



**WNNW**

# WOMEN MAKING WAVES

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**November 2015**

**SPOTLIGHT OF THE MONTH**

**WOMEN BY THE NUMBERS**

**500 000+**

It's no secret that levels of gender inequality around the world are still pretty high. We know that women have higher rates of poverty, earn smaller salaries, are more frequent victims of violence, have higher rates of illiteracy and face more restricting gender roles than men. This begs the question—can the movement for gender equality really be successful without the participation of men?

We think it's important to recognize the role that men can play as a powerful force in gender equality, providing vital voices in solidarity with feminist movements. Lately we've seen a number of inspiring men standing up for women's rights around the world.

[Proud feminist](#) and recently-elected Canadian Prime Minister Justin Trudeau has worked hard to ensure his administration has an equal representation of genders—as a result, today represents the first time in history that women constitute 50 percent of the Canadian Cabinet. When one reporter [asked](#) why gender parity is so important to him, Trudeau simply shrugged and said “because it's 2015.”

In Argentina, a country with one of the highest rates of femicide (i.e., gender-motivated killing of women), men have started to join the [#NiUnaMenos](#) (Not One Less) movement to prevent these killings and promote women's rights. Last month, hundreds of men joined the movement by [marching](#) through the streets of Buenos Aires, wearing skirts, to protest violence against women and advocate for gender equality.

Hollywood is recognizing the power of male feminists too. Actor Bradley Cooper, inspired by Jennifer Lawrence's [essay](#) on wage equality, recently [pledged](#) to include his female costars in future salary negotiations.

Behind every powerful woman is a handful of other powerful women who helped pave the way for her – in addition to men who bolstered her rise to success. Recently we've seen husbands of powerful women—like [Anne-Marie Slaughter](#) and [Mary Dillion](#)—come forward to advocate for a reassessment of traditional marriage roles and take pride in being the

men have joined UN Women's [#HeForShe](#) campaign to stand up for women's rights (including Tupperware Brands CEO Rick Goings and many others in the network!)

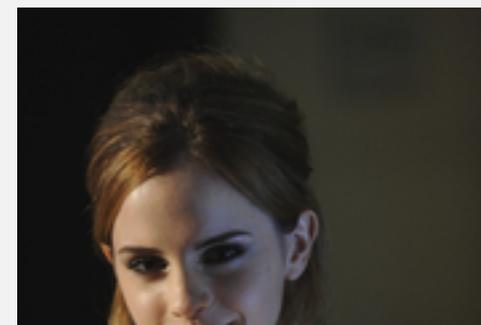
4.4%

of [CEOs](#) in S&P 500 Companies are women

\$320 billion

is the [credit gap](#) amount that women entrepreneurs face when trying to fund their enterprises

## WOMEN TO WATCH



stay-at-home or lead parent.

Malala Yousafzai's father Ziauddin Yousafzai is another perfect example. In a recent [TED talk](#) that has been viewed more than 1.6 million times, Ziauddin declares, "People ask me, what special is in my mentorship which has made Malala so bold and so courageous and so vocal and poised? I tell them, don't ask me what I did. Ask me what I did not do. I did not clip her wings, and that's all."

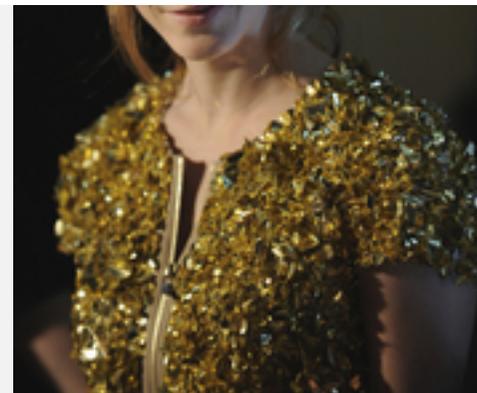
We are grateful to—and inspired by—the men choosing to join the movement for women's rights. With their support, we look forward to seeing gender equality become a reality for future generations.

## Help Us Make Waves – A Call for Ideas!

Thanks for reading our monthly newsletter! Now, we're turning the tables to ask you to share your thoughts back with us. In the next issue, we'll be shining a light on climate action. Are there women working in climate change activism or policy that you admire? Do you have stories about how climate change is affecting women? We'll be featuring some of your answers in the next issue. Send your answer to [WMW@tupperware.com](mailto: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!

WOMEN IN THE NEWS



*Emma Watson, UN Women  
Goodwill Ambassador*

Emma Watson is already a familiar figure to many—her leading role in the year-old [HeForShe](#) campaign in addition to her many films is just one more item to add to the long list of reasons why we admire her.

Developed in partnership with UN Women and Senior Advisor [Elizabeth Nayamayo](#), HeForShe is a campaign that asks men around the world to pledge solidarity in the movement for gender equality. To date, over half a million men have made that pledge.

Emma [interviewed](#) activist Malala Yousafzai earlier this month in what was probably everyone's idea of a dream dinner party. In the interview,

## First Lady Michelle Obama pens op-ed in support of her campaign for #62milliongirls



*Michelle Obama champions education for girls*

In September, U.S. First Lady Michelle Obama launched her #62milliongirls campaign to raise awareness of the fact that 62 million girls around the world are denied the right to a primary or secondary education. This month, the First Lady penned a thoughtful call to action in *The Atlantic*, encouraging countries to not just invest in girls' education, but to shift cultural beliefs that currently prevent girls from attending school. She notes that change is possible, citing the U.S. as an example and pointing out that “in each generation, brave people—both men and women—stood up to change these practices.” (via [the Atlantic](#))

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## UN's Orange Days encourage advocacy to prevent violence against women and girls

In an effort to raise awareness of and take action against violence against women and girls, the UN has designated the 25th day of each month as “Orange Day.” November's Orange Day marked the kickoff of a sixteen-day campaign—“Orange the World”—which is meant to inspire the international community to unite together in support of violence

Malala credits her decision to call herself a feminist to Emma's influence, explaining, “When I heard [the word feminism] the first time, I heard some negative responses and some positive ones. [...] Then after hearing your [speech](#) I decided there's no way and there's nothing wrong by calling yourself a feminist. So I'm a feminist and we all should be feminists because feminism is another word for equality.”

### PURPOSE WATCH

#### Tech firms partner with Girls Who Code, pledging to hire alumni



*Companies are pledging to hire Girls Who Code*

This month, 26 companies

prevention. (via [UNiTE](#))

## 1915 or 2015?: Girls express disappointment at levels of gender inequality today

In a recent video to promote the feminist film Suffragette, girls were asked to read statistics about gender inequality and guess whether it was true in 1915 and 2015. Statistics ranged from the number of girls forced into marriage, deprived of the right to an education and living in poverty. After the girls read the statistic and guessed which year it applied to, they were given the correct answer, which surprised many. (via [Independent](#))

## TUPPERWARE BRANDS MAKING WAVES



This month, 20 companies — including Facebook, Twitter and Pinterest—committed to hiring agreements with [Girls Who Code](#), an organization that aims to train girls in computing skills through afterschool programs and intensive summer sessions in an effort to allow them to successfully compete in the tech labor market. In doing so, they're helping build a strong pipeline of female talent that will contribute to a reduction in the gender gap we see in the STEM fields (science, technology, engineering and math). (via [Wall Street Journal](#))

## Companies commit to closing gender pay gap

As [more](#) and [more](#) (and [more](#) and [more](#)!) reports are published highlighting the gender pay gap, many companies are committing to actively addressing the problem. At this year's Fortune Global Forum, cloud computing company Salesforce announced a recent investment of \$3 million to close this gap among its 16,000 employees. Other companies, such



*Luciano Azum, Managing Director of Tupperware Brands Mexico, shows support for HeForShe*

## Tupperware Brands Mexico makes waves with HeForShe

Tupperware Brands has been a big HeForShe supporter since the campaign's inception in 2014. To further its commitment, the company has worked hard over the past year to invigorate the spirit of HeForShe into daily operations and activities. In particular, Tupperware Mexico has been rallying around the HeForShe movement in a big way. Just recently they held an internal campaign which invited male associates to join HeForShe and promote the movement through social media across their networks.

The team used emails, videos and posters featuring CEO Rick Goings and the local brand President Luciano Azum explaining the importance of HeForShe in order to help excite associates about getting involved. The team took it one big step further and offered HeForShe-themed props in the lobby to stage photos that could be shared through social media pages.

And it didn't stop there! Tupperware Mexico distributed materials in its sales force magazine and invited sales force representatives and their spouses to a HeForShe reception. The sales force also held a promotion around Father's Day and distributed information about HeForShe to customers.

Congrats to Tupperware Mexico for helping further the movement! Know someone who should be a HeForShe? Encourage them to make the pledge to stand up for gender quality [here](#).

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as PricewaterhouseCoopers and GoDaddy, are choosing to publicly release salary information data. (via [Fortune](#))

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## JetBlue helps advance economic opportunity for low-income women

This month, U.S.-based airline JetBlue [announced](#) a partnership with [Hot Bread Kitchen](#), a New York City organization that increases economic prospects for low-income and immigrant women living in the city through English lessons and culinary training in 100 types of breads—ranging from Challah to tortillas to M'smen. The bread is then sold at greenmarkets and leading retailers like Whole Foods and Dean & DeLuca, in order to keep the organization self-sustaining. JetBlue will provide Hot Bread Kitchen with access to business mentorship and opportunities to offer bakery products on its flights. (via [Sustainable Brands](#))

## Tupperware Brands Man of the Month



*Andrew and Rhonda Field of Tupperware Australia/New Zealand*

To go along with this month's theme of men supporting the women's rights movement, we're taking the time to highlight a supportive male in the Tupperware family—Andrew Field from Tupperware Australia/New Zealand. Andrew is the husband of Tupperware distributor Rhonda Field and her number one supporter, taking care of all the administration and back office work while she takes the stage and motivates the consultants. Below find answers from Rhonda and Andrew on how they work together and the importance of Andrew's support in her success:

## 1. How did you and Rhonda begin working with Tupperware?

First, I don't like talking about myself. I would rather talk about Rhonda. Questions are often asked of me, "What do you do?"

Rhonda has been with Tupperware since June 1983. I actually met Rhonda at a Tupperware Distribution Centre while I was working there.

My mother was a Tupperware Manager for 23 years from 1970-1993. My five siblings and I were taught that everyone should help out in the house, no matter what job it is. For this reason, it was easy for me to be a Tupperware Husband.

## 2. Are there any examples you can share for how you, Andrew, best support Rhonda in her efforts as a Tupperware distributor?

Rhonda and I both knew that in order to get to the top, we had to work together as a team in both our professional and personal life. Rhonda is a workaholic, which is why I try to help her plan from time to time. Her diary runs her life so I make a conscious effort to look at her diary every week and try and help out as much as I can.

For example, I will let her know how long it will take her to drive to places so she is not under pressure for appointments. I make sure both our cars always have sufficient fuel so that she is not stopping to put fuel in the car. All travel arrangements are made by me. All household and business expenses are managed by me with her consent.

In our business, Rhonda is the motivator and I am the administrator. I tend to be black and white with my decisions, whereas Rhonda is more diplomatic. So together we make a balanced team.

### 3. What tips do you have to share with other Tupperware partners and spouses?

Tupperware is very much a people orientated business. As with any business, service is first and foremost. That is why consultants both past, present and prospective love to talk to Rhonda since she always makes herself available to everyone. She also has a lot of experience and knowledge, which she gladly shares with her managers and consultants. For this reason, she is constantly on the phone and I have had to learn to be patient.

We all have to be very good listeners and remember that we are important role models for the future of our company. In today's world (Tupper-world), both partners need to work together in order to build a successful business. Therefore it is important to have mutual respect for each other.

I remember back in 1995 when Rhonda was Australia's No. 1 Manager – I was asked by one of my work colleagues, “How does it feel that your wife earns more money than you?” I replied, “We are a partnership and I couldn't care less who earns what ... as long as it's good for our family!”



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