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Empowering Tomorrow's Advocates: Launching the Young Allies Programme



Dear TWF Friends,

To echo the United Nations, "the engagement of men and boys in achieving gender equality is crucial". Gender equality is vital for a thriving society, fuelling healthier relationships, well-being, sustainable economic growth, and social progress. However, our survey with IPSOS uncovered the prevalence of a zero-sum mindset. Half of women perceive gender equality as a women's issue requiring minimal male involvement, while a quarter of men, particularly those with higher education or single, believe it puts men at a disadvantage, and almost half of men think women benefit the most from achieving gender equality.

At TWF, we have long recognised that collective effort and the involvement of everyone is essential to achieving gender equality. Men and boys play a crucial role in dismantling the barriers that perpetuate gender inequality. Hence, our Male Allies Programme, now in its 6th year, works with business leaders to advocate for gender-diverse workplaces and lead more balanced home lives.

[Here are ways to engage the young men and boys in your life on gender equality:](#)

- 1. Lead by Example:** Be a role model for gender equality and introduce young men and boys to diverse male role models in non-stereotypical careers, inspiring them to challenge gender norms.
- 2. Everyday Actions:** Engaging young men and boys in conversations about gender equality is not a one-time event but a continuous journey. Introduce age-appropriate concepts and engage in regular conversations that challenge traditional gender roles and stereotypes to help develop a critical awareness of gender issues.
- 3. Promote Empathy and Perspectives:** Encourage young men and boys to respect and develop their need for connections, vulnerability and emotional capacity.

UPCOMING EVENT



International Women's Day Lunch 2024 – Save the Date!

We are excited to be hosting our International Women's Day (IWD) Lunch on **March 1, 2024!** We invite you to join us at **The Ritz-Carlton Hong Kong** to hear first-hand how your support impacts the lives of women and girls in Hong Kong. We look forward to bringing you an exciting programme with inspiring speakers, fabulous food and wine, and heart-warming stories from programme participants.

More details to follow!

For information on sponsorship opportunities, please contact Phoebe.Ho@twfhk.org or Development@twfhk.org.

PROGRAMME UPDATES

Girls Go Tech: Mobile App Inventor Workshop

Earlier this month, GGT participants took part in an App Inventor workshop co-organised with Cognizant Technology Solutions, where they had the opportunity to learn about design thinking and its application to the development of a mobile app. Volunteers also shared their experiences and career journeys in the tech and consulting industry. A big thank you to Cognizant for their generous donation of laptops and for hosting this engaging workshop!



Male Allies: Influencer Circle Session 2

This month, we held our second Influencer Circle session on Positive-Sum Game. This is a key topic for allyship, and we had such lively and thought-provoking discussions across all eight IC groups. In our group discussions and roleplay debate, our allies explored the challenges of rebutting zero-sum game arguments and brainstormed effective ways to influence someone to adopt a positive-sum game mentality.

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