

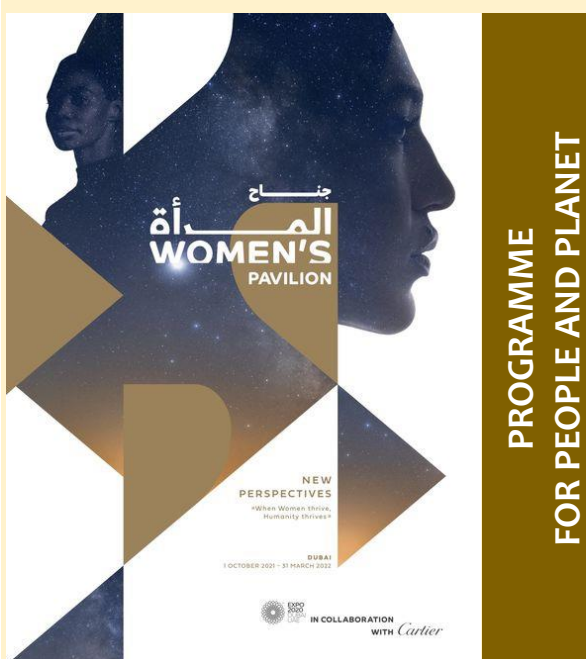
The Women's Pavilion

November Highlights



Expo 2020 Dubai partnered with the UAE Gender Balance Council. Under the leadership and guidance of HH Sheikha Manal bint Mohammed bin Rashid Al Maktoum, the Council will host an array of sessions throughout Expo and at the Women's Pavilion.

KEY DISCUSSIONS



PROGRAMME FOR PEOPLE AND PLANET

- ❖ **Urban and Rural Development Week.** Public spaces are largely designed by men and often miss the perspectives of women and minority groups. Women tend to build for communities, ensuring education and health services nearer to residential areas. This can improve equal access as well as societal participation, particularly also in rural areas. [Read more.](#)
- ❖ **Tolerance and Inclusivity Week.** Stimulating values of tolerance and inclusivity is imperative to achieving gender equality and women's empowerment. In turn, this is fundamental to achieving peace and stability. During this theme week, we discussed the role of such values for women's rights and empowerment in conflict settings. [Read more.](#)

Explore our exhibition and upcoming events



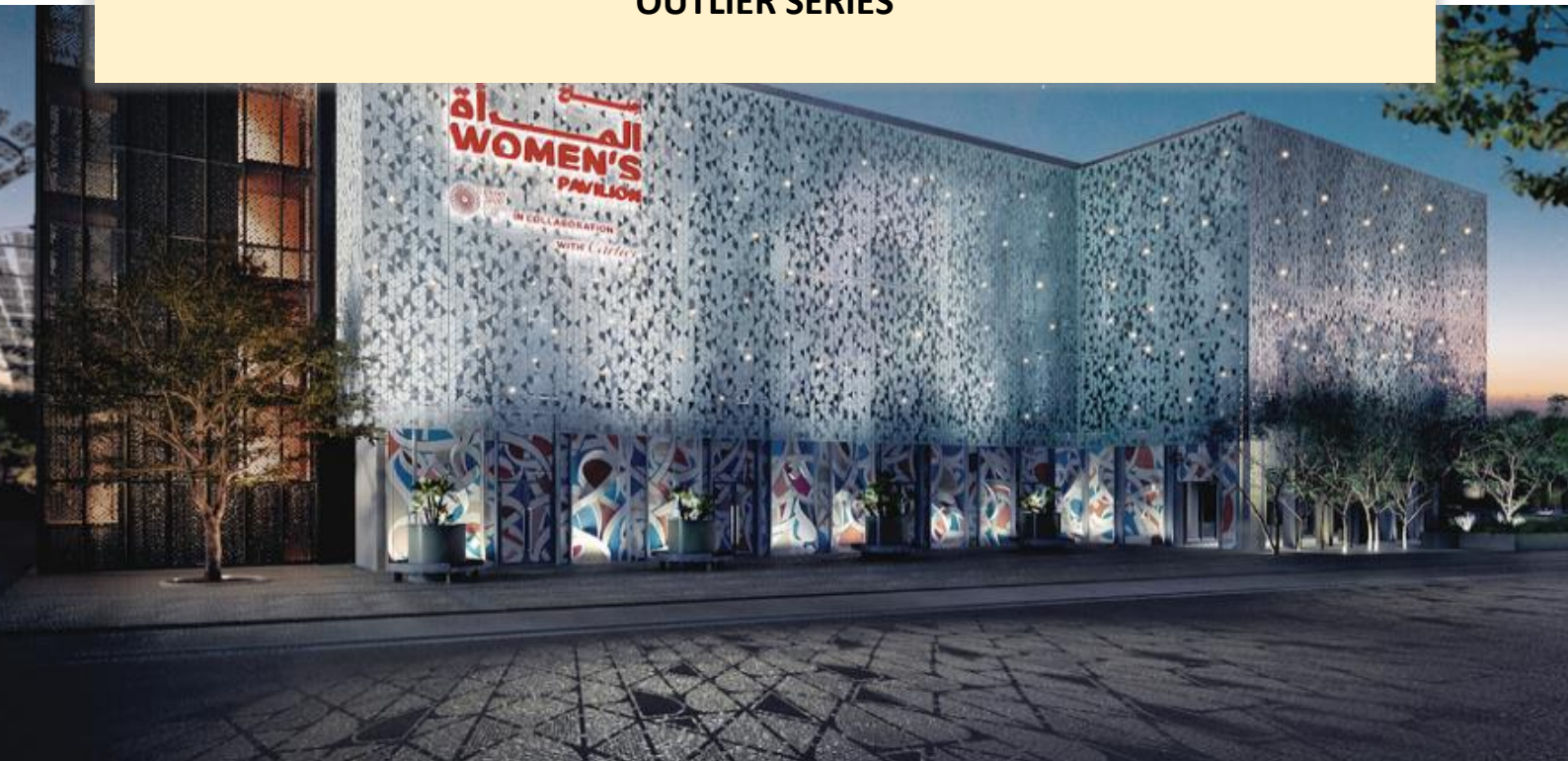
OUTLIER SERIES

- ❖ **Outlier series.** Reflecting the rich variety of partnerships of the Women's Pavilion, we were pleased to host events organised by Cartier, the Gender Balance Council, The General Women's Union, NAMA, Canon, ZeeArts, Société Générale, EWAA, Masdar, Dubai Exports and the Pavilion of Hungary, the Pavilion of Morocco and the Pavilion of Uzbekistan. [Read more.](#)

VISIONS & JOURNEYS

- ❖ **Visions & Journeys.** In this intimate series of fireside chats with prominent personalities, we discussed visions and personal journeys towards a more gender equal future. We spoke about arts and culture, intersectionality and authenticity as well as gender role transformation during conflicts. We had the honour of hosting HE Nanaia Mahuta, HE Peter Maurer, HE Michelle Bolsonaro, HE Marcela Gonzalez Salas and Elisa Carrillo Cabrera, HE Maryam Yawalji Katagum and Carla Hayden. [Read more.](#)

OUTLIER SERIES



This series reflects the rich variety of partnerships of the Women's Pavilion as we bring together stakeholders from a wide range of sectors and geographic areas. Discussions involved:

The General Women's Union dedicated a discussion on raising awareness of Sustainable Development Goal 5, on gender equality. As such the discussion was about the need to end all forms of discrimination and violence against all women and girls everywhere, about recognising and valuing unpaid care and domestic work, through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family. Moreover, the discussion was about women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life and highlighted the efforts of the UAE in this regard. The conclusion was that gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.

Gender Balance Council ?



Gender-responsive budgeting (GRB) has long been recognised and used as an innovative tool for mainstreaming gender into budget policies in the private and public sector; yet its implementation has been rather slow. **NAMA Women Advancement Establishment** organised a high-level panel to explore the potential of GRB in advancing women's economic empowerment and integration in the workforce. Some of the identified recommendations include strengthening gender mainstreaming capacity in public and private organisations and investing in a strong regulatory framework to support the institutionalising of GRB processes. GRB works best when it is understood and practiced as both a political commitment and a technical tool for achieving better and more equitable allocation of resources.

NAMA Women Advancement Establishment – in cooperation with Pearl Initiative – also organised an interactive workshop discussing how women's inclusion is an economic imperative and contributes to improved business profitability. The workshop sent a clear message that companies have both a stake and a responsibility for advancing the gender equality agenda. Moving beyond the traditional forms of corporate social responsibility, companies can implement policies that resolve pay inequality, provide women with equal opportunities for learning, development and growth, as well as support female employees facing increased care demands.

A real business case is emerging for climate action and energy transition through the decarbonisation process across all sectors of the economy. With shareholders and the public at large increasingly expecting businesses to behave in a more socially responsible manner, sustainable finance and investing for environmental, social, and governance outcomes (ESG) is moving beyond a trend and into the mainstream. Similarly, the amount of green capital is only likely to increase as countries, corporations, financial institutions, investors and individuals become more focused on ESG and on meeting the United Nations Sustainable Development Goals. During the session organised by **Masdar**, our distinguished guests discussed the importance of integrating ESG in business strategies and promoting gender equality.

EWAA launched this year's Orange the World campaign at Expo 2020 Dubai's Women's Pavilion through interactive workshops and discussions around the global issue of violence and abuse against women. One third of all women report abuse, and many more cases go unreported. A crucial part of helping and supporting these victims is through creating a vigilant and perceptive support network in communities, by knowing how to recognise situations of possible abuse and knowing what can be done to help. This includes investigating where we inadvertently perpetuate the path to violence and abuse against women. Key in this is the elimination of stereotypes and biases, which are reinforced by gendered language we use across countries and cultures. Knowing the power of language is the first step towards effecting a paradigm shift, and addressing it will be necessary to neutralise stereotypes and put a stop to violence and abuse.



Women are still grossly underrepresented in the global film industry. The role women play in movies is often limited to the subject of romantic affections, while their stories and perspectives fail to receive the necessary and deserved attention. This creates a gap in our portrayal and understanding of the human experience and limits our perspectives, our world view, and our potential. In this session organised by **Canon Middle East and Central and North Africa**, the creative efforts of women in the film industry were celebrated, followed by a movie screening from the UAE's first female Director, Nayla Al Khaja. The panel brought together women trailblazers who are making an immeasurable contribution to the enrichment of the industry and who discussed how the industry needs to re-invent itself to bring gender equality.



The stories of female entrepreneurs can be inspirational for other women thinking about starting up businesses. **Dubai Export** is dedicating discussions to doing exactly that. This month, the focus was on creative industries and on the ecosystem of initiatives and opportunities Dubai offers in this area. On what it means to juggle family and work, the added value of female mentors, dealing with risk-aversity and scaling up a business from being a side-activity to actually running a full-fledged business.

The Hungary Pavilion hosted a session on “the New Rules of Fashion: New Fashion Capitals, Sustainability and Female Leadership in Fashion”. Despite most consumers and makers of fashion being women, the fashion industry is led by men, primarily based out of the four fashion capitals of the world: Paris, Milan, New York and London. Zsofia Bata Jakob, Camille Boyer, Daria Maruysk, Lama Jouni, and Emese Dobos are challenging this status quo. They push for diversity in gender and in cultural representation at the top levels of the fashion industry, while also highlighting the importance of sustainability in the industry. And change is in sight: Most emerging designers are women, and with the right support they, can hold the future of fashion.

Société Générale hosted one of several panel discussions on challenges, best practices, research and insights from experienced leaders and partners in the region. This month's panel was about learning and development about elements of diversity and inclusivity, in particular women's recognition. Research shows that it takes a human being 3 seconds to judge someone, making it imperative for us to understand our own biases, internal assumptions and projections, as well as our expectations. Elements of diversity, including gender differences, can cloud our internal judgment. These "first impressions" can hamper women entrepreneurship as well as impact how women cope in an environment dominated by masculine office manners. As a business, signing up to the **UN Global Compact's Women Empowerment Principles (WEPs)** can be a tool for change. Measuring one's performance on these principles might be confronting, but it can also help push for improvements.



The panel session at the Women's Pavilion organised by the **Pavilion of Uzbekistan** under the title "The role of women in modernisation of social life" welcomed HE Saida Mirziyoyeva, Deputy Chairwoman of the Board of Trustees of the Public Foundation for Support and Development of National Mass Media, HE Hessa Bint Essa Buhumaid, Minister of Community Development and HE Alia El-Yassir, UN Women's Regional Director for Europe and Central Asia. HE Mirziyoyeva announced the establishment of an Association of Gender-Related Organisations, aimed at providing comprehensive support to the civil society organisations in charge of women's rights. HE Hessa bint Essa Buhumaid stressed the importance of developing the political, cultural, scientific and societal role of women, with women today bearing responsibilities from parenting to work to leadership positions and presence in various political, cultural, scientific and other sectors. HE Alia El-Yassir reiterated the importance of education in girls' empowerment and ensuring that inequalities are not perpetuated through the education system.

Human beings need artworks interpreted with their own intellectual perspectives, to exist in the society, to continue its existence, and to be able to adopt the culture of society. Thus, they can give meaning to what happens around, sustain their life with an aesthetic concern and develop them in physical, emotional, and mental way. As part of the 'digital' era, artists and art lovers can now embrace virtual reality, augmented reality, and artificial intelligence through art experiences. But some curators and galleries strongly believe that art needs to be experienced. **ZeeArts** organised this month the second of its Art and Cultural Initiatives Talks, focused on Digital vs Physical Art Exhibitions.

The Morocco Pavilion organised a panel on Women's Rights in Morocco: Historical Perspectives and Future Horizons, in collaboration with the National Human Rights Council. Much progress and many developments in the field of women's rights and gender equality in Morocco were highlighted during the session, with progress real and tangible and cause for widespread optimism. Specific attention was dedicated to the reform of family law in Morocco, which was considered an example for the way Islamic law could be adapted to modern societies. The new text of this law is based on shared responsibilities for partners, taking into account their rights, but also their duties. The essence of the reform is that the position of women improves in essential aspects of daily life.



THROUGH THE GENDER-LENSE

Urban & Rural Development Week | 31 October – 6 November | Expo Enquiry

How do we live and grow in harmony with our planet?

🏙️ Cities of Tomorrow Where Women Feel Safe | Women often experience cities differently from men. Feelings of safety is an area in which the difference is really staggering. Surveys from Europe to Asia, from Latin America to the Arab region all indicate that women are more anxious about (sexual) harassment while navigating a city. These feelings tend to be based on lived experiences. Simple measures can be taken to design public spaces and transportation options that are safer and more comfortable for women, at all times of day. For example, more walkable streets, open gathering spaces, pathways, public spaces and bus routes that are well-lit, are a step in the right direction. CCTV surveillance can also help make women feel more secure, as these tend to deter harassment.

🏙️ Build Habitats For Men and Women | The design of urban areas can have an impact on gender equality and women empowerment. Ensuring closeby and easily accessible education and care services to residential areas can reduce the burden of unpaid care work on women. This is a relatively simple, yet crucial way in which urban and rural planners can empower women populations. But despite the position women have as experts in their societies and the invaluable insights they bring with regard to their family and community needs, women are rarely included in conversations about city planning or architectural design. In fact, according to the World Bank, 90% of architectural and urban design studies are occupied by men. This leads to a significant bias in design, in which the views of women and specific community needs are often overlooked. The solution starts with a more balanced representation in urban and rural design and decision-making bodies.

**Women World Majlis:
From city to village –
Ensuring access to
resources in both
urban and rural
settings**


**Women in Arabia and
Islam: The path from
rural to urban spaces in
the Islamic world**


🏙️ Segregated Spaces: Drawbacks and Benefits | Another approach is to create, within a male dominated space, a segregated area dedicated to women-only. This approach can help women feel safer and more comfortable. But segregation, while useful in some ways, does not necessarily add to gender equality or women empowerment. Making exclusive spaces for women can limit resilience and flexibility, creating boundaries in multicultural and diverse communities that hamper access, collaboration and full engagement and participation in a society.


TROUGH THE GENDER-LENSE

Tolerance & Inclusivity Week | 17 – 23 October | Expo Enquiry

How can we foster a greater common understanding to enable more tolerant and inclusive societies?

 **Unstereotyping ‘Women as Victims Only’ in Fragile Contexts** | Women tend to be treated predominantly as victims in fragile contexts. Indeed, women are vulnerable, for example for sexual violence during conflicts. Nevertheless, we should be mindful not to make victimhood into the stereotypical ‘role’, as the reality is a lot more complex: women are movers and shakers, fighters and mothers – and not to forget at times also instigators of violence. They need to be acknowledged in these multitude of roles. They can be part of the armed forces, breadwinners, societal leaders and victims all at once. Further empowering women as agents for positive change is one of the most powerful instruments in moving societies away from conflict and aid.

 **Women Mobilising for Peace** | Women tend to mobilise for different reasons than men. They are more often driven by the desire to protect their own families and community, rather than by hatred against a perceived enemy. We need to unleash the positive force women can bring towards deconfliction and reconciliation. Women themselves need to better recognise their own power to mobilise across community boundaries, cultures and borders. They must become fighters themselves and not wait for others to fight for them. Important is to have a movement and a platform, a safe place to talk openly and honestly. Role models are also useful. As one of the speakers pointed out: the UAE is a role model that can be used as a case study to point out that advancing women’s rights will not lead to disaster, but rather the opposite.

 **A Seat at the Peace Negotiating Table** | Building solid and sustainable bridges between warring parties is key to successful peace negotiations. Experiences in, for example, Liberia and Sierra Leone show us that women at the negotiating table can make a true difference. While from different backgrounds, ethnicities and opposite sides, women tend to be able to find common agendas and shared incentives for peace. Despite these insights, women are still hardly given serious roles in peace talks. Instead, we invite those holding the guns and those caring about who gets the most power. Women need to knock in doors, take their seats at the table and the world must recognise that they can also do the ‘hard talk’.



**Women World Majlis:
Tolerance and
Inclusivity for
Women's Rights and
Empowerment**

VISIONS & JOURNEYS

جناح المرأة WOMEN'S PAVILION

WATCH THE FULL VISIONS & JOURNEYS



HE Marcela
Gonzalez Salas
and Elisa Carrillo
Cabrera



Dr. Jay Wang &
Carla Hayden



HE Michelle
Bolsonaro



HE Fazila Jeewa-
Daareewoo



HE Peter Maurer



HE Nanaia Mahuta



HE Maryam
Yawalji Katagum



In this intimate series of fireside chats with prominent personalities from across the globe, we discussed visions and personal journeys towards a more gender equal future. Amongst what we discussed:

Transformation in Humanitarian Settings | Humanitarian organisations need to take into account that conflict destabilises existing (gender) roles. During conflicts, women are on the one hand vulnerable and their rights are often threatened. However, conflict also tends to give women space to lead and take up the roles traditionally held by men. As HE Peter Maurer stated “Rights are the victim of war, and war empowers rights at the same time”. Humanitarian response can play into this dynamic, for example with microfinance assistance aimed at ensuring that women remain more important economic actors post-conflict. Examples from the Sahel to Myanmar show that this can help women “bounce back better”.

Art as an Empowering Force | Art and culture reflect individuals and society, but it can also change them. Art can unleash emotions, be liberating and create new ideas. Ballet and dance tend to literally and figuratively lift up women, while film and photography can be used as a tool to speak up against repression and injustice and tell the stories of those often not heard. Becoming a recognised artist, whether a dancer or a filmmaker, involves practice, perseverance and needs a good dose of discipline. These pathways often come with many obstacles, but can be rewarding in the self-empowerment received back.

Intersectionality and Authenticity | With more women rising to the top, we start seeing greater diversity as well. One of the great advantages is that this means more eye for intersectionality and more insights, including from different and long-established traditions, heritage and intergenerational knowledge that can help us face the challenges we face in our current times. The conversation we had with HE Nanaia Mahuta, the first female Māori foreign minister of New Zealand, was a wonderful and inspiring case in point.



Expo 2020 Dubai and its key partners, Cartier and the UAE Gender Balance Council, would like to thank all the speakers and visitors of the Women's Pavilion throughout the month of November 2021.