

Dear TWF friends



Research is Key

Research propels society forward. It stems from curiosity and a desire to make the world a better place. It lays the ground work, busts myths and inspires new conversations and actions - ultimately breaking barriers for change.

Research is a cornerstone of The Women's Foundation. It informs our policy direction, our programmes and our campaigns. We focus on Hong Kong-specific gaps, trends and barriers, but are also informed by global influences and challenges to women's rights and gender equality as a whole.

Here are two interesting pieces of recently released research:

Danish headquartered Lego Group pledges to go gender neutral: Lego has committed to making its products gender neutral after they commissioned research on creative play and future careers by the Geena Davis Institute on Gender in Media that showed deeply rooted gender stereotypes among children and parents across seven countries. Findings include that 74% of boys and 62% of girls believe that some activities are just meant for girls, while other activities are just meant for boys. 71% of boys (versus 42% of girls) worry about being made fun of if they play with a toy associated with the other gender. Parents were nearly six times as likely to think of scientists and athletes as men than women and over eight times as likely to think of engineers as men than women. Numerous pieces of research have shown the deleterious effects of gender stereotyped toys on children's psychological growth with some government's taking note. Earlier this month, the US state of California passed a bill that will require retailers to display toys in a gender neutral way. It is heartening to see Lego's response to these research findings and we urge other toy companies will follow suit.

[Read More](#)

UPCOMING EVENT



TWF Gala Dinner 2021 - Sold Out!

Thank you for the overwhelmingly positive response to our in-person Gala Dinner on **November 4, 2021**, generously supported by title sponsor, **Bloomberg**, and associate sponsors, **Citi** and **Facebook**. At present, we have sold out of tables and tickets, but please email development@twfhk.org to join our waiting list.

We are delighted to announce that our panel, titled 'The Power of Togetherness', will feature esteemed speakers including, **Dr Trisha Leahy** PhD, JD, SBS, BBS, Chief Executive, Hong Kong Sports Institute; **Dr Brenda Alegre**, Lecturer, University of Hong Kong; Board Member, ILGA Asia and STRAP, **Megan Lam**, CEO and Co-Founder, Neurum Health; moderated by **Adrian Warr**, CEO Southeast Asia, Edelman; Male Allies Co-Chair, TWF.

IN THE SPOTLIGHT



TWF CEO Speaks at Innovation@Work Asia

On Monday, TWF CEO Fiona Nott joined a panel discussion "Diversity and Inclusion in the Workplace" at Innovation@Work Asia by The Economist. She discussed the importance of gender equality in the workplace and how to embed DE&I in a corporation's culture. Moderated by William Thomas | The Economist, Fiona spoke alongside Penny Burt | Asialink, Janet Ledger | Community Business, and Sam Fischer | Diageo to discuss the potential business value and societal benefits brought by a diverse and inclusive workplace, ways to ensure diversity and inclusion in companies under specific Asia context, and how to further progress gender equality.

IN THE COMMUNITY

Arup 'Envisioning a sustainable Hong Kong' Video Competition

TWF is thrilled to support Arup's Video Competition "Envisioning a sustainable Hong Kong". Open to all secondary students, individuals and teams of up to five are encouraged to create a video identifying an issue important to HK's sustainable future, articulating why this issue is important to them and how this will contribute to a more sustainable city. Outstanding participants will be given a visit and job shadowing opportunities at Arup. More details can be found in [English](#) and [Chinese](#).

Apply before October 22!

ARUP
我想：可持續發展的香港
ENVISIONING A SUSTAINABLE HONG KONG
短片創作比賽 Video competition
透過影片創作探討，香港的可持續發展對香港人的重要性
To explore the importance of sustainable development for Hong Kong people through video creation
歡迎個人、學生團隊、學校、專業團體及社區團體參加
Open to individuals, student teams, schools, professional groups and community groups

活動時間表 Programme		獎項和獎金 Awards & Prizes	
報名日期 22/10 截止 Online 24/10	提交影片日期 30/11 截止 Public upload/submitting Date of upload of video (closed submitting)	最佳影片獎 Best Film HK\$10,000 現金獎金 Cash award	冠軍 Champion HK\$6,000 現金獎金 Cash award
截止日期 30/10	公佈得獎名單 12 月中 Announcement of award winners Mid-December	優異獎 Excellent Award (5 winners) HK\$2,000 現金獎金 Cash award	最佳影片獎 Best Film Video HK\$10,000 現金獎金 Cash award
		有獎獎券抽獎 (45名) HK\$200 現金獎金 Cash award	最佳影片獎 Best Film Video HK\$10,000 現金獎金 Cash award

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Societe Generale Returnship Programme in Asia Pacific

TWF is pleased to support Societe Generale's new initiative to help professionals re-integrate into the workforce after an extended career break. It is designed for individuals who have been out of the workforce for more than 2 years and have minimum 8 years relevant professional experience prior to the break. The Societe Generale Returnship programme offers participants a 6-month paid working opportunity in several locations across Asia Pacific. During the programme, returners will fully integrate and work along Societe Generale teams, uplifting their skills and knowledge in a flexible yet empowering working environment.

[Click here for more information](#)

AmCham Women of Influence Conference & Awards

TWF is pleased to support AmCham's 18th Annual Women of Influence Conference "Invest in all of Us" -- a series of events, conducted through virtual and in-person



elements (Oct 23 - Nov 18), culminating with a new format and venue for their awards ceremony and celebration on November 18.

Some highlights include: Oct 23 [d.school Design Thinking Workshop](#); Nov 16 [Building a Dynamic Financial Legacy](#); and Nov 17 [Regaining your Resilience in Life and at Work](#).

Register for the awards ceremony [here](#) and use code **3NY1KC3Y** to enjoy member rates.

WHAT WE'RE READING

Gender Equality

- [None of the 2021 science Nobel laureates are women – here's why men still dominate STEM award winning](#) (The Conversation)
- [China's space mission is one giant leap for womankind](#) (SCMP)
- [New UN Women chief should push for further gender equality in Asia](#) (SCMP)
- ['Right to request' flexible work not granted for half of UK's working mothers](#) (The Guardian)
- ["Respect Us, or Expect Us": Indigenous Women Continue to Fight Against Pipeline 3](#) (Ms Magazine)
- [We must fight gender inequality in healthcare research](#) (The Guardian)
- [The new Superman comes out as bisexual in an upcoming comic](#) (CNN)
- [Dutch royals can enter same-sex marriage and not give up throne, Prime Minister says](#) (Euro News)

Sexual Violence & Harassment

- [Don't Be That Guy: activists praise campaign tackling sexual violence](#) (The Guardian)
- [California bans secret condom removal during sex and enhances punishment for spousal rape](#) (CBS News)
- [Female police officer to be posted at sexual violence support service a welcome move, say victims, families](#) (ABC)
- [Say The Names Of Missing Native Women This Indigenous Peoples' Day](#) (ELLE)

Masculinity

- ['Hyper-masculine' military culture leads to domestic abuse, report finds](#) (The Telegraph)
- [Study paints a grim picture of what young gangsters think about violence and manhood](#) (The Conversation)

Board Diversity

- [Sias Diversity Awards: Not simply a box-ticking exercise](#) (The Business Times)
- [More corporate directors welcome rules to boost board diversity, but skepticism still rampant](#) (Financial Post)

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