

Dear TWF friends



#MakePeopleCount Campaign: One Year On

At the end of Sexual Assault Awareness month, we mark the one year anniversary of TWF's #MakePeopleCount campaign.

Over the course of a month, it garnered 250,000 net views and free ad space in the MTR reaching approximately 1.76 million passengers daily. Since that time, our video and resources site have been shared by businesses, chambers of commerce, NGOs, universities, and influencers, coupled by our public virtual events on Tackling Sexual Harassment in all Workplaces and Cybersexual Violence. The campaign has successfully raised awareness around the prevalence of sexual violence in Hong Kong—breaking the taboo, encouraging people to see victims as real people who need support, boosting preventive measures and enhancing support available to victim-survivors. Its continued relevance echoes in developments on this issue.

In Hong Kong, we have seen some positive developments. Updates to the anti-discrimination ordinances included increased protections against sexual harassment in the workplace. New laws on voyeurism and upskirting photography will come into effect later this year, helped by public consensus. We welcomed the EOC's Anti-Sexual Harassment Hotline and the encouraging findings from their *Report on the Formulation of Anti-Sexual Harassment Policies of National Sports Associations (NSAs) in Hong Kong 2020*.

Organisations and individuals are also finding creative ways to address this issue. We applaud RainLily's hard hitting new campaign #OneInSeven, referring to the fact that 1 in 7 women in Hong Kong has experienced sexual violence. We are heartened by new tools like Facebook's SheLeads Guide created to equip women leaders with the tools they need to use Facebook and Instagram effectively and safely as well as the launch of social media platforms like @frontlinefeminists which enables victim-survivors to tell their stories and provides information and related news – a model inspired by the supportive community the founder had as a victim-survivor.

 [Read More](#)

UPCOMING EVENT

#SheMeansBusiness  LIVE

母親節特別場：無限斜棟媽媽

7/5 (五) 下午一點



廣播節目主持人 (主持人)

Karen Cheng 鄭翠雯



Maggie Fu 傅瑞嘉

唱作人兼「兩青兩黃」創辦人



Jada Poon

著名攝影師



Melissa Lau

Facebook — 大中華區產品發明總監

#SheMeansBusiness: Mother's Day Panel Discussion

TWF is pleased to support an upcoming Mother's Day panel event with #SheMeansBusiness partners Facebook and Jervois One. Maggie Fu | Shang-Ching, Jada Poon | Jada Poon Photography, and Melissa Lau | Facebook, moderated by Karen Cheng I Radio / TV programme host, will discuss how they strike a balance between work and family, and how they establish a self-care routine in their busy schedules.

Date: Friday, May 7

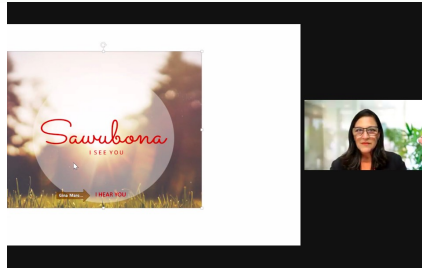
Time: 1.00-2.00pm

Language: Cantonese



Watch Live on the following Facebook pages:
[TWF](#), [Jervois One](#) or [Facebook](#)

PROGRAMME UPDATES



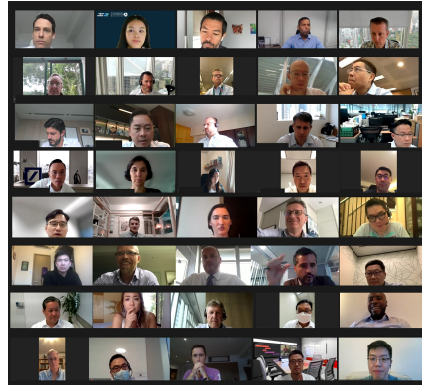
Mentoring Programme: Confidence and Courage

On April 20, our Mentoring Programme participants had an inspiring session led by Gina Marescia on the "C" of the CABI™ model, Confidence & Courage. The session invited us to consider bold distinctions about accessing, developing confidence and being confident. Our mentors and protégés also explored two Self-trust and two Courage techniques to access confidence and find our authentic voice. Thank you Gina for sharing your expertise on impactful leadership with us!

Male Allies Influencer Circle

Last week, we held our final Influencer Circle sessions where Allies celebrated their year of action by sharing one change, big or small, that each of them have made within their organisations or personal lives. All together these actions reflect our Allies' innovative ideas and best practice for driving change.

Thank you to our IC Leads, Andrew Chey | Rabobank, Frosti Lau | Cathay Pacific, Jamie Beveridge | State Street, Paul Ho | EY and Sanza BULAYA | BNP Paribas for facilitating incredible discussions throughout this Male Allies programme cycle!



IN THE COMMUNITY



Female Financial Power Panel Discussion

TWF is pleased to support "Female Financial Power" as part of the StartMeUpHK Festival's Female Funding Fair. This panel discussion brings together organisations that empower women at various stages of life to discuss how financial empowerment can drive gender equality and create strong role models.

Monday, May 24
4.00-5.00pm

[Sign up here](#)

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.



PARTICIPANTS WANTED:
Employment Study

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

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

- [拉近與性別平等的距離！公私部門如何實踐 SDG 5？](#) (社企流)
- [Why gender diversity makes good business and social sense for Hong Kong firms](#) (SCMP)
- [Here's why Chloé Zhao's win matters for Asian women in Hollywood](#) (CNN)
- [To Keep Women in the Workforce, Men Need to Do More at Home](#) (HBR)
- [Shared parental leave: scrap 'deeply flawed' policy, say campaigners](#) (Guardian)
- [Inspiring girls to know: Four stories to celebrate girls in ICT](#) (UN Women)
- [Female role models 'vital' for girls in sport, Stormont research shows](#) (BBC)
- [To unlock African women's potential, we must end gendered patterns of labour](#) (WEF)
- [Samoa's gender quota laws may have spurned chances of nation swearing in its first female PM](#) (ABC)

Sexual Violence & Harassment

- [The way we talk about gender-based violence is exacerbating the crisis](#) (Women's Agenda)
- [Tools for Teens to Call Out Sexual Violence](#) (NYT)
- [What AOC's and FKA twigs' stories teach us about surviving sexual assault](#) (Washington Post)

Board Diversity

- [Starbucks Chair Warns Companies Lacking Boardroom Diversity Risk 'Dying'](#) (Bloomberg)

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