Dear TWF friends,

After the Crisis: How Will COVID-19 Transform Gender Equality?

"Accept - then act. Whatever the present moment contains, accept it as if you had chosen it. Always work with it, not against it." Eckhart Tolle, author

COVID-19 has upended nearly every aspect of our daily lives from our basic necessities and social interactions to education, jobs and the economy. But it also offers us a rare chance to radically transform and reshape our mindsets, behaviours, values and systems – including gender equality. This crisis is in effect the crucible of transformation.

At TWF, we’ve taken a moment to reflect on what this crisis and – in turn – how we can use it to transform gender equality in the post-COVID environment.

We are beginning to see deep challenges to the status quo. There is a collective upswell in appreciation for essential workers. Not just for health service workers, but also supermarket workers, cleaners and other low income jobs that are disproportionately held by women and whose voices and needs have often been sidelined from conversations and policies.

#TECHFORGOOD

Help Us Support Underprivileged Families During COVID-19

As Hong Kong fights the pandemic with ongoing school closures and other measures, TWF is committed to assisting underprivileged girls and their families. In collaboration with Hong Kong Association for Computer Education (HKACE), we intend to donate 500 much needed second-hand portable devices to underprivileged families to enable their children to access online school work and e-classes amid school suspensions.

We need your help to make this happen. Please consider joining this vital project for our community by donating 25-50 laptops, iPads or tablets; or by helping us cover the costs for coordination of this outreach project.

We invite you to visit here for more information. Kindly contact Connie.Cheung@twfhk.org or Deanie.Chiu@twfhk.org with any questions.

UPCOMING EVENT

Special Edition for Mother’s Day:
Supermoms Fight Against COVID-19

Facebook and TWF are coming together with Hong Kong Momtrepreneurs to bring you a Mother's Day panel. Diana Wu David | Future Proof Labs; Anita Lam | Facebook Greater China; Shalini Mahtani | The Zubin Foundation; and Janice Chew | JC Legal will join Fiona Nott | TWF to discuss resilience, support from technology, and collaborating to help other mother-entrepreneurs and the wider community.

DETAILS
Date: Friday, May 8 2020
Time: 1.00pm
Language: English

Watch Live on the following Facebook pages: TWF, Hong Kong Momtrepreneurs or Facebook

TWF PROGRAMME UPDATES

Support TWF’s Mentoring Programme

The 12th year of our flagship Mentoring Programme for Women Leaders will start over the summer. If you think your organisation is committed to diversity, working hard to develop a pipeline of women leaders, and would be interested in becoming a corporate partner of the Programme, there are limited spots left! Get in touch: mentoring@twfhk.org

Mentoring Programme - Art of Persuasive Communication

Last Saturday, our mentors came together for a virtual workshop on the Art of Persuasive Communication. Our mentors took away practical tools and strategies on the art of creating and delivering a persuasive and "sticky" message. Thank you very much to our very own alumni Divya Ahluwalia | Templar Advisors for leading an excellent session!

#MAKEPEOPLECOUNT CAMPAIGN

#MakePeopleCount Update

MEDIA
Our anti-sexual violence campaign #MakePeopleCount was featured by various media outlets including SCMP, Luna, Campaign Asia, Marketing Magazine and PR Week.

WAYS TO ENGAGE
Our campaign will be running through the end of May, so please share our video, resources site and / or advocacy recommendations (Chinese, English) with your networks or engage with us on social media.

If you have any questions or feedback about the campaign, please contact Lisa Moore at Lisa.Moore@twfhk.org.

DONATE TO TWF

The COVID-19 pandemic is not only having a profound impact on our health, but also on our society. Women are disproportionately impacted by this crisis -
from comprising the majority of health workers and undertaking the majority of care work at home without the support of schools or care centres to facing increased risks of domestic abuse and other forms of gender-based violence.

At TWF, we are committed to working with you all in forging a path forward that is equal – for men and women, boys and girls. As we continue to grapple with COVID-19, it’s more vital than ever that gender equality, diversity and the needs of our most vulnerable are kept in mind. We know this next period will be a challenge for all of us and will leave our city changed in ways that are both predictable and unpredictable. Help us as we continue to empower and improve the lives of women and girls in Hong Kong. Please make a donation to support our critical work.

Make your donation here now!

IN THE SPOTLIGHT

**TWF CEO Quoted in the FT on Challenges Women Face at Work**

TWF CEO Fiona Nott was quoted in an article from the Financial Times around how COVID-19 can kickstart changes for women in the workplace in Mianland China and Hong Kong.

Read the article here

**TWF CEO Interviewed by A Plus Magazine**

TWF CEO Fiona Nott was interviewed for A Plus, HKICPA’s magazine, on the effects of COVID-19 on gender equality, as well as the challenges and opportunities of advancing women leaders in businesses in Hong Kong. Fiona explained why gender diversity is a business case and the important role of the corporate sector plays in advancing gender equality.

Read the profile here

IN THE COMMUNITY

**Facebook’s Go Digital Programme for the #SMB community**

As part of #SheMeansBusiness, TWF is proud to support Facebook’s Go Digital Programme for female entrepreneurs. Starting with an introduction session on May 7, Go Digital will help you develop knowledge and skills around digital marketing and help your business continue in the current crisis. Delivered in Cantonese, you can access the programme in your own time and join live Q&A sessions with Facebook experts. Join the introduction session to find out more!

Sign up here!

**TWF CARE PACK – HELPING YOU NAVIGATE COVID-19**

We hope to update this pack with new suggestions each week! If you have any recommendations, please send them to Jenny.Bate@twfhk.org

- **Prevention**
  - Coronavirus: How do I protect myself? (BBC)

- **Work from Home & Home Schooling Tips**
  - Homeschooling: Live online classes for ages 3-18 (Outschool)
  - Watch my kids, please: Parents hire Zoom babysitters so they can shelter in peace
WHAT WE'RE READING

Gender Equality
- 阿富汗女權特展：不論世界何處，女性都不該是受害者 (WOMANY)
- Why do female leaders seem so good at tackling the coronavirus pandemic? (Telegraph)
- COVID-19 could lead to millions of unintended pregnancies, new UN-back data reveals (UN news)
- 'I feel like a 1950's housewife': how lockdown has exposed the gender divide (The Observer)
- The "women's work" of the pandemic (Vox)
- The coronavirus is not gender-blind, nor should we be (World Bank)
- Megan Rapinoe and Alex Morgan say USA Women's team will appeal after equal pay defeat (Sky Sports)
- Coronavirus: how can I help? (BBC)

Sexual Violence & Harassment
- 阿富汗女權特展：不論世界何處，女性都不該是受害者 (WOMANY)
- 国際丹宁日：直到今天，還有六成人認為性侵是被害者的錯 (WOMANY)
- Domestic Violence in Turbulent Times (Hong Kong Divorce)
- In a Victory for Women in Sudan, Female Genital Mutilation Is Outlawed (NYT)
- Evangelical churches believe men should control women, that's why they breed domestic violence (The Conversation)
- COVID-19 is New. Gender-Based Violence Isn’t (Deliver For Good)
- Preventing a silent crisis for Rohingya women and girls during COVID-19 pandemic (UNICEF)

Masculinity
- Coronavirus lockdown: Sierra Leone 'role model' minister carries baby and holds Zoom meeting (BBC)

Board Diversity
- 鄭志剛下月任新世界行政總裁 女性董事比例增至25% (HKET)
- Want gender balance in the boardroom? Here are 3 alternatives to quotas (Fortune)