



**WNNW**

# WOMEN MAKING WAVES

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May 2015

**SPOTLIGHT OF THE MONTH**

**WOMEN BY THE NUMBERS**

**750/**

Mother's Day may have its origins in antiquity, but it is a thoroughly modern affair these days. Whether a single family household, two person or more, mothers are constantly giving back to their families -- and for many, their workplaces -- and deserve to be honored not just on Mother's Day, but every day.

Overall, women make up over [40 percent](#) of the global workforce with 70 percent of women in developed countries and 60 percent of women in developing countries participating in paid labor. And it's not uncommon for mothers to be the primary or sole provider of income. In the U.S., for example, [71.3](#) percent of mothers are in the workforce. In Europe, women are heads of [9 out of 10](#) single-parent families.

Mother's Day is celebrated in many countries in May, including in the U.S., India, France, Peru, Japan and Brazil. While gifts, cards, meals and a phone call are all worthy ways of acknowledging the importance of mothers, it is also worthwhile to understand how much mothers, and all women, contribute to the global economy and society.

Women are major contributors to all global economies, but that does not mean that this work is equitable or properly accounted for. Globally, women spend [twice](#) as much time doing unpaid work, and women account for the majority of the world's part-time work. In developing economies, the [majority](#) of people living at the subsistence level of \$1 or less are women, without the luxury to consider paid leave. Creating more opportunity for women to support themselves and their families doesn't just mean more jobs -- it means a better quality of life. That means enabling opportunities to lift themselves and their family out of poverty and the flexibility around child and dependent care.

In [Europe](#), women's employment is markedly higher where there are family-friendly policies in place. However, in Sweden and France -- two progressive economies -- women are expected to earn 31 percent less

75%

of women's employment is [informal and unprotected](#) in the developing world.

11%

of Google images show women when the term "[CEO](#)" is searched.

87%

of mothers surveyed in the UK feel that more brands should [incorporate fathers](#) in their marketing.

## WOMEN TO WATCH



*Bridget Cutler of Moms Helping*

than their male counterparts. Shockingly, when women across the globe decide to become mothers, they face marked bias. Each year, [60,000](#) women a year lose their jobs due to pregnancy or maternal discrimination. The issue of stifling women's ability to reach their potential as workers and mothers cuts across color, creed and geography.

Policy can play a critical role in encouraging women to stay at work -- including tax incentives for women and their families, as well as closing the wage gap so that women become equal earners and indispensable for their household income. According to a recent [World Bank](#) study, only 10 percent of economies have made payments for childcare tax deductible. Providing day care and schooling options on the books does not cover the full obligations in parenthood. This is in part because many women still feel there is a trade-off. One [global study](#) showed that in many companies women make up over half the junior employee base, but that number drops below 28 percent in more senior positions. However, findings from a [Harvard Business School](#) study from 25 countries show that daughters of working mothers attain more education and end up with higher-paying jobs. Clearly, societies are cutting themselves off from current and potential economic contributors.

From the outset, a major contributing factor in driving a wedge for young mothers in deciding career and family is parental leave. Across the globe, the average length of paid maternity leave is [108 days](#). Paternity? An average of 7.25 days. Clearly, there is a disproportionate emphasis on mothers as the primary care givers from the earliest stages of parenthood. While 137 economies have legally established maternity leave that only covers a mother, with new definitions of family becoming the norms across societies, there is clearly work to do.

Some companies have established themselves as more generous when it comes to emphasizing paid paternity leave including [Google, Facebook and Bank of America](#). However, it is unfortunately not widely practiced,

*Moms (photo via CNN.com)*

In 2011, Bridget Cutler found herself as a new mom getting adjusted to the massive transformation in her life when she read an article about a woman who had to give her child up for adoption because she couldn't provide even the most basic resources. The story inspired Ms. Cutler to find her calling with [Moms Helping Moms](#) a non-profit that hosts events and drives to give moms -- many who are working to make ends meet -- the option to browse gently used goods for their new children including clothes, diapers and wipes. Volunteers are also on hand to provide new moms with advice, guidance and an ear to listen. In 2014, Ms. Cutler was nominated for a CNN Hero Award. (Via [CNN](#))

## PURPOSE WATCH

### Companies Rally for Nepal Earthquake

Companies of every size have rallied around the devastating societal and economic results of

especially at the small and medium enterprise level, which accounts for the [majority](#) of all jobs.

What else can businesses do? While ultimately societal and regulatory matters will be critical to drive a more equitable work place, there are ways the private sector can set policies that drive change. For example, when the health insurance giant Aetna increased its paid maternity leave, its retention rate of female employees went from [77 to 91 percent](#).

Ultimately, prioritizing options for mothers translates to the company's bottom line. There is now empirical evidence and a multitude of studies that show that companies with women in leadership positions perform [better](#). The way to get to this position is to ensure that women are in the leadership pipeline and are encouraged to stay if they decide to have families.

Mother's Day serves as a yearly reminder of how important mothers are to all of us and more importantly, that they deserve more from their communities and workplaces to support their dreams of family and workplace fulfillment.

## WOMEN IN THE NEWS

### Alibaba Founder Hosts Women's Conference

Jack Ma, the founder of Alibaba, an internet conglomerate which had the largest global IPO to date last year, hosted a



the recent earthquakes in Nepal. The aid has been coming in from cash donations -- including \$1 million from Microsoft to NetHope, an NGO that connects humanitarians to technology resources, as well as TD Bank Group's \$50,000 to the Red Cross. But in-kind donations are just as critical during mass humanitarian disasters when loved ones across the globe are trying to connect with one another. Wireless carriers, for example, including AT&T and Verizon are not charging additional fees for calls made to and from Nepal. Google and Facebook are also using their massive networks to connect people like never before. Google has a Person Finder to find out information on missing persons and Facebook has a Safety Check to link people to their loved ones virtually. (Via [Cone Communications](#))

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### Red Noses for Childhood Poverty



women's empowerment conference this month. With a third of its [27 partners](#) and [47 percent](#) of its staff female, Jack Ma has called hiring women his secret sauce.



*Alibaba founder sponsors conference to help women entrepreneurs*

Nearly [55 percent](#) of Alibaba's online marketplace customers in China are women. Now, he is focusing his lens on sponsoring a conference on how to enable women to start their own businesses -- businesses that could one day be on Alibaba. Jack Ma is bullish when it comes to the internet as an empowerment tool stating, "the Internet provides an opportunity to women, who are independent, confident, strong and self-esteemed, and allows them to pursue their dreams like their male peers." The conference was a star-studded event with Arianna Huffington, editor-in-chief of The Huffington Post, American actress Jessica Alba and Liu Qing, CEO of Didi Taxi, among the guests. (Via [Women of China](#))

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### **Singers Unite to Support Girls' Empowerment**

The ONE campaign was founded by international superstar Bono in 2004 to help facilitate the eradication of extreme poverty in 2012, with a focus on Africa. ONE works hand in hand with governments and companies to focus on passing critical legislation that will put the conditions in place for a more equitable society in emerging economies. In May, the ONE Campaign released a video by nine African women performers to raise



*Combating childhood poverty, one red nose at a time*

This month, the British are coming to the U.S., with their eye on bringing new life to a very successful cause initiative to combat childhood poverty. Since 1988, Red Nose Day, an annual campaign where supporters are encouraged to sport red clown noses sold at select retailers, has raised over \$5 billion. The star-studded U.S. telecast featured comedic videos and sketches from stars such as Julia Roberts, John Legend, Reese Witherspoon and Will Ferrell. All of the proceeds will go to twelve charities including Charity: Water, United Way and Oxfam. (Via [The Chronicle of Philanthropy](#))

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awareness about their Poverty is Sexist campaign, which calls for direct funding interventions to lift girls and women out of poverty. The petition and social media campaign is close to reaching its 200,000 sign-up goal and has been endorsed by major figures such as activist Malala Yousafzai and celebrities such as Beyoncé and Mary J. Blige. (Via [The Guardian](#))

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## Justice for Nail Techs

A recent expose by The New York Times has shed light on the price of cheap nail salons in New York -- women's lives.

The extensive article highlights how many of the women workers face long hours, are paid below minimum wage (some facing \$1.50 an hour, while the federal minimum wage in the U.S. is \$7.50) and in many cases are

physically or verbally harassed by their employers, who largely go unpunished. On top of these labor concerns, these workers, the majority of whom are female, are exposed to [noxious chemicals](#) that have a demonstrated link to cancer and other illnesses. Women around the globe have reacted with [op-eds and hashtags](#), but the choice between a cheap beauty rite and unhealthy labor conditions is an issue that deserves the attention of



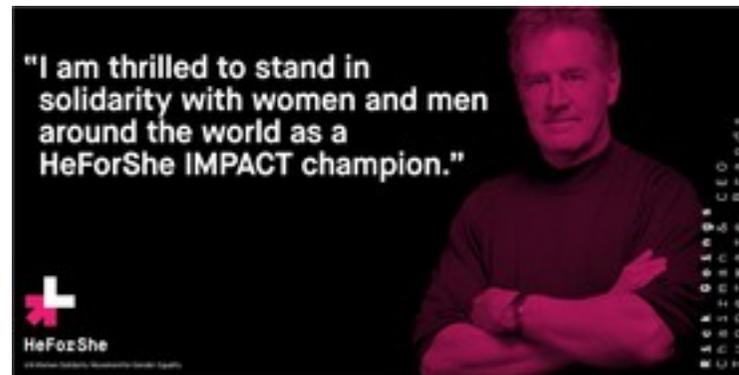
*The New York Times shines a light on poor labor conditions at nail salons*

regulators in addition to citizen action. Inquiring about labor conditions at salons, rallying and boycotting are all effective economic ways to bring change to an industry in which women are often in vulnerable positions with little choice but to take this form of employment. (Via [The New York Times](#))

## TUPPERWARE BRANDS MAKING WAVES

### IMPACT Champions

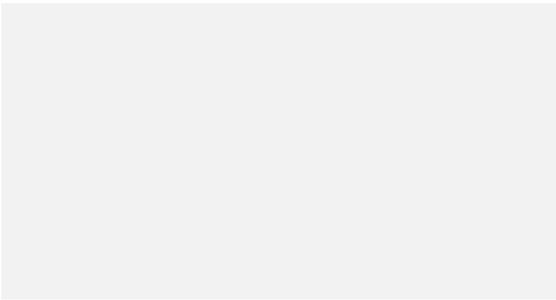
Earlier this month, Tupperware Brands' Chairman and CEO Rick Goings was [announced](#) as a founding IMPACT 10x10x10 champion for [HeForShe](#), UN Women's call-to-action campaign for men to show their support for women's empowerment and equality. He was selected among top business leaders who have shown commitment to gender parity in their company and has made it his professional mission to spread the word about the critical importance of including women in any business strategy to his peers.



*Tupperware Brands makes HeForShe commitments*

As a champion, Rick Goings will be one of the main ambassadors of UN Women's HeForShe campaign. As part of its [commitments](#) this year, Tupperware Brands will integrate HeForShe into its major events to

facilitate awareness about the campaign and generate sign-ups for the Tupperware Brands' HeForShe [heat map](#). In September the company will begin to communicate on its progress to meet its HeForShe goals, including a gender empowerment plan for women at every level of the company.



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