversation)

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