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**Regional Programme Promoting Women's Economic Empowerment in Asia:  
WeEmpowerAsia  
Communications and Visibility Report  
March 2019 – March 2020**



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## Summary

The present report aims at presenting a snapshot of the key communication and visibility highlights of the European Union-UN Women Regional Programme WeEmpowerAsia from March 2019 to March 2020.

As per the Communication and Visibility Strategy, during its first year of implementation, the WeEmpowerAsia programme developed a number of communication materials including its [website](#) and the first issue of its [bulletin](#), as well as other assets such as slide decks, notebooks, stickers, banners, postcards and folders.



In this period, the programme started to compile a regional database of partners to disseminate information, messages and advocacy materials totaling at 415 individuals from the private sector, governments, academia, NGOs and civil society.

The programme was launched through different advocacy activities. The regional team organized a [launch ceremony](#) at the United Nations in Bangkok to introduce the programme to sister agencies and other partners. Programme-implementing countries also conducted events to officially start their work at the national level. China, for example, hosted a [national launch](#) of the programme within the framework of a larger event hosted in partnership with the EU and the Swedish Embassy. Similarly, the [launch](#) in India, which was co-led by the EU Ambassador, garnered impressive turnout by [top business leaders](#), and culminated with the country's largest annual [Gender Equality Summit](#) a day later.



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## WeEmpowerAsia Bulletin

### Promoting women's economic empowerment in Asia

WeEmpowerAsia is a joint programme of the European Union and UN Women, aimed at increasing the number of women who lead and participate in private-sector businesses in China, India, Indonesia, Malaysia, the Philippines, Thailand and Viet Nam, thus advancing inclusive and sustainable growth along with more gender-equal trade opportunities with Europe. Our bulletin will feature stories, events, announcements, publications and resources as well as updates on the implementation of the programme. Read more about the programme [here](#).



### WeEmpowerAsia panel at ASEAN's Women CEO's Summit

Private sector leaders, entrepreneurs and officials of the European Union and UN Women highlighted the "business case" for gender equality and women's economic empowerment in Asia at a panel discussion hosted as part of the ASEAN's Women CEOs Summit in Bangkok. The event was attended by over 120 participants from across Southeast Asia. [Read the story.](#)



### Beijing business leaders discuss gender equality and corporate social responsibility

The 2019 International Conference on Gender Equality and Corporate Social Responsibility (ICSGER) - held in Beijing - discussed challenges and opportunities for gender mainstreaming in companies as well as innovative approaches to promote women's leadership, decent work and digital inclusion. [Read more.](#)

In its first year, the programme has worked extensively to establish partnerships with key stakeholders. Using as an entry point the celebration of International Women's Day, country teams approached Stock Exchanges and other partners to organize "[Ring the Bell for Gender Equality](#)" events. Eight events across all WeEmpowerAsia countries were set to be conducted but six had to be cancelled, postponed or scaled-down due to the Covid-19 pandemic.

At the regional level, the programme initiated a [partnership with amfori](#), a global business association working on open and sustainable trade. More recently, our collaboration with [Zilingo](#), a regional e-fashion marketplace/B2B platform connecting the supply chain in 15 countries, had garnered extensive [media coverage](#).

In addition, programme teams have started collaboration with champions and advocates in different sectors ranging from [entrepreneurship](#), [private sector](#), [market regulators](#), [social influencers](#), [multi-stakeholder platforms](#) and policymakers with a view to establish a "champions network" as one of the "big rocks" identified during the inception phase. Our interview with official signatories of the WEPs such as Thailand's top fashion designer "[VATANIKA](#)" was set to be featured at CSW64 prior to Covid-19 impacts.

Communication and visibility efforts have been regularly documented on the regional website and social media channels. In the first year of implementation, only on the regional social media channels, the programme posts reached a total of 288,467 persons across Facebook, Twitter and Instagram, generating a total of 10,801 organic interactions/engagement from the audience. A total of 4 press releases, 9 website stories, 4 media advisories (event announcer) and 22 video clips (including [interviews](#)) were published.



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## HIGHLIGHTS

### REGIONAL ANNOUNCEMENT

The EU-UN Women programme “Promoting Economic Empowerment of Women at Work in Asia: WeEmpowerAsia” was officially announced in March 8 2019, within the framework of the International Women’s Day celebration through a regional [press release](#) posted in English, [Bahasa Indonesia](#), [Chinese](#) and [Vietnamese](#).



The press release was posted simultaneously across different EU’s pages, including the European Commission’s Service for Foreign Policy Instruments (FPI) [page](#) and the EU Delegation to India [website](#) and [Twitter](#).

The announcement was also made a few days later by UN Women’s Executive Director Phumzile Mlambo Ngcuka, at the [2019 Women’s Empowerment Principles Forum](#) hosted in New York by the United Nations Global Compact and UN Women HQ during the 63<sup>rd</sup> session of the United Nations Commission on the Status of Women (CSW63).

The event was captured on social media by UN Women in Brussels and the EU Mission to the UN Twitter accounts.



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## ASEAN WOMEN'S BUSINESS CONFERENCE

As part of the partnership with the ASEAN Women Entrepreneurs Network (AWEN), the regional programme hosted a Consultation Dialogue Meeting during the ASEAN Women's Business Conference hosted in Bangkok, Thailand on 20-21 June 2019 under the theme 'Globalization 4.0 and Beyond: Advancing Women Economic Empowerment Through Action and Impact'.

While the consultation meeting was a closed event, the regional programme used the opportunity to announce the partnership on social media and highlight some of the programme's key messages during the gala dinner hosted during the event.





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## KICK-OFF WORKSHOP

From 15 to 17 October 2019, the Regional Programme WeEmpowerAsia conducted its kick-off workshop in Bangkok, Thailand. The meeting was attended by country programme teams from China, India, Indonesia, Philippines and Viet Nam as well as the staff working under the regional office, including UN Women's Deputy Regional Director and a representative from the EU Delegation to Thailand. Highlights of the workshop were covered on the regional office Twitter account.





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## PROGRAMME LAUNCH EVENT

On 18 October 2019, the Regional Programme WeEmpowerAsia held an internal launch at the United Nations Conference Centre in Bangkok. The event aimed at officially introducing the regional programme to UN Women colleagues and UN partners in Bangkok.

Attended by country programme teams from China, India, Indonesia, Philippines and Viet Nam, as well as staff from UN Women regional office, including the Regional Director, the event presented the main conclusions and action points of the 3-day inception workshop.

Highlights of the workshop were covered on the regional office Twitter account.



## WeEmpowerAsia PANEL: “EMPOWERING WOMEN MEANS BUSINESS” AT ASEAN WOMEN CEOs SUMMIT

On 31<sup>st</sup> October 2019, the Regional Programme hosted the panel “Empowering Women Means Business” as part of the ASEAN Women Entrepreneurs Network (AWEN) [Women CEOs Summit](#).



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In his opening remarks, [REDACTED] of the EU Delegation to Thailand said "I am pleased to introduce We Empower Asia, an EU-UN Women joint programme, funded by the EU, which aims at promoting gender equality and women's economic empowerment in the region. The European Union will continue its work in Asia and at home to ensure that women are empowered, have equal access to education, financing and jobs."

The panel discussion hosted by We Empower Asia in the context of the Summit, was moderated by [REDACTED] and the Pacific, and it was comprised of a diverse group of experts including [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

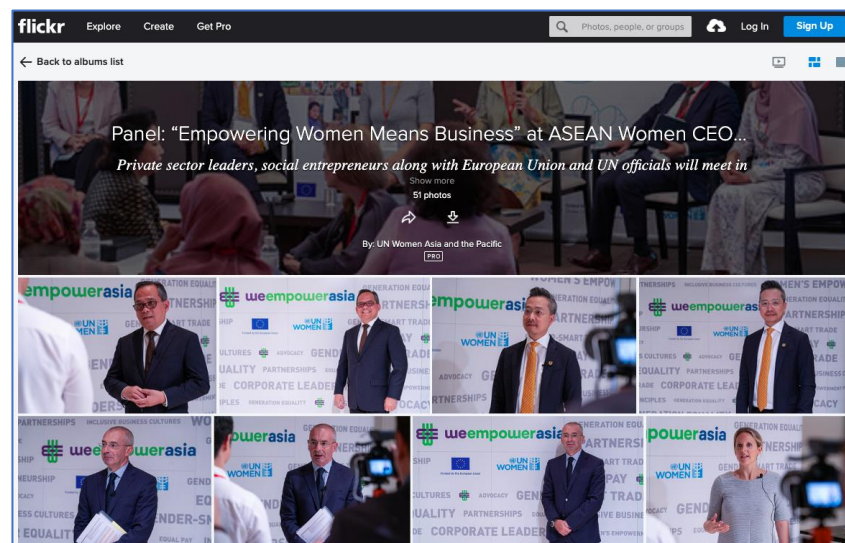
[REDACTED]

[REDACTED]





High-resolution photographs taken during the panel are available on [UN Women Asia Pacific Flickr](#).





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**UN Women Asia and the Pacific**  
Published by Diego De La Rosa [?] · 14 mins · 🌐

Private sector leaders & social entrepreneurs met in Bangkok to discuss the 'business case' for gender equality and women's economic empowerment at a panel hosted as part of the Women CEOs Summit by AWEN- Asean Women Entrepreneurs Network. The event was organized by #WEEmpowerAsia, a regional programme by the European Commission & UN Women 🇪🇺 🇺🇳

📍: UN Women/Pathumporn Thongking





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#### WORKSHOP WITH INVESTING IN WOMEN

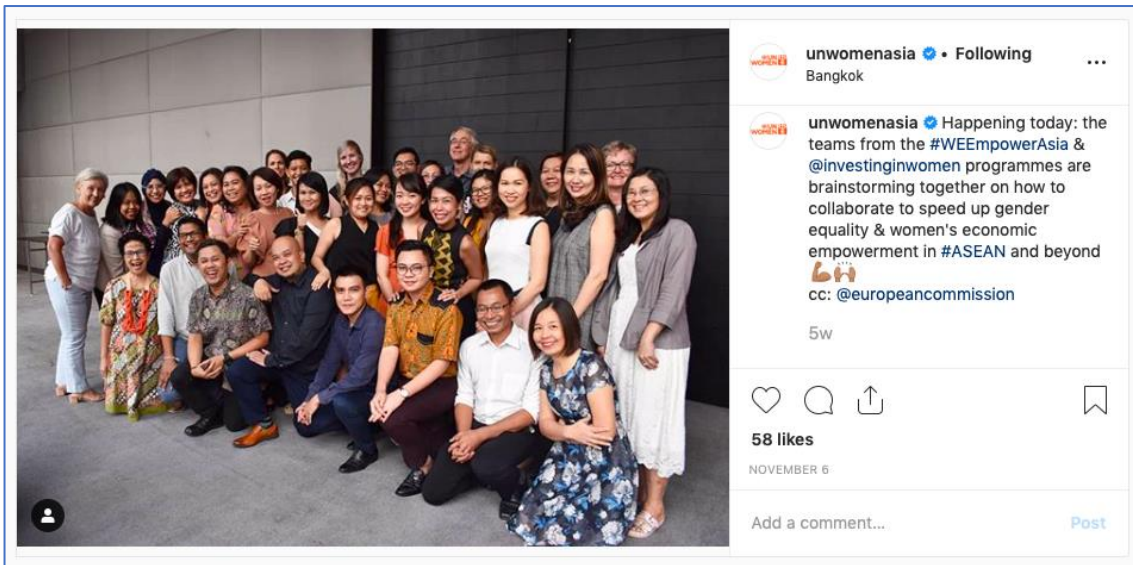
On 6 November 2019, WeEmpowerAsia and “[Investing in Women](#)”, an initiative of the Australian Government which promotes inclusive economic growth through women’s economic empowerment in South East Asia, held a joint full-day session in Bangkok to discuss potential avenues for both programmes to collaborate in the coming years.

The event was captured on social media:





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## SIGNING CEREMONY MOU WITH GLOBAL COMPACT INDIA

On November 15, the team of We Empower Asia in India, signed a Memorandum of Understanding (MoU) with the Global Compact Network India to encourage businesses to commit to the Women's Empowerment Principles.





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**UN Women India** ✓

@unwomenindia

**Gender Equality means Good Business!**

@kamal\_sng, Exec. Director, @GCNIndia &  
@SatyamNishtha, Dep. Representative, @unwomenindia  
sign the MoU, under #WEEmpowerAsia supported by  
@EU\_Commission, to encourage businesses to commit  
to the Women's Empowerment Principles.



EU in India and 9 others

6:58 PM · Nov 15, 2019 from New Delhi, India · Twitter Web Client

11 Retweets 20 Likes

#### **WORKSHOP ON PROMOTING POSITIVE WORK CULTURE THROUGH GENDER SENSITIVITY AND ANTI-SEXUAL HARASSMENT IN THE PHILIPPINES**

The We Empower Asia Team in the Philippines held a workshop on promoting positive work culture through gender sensitivity and anti-sexual harassment for close to 300 frontline



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employees of the Festival Lifestyle Mall in Alabang, Metro Manila. The session was organized in the context of the 16 Days of Activism against Gender-based Violence campaign.



**UN Women AsiaPacific** ✓  
@unwomenasia

300 employees of [@FestivalAlabang](#) Mall in [#Manila](#) joined a discussion on positive work culture through gender sensitivity & ending sexual harassment as part of the [#WeEmpowerAsia](#) programme by [@UN\\_Women](#) [#Philippines](#) & [@EUinthePH](#)   
➡ [#16Days](#) against Gender-based Violence



 European Commission  and 3 others

1:06 PM · Nov 23, 2019 · [Twitter Web App](#)

**5 Retweets**   **7 Likes**



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## INTERNATIONAL CONFERENCE ON GENDER AND CORPORATE SOCIAL RESPONSIBILITY IN CHINA

On 26 November 2019, the Regional Programme co-organized with the European Union a kick-off ceremony in China as part of the [2019 International Conference on Gender Equality and Corporate Social Responsibility](#) held in Beijing.



Hosted by UN Women China, in partnership with the EU Delegation and the Embassy of Sweden in China, the conference was also the occasion for over 250 business leaders and entrepreneurs to discuss innovative approaches to promote women's economic participation in the private sector as well as the way forward to advance women's leadership, decent work and digital inclusion.

In his opening remarks, [REDACTED] the EU Delegation to China, expressed support for the WeEmpowerAsia regional programme and reminded the audience about the EU's longstanding commitment towards gender equality as well as Corporate Social Responsibility promotion. This commitment has been reflected, for example, by the progress made in the appointment of women as middle and senior managers in the European Commission as well as by the European Commission's trade policy's "commitment to identify opportunities for responsible supply chain partnerships", as stated by [REDACTED].

The kick-off ceremony was also attended by [REDACTED], as well as other EU and UN officials. The session touched on country-specific priorities for China along with ways to promote gender-inclusive business environments and the [Women's Empowerment Principles \(WEPs\)](#).



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Joint media advisory and press release were prepared and disseminated in [English](#) and [Chinese](#).





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**UN WOMEN** Asia and the Pacific

ABOUT US WHAT WE DO WHERE WE ARE PARTNERSHIPS NEWS & EVENTS

Home News & Events Share

## Business leaders in Beijing discuss gender equality and corporate social responsibility

Date: Tuesday, November 26, 2019

[Joint press release]

 Funded by the European Union

 Embassy of Sweden Beijing



English | 中文

Beijing, China — Organised by UN Women China, in partnership with the Delegation of the European Union (EU) to China and the Embassy of Sweden in China, the 2019 International Conference on Gender Equality and Corporate Social Responsibility (CSR) concluded in Beijing today, noting progress made and actions required to address gender barriers in the private sector.



## 商界领袖会聚北京讨论性别平等与企业社会责任

[联合新闻稿]

 Funded by the European Union

 Embassy of Sweden Beijing



English | 中文

2019年11月26日，北京——由联合国妇女署中国办公室、欧洲联盟驻华代表团及瑞典驻华大使馆联合举办的2019性别平等与企业社会责任国际会议，旨在评估总结私营部门推动性别平等取得的进展和仍需采取的行动。



[Photo: UN Women]

近250位私营企业领袖、社会企业家、社会组织代表及欧盟、联合国官员汇聚北京，探讨性别平等与企业社会责任之间的关系。

此次会议聚焦将性别平等视角纳入公司政策及企业社会责任所面临的挑战及机遇，并探讨了提升女性领导力、为女性争取体面工作、提升女性在数字化世界中的参与等重要议题。

此次会议举办正值《北京宣言》和《北京行动纲领》(北京+25)回顾期，为纪念第四次世界妇女大会暨《北京宣言》和《北京行动纲领》通过25周年的亚太区域回顾于2019年11月22至29日在位于曼谷的联合国会议中心举行。

尽管近年来全球推进性别平等取得进展，据世界经济论坛推称，以目前的速度在全球范围内消除经济机会的性别差距，还需202年。来自麦肯锡全球研究所的报告显示，截至2025年，性别不平等会为中国造成高达2.6万亿美元的经济损失。尽管中国经济快速发展带来的机会显而易见，部分女性仍在工作场所、市场和社区中遭遇挑战和歧视。

**UN Women AsiaPacific** @unwomenasia

The Gender Equality & #CSR conference in #Beijing concluded today with emphasis on promoting women's economic participation in the private sector. READ MORE: [bit.ly/gecsr19](http://bit.ly/gecsr19)

#WeEmpowerAsia @EU\_Commission



UN Women and 4 others

5:13 PM · Nov 26, 2019 · Twitter Web App

View Tweet activity

3 Retweets 6 Likes

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**联合国妇女署**

联合国促进性别平等和增强妇女权能署 (简称联合国)

关注 417 | 粉丝 39万

【#平等的一代#】活动分享

尽管近年来全球推进性别平等取得进展，据世界经济论坛推称，以目前的速度在全球范围内消除经济机会的性别差距，还需202年。

2019年11月26日，由@联合国妇女署、@欧盟在中国及@瑞典驻华大使馆微博联合举办的2019性别平等与企业社会责任国际会议在北京举行，旨在评估总结私营部门推动性别平等取得的进展和仍需采取的行动。近250位私营企业领袖、社会企业家、社会组织代表及欧盟、联合国官员汇聚北京，联合国妇女署中国办公室国别主任安思齐(Smriti Aryal)女士、中华全国妇女联合会(全国妇联)联络部副部长赵红菊女士、瑞典驻华代表团副团长何云腾(Tim Harrington)先生和联合国妇女署#HeforShe#活动倡导者@关小悦Joy出席并发表了主题演讲。共同探讨性别平等与企业社会责任之间的关系。此次会议聚焦将性别平等视角纳入公司政策及企业社会责任所面临的挑战及机遇，并探讨了提升女性领导力、为女性争取体面工作、提升女性在数字化世界中的参与等重要议题。

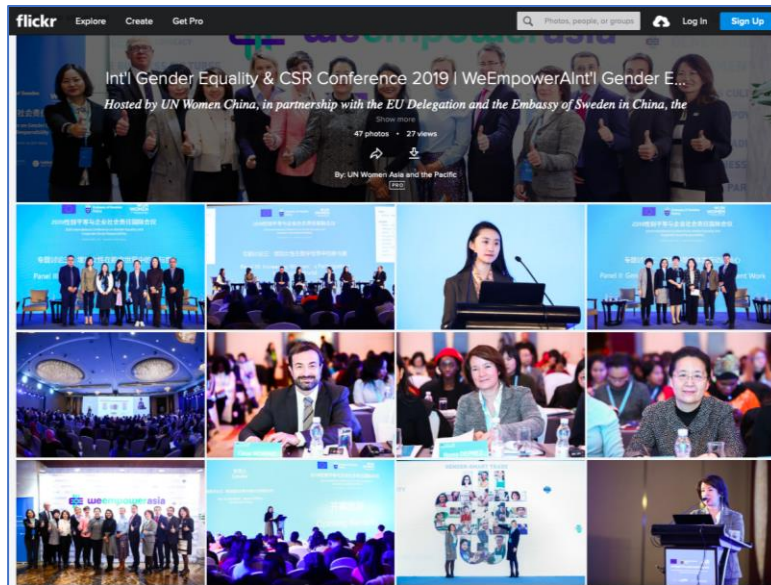
联合国妇女署中国办公室国别主任安思齐(Smriti Aryal)在开幕致辞呼吁大家评估在性别平等方面取得的进展，并建立一个所有妇女都能成功的平等、安全和公平的工作场所。联合国妇女署支持私营部门就伙伴关系和合作作出更有力的承诺。这将对改善妇女和女童的生活产生切实的代际影响。

High-resolution photographs taken during the kick-off ceremony panel are available on [UN Women Asia Pacific Flickr](#).





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Overall, the kick-off ceremony for WeEmpowerAsia China received overwhelming visibility and was greatly appreciated by the EU delegation in China, representatives of the European Commission's FPI Unit, the private sector and participants. The event garnered news coverage from 12 media agencies in China.



## 商界领袖会聚北京讨论性别平等与企业社会责任

11-27 10:08

2019年11月26日，北京 – 由联合国妇女署、欧洲联盟驻华代表团及瑞典驻华大使馆联合举办的2019性别平等与企业社会责任国际会议在北京



网易新闻  
为4亿人新闻阅读而生

打开



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The event also received detailed coverage both on Chinese and regional social media platforms.





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## DISCUSSION ON SUPPORTIVE ENVIRONMENT FOR WOMEN BY THE WOMEN'S EMPOWERMENT WORKING GROUP IN INDONESIA



### We EmpowerAsia at the Beijing+25 Ministerial Conference

Successful entrepreneur and WeEmpowerAsia ally Nadira Yussof from Malaysia was part of a panel on women's economic empowerment hosted in the context of the Beijing+25 Ministerial Conference.



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On the sidelines of the conference, [REDACTED], met with the We Empower Asia team for a briefing on the programme.



#### **MEETING AND BRAINSTORMING SESSION WITH WOMEN SOCIAL ENTREPRENEURS IN THE PHILIPPINES**

The WeEmpowerAsia team in the Philippines met a group of women social entrepreneurs to discuss challenges and gaps in promoting and scaling up women owned/led/supported enterprises. The group brainstormed on existing initiatives and how these can be refined and approached better having in mind and acknowledging real life context and narratives of community women.





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## LAUNCH OF WEEMPOWERASIA IN INDIA

On March 5, 2020, UN Women and the EU Delegation to India hosted a launching event for the programme in the country. At the event, 14 business leaders committed to sign the Women's Empowerment Principles in the presence of the EU Ambassador to India. The event culminated with the Gender Equality Summit a day later.







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## RING THE BELL x WeEmpoweAsia

Timed with International Women's Day (8 March), stock exchanges in the region were approached by the EU-UN Women regional programme 'WeEmpowerAsia' to host the annual 'Ring the Bell for Gender Equality' events across the seven programme countries. Due to the Coronavirus crisis, Six stock exchanges in China, India, Indonesia, Thailand and Viet Nam postponed events. Bursa Malaysia in Kuala Lumpur scaled-down arrangements to an internal event. The Philippine Stock Exchange (PSE) in Manila successfully held the commemoration with high visibility.

**Across Asia, Stock Exchanges “Ring the Bell” to Advance Gender Equality**

Timed with International Women's Day (8 March), stock exchanges in the region will join the EU-UN Women regional programme 'WeEmpowerAsia' in ringing their trading bells to signal the commitment to women's economic empowerment.

Date: Tuesday, March 3, 2020  
[Joint Press Release]  
[For Immediate Release]

The article features logos for the European Union, WeEmpowerAsia, and UN Women. It includes a graphic of a person ringing a bell and lists participating stock exchanges: BSE, NSE, PSE, and SET. The text mentions that the bell ringing ceremonies will start in Kuala Lumpur on 6 March, followed by Manila on 11 March, and then the Philippines Stock Exchange. It also notes that four more stock exchanges have postponed their events due to COVID-19 concerns.

**UN Women Asia Pacific** @unwomenasia

★SAVE THE DATE★ Stock exchanges across #Asia to celebrate #IWD2020 ♀ with "Ring the Bell" for Gender Equality!

6 March #Malaysia  
10 March #Indonesia  
11 March #Philippines  
11, 13 March #India  
13 March #Thailand

#GenderBell #WeEmpowerAsia  
@EU\_Commission @UN\_Women

The tweet includes a graphic titled 'Ring the Bell for Gender Equality' with the text '6-13 MARCH 2020 WE ARE ALL GENERATION EQUALITY RING THE BELL FOR GENDER EQUALITY EVENTS'. It also features logos for various organizations including UN Women, WeEmpowerAsia, and several stock exchanges (BSE, NSE, PSE, SET).

UN Global Compact and 9 others  
6:57 PM · Feb 28, 2020 · Twitter Web App  
13 Retweets 17 Likes



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**Bourse's bell rings for belles**

Published 1 day ago at 10:45 AM • 2020-03-06

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**THE PHILIPPINE STOCK EXCHANGE INC.**

Ad closed by Google

The Philippine Stock Exchange Inc. (PSE) joined other financial globally in the annual Ring the Bell for Gender Equality program by hosting a closing bell event on Wednesday.

In his speech during the bell ringing ceremony, PSE Chairman Jose Parido said gender equality forms part of the PSE's broader ESG or Environmental, Social, Governance and sustainability agenda.

"This is also our way of promoting the UN's Sustainable Development Goal number 5 on gender equality," he added.

During the event, PSE President and CEO Ramon Moxon signed the Statement of Support for the Women's Empowerment Principles (WEPs), which is aimed at enhancing gender equality in the work place.

The PSE is the country's first publicly-listed company and Southeast Asia's first exchange to sign and express its commitment to the WEPs.

**Empowering women in business**

"Today, we mark another sustainability initiative undertaken by the PSE, by signing the Women's Empowerment Principles, the PSE is making its commitment in advancing gender equality within the company, the capital market and the country," Moxon said in his message.

Austria's Ambassador to the Philippines Rita Rasnallan, who is also the co-moderator European Union (EU) Gender Champions, gave the keynote message during the program.

**PSE HOSTS BELL RINGING EVENT FOR WOMEN'S MONTH:**

Wing Hing Bank Ltd Gender Equality

The Philippine Stock Exchange Inc. (PSE) joined other financial globally in the annual Ring the Bell for Gender Equality program by hosting a closing bell event on Wednesday.

March 11, The Ring the Bell for Gender Equality program is organized by the UN Global Compact, UN Women, Sustainable Stock Exchanges Initiative, International Finance Corp., World Federation of Exchanges and Women in ETFs. In photo during the bell ringing ceremony are (from left) UN Global Compact local network chairperson Yaya Javier, EU Delegation attaché Stephanie Carretero, Investing in Women director Katherine Mulville, UN Women country program manager Ma. Rosalyn Medina, Philippine Women's Empowerment's Aurora Boots-Garcia, Austrian Ambassador and EU gender champion Rita Rasnallan, PSE chairman Jose Parido, director Amor Ricapellon, Roberto Cecilio Lim and Vivian Pachangco, president and CEO Ramon Moxon, director Edgardo Lacson, COO Rodolfo Chao, president Daisy Arce, UN Global Compact local network executive director Cynthia Arce, PSE treasurer Onelisa Tangco, and PSE corporate secretary Anna Macanacion.

Delegation of the European Union to the Philippines

EN

Ring the Bell for Gender Equality at the Philippines Stock Exchange

Press releases

The European Union partnered with the Philippines Stock Exchange today in a "Ring the Bell for Gender Equality" event at the Stock Exchange in BGC Taguig, in the framework of WeEmpowerAsia, a UN Women-European Union women economic empowerment programme, and in partnership with the UN Global Compact local network. The event signalled the commitment of the business sector to practices that give women greater equality and leadership in the markets.

Austrian Ambassador Rita Rasnallan, the EU Gender Champion in the Philippines, said that gender equality is at the core of European values. "The EU and its Member States are at the forefront of the protection, fulfillment and enjoyment of human rights by women and girls and strongly promote them in external relations," she said. "She added that the EU strongly believes that gender equality will contribute to faster growing economies."

The European Union thanks the Philippines Stock Exchange for signing the Women's Empowerment Principles which highlight that empowering women to participate fully in economic life across all sectors and throughout all levels of economic activity is essential to build strong economies, establish more stable and just societies, achieve internationally agreed goals for development, sustainability, and human rights, improve quality of life for women, men, families and communities, and propel business operations and goals.

Stock exchanges are uniquely positioned to influence their market in a way few other actors can.

It was the 5th time PSE had participated in the annual global campaign, timed with International Women's Day (8 March).

The regional bell ringing initiative of UN Women Regional Office for Asia and the Pacific, in partnership with the European Union, contributes to the United Nations' broader efforts to advance the Sustainable Development Goals (SDGs), particularly Goal 5 on Gender Equality, which is identified as one of the four SDGs stock exchanges are best positioned to support.

**PRESS MATERIAL**

JOINT DOCUMENT

Statement by Presidents Charles Michel and Ursula von der Leyen on UN travel ban related to COVID-19

12/03/2020

STATEMENTS ON BEHALF OF THE EU

European Commission statement on the European Remembrance Day for Victims of Terrorism

11/03/2020

PRESS RELEASES

Ring the Bell for Gender Equality at the Philippines Stock Exchange

11/03/2020

PRESS RELEASES

Statement by the European Commission ahead of International Women's Day 2020

06/03/2020

STATEMENTS BY THE AUSTRIAN

World NGO Day: Statement by the High Representative/Vice-President Josep Borell

Editorial Sections:

PHILIPPINES

BURSA MALAYSIA

COMPANY ANNOUNCEMENTS GUIDED TOUR EN

Market Information Trade Listing Regulation Reference About Bursa

**MEDIA RELEASES**

All releases issued to the media are available here, categorised by year and specific subjects.

Home About Bursa Media Centre BURSA MALAYSIA LAUNCHES "EQUALITY FOR EQUITY" CAMPAIGN TO REDUCE THE GENDER INVESTING GAP IN THE EQUITY MARKET

10 Mar 2020

**BURSA MALAYSIA LAUNCHES "EQUALITY FOR EQUITY" CAMPAIGN TO REDUCE THE GENDER INVESTING GAP IN THE EQUITY MARKET**

10 Mar 2020

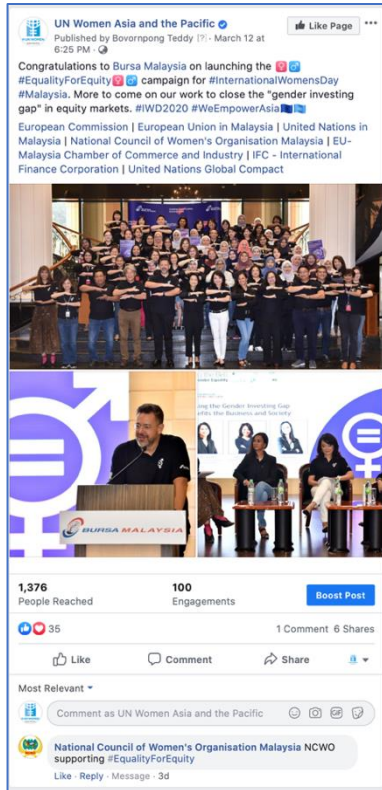
Kuala Lumpur, 6 March 2020 - To mark the annual "Ring the Bell for Gender Equality", Bursa Malaysia Berhad ("Bursa Malaysia" or the "Exchange") today launched its "Equality for Equity" campaign designed to raise awareness on the importance of equal access to investment opportunities and to reduce the gender investing gap in the Malaysian equity market.

"Equality for Equity" is centred on leveraging Bursa Malaysia's unique position as a frontline regulator and public-listed company (PLC) to inspire and promote equality in the marketplace and the wider community. The launch of the campaign is aligned with the core objectives of the "Ring the Bell for Gender Equality", a collaboration involving stock exchanges around the world to raise awareness on the importance of women's economic empowerment to business growth and development.

Datuk Muhammad Umar Swift, Chief Executive Officer of Bursa Malaysia said, "Bursa Malaysia has always been a strong proponent of gender equality and inclusivity in the marketplace. While we continue with efforts to reduce gender equality gaps in the workplace, it is important to acknowledge the existence of the gender investing gap in our equity market as well. In Malaysia, women investors only make up about 30% of retail investors in our equity market. Therefore, achieving Equality for Equity will enable both women and men to make financial decisions that will have a positive impact on their financial well-being."



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## PARTNERSHIP WITH amfori

At the regional level, WeEmpowerAsia initiated a partnership with amfori, a global business association working on open and sustainable trade, which groups over 2,400 retailers, importers, brands and associations of more than 40 countries. Amfori signed the WEPs and made its commitment public through a video and an article released on International Women's Day 2020.

**Take Five: “Our mission cannot be realized without women’s economic empowerment.”**

Date: Sunday, March 8, 2020



Christian Ewert is President of **amfori**, a global business association for open and sustainable trade. amfori groups over 2,400 retailers, importers, brands and associations of more than 40 countries, with a combined turnover of more than 1 trillion euros. amfori recently signed the **Women's Empowerment Principles (WEPs)**, which UN Women and United Nations Global Compact developed to guide private companies to create gender-equal workplaces. The association also will soon sign an agreement to expand its collaboration with UN Women.



#GenderEquality is everyone's business. Many thanks to @amfori\_intl's @christianewert2 for fruitful discussions on joint collaboration over @unwomenasia projects, reiterating the 'most important' step to boost economies – 'empowering women' @EU\_Commission @UN\_Women #WeEmpowerAsia



European Commission and 5 others

3:02 PM · Feb 11, 2020 · Twitter for Android

5 Retweets 15 Likes



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## PARTNERSHIP WITH ZILINGO

Within the framework of International Women's Day 2020, WeEmpowerAsia collaborated with [Zilingo](#), a regional e-fashion marketplace/B2B platform connecting the supply chain in 15 countries. The company made a formal commitment to support women's economic empowerment, by making the fashion value chain fair, connected, transparent and gender inclusive.





## WeEmpowerAsia Activities Plan (January-December 2020)

Internal Activities	Programme-related Events	International Advocacy Days	For all key activities/launches, WeEmpowerAsia Country Offices/Regional Office will seek European Union (EU) involvement and finalize this with their respective local EU counterparts
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COUNTRY/MONTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Regional	Propose WeEmpowerAsia webpage under UN Women Regional website	4-11 Feb Empowering Women for Responsible Supply Chains by EU-UN Women/ILO/amfori [UNCC-B-GI-1] [POSTPONED TO 13 MAY 2020]	9-11 Mar Asia-Pacific-International Women's Day Commemoration (UN Women/UN-ESCAP) [UNCC-B-GI-1]  10-Mar Zilingo-UN Women-WEPS Signatory Press Conference (IWD) (Bangkok)  12-Mar WEPS 10th Anniversary Forum [UNCC-B-GI-1] [POSTPONED TO LATE 2020]  25-27-Mar WeEmpowerAsia side event "Building gender-sensitive ecosystems for sustainable and inclusive economies" at Asia-Pacific Forum on Sustainable Development (APFSD) (UNCC-Bangkok) [POSTPONED TO LATE 2020]  20-Mar UNDP-B-GI-1 Human Rights Forum (Nepal) [POSTPONED TO LATE 2020]	23-25 Apr 2020 Global Summit of Women (Bangkok) [TBC POSTPONED TO 8-10 OCTOBER]  28-29 Apr Sustainable Apparel & Textiles Conference (Amsterdam) [TBC POSTPONED]  20-22 Apr WeEmpowerAsia-ASEAN Policy Roundtable [TBC POSTPONED]	TBC 18-22 May WeEmpowerAsia side-event at 76 <sup>th</sup> ESCAP Commission Session (UNCC-Bangkok) [TBC POSTPONED]  TBC May GIZ Rice Sustainability Event [TBC POSTPONED]	9-10 Jun amfori Unleash Opportunity Forum (Cologne-Marriott Hotel Germany)  9-11 Jun Responsible Business & Human Rights Forum "From Commitment to Action" (RBHR Forum 2020) (Online Forum)  TBC 19-20 Jun Techsauce Global Summit 2020 (Bangkok)  TBC Jun amfori Members Meeting (Brussels)  TBC Jun Empowering Women for Responsible Supply Chains Workshop by EU-UN Women/ILO/amfori (UNCC/Bangkok) [RESCHEDULED FROM 11 FEB] [TBC POSTPONED]	7-10 Jul Generation Equality Forum (Paris)		TBC Sep WeEmpowerAsia-ADB Gender Forum (Manila)	TBC Oct AWEN Women CEOs Summit *Held on the sidelines of Economic Ministers Meeting 2020 (Hanoi)	TBC date WEPS Forum Asia 2020 (Marking 10 <sup>th</sup> WEPS Anniversary) (Bangkok)  TBC Nov AWEN Women CEOs Summit *Held on the sidelines of ASEAN Business and Investment Summit (ASEAN BIS 2020) (Hanoi)		
		Finalise regional & country programme briefs											
		Finalize 1 <sup>st</sup> WEA newsletter content											
		Produce online content incl. social media, event stories, press releases, videos etc. throughout the year in line with activities		TBC End of Mar Launch of WeEmpowerAsia Website  TBC End of Mar Release of WeEmpowerAsia Bulletin - Issue No.1  TBC End of Mar Finalize WEA Brand Guidelines  31 Mar – 14 Apr Launch of #WomenRiseAboveCovid social media campaign (all countries)	31 Mar – 14 Apr Launch of #WomenRiseAboveCovid social media campaign (continued from last month) (all countries)	Outreach on WEPS 10 <sup>th</sup> Anniversary WEPS Asia Awards nominations (all countries)	Finalize 3 <sup>rd</sup> WEA newsletter	TBC Circulate 3 <sup>rd</sup> WEA newsletter	Outreach on WEPS 10 <sup>th</sup> Anniversary WEPS Asia Awards nominations (all countries)		Outreach on WEPS 10 <sup>th</sup> Anniversary WEPS Asia Awards nominations (all countries)	Finalize 4 <sup>th</sup> WEA newsletter	TBC Circulate 4 <sup>th</sup> WEA newsletter (Feature WEPS Forum Asia 2020)
*priority advocacy days	24-Jan International Day of Education	11-Feb International Day of Women and Girls in Science	1-Mar Zero Discrimination Day  8-Mar International Women's Day	21 Apr World Creativity and Innovation Day  23 Apr International Girls in ICT Day  28 Apr *World Day for Safety and Health at Work	9 May *Europe Day  15 May International Day of Families	1 Jun Global Day of Parents  27 Jun *Micro- Small and Medium-sized Enterprises Day	4 Jul International Day of Cooperatives (First Saturday of the Month)  15 Jul World Youth Skills Day	12 Aug International Youth Day	18 Sep *International Equal Pay Day	11 Oct *International Day of the Girl  15 Oct International Day of Rural Women  16 Oct World Food Day  17 Oct International Day for the Eradication of Poverty	19 Nov *Women's Entrepreneurship Day  25 Nov International Day for the Elimination of Violence against Women  (25 Nov-10 Dec) Launch of UN Women's 16 Days of Activism Against Gender-Based Violence	3 Dec International Day of Persons with Disabilities  10 Dec Human Rights Day	
China			[ALL EVENTS POSTPONED]  WEPS Outreach Campaign to Businesses	TBC Apr Women entrepreneurs capacity-building/training event  WEPS Outreach Campaign to Businesses	*30 May China National Science & Technology Workers' Day (TBC China Office to launch online campaign to showcase EU/Chinese female scientists)  WEPS Outreach Campaign to Businesses	WEPS Outreach Campaign to Businesses	WEPS Outreach Campaign to Businesses	WEPS Outreach Campaign to Businesses	WEPS Outreach Campaign to Businesses	WEPS Outreach Campaign to Businesses	WEPS Outreach Campaign to Businesses	WEPS Outreach Campaign to Businesses	
India			2-Mar National Rights Day  4-Mar 2nd Investor Consortium Workshop for Women Entrepreneurs (Bangalore)  5-Mar CEOs Conference on WEPS signing (New Delhi)  6-Mar 3rd Gender Equality Summit 2020 (New Delhi)  11-13-Mar Ring the Bell (IWD) (Mumbai) [POSTPONED TO LATE 2020]  30 Mar Solutions Mapping for COVID-19 with Women Entrepreneurs – UN Women/UNDP India (Online)	WEPS Outreach Campaign to Businesses	WEPS Outreach Campaign to Businesses  TBC May Capacity Building/ Technical support to companies on implementation of WEPS	WEPS Outreach Campaign to Businesses	WEPS Outreach Campaign to Businesses  TBC Jul Capacity-building/ technical support for companies on WEPS implementation	WEPS Outreach Campaign to Businesses  TBC Aug Capacity-building/ technical support for companies on WEPS implementation	WEPS Outreach Campaign to Businesses	WEPS Outreach Campaign to Businesses  TBC Oct Capacity-building/ technical support for companies on WEPS implementation	WEPS Outreach Campaign to Businesses  TBC Date Business Gender Human Rights Panel	WEPS Outreach Campaign to Businesses  TBC Date Business Gender Human Rights Panel	WEPS Outreach Campaign to Businesses  TBC Date Business Gender Human Rights Panel
Indonesia			3-Mar National Rights Day  8-Mar Mafioso Run (Jakarta)  10-Mar Ring the Bell (Jakarta) [POSTPONED TO LATE 2020]  20-Mar Women Startup Bootcamp with Digitsaya Accelerator (Jakarta) [POSTPONED TO LATE 2020]	WEPS Outreach Campaign to Businesses	WEPS Outreach Campaign to Businesses  Tbc 30 May Workshop on scoping WEPS implementation among potential corporates in Indonesia	WEPS Outreach Campaign to Businesses  Tbc 10 June Women entrepreneur training in Bangka Belitung Province  Tbc 15 June Women Startup Bootcamp with Digitsaya Accelerator  Tbc 15 & 30 June Training companies on WEPS (2 times) - WEPS activator	WEPS Outreach Campaign to Businesses	WEPS Outreach Campaign to Businesses	WEPS Outreach Campaign to Businesses  TBC Date Startup Bootcamp  TBC Date MoU Signing with Gojek	WEPS Outreach Campaign to Businesses  TBC Date Startup Bootcamp  TBC Date MoU Signing with Gojek  TBC Date Workplace Gender-Based Violence Panel	WEPS Outreach Campaign to Businesses  TBC Date Startup Bootcamp  TBC Date MoU Signing with Gojek  TBC Date Workplace Gender-Based Violence Panel	WEPS Outreach Campaign to Businesses  TBC Date Startup Bootcamp  TBC Date MoU Signing with Gojek  TBC Date Workplace Gender-Based Violence Panel	

Philippines	27-28 Jan WeEmpowerAsia/WEPS National Campaign (Central Luzon)	WeEmpowerAsia/WEPS National Campaign 27 Feb (Visayas) 28-29 Feb (Mindanao) 26-27 Feb (NCR) [POSTPONED TO LATE 2020]	2-Mar Women Entrepreneurship Summit 2020 (Manila) (WEA no longer in place)  11-Mar 29th-31st (WD)-M-L-T  25-Mar Connected Women Future of Work Conference (Manila) [POSTPONED TO LATE 2020]  26-Mar Makati Business Club Business Executives Forum on Gender Inclusion (Manila) [SCALED-DOWN TO ONLINE EVENT]  28-Mar Coca-Cola Philippines "StarKa" Conference (Manila) [POSTPONED TO LATE 2020]  31-Mar Generation Equality Campaign Mindanao Leg (to promote WEA/WEPS activities) [POSTPONED TO LATE 2020]  31-Mar Economic Impacts of the Covid-19 Pandemic on Women: Current Insights, Prospects for Recovery & Resilience Building	WEPs Outreach Campaign to Businesses	WEPs Outreach Campaign to Businesses  TBC 1 May Women s + labour rights event with private sector + CSOs  TBC 1 May Women s Fair: Towards Empowering Opportunities through Jobs and Enterprises (Manila)	WEPs Outreach Campaign to Businesses  TBC Date Women leaders business training	WEPs Outreach Campaign to Businesses  TBC Date Women leaders business training	WEPs Outreach Campaign to Businesses	WEPs Outreach Campaign to Businesses  TBC Date Women s Summit on Economic Empowerment Pilot Training	WEPs Outreach Campaign to Businesses  TBC Date Women s Summit on Economic Empowerment Pilot Training	WEPs Outreach Campaign to Businesses  TBC Date Gender Equality Awards  TBC Date WeEmpowerAsia/WEPS Consultation Workshop	WEPs Outreach Campaign to Businesses  TBC Date Gender Equality Awards  TBC Date WeEmpowerAsia/WEPS Consultation Workshop
Malaysia			28-MAR- 29th-31st (WD)-M-L-T [SCALED-DOWN TO INTERNAL EVENT]  TBC 9 Apr "Our Women in the Workplace" Seminar (Kuala Lumpur) [POSTPONED TO LATE 2020]	WEPs Outreach Campaign to Businesses	WEPs Outreach Campaign to Businesses	WEPs Outreach Campaign to Businesses	WEPs Outreach Campaign to Businesses	WEPs Outreach Campaign to Businesses	WEPs Outreach Campaign to Businesses	WEPs Outreach Campaign to Businesses	WEPs Outreach Campaign to Businesses	WEPs Outreach Campaign to Businesses
Thailand		13-Feb "Opportunities for Women Workers & Jewelry Manufacturing Thailand" Webinar (BCA/WeEmpowerAsia)	6-Mar International Women's Day Roundtable "Women Empowered" (Bangkok) [POSTPONED TO LATE 2020]  13-Mar 29th-31st (WD)-M-L-T [POSTPONED TO LATE 2020]	WEPs Outreach Campaign to Businesses	WEPs Outreach Campaign to Businesses	WEPs Outreach Campaign to Businesses	WEPs Outreach Campaign to Businesses	WEPs Outreach Campaign to Businesses	WEPs Outreach Campaign to Businesses	WEPs Outreach Campaign to Businesses	WEPs Outreach Campaign to Businesses	WEPs Outreach Campaign to Businesses
Viet Nam			24-MAR- 29th-31st (WD)-M-L-T [POSTPONED TO LATE 2020]  28-29-30-Mar Business Forum: Equality Means Business [POSTPONED TO LATE 2020]	WEPs Outreach Campaign to Businesses	WEPs Outreach Campaign to Businesses	WEPs Outreach Campaign to Businesses  TBC Date Training on WEPs: CSR & Corporate Sustainability Assessment	WEPs Outreach Campaign to Businesses  TBC date Training on WEPs: CSR & Corporate Sustainability Assessment	WEPs Outreach Campaign to Businesses  TBC date Training on women and SMEs	WEPs Outreach Campaign to Businesses  TBC date Training on women and SMEs	WEPs Outreach Campaign to Businesses  TBC Oct AWEN Women CEOs Summit (Hanoi)	WEPs Outreach Campaign to Businesses  TBC Nov AWEN Women CEOs Summit (Hanoi)	WEPs Outreach Campaign to Businesses

## TOOLS FOR REMOTE WORK AND ONLINE CONFERENCING

In light of the impact of the COVID-19 pandemic in the day-to-day work dynamics and practices around the world, the regional programme WeEmpowerAsia is exploring alternative tools and technology to work remotely and to ensure continuity in our regular work. Under these new -and evolving- circumstances, we aim to identify and test innovative digital platforms that enable us to work efficiently with our partners.

Some of the tools identified include:

### Platforms

- [Zoom](#): Online platform used by UN Women providing communication services for video and audio conferencing, chat, and webinars. Offers the following services: Meetings and chat with HD video, audio and possibility for collaboration. Video webinars.

**Available globally, including China.**

Recommended for meetings and webinars

[Recorded Zoom Training Sessions](#)

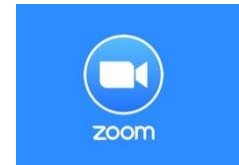
[Live Zoom Training Webinars](#)

[Meeting and Webinar Best Practices and Resources \(including reference guides\)](#)

**Blog:** [New to Working from Home? Here Are Some Tips to Help You Meet Like a Pro](#)

**Blog:** [Ideas for Creating a Sense of Culture, Community Amid Social Distancing and Work-From-Home Mandates](#)

**Blog:** [Best Practices for Hosting a Digital Event](#)



[Microsoft Teams](#): This platform is used by UN Women. Is part of the Microsoft family allowing share and work on files online and offline. It offers basic meeting features like sharing files, PowerPoint presentations, etc. Participants must have the software installed to enjoy full functionality.

**Available globally, including China.**

Recommended for small meetings within UN Women staff

[Best practices for organizing teams in Microsoft Teams](#)

[Video: Run effective remote work meetings with Microsoft Teams](#)



- [Big Marker](#): Online platform offering online conference services, including the following features: HD Live Audio and Video with up to 9 presenters at a time, HD Screen Sharing, Up to 5,000 Attendees (Plans available to host webinars with audiences of any size), browser-based software, customizable webinar room, branded experience, recording available, video playing, use of presentations, white board tool to mark-up presentations and highlight key points, public and private chat, Q&A with upvoting, online polls and quizzes, handouts, meeting analytics, Facebook and YouTube live connectivity.

**Available globally, including China.**

Recommended for webinars engaging participants in different locations.

[Guidance note on Webinar best practices by Big Marker](#)



## Resources

- [Mural](#): digital workspace/board for visual collaboration. MURAL enables teams to think and collaborate visually to solve problems. The platform is used to create diagrams, which are popular in design thinking and agile methodologies, as well as tools to facilitate more impactful meetings and workshops.



### **Available globally, including China.**

Recommended as an additional resource for online meetings, conferences and webinars that require work among different creative teams.

- [Kahoot for business](#): online platform which allows to gamify live and online meetings, webinars or sessions. UN Women has used this tool for staff meetings in addition to Zoom.



### **Available globally, including China.**

Recommended as an additional interactive tool to be included in meetings or trainings.

Can work as an ice breaker, to conduct live polls and Q&As.

## Management and support

- [InsightPact](#): company providing onsite and online facilitation, program design, coaching, training and research teams across 3 areas of work: Leadership development, product development and retreats and events.



### **Available in Thailand**

Recommended for planning online and presential meetings and events.

- [Hey Summit](#): online platform to create, manage, run and analyze online summits or conferences



### **Available globally, including China.**

Recommended as a support tool to plan and manage large webinars or online conferences.