



WNNW

WOMEN MAKING WAVES

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September 2015

SPOTLIGHT OF THE MONTH

WOMEN BY THE NUMBERS

477 million

For children around the world, September means the start of a new school year. And whether that means an older sibling's hand-me-down backpack, freshly sharpened pencils or a new school uniform, the excitement of a new school year is universal.

Yet educational opportunities for children vary greatly from one country to the next, especially for girls, who often face barriers that boys do not. As a result, there are many girls who won't get the opportunity for an education this year. Though we've made strides in increasing access to education – the number of girls out of school was [halved](#) between 1999 and 2012 – [63 million girls](#) around the world were denied their right to a primary or secondary education in 2013.

However, there is much hope for improvement with women driving education efforts around the world – whether they're teaching in classrooms, leading education-focused nonprofits or advocating for expansion of education opportunities.

Take for example Veronica McKay of the University of South Africa in Pretoria, who spearheaded the South African Government's Department of Basic Education school workbook development project – ultimately delivering 158 million books to schools around the country. Veronica delivered the keynote address at the UN's official commemoration of International Literacy Day on September 8, 2015. Highlighting the special role of education in development, McKay [declared](#) literacy to be “the glue between all development components including health, agriculture and economic activity.”

That's one of the reasons why advocates for girls' empowerment and

477 million

women around the world are [illiterate](#) – that's 63% of the total illiterate population.

over 98%

of teaching positions in Belarus, Ukraine, Kyrgyz Republic, Kazakhstan and Moldova are held by [women](#).

58 million

children around the world are [not attending primary school](#), many due to school fees and lack of basic learning supplies.

30.6 million

students in the U.S. get their lunches in the [school cafeteria](#) versus bringing it from home.

equality are working hard to ensure they receive the right to the education they deserve. In a recent Time [op-ed](#), Melinda Gates urged world leaders to give girls high priority on the global agenda: “The data shows that when we prioritize investments in women’s health, economic opportunity, and education, everyone benefits. It not only unlocks women and girls’ potential—it unlocks a better future for everyone.”

We’ve seen some innovative solutions to educational challenges sprout up around the world – and some powerful supporters are backing their cause. For example, this month, education nonprofit [Kidogo](#) won a UN SEED Gender Equality Award for its creative solution to two pressing problems – the lack of affordable early childhood education in Kenya’s informal settlements as well as the barriers that prevent women from working or attending school. Through Kidogo’s unique “spoke and hub” model that provides affordable high-quality childcare and early childhood education, mothers are able to build better lives for themselves and their families by pursuing employment and education. Upon announcing the UN SEED award, UN Women Executive Director Phumzile Mlambo-Ngcuka [stated](#) she was “delighted to see Kidogo's positive and replicable solution to relieve promising young women of child care even in fragile situations, so children and mothers can learn and thrive. Imaginative and practical networks like these support both the community and the economy.”

A new educational challenge is emerging, as the number of refugees climbs to levels not seen since the Second World War. Currently there are large numbers of refugee youth experiencing disruptions in their education as they flee to different countries. As a result, international

WOMEN TO WATCH



Princess Reema bint Bandar Al Saud (via [Tribes of the World](#))

Saudi Arabia’s Princess Reema bint Bandar Al Saud is making waves for women in her home country. Between [launching a historic breast cancer awareness campaign](#) in Saudi Arabia, [advocating for Saudi women’s suffrage](#) and [creating employment opportunities](#) for Saudi women, Princess Reema is cementing her place in history as a revolutionary.

efforts are underway to ensure refugee youth are able to access the education they need. Businesses like Pearson are partnering with nonprofits to support [education centers](#) for Syrian children in Jordan, while the Lebanese government just [implemented](#) a creative “double shift” approach to ensure 200,000 Syrian youth can resume their education.

Of course, we can't talk about breaking down barriers to education without praising the revolutionary work of eighteen-year-old Malala Yousafzai, who has worked tirelessly to expand educational opportunities in her home country of Pakistan as well as in Jordan, Kenya, Lebanon, Nigeria and Sierra Leone. The Nobel Peace Prize winner became a global advocate for education in 2012 after being shot by the Taliban for suggesting girls had a right to an education. In a recent interview, she [declared](#), “I think that it's important that we provide quality education to women and men – we also need men to give the space to women which they deserve. It's collective work and I'm hopeful that with quality education and this change in mindset that we see this change and we see women taking the roles that they deserve.” (We're particularly looking forward to Malala's documentary coming out this fall!)

Ultimately education is about making the future brighter for the next generation. With the hard work of so many women and girls around the world, we have high hopes.

WOMEN IN THE NEWS

This September, Princess Reema was the subject of a fascinating profile by Fast Company. In the profile, she discusses her efforts to improve the lives of women in a country that ranked #127 out of 136 countries in the World Economic Forum's 2013 Global Gender Gap Report and where women aren't allowed to drive and can't marry, travel or study without a man's permission. (via [Fast Company](#))

PURPOSE WATCH

Microsoft expands signature global youth education initiative



Microsoft invests \$75 million in its YouthSpark Initiative

Fortune releases annual lists of world's most powerful women



Fortune lists the world's most powerful women

This month, Fortune released the annual lists of the World's Most Powerful Women in [North America](#), [Asia-Pacific](#) and [Europe, Middle East and Africa](#). The women featured on the lists represent a wide range of industries and backgrounds – from ICICI Bank CEO Chanda Kochhar to 25-year-old Taylor Swift. A total of 19 countries are represented on the lists. Fortune notes that Chinese executives “trounced” executives from other countries, earning 13 of the 25 spots on the Asia-Pacific list. The next most represented country was the U.K., with 10 women on the Europe, Middle East and Africa list. (via [Fortune](#))

Woman dedicates life to educating girls in refugee settlements

Aqeela Asifi has been working to improve education opportunities for girls in refugee settlements since she was forced to flee from her home in Kabul in 1992. By convincing community leaders to relax strict cultural traditions that barred girls from receiving an education, Aqeela was able to establish makeshift schools for girls housed inside of tents. Twenty-

This month Microsoft announced it will expand its YouthSpark initiative – a global effort to empower youth by providing them with access to computer science education. Launched three years ago as a collaborative effort between Microsoft and governments, nonprofits and business, YouthSpark has already touched the lives of more than 300 million youth around the world. Now Microsoft is ramping up its commitment, promising to invest \$75 million over three years. (via [USA Today](#))

Patagonia CEO Rose Marcario describes commitment to sustainability

Patagonia has a reputation for integrating innovative sustainable products and practices into its business strategy, ranking second in this year's [Sustainability Leaders Report](#). This month, Fortune interviewed the company's CEO, Rose Marcario, who discusses the

to establish makeshift schools for girls, housed inside of tents. Twenty-three years later, Aqeela has established permanent schools serving more than one thousand refugee youth. This month she received the UN Refugee Agency's 2015 Nansen Refugee Award in recognition of her exemplary service to refugee youth. (via [Makers](#))

Team of women archeologists discovers new species of human



6 women discover a species of early human

When archeologist Lee R. Berger made a request on Facebook for “tiny and small specialized cavers and spelunkers with excellent archaeological, paleontological and excavation skills,” he put together a team of six women with the scientific background and physical strength that allowed

them to descend 39 feet into the ground through Rising Star Cave. Working in dark, cramped quarters paid off – thanks to their efforts, we now have evidence of Homo naledi, a new species of early human. Experts predict this could change the way we view evolution. (via [Refinery29](#))

importance of private sector commitment to planet-friendly practices and the need for a sustainability revolution.

Her leadership has led to some exciting initiatives at the company, including building a venture capital branch of the company to identify and assist startups with an ecological focus. Notably, Marcario was able to promote sustainability while still ensuring the profitability of the company – under Marcario, Patagonia has doubled the scale of its operations and is on track to make 2015 its most profitable year yet. (via [Fortune](#))

Tupperware Brands' social good efforts on healthy eating and education



How Tupperware Argentina supports the HuertaNiño Foundation (photo via [Huerta Niño Facebook](#))

Our focus this month on education gives us a great opportunity to take a closer look at Tupperware Brands' efforts in health and nutrition education around the world. In particular, our Tupperware Brands team in Argentina is making big strides in their community – they even won the 2014

Global Impact Award for sustainable social development for a wonderful program with the Huerta Niño Foundation led by Bettina Bernardo as the senior sponsor. The inspiration for the program came from almost a decade ago when it was launched in Uruguay by Nuvo executives and the Logros Foundation.

Tupperware Brands Argentina joined forces with the Huerta Niño Foundation, a non-profit working in Argentina to eradicate child hunger through the construction of gardens and greenhouses in disadvantaged

schools. The project started back in 2011 with a garden in the Santiago del Estero province. Today, Tupperware Brands continues to expand its sponsorship in several provinces throughout Argentina.

In particular, Tupperware Brands Argentina developed successful cause marketing campaigns to raise funds for the “Mi Huerta” program. The program is a comprehensive teaching process that provides children with training about their rural environment and allows them to improve their health by growing and cultivating their own vegetable garden. A school vegetable garden is constructed in one year and lasts a lifetime. These vegetable gardens are an excellent example of sustainable and long-lasting impact in communities.



Tupperware Brands Women of the Month



In this education-themed issue of Women Making Waves, we’re featuring [Bettina Bernardo](#), Managing Director Argentina and Uruguay, as our woman of the month! Bettina is the senior sponsor behind Tupperware Argentina’s partnership with the Huerta Niño Foundation. Read more about Bettina and the work with Huerta Niño Foundation below!

1. Is health education and the promotion of healthy eating in schools important to you?

Children are our future, that's why it is so important to promote health, education and good eating. In Argentina specifically, it's also very important to give tools to reduce hunger. Our population is accustomed to receiving food from the government or outside assistance, but they don't know how to generate their own resources and there is plenty of land all across the country to accomplish it. We have a country with many natural resources, but there's a high level of infantile malnutrition. So, the first step if you want to promote health is to eliminate malnourished children.

2. Please describe the work you do with Tupperware and your local schools to promote health education?

In this context, the challenge was to find a program that works to relieve infant malnutrition, but not by just giving food. We wanted a program that offered a long-term and relevant solution to our children. We found the Huerta Niño Foundation, and with them, we sponsor the construction of vegetable gardens at rural schools located in underprivileged rural areas. All the children in rural areas go to school. School is the center of community activities, and there they acquire knowledge that has a direct impact in their homes. Many families have grown their own gardens, which are easy to operate, and they are a way to improve their living conditions.

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

My favorite experience was when we presented this program to our sales force. It was an opportunity to connect and engage them with issues that are very different to the ones that concern people in big cities. Many associates became aware through the presentation of the sacrifice that many children make to study, as they have to travel long distances without public transportation. On top of this, they don't have enough resources to eat every day. Therefore, the school is a very important institution for them because they not only study there, but they also have a place to have lunch without conflict.

4. How do you approach healthy eating outside of Tupperware?

I always prefer natural and homemade meals. I think the secret is to take the time to eat in a relaxed environment. Tupperware gives me a lot of solutions to cook in a healthy way and I always bring natural snacks such as almonds to the office. Exercise and meditation are great compliments as well!

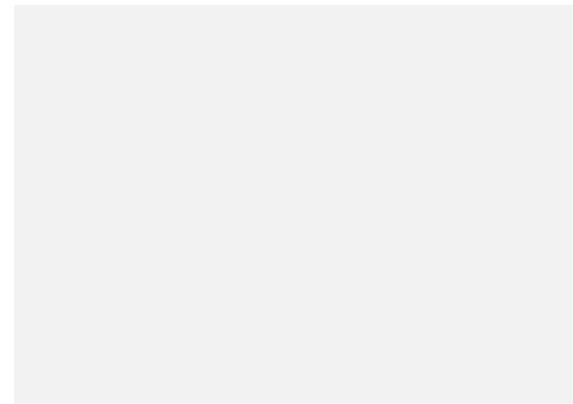


Help Us Make Waves – A Call for Ideas!

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 recapping the United Nations General Assembly, and shining a spotlight on how women leaders can integrate across sectors and ignite change. Here's

our request for you – share back with us a woman leader you admire! We'll be featuring some of your answers in the next issue. Send your answer to WMW@tupperware.com.

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