



WNNW

WOMEN MAKING WAVES

[IN THIS ISSUE]

- » Women around the world are working together to escape poverty
- » Tsai Ing-wen becomes first female president of Taiwan
- » Emma Watson launches new feminist book club

January 2016

SPOTLIGHT OF THE MONTH

Over 1 [billion](#) people in the world today are living in poverty, a vast

WOMEN BY THE NUMBERS

9

majority of whom are women. Another unsettling point is that international nonprofit [Oxfam](#) released a report this month announcing that the top 62 richest individuals in the world have the same amount of wealth as the 3.6 billion poorest individuals. While it's clear that poverty still represents a large problem around the world, many women are beginning to take things into their own hands.

True to the phrase “necessity is the mother of invention,” women around the world have been devising innovative ways to alleviate poverty.

In Africa's largest slum, Kibera, Ava Darnell founded an ethical fashion line, [Slumlove Sweater Company](#), as a means for Kenyan women to make a living by producing the brand's unisex hand-knit sweaters and accessories. The company provides fair wages to workers while also donating 10 percent of sales proceeds to education scholarships for Kibera's children through the [Kibera Penda Project](#) and 5 percent to improve access to healthcare and regular checkups for Kibera's female residents.

[Solar Sister](#), a nonprofit operating in Uganda, Tanzania and Nigeria, is working to lift women out of poverty by creating a direct sales network of Solar Sister Entrepreneurs that brings clean energy technology to remote communities in rural Africa, in order to create “a world where women, girls and their communities have access to the sustainable energy they need to create a prosperous life.” Providing access to energy technology results in other community benefits as well, including brighter lights that make it safer for women to travel at night and allow extra time for girls to study after dark. To date, an estimated 300,000 people have benefited from Solar Sister's services.

It's important to ensure that women have access to economic opportunities, as it not only helps them as individuals but has an enormous ripple effect, a phenomenon Tupperware Brands has seen in its own business model. When women experience a boost in income

out of the 62 [wealthiest](#) individuals in the world are women.

500 million

women [joined](#) the global labor force between 2006 and 2015.

250 million

girls around the world are currently living in [poverty](#).

WOMEN TO WATCH



Beatrice Biira, once a beneficiary of Heifer

they tend to share the wealth – multiple [studies](#) have shown that when women earn more, they reinvest up to 90 percent of their income in education, health and nutrition for their families and communities, compared to 30-40 percent for men. Put simply, giving women a means to earn a living leads to progress for communities. We look forward to the day when poverty is eradicated and each woman around the world has an opportunity to thrive.

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. In the next issue, we’ll be recapping the World Economic Forum’s annual meeting in Davos. What are your thoughts on the initiatives discussed at the event? We’ll feature some of your answers in the next issue. Send responses to WMW@tupperware.com.

Power the wave: Use the social media buttons at the bottom of this email to share the newsletter with your own followers!



WOMEN IN THE NEWS

Taiwan elects first female president

This month, Tsai Ing-wen became the first woman elected to the presidency of Taiwan, winning against her opponent in a landslide victory. A lawyer by training, Tsai joined the Democratic Progressive

*Secretary of Heifer International's services, now leads the nonprofit's community engagement arm
(Photo from heifer.org)*

A native of Kisinga Village in western Uganda, Beatrice Biira was born into an impoverished family who couldn't afford to send her to school even though she desperately wanted to go. Her luck changed when international charity organization Heifer International, which distributes livestock to under-resourced communities, gifted her family a goat, who she named Mugisa (translation: "Good Luck"). By selling the milk the goat produced, Biira's family was able to afford tuition for her to attend school in her local community. A bright student and quick learner, she excelled and was able to earn a scholarship to a prep school in New England, followed by a scholarship to Connecticut College, ultimately earning a Master's degree from the University of Arkansas's Clinton School of Public Service and interning for then-Senator Hillary Clinton.

victory. A lawyer by training, Tsai joined the Democratic Progressive Party in 2004 and quickly rose up the ranks, becoming party chair in 2008. Commenting on Taiwanese public sentiment regarding a female president, Tsai claimed, "Of course, there are some people in Taiwan that are still rather traditional and they have some hesitation in considering a woman president. But among the younger generation, I think they are generally excited about the idea of having a woman leader. They think it is rather trendy." (via [BloombergView](#))

'Rosa Parks of Saudi Arabia' breaks barriers throughout her country

In Saudi Arabia – a country known for its extremely conservative culture – Nawal al-Hawsawi has been deemed the “Rosa Parks of Saudi Arabia” for her advocacy for gender and racial equality. After being born and raised in Mecca, she traveled to the United States, earned her pilot’s license and married an American man. As a black woman in an interracial marriage with a white man, al-Hawsawi immediately experienced social tension upon returning to Saudi Arabia – so she took to Twitter to launch campaigns against racism and gender inequality. In a recent interview with the [BBC](#), she stated: “They say women shouldn't have jobs, so to see a woman who can't just drive a car but has a pilot’s license is unacceptable. And they don't like that my message resonates with a lot of followers.” (via the [Independent](#))

Emma Watson starts feminist book club

Flash forward – Now Biira is working for the same nonprofit that helped lift her out of poverty, taking on the role of Community Engagement Coordinator, where she is helping families like her own get goats and other livestock to improve their lives. Her story has proved inspirational to many, resulting in profiles by [60 Minutes](#), the [New York Times' Nicholas Kristof](#) and a children’s book entitled [Beatrice's Goat](#).

PURPOSE WATCH

The *Vaseline Healing Project aids refugees and impoverished communities

When you think of the most pressing needs faced by under-resourced communities, you might not think skincare would be high on the list – but you’d be wrong. In fact, multiple doctors who visited refugee camps in Jordan have noted the need for skincare products to protect people from a variety of ailments, from small cuts



Watson hopes her book club will spark more discussions about feminism

selection is activist and feminist icon Gloria Steinem's memoir, "My Life on the Road." Within four days of announcing the club, over 76,000 people had joined, including celebrities and influencers like Lena Dunham and Sophia Bush. (via [Fortune](#))

Actress and HeForShe spokesperson Emma Watson announced a new online book club this month that will focus on feminist literature. Powered through literary platform GoodReads, Watson's club, dubbed [Our Shared Shelf](#), will select one book per month and offer forums for discussion. This month's first book

to eczema and psoriasis to burns as a result of cooking over an open flame – and when these wounds aren't properly treated, they can lead to more serious infections. That's why skincare brand Vaseline launched a new project this month – [the Healing Project](#) – in partnership with Direct Relief, with the mission of bringing relief to people living in refugee camps and impoverished communities by delivering shipments of their signature petroleum jelly product, in addition to other essential medical supplies like hand sanitizer, soap and bandages. (via [Refinery29](#))

(*disclaimer: Edelman client)

JPMorgan commits \$75 million to addressing youth economic inequality

Global banking giant JPMorgan announced an ambitious \$75 million five-year initiative this month to fight the international youth unemployment crisis by expanding access to jobs and other economic opportunities. The new initiative, New Skills for Youth, will consist of

TUPPERWARE BRANDS MAKING WAVES





Tupperware Brands Chairman and CEO Rick Goings participated in the UN Women's HeForShe event at the World Economic Forum 2016

This month, Tupperware Brands [Chairman and CEO Rick Goings](#) attended the World Economic Forum in Davos, Switzerland. In a four-day event that brought together world leaders, politicians, business executives, celebrities and activists from all over the world, discussions were held to hone in on global issues; issues such as the state of the global economy, terrorism, climate change, the rise of automation and gender parity.

Rick spent his time at the conference [championing](#) women's economic empowerment. He participated as a UN Women panelist at the [HeForShe campaign event](#), representing Tupperware Brands as a Corporate Impact Champion alongside nine other global companies. In its

two components. The first is a U.S. State Competition that will award \$100,000 grants to 20-25 states for the planning and implementation of career readiness education programs that align with the needs of local employment opportunities. The second will consist of Global Innovation Investments, in which JPMorgan will invest in city and school programs that are innovating new models of high-quality career-focused education all over the world. (via [3BL](#))



partnership with HeForShe, Tupperware Brands has made a commitment to make gender equality an institutional priority.

Tupperware Brands also hosted a luncheon in which research on women's confidence – in partnership with Georgetown University – was revealed. The study further examined how companies and organizations can help activate confidence within women, in order to further their economic empowerment. A conversation was then held at the lunch table to hear how the research resonated with prominent supporters of female equality around the world.

Stay tuned for a full recap of Davos 2016 in next month's issue.



Tupperware Brands Woman of the Month





*Pukie Hlatshwayo is a Regional
Director of Avroy Shlain
Cosmetics (part of Tupperware
Brands)*

Our Woman of the Month for January is Pukie Hlatshwayo, Regional Director at Avroy Shlain Cosmetics. Read on to see how Avroy Shlain Cosmetics (one of the six beauty and personal care brands within the Tupperware Brands portfolio) has impacted her life and enabled her to pull herself and her family out of poverty.

1. How long have you worked for Tupperware Brands and what is your current role?

My name is Pukie Hlatshwayo. I live in South Africa in a small town called Komatipoort, Mpumalanga – one of the most rural areas in the country. I joined Avroy Shlain Cosmetics (now part of Tupperware Brands) in 1993. I'm so humbled when I look back and realize that in 2016 I will be celebrating 23 years working for Avroy Shlain Cosmetics. Back in 1993, my life was so difficult. I was living a shack, which was a one-room house, with my husband and our son at the time. The house was overcrowded since we had to divide it by a curtain and one portion was used as a bedroom while the other was used as a kitchen. I knew that complaining about the situation and doing nothing would not solve the problem. I learned that my success lies within me: the more I work, the more I earn. In other words, I was writing my own check! I was the first black lady in South Africa to join the business and I grabbed the opportunity with both hands. As a beauty advisor, I started selling the products to my family, friends, colleagues and

community members – anyone who would give me a chance to do a quick presentation! I remember many late nights with my husband because we would be so busy writing invoices and completing order forms for our clients, manually!

2. How has working for Tupperware Brands impacted your life, family and your community?

At the time I joined the company, I had a full-time job as a teacher, but my salary was not enough. It soon became evident that working for Avroy Shlain Cosmetics impacted my life significantly. My earnings from my full-time job were lower than my part time job, so I decided to resign from my teaching job and work for Avroy Shlain Cosmetics full-time. Through passion and enthusiasm for changing our lives and achieving financial freedom, I moved through the ranks of the company. At the present moment, I'm holding one of the highest positions – one of the Regional Directors of the company. Our lives have changed for the better: My family moved from a shack to a mansion. Yes, I mean a mansion. Our house has four bedrooms, four bathrooms, kitchen, lounge, dining room, two store rooms, two offices, boardroom, garage and a carport (that takes up to six cars). We started to buy cars and we never had a car before. We were able to educate our children in tertiary institutions of their choice. I gained confidence and started to give the same opportunity to women who were desperate, hopeless and needed to change their lives. I got a feeling of satisfaction when I saw other people's lives changing too.

3. What is your favorite Avroy Shlain memory?

Avroy Shlain Cosmetics is not just an earnings opportunity, but also recognition, great incentives and breathtaking rewards. My most favorite Avroy Shlain memory was when my husband and I got into an airplane for the first time as a reward for top performance, and by that

time, I was recognized as the Group Manager of the year. We have now been to many countries, such as Brazil, Mexico, Argentina, Spain, England, Greece, Italy, Hong Kong, Dubai, USA (Florida and Las Vegas), Switzerland and Thailand, just to mention a few.

4. What advice do you have for other women looking to improve their financial independence?

To all women who are desperate, unemployed, or those who are looking to improve their financial independence, Avroy Shlain Cosmetics and all Tupperware Brands are the vehicle to take you there and change your life. After joining, you get free training and motivation, you write your own check, and you will get recognition, incentives and breathtaking rewards. My life changed from being an ordinary woman to a Top Business Lady. From living in a shack to a mansion. From being a pedestrian to a motorist and a frequent flyer. But the most important achievement is being able to influence others to achieve their dreams through this business. I encourage you to join and your life will never be the same.



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 .
Continue receiving our emails, add us to your address book.



[Subscribe](#) to our email list