



WNNW

WOMEN MAKING WAVES

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December 2015

SPOTLIGHT OF THE MONTH

WOMEN BY THE NUMBERS

All around the world, we are seeing extreme weather patterns attributable to climate change – including increased flooding, heat waves and droughts. These phenomena cause disruptions in ecosystems, leading to dangerous consequences like food shortages and [increases in insect-borne illnesses](#). Whether you're a tiny country with a [rapidly disappearing coastline like Kiribati](#) or a massive country with [record rates of smog like China](#), it's clear that climate change urgently needs to be addressed.

What people may not know is that climate change disproportionately affects women more than men. It's been [proven](#) that women die as a result of natural disasters at higher rates than men – especially in countries with high levels of gender discrimination, where men are more likely to receive preferential treatment in rescue efforts. In the wake of natural disasters, women survivors may be subject to [harassment, abuse and trafficking](#) or lack [legal rights to property and other resources](#), making it more difficult for them to safely recover.

Earlier this month, leaders from almost every country met in Paris for the 2015 United Nations Climate Change Conference, also known as COP21. Representing a significant moment in the climate change conversation, COP21 concluded with the establishment of the first legally binding global agreement to reduce climate change in history, known as the Paris Agreement.

Because most world leaders are men, women are often underrepresented in climate change discussions – and COP21 wasn't much different. [Mary Robinson](#), the first female President of Ireland and UN Special Envoy for Climate Change, [commented](#) on the disparity: “This is a very male world [at the conference]. When it is a male world, you have male priorities.”

Despite being involved in official climate negotiation in low numbers, women around the world are at the climate action frontier. Vogue recently [profiled](#) some of these incredible women – from the UN's top

80%

of the 26 million people displaced by climate change are [women](#)

28

countries give women the same [land rights](#) as men – the rest do not

36%

of delegates at last year's COP20 were [women](#)

WOMEN TO WATCH



climate change official Christiana Figueres, who helped welcome in the Paris Agreement at COP21 by calling it "... an agreement of long-term vision, for we have to turn this agreement into an engine of safe growth," to poet-activist Kathy Jetnil-Kijiner from the Marshall Islands who shared a [poem in support of the Divestment Campaign](#) to save the Pacific Islands from flooding, to Ceres President Mindy Lubber who penned a note that appeared in the [Huffington Post](#) in advance of COP21 on the need for investors to support more ambitious policies in the journey toward a global low-carbon, climate-resilient economy.

And while the final Paris Agreement excludes the majority of the [original proposed language](#) that would have protected women's rights, we are optimistic that these women and many others will continue to be strong advocates for gender equality as a critical component of the international strategy to combat climate change.

Help Us Make Waves – A Call for Ideas!

Thanks for taking the time to read our monthly newsletter! Next month, we will be focusing on international poverty and its impact on women.

Are there women you admire who are working to find poverty solutions around the world? Do you have stories about poverty and how it is affecting women in your country or community? If you'd like to share your answers, please email WMW@tupperware.com.

Power the wave: Use the social media buttons at the bottom of this email to share the newsletter out to your own followers!

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Winnie Byanyima, founder of the Global Gender and Climate Alliance

**Photo from Oxfam.org*

Winnie Byanyima is the co-founder of the [Global Gender and Climate Alliance](#) and currently serves as the executive director of the development nonprofit Oxfam International (not to mention she's an aeronautical engineer by training). A Ugandan native, Winnie was inspired to join the women's rights movement by her [mother](#) who worked in women's clubs to build better lives for women and girls. She even attended Tupperware Brands' luncheon at the World Economic Forum in January 2015!

Earlier this month Winnie [detailed](#) her wish list for the Paris Agreement: substantial money for adaptation, a commitment to phase out carbon fuels by 2050, a legally binding agreement and the inclusion of women's rights language in the framework of the

agreement.

Sweden educates its teenagers on feminism



All 16-year-olds living in Sweden will receive a copy of the book

This month, the Swedish Women's Lobby announced that every 16-year-old in Sweden will receive a copy of Nigerian author Chimamanda Ngozi Adichie's [We Should All Be Feminists](#). This powerful book is based off of Adichie's 2013 [TED Talk](#), which offers revolutionary insight into the meaning of the term feminist. Announcing the initiative, the chairperson of the Swedish Women's Lobby, Clara Bergland, expressed hope that the effort would spark a national conversation about gender, declaring, "this is the book that I wish all of my male classmates would have read when I was 16." (via [Vox](#))

PURPOSE WATCH

DuPont commits \$10 billion (yes - with a B) to researching food security

This month American chemical company DuPont issued a list of sustainability initiatives for 2020. The company's efforts include a \$10 billion investment in research and development of food security solutions that will ensure more people have easy access to nutritious and affordable food. This move will have a positive impact on the lives of [800 million people](#) around the world who currently suffer from chronic hunger – a condition that [disproportionately](#) affects women and girls. (via [TriplePundit](#))

Saudi women run for office and vote in historic election

On December 12, Saudi Arabian women had the opportunity to both run and vote in their country's elections for the first time, effectively putting an end to Saudi Arabia's position as the last country in the world to bar

Uber drives women in Saudi Arabia

In the world's only country that bans

women from voting. At least 19 women were elected to hold office on local councils in various regions within the country – a big accomplishment, considering that female candidates were subject to [fines](#) for speaking directly to male constituents. While Saudi women were allowed to run only in local elections, this signifies an important moment in the women’s rights movement in Saudi Arabia and opens the door for expanded political participation for women in the future. (via [New York Times](#))

Angela Merkel is TIME's Person of the Year

This year, TIME Magazine proclaimed German chancellor Angela Merkel 2015’s [Person of the Year](#). This marks the first time the prestigious title has been awarded to a woman in 29 years. The announcement prompted TIME to publish [an article](#) about why it has taken so long to have a woman in the position – in doing so they called out the imbalance of gender among world leaders, claiming, “the label of Person of the Year tends to favor people with institutional power. [...] Since 1986 there’ve been four U.S. Presidents in the mix — three of them two-termers, all of them men. Plus a handful of leaders of the Soviet Union (and Russia), also all men. The Pope keeps being a man. And it’s a lot easier to make news from an address like the White House, the Kremlin or the Vatican.” (via [TIME](#))

TUPPERWARE BRANDS MAKING WAVES

As 2015 draws to a close, CEO Rick Goings reflects on some of Tupperware Brands’ successes this year and some of the things we can look forward to in 2016.

women from driving, car service company Uber stepped up to the plate to offer women free rides to voting locations during the historic election that allowed Saudi women to vote for the first time. The move, done in partnership with the Saudi-based Al-Nahda Philanthropic Society for Women, was designed to boost rates of female participation in the elections. (via [Reuters](#))

For years, Tupperware Brands has been a leading voice on the need for focus and action on women's empowerment and parity, and I'm proud to report that we further bolstered our commitment in 2015. Last January at the World Economic Forum (WEF) in Davos, Switzerland, we hosted a Women's Empowerment luncheon, cohosted by former U.S. Global Women's Issues Ambassador-At-Large Melanne Vermeer. The luncheon convened 42 of the world's leading influencers on women's issues to discuss the role of confidence and its effects on women's financial success across cultures and economies. Next month, Tupperware Brands will again attend the [forum](#) and continue to advance the gender parity conversation. I look forward to sharing a recap of conversations around women's empowerment following the event, so please stay tuned for updates in the February issue.

I fully believe that in order for gender parity to continue to make progress, men need to also be a part of the movement, which is why Tupperware Brands continued its work this year with UN Women's [HeForShe Campaign](#) alongside other leading global brands like Unilever and PwC. I also became a HeForShe 10x10x10 Corporate Impact Champion, which means I committed to making gender equality an institutional priority, committing to real change within and beyond Tupperware Brands. As part of our partnership with HeForShe, we have been conducting a comprehensive audit of the gender composition of Tupperware Brands, and once finalized, will use those results to develop an action for achieving 50/50 equality within our company. In 2016, we're excited to dive into those results and further deliver on our commitment.

We were also able to advance our partnership with Georgetown University on a first-of-its-kind research study that examines the relationship between women's confidence and economic success. Our goal is to demonstrate that women's confidence is a key driver of economic development across the globe. We are excited to provide an initial sneak peek of findings at WEF in January, and we'll continue to move this research forward throughout the year in preparation for a full launch of the study's findings.

Most importantly, I want to thank our associates and salesforce for their continued support to further women's empowerment across the globe in 2015 – the success of Tupperware Brands and the healthy growth of our communities would not be possible without them. I personally am hopeful about 2016 and the continued positive social change it promises. I hope you'll join me and the company in our continued effort to catalyze women's economic empowerment worldwide next year. Have a safe and happy New Year!

Rick

Rick Goings
Chairman & CEO
Tupperware Brands Corporation

Tupperware Brands Woman of the Month





Yolanda Londoño is the Vice President, Global Social Responsibility at Tupperware Brands

Our Woman of the Month for December is Yolanda Londoño, Vice President, Global Social Responsibility at Tupperware Brands. Read on to see how she reflects on 2015 and looks forward to charitable giving in 2016.

1. What's your most memorable or favorite community engagement project that you've worked on with Tupperware Brands?

My tenure at Tupperware Brands has been amazing in every way. Over the past nine years I have worked on projects that educate girls, empower women, engage men, transform communities and ultimately improve each and every person involved in their ideation, organization and execution. Top of mind are of course projects around Boys & Girls Clubs – in the U.S., Canada, Mexico and South Africa – that demonstrate how alike kids are around the globe. Caring adults, a safe physical space and the opportunity to discover the giant within ... sounds simple ... right? Being a part of this movement for youth is thrilling and incredibly rewarding.

2. What's one piece of advice you learned in 2015 that you'd like to share with our readers for 2016?

More than advice, I'd like to share a reflection. Our days are filled with an abundance of information on celebrities and notable worldly leaders and individuals whose accomplishments and feats fill us with wonder and admiration. We live in awe of people we will probably never meet – we post and repost videos and tweets – and yet we often fail to recognize significant and equally marvelous acts of kindness and selflessness in people close and familiar to us. So, in 2016 before praising the celeb(s) of the moment, let's take a look at our parents, spouses and partners, kids and colleagues! My guess is that we will be able to celebrate incredible milestones with the really important people in our lives in a very up-close and intimate way.

3. What are your priorities for Tupperware Brands charitable giving in 2016?

I love this time of the year! It is about fresh starts, clean slates and a new journey. And that is how our team approaches 2016. Our journey started nine years ago by imagining a 12-year-old girl, anywhere in the world, and working with colleagues and members of our sales force on programs that offered her the opportunity to continue her education and reach her dreams. We then focused on specific tools to help all young people thrive: after school programs, health and wellness, arts and cultural offerings, basic needs and completion of formal education. Now we are facing a new reality. Jobs as we have known them are scarce and unreliable. The skills gap between employers and job seekers is endemic so we must support efforts to enhance soft skills for young people in the labor force. Next, we are delighted with our partnership with UN Women and the HeForShe movement. We have the potential to galvanize the millions of people we work with to seek a more equitable and fair environment for women and girls – a world where men and women can contribute equally to a future filled with hope and opportunity.



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