



WNW

WOMEN MAKING WAVES

[IN THIS ISSUE]

- » The world bands together to promote gender equality with new Global Goals
- » Amina Mohammed of Nigeria helps drive the global agenda
- » The tradition of the Tupperware Brands' Fountain Ceremony

October 2015

SPOTLIGHT OF THE MONTH

Last month the world committed to a new and ambitious future when the

WOMEN BY THE NUMBERS

\$12

United Nations officially ratified the [Sustainable Development Goals](#) (also known as SDGs or Global Goals). Replacing the Millennium Development Goals, the SDGs shape the global policy agenda until 2030 through a series of seventeen goals and 169 corresponding targets. These goals range from ending poverty to conserving the ocean to building sustainable industrialization.

[Global Goal #5](#) aims to achieve full universal gender equality and empowerment for all women and girls. The targets for this goal include ending all forms of discrimination, violence and exploitation based on gender; achieving gender parity in political decision-making; and ensuring women have equal rights to economic and technological resources, among other important initiatives.

It might have crossed your mind already, but it's worth pointing it out directly: the Global Goals will not be achieved without a universal commitment to gender equality, because women's rights intersect with all aspects of the global policy agenda. In fact, the UN Secretary-General Ban Ki-moon declared as much at the Global Leaders' Meeting on Gender Equality and Women's Empowerment last month, [asserting](#), "We cannot achieve our 2030 Agenda for Sustainable Development without full and equal rights for half of the world's population, in law and in practice."

The Secretary-General is joined by a chorus of voices advocating for women's rights. The Executive Director of UN Women, Phumzile Mlambo-Ngcuka, published an op-ed in The Huffington Post, [concluding](#), "Without gender equality and a full role for women in society, in the economy, in governance, we will not be able to achieve the world we hoped for."

While the UN was working hard to ratify the SDGs, we witnessed a major milestone anniversary in the 20th commemoration of the Beijing Conference, in which the [Beijing Declaration](#) was adopted to promote international gender equality. To commemorate the day, 80 heads of state [gathered](#) and, one by one, took the stage to publicly announce their commitment to advancing the status of women both nationally and internationally. President Michael D. Higgins of Ireland [called](#) gender inequality "the most persistent and prevalent form of human rights violation." President Raul Castro of Cuba [declared](#) that the participation of women in society is necessary for "an equitable and just international

Ψ 1 2 Trillion

would be [added](#) to global GDP by 2025 if every country matched the gender parity of the fastest-improving country in its region

95%+

of international agreements made at the UN since 1995 have [included](#) aspects of gender equality

1/5

of parliamentarians around the world [are women](#)

90%

of 173 countries [surveyed by the World Bank](#) have legislation that impedes women's economic participation

WOMEN TO WATCH

order that eradicates poverty and hunger and puts an end to conflict, prioritizes human beings over capital and preserves the environment.” Meanwhile, Chancellor Angela Merkel of Germany [reminded](#) the gathering that, “Signals are good, actions are better.”

Celebrities are getting in on the action too. Bollywood stars banded together to promote Global Goal 5, by releasing a series of short videos that present an alternate reality in which gender roles are reversed. The four-part “[A Man’s World](#),” features actors such as Gaurav Pandey, Kalki Koechlin and Richa Chadda, and explores issues ranging from workplace harassment to dowries to sexual violence. In doing so, the actors present a strong case for the need for women’s empowerment in a country that has recently come under heavy scrutiny for gender inequality.

The United Nations Foundation also recently announced singer Jennifer Lopez as the first [Global Advocate for Women and Girls](#). In this role, Lopez is expected to mobilize action against the barriers facing women and girls around the world, as a part of the UN Secretary-General’s Every Woman, Every Child initiative. And during the [Global Citizen Festival](#) held in New York City, a number of international figures spoke out for gender equality, including Malala Yousafzai, First Lady Michelle Obama, Beyoncé, Maya Angelou and Ronda Rousey.

Admittedly, we have a long way to go before we achieve universal gender equality; however, the Global Goals provide an important opportunity to advance the status of women and girls around the world.

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 the role of men in the women’s empowerment movement. Are there any male leaders standing up for women’s rights who you admire? Or is there an example you’d like to share? We’ll be featuring some of your answers in the next issue. Send your answer to WMW@tupperware.com!



Amina Mohammed, UN Special Adviser (photo via [@AMB A Mohammed](#))

Amina Mohammed is the United National Secretary General’s Special Adviser on Post-2015 Development Planning, playing a key role in the creation of the Global Goals. Mohammed previously served as the Senior Special Assistant to the President of Nigeria – her home country – under three different administrations and as the coordinator of the Task Force on Gender and Education for the UN’s Millennium Project from 2002 to 2005. In a recent interview with GreenBiz, Mohammed spoke candidly about the critical role the business community will need to

Pass on the wave: Use the social media buttons at the bottom of this email to share it out to your own followers!

WOMEN IN THE NEWS

Facebook COO addresses the role of women in the business world



Research finds women are underrepresented at every corporate level

underrepresented at every corporate level—a result of facing more barriers to advancement than their male counterparts. As a solution, Sandberg is calling for increased transparency, training and mentorship. (via [Wall Street Journal](#))

In an essay published earlier this month, Sheryl Sandberg, the COO of Facebook and author of Lean In, announced findings of a new [study](#) conducted by McKinsey and her organization, LeanIn.org. “Women in the Workplace 2015” analyzed data from 118 U.S. companies and 30,000 employees in order to examine gender inequality in the corporate world. The researchers found that women are

Nobel Prizes awarded to women in medicine, literature

PURPOSE WATCH

Business-led coalition works to advance SDGs through employee volunteerism



Companies commit to corporate volunteer programs with IMPACT 2030

Earlier this month, fourteen global corporations came together to establish [IMPACT 2030](#), a

This month, Tu Youyou, a researcher at the Academy of Traditional Chinese Medicine in Beijing, earned a Nobel Prize in medicine for making a groundbreaking discovery that led to a cure for drug-resistant malaria. The discovery is particularly notable for the way Tu employed tactics of traditional Chinese medicine to inform her research, ultimately using the text of a 1,600 year old recipe to develop her artemisinin-based cure. Meanwhile, the Nobel Prize in literature was awarded to Svetlana Alexievich from Belarus, to recognize her powerful writings on female Russian soldiers during WWII and the consequences of the Chernobyl nuclear accident. Alexievich is the first nonfiction writer to win the award in over half a century. Tu and Alexievich are the 48th and 49th women to receive a Nobel Prize since the award's inception – compared to 825 men. (via [Bustle](#), [Fortune](#))

Women crowdsource product donations for female refugees



Refugees need to [travel lightly](#) when they flee for their lives. Often women refugees carry as little as medication, baby supplies and personal documents. As a result, it is common for these women to lack access to basic but vital feminine care products, like pads and tampons. Three women from Essex, England used their previous experience providing sanitary and menstrual products to homeless women to build a crowdfunding campaign that would provide the same products to women refugees. After issuing a call to action in their hometown, the trio was able to donate 3,000 feminine care products and three new tents to women living in a refugee camp in Calais. (via [Ms. blog](#))

Established in [2017](#), a commitment to involve corporate volunteers in the missions set forth by the SDGs. Driving IMPACT 2030 is the belief that companies are a uniquely valuable resource that can be leveraged to global challenges. This is the first time a coalition of companies has united to collaborate via employee volunteering in response to the Global Goals. Since the launch of the initiative, the number of businesses involved has expanded beyond the original fourteen and includes Google, Ritz-Carlton, Johnson & Johnson, Bank of America and many others. (via [Just Means](#))

More companies are recognizing gender equality means a safer supply chain

It's no secret that women working in supply chains—such as garment workers and farmers—often face unfair labor practices because of their gender. Pax World Management's CEO Joe Keefe is committed to diminishing these practices by improving the condition of women laborers around the world. The recipient of the UN's Women's Empowerment Principles

TUPPERWARE BRANDS MAKING WAVES

Tupperware Brands' Fountain Ceremony tradition continues



*Tupperware Austria sales force members attend
the Fountain Ceremony*

When the Gaylin Olson Friendship Fountain in front of the Orlando, Florida Tupperware Brands headquarters was dedicated over 40 years ago, we poured in water from all the Tupperware countries around the world, in a gesture of friendship, unity and the shared passion for changing lives. This gesture ultimately became a tradition that continues today each time a delegation of visiting sales force members comes to our headquarters.

Every time we host the visit of another Tupperware market, all associates from the Orlando office greet them in front of the fountain, welcoming them with their national flag. In a special ceremony, they then add water from their country to the fountain--like it was done at the fountain's

Leadership Award, Keefe works with investors to direct their investments toward businesses that promote gender parity. Working in partnership with Ellevest Asset Management, Keefe launched this month the Ellevest Global Women's Index Fund, the first mutual fund in the US that focuses entirely on investing in the highest-rated companies empowering women across the globe. (via [GreenBiz](#))

dedication--in order to celebrate their success and encourage future growth. We also invite each one to collect a sample of water from the fountain to take home with them as a reminder of their achievement and what it means to belong to the Tupperware Brands family. Finally, sales force members are then given a bronze coin and are asked to turn their back to the fountain and toss the coin into the water while making a special wish. The ceremony is usually a very emotional and memorable moment for our sales force after having worked hard to earn the possibility to participate in this rewarding experience.

Our most recent Fountain Ceremony took place on October 20, 2015 with 275 representatives attending on behalf of Tupperware Austria. Their trip to Orlando and the headquarters was organized to celebrate the 50th birthday of Tupperware Austria!



Sales force members toss coins into the fountain

TUPPERWARE WOMEN OF THE MONTH

Our women of the month for October is Uruguay's Ximena Varón. Ximena is Social Responsibility Manager for Nuvo and Tupperware Uruguay. Read on to see how she makes health and well-being a top priority.



1. Ensuring good health and well-being is number three on the UN's list of



Ximena Varón

17 sustainable development goals—making this issue a top global priority. How are you working to advance this goal at Tupperware through your work with local schools in promoting health education?

In Tupperware Uruguay we are convinced that working with new generations is our future. Children have the ability to absorb all of the new habits that we teach them. Uruguay has a large number of children suffering

from obesity, and because of that, we try to help to improve this situation as a company.

Through the work we do at local schools, we get to influence children experimenting with food and learning how to cook. By working with schools, we are in fact working with the whole community surrounding it, and through that process we're able to spread Tupperware's values.

2. Why is this work important to you?

I do believe that working with such relevant topics which have a direct impact in our community is also part of our role as a company. It allows us to reach different groups, show ourselves as a global company and make a difference in the lives of women in our country.

3. What has been your favorite experience with helping others through Tupperware?

One of the most enriching experiences I've ever had was when we worked with the UN to organize a campaign to help women realize the importance of

their rights. Mainly, about the right to work and be empowered by being economically independent. We worked for a year and at a particular event to award the best Tupperware sales, one woman came to me and whispered “Thanks for helping me realize how much I could reach.”

That night, I felt that all of our work was worth it. It’s like the starfish moral story. You might not rescue them all by returning them from the shore to the sea, but if you can do it with one, the world has already become a better place.

4. When you think about a “sustainable future,” what does that look like to you within the walls of Tupperware Brands? Outside of Tupperware’s walls?

It’s important to meet the needs of our present generation without compromising the ability of future generations to meet their own needs. To achieve this goal, we need personal and institutional commitments, where citizens, companies and governments can work together.

Within Tupperware, we intend to be involved with the development of the SDGs by taking a committed and active role.



Got this as a forward? [Sign up](#) to receive our future emails.

Share this email:



[Manage](#) your preferences | [Opt out](#) using TrueRemove®

View this email [online](#).

250 Hudson St
New York, NY | 10013 US

This email was sent to hannah.messinger@edelman.com.
Continue receiving our emails, add us to your address book.

