

THE WOMEN'S PAVILION

HIGHLIGHTS

At Expo 2020 Dubai



*"Women's equality and
empowerment is not a choice. But
it is a necessity. "*

HE REEM AL HASHIMY

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A Message From The Team



With immense pride we look back at the activities of the Women's Pavilion. We are grateful for all the visitors, all the speakers and all those that participated in our events, physically or online.

The rich conversations we have had at the Women's Pavilion have touched us deeply and we feel privileged to have received so many insights and knowledge from people all over the world. With humbleness we will carry these with us, long beyond Expo 2020 Dubai.

Our aim is to share the key learnings of the Women's Pavilion widely and this booklet is one way of doing so.

We worked together with an impressive range of partners. From the UAE and from abroad, from the public sector and the private sector, from large organizations to dedicated individuals. Constituting the beating heart of our Pavilion, day in and day out, we would like to take the opportunity to thank all of these partners.

We are convinced that, together and individually, we will take the positive spirit of the Women's Pavilion forward and upward, wherever we go.

About The Women's Pavilion

Throughout Expo 2020 Dubai, the UAE has dedicated itself to ensuring that issues related to gender equality and women's empowerment were centrally addressed. The Women's Pavilion has been a critical component of this vision. The Women's Pavilion, under the exhibition title of "New Perspectives", was curated by Expo 2020 Dubai in collaboration with Cartier.

The positive contributions highlighted in the exhibition demonstrate as no other that when women thrive, humanity thrives. The Women's Pavilion has also challenged the misconceptions that women still frequently face, has sought out new perspectives on the impact women bring to our world and explored new approaches to creating a more equal world.

Through different modes of convening, our goal has been to highlight that the only way to peace, prosperity and sustainability is through the full and equal participation of women. During the large number of events and the fascinating conversations these sparked, collectively we identified ways in which we can create new perspectives, change deep-rooted perceptions, and adjust mindsets.

In Numbers



Over **330,000** people have visited the Women's Pavilion exhibition.

Together with our partners, we organized more than **170** events between October 2021 and March 2022.



Our Majlis hosted nearly **544** world leaders, field experts, and inspirational speakers.

We've kept in touch with about **3,000** of you throughout Expo!



CHRISTIANA FIGUERES

Costa-Rican Diplomat, Co-founder of
Global Optimism

"In the 21st century we have such pressing issues that are time bound ... do you think it makes any sense to allocate 50% of our human intellect, of our human potential to these very urgent problems? It makes no sense. We have to allocate 100% of our potential, and then some more."



NANAIA MAHUTA

Minister of Foreign Affairs of New Zealand

"Women's empowerment is not binary where women's issues are very separate from other issues, or male and female kind of dichotomies. Going to the heart of Maori culture it is about balance. ... The best exertion of power and authority is when there is balance."

MONA GHANIM AL-MARRI

Vice-President of the UAE GBC & Director
General of GDMO

"It is said: Behind every great man is a great woman. But here in the UAE we say: beside every great man is a great woman."



5 KEY LEARNINGS

**1
FOR REAL
CHANGE, MAKE IT
LAW AND BREAK
NEGATIVE NORMS.**

**2
TAKE A SEAT AT
EVERY TABLE.**

**3
EDUCATION AND
MENTORSHIP CAN
BE SILVER
BULLETS!**

**4
THE FUTURE IS
BIASED! UNLESS
WE FIX THE DATA
AND MAKE THE
EVIDENCE
VISIBLE.**

**5
GENDER
MAINSTREAMING
IS CRUCIAL FOR
SUCCESS.**

SDG 5 : The Mother of All SDGs

Achieve gender equality and empower all women and girls



At the Women's Pavilion we believe that gender equality and women's empowerment are central to the achievement of the Sustainable Development Goals (SDGs). We simply cannot hope to achieve the SDGs with half the world's population unable to participate fully in society. Gender inequalities are impeding economic growth, limiting access to education, exacerbating poverty, affecting our food supply. It impacts every part of our society, and every part of sustainable development. By putting gender equality and women's empowerment at the center of all we do, progress to attaining the SDGs will accelerate and help achieve the 2030 agenda for sustainable development. Women and girls are a transformative lever of sustainable development that has been staring us right in the eyes for decades now. Let's start bringing them in, without conditionalities and in full force. Because when women thrive, humanity thrives.

Five Key Learnings



Through the conversations with nearly 500 world leaders, field experts, and inspirational speakers that we hosted at the Women's Pavilion between October 2021 and March 2022, it was clear that the only way to peace, prosperity, and sustainability is through the full and equal participation of women in society. We spent six months listening and asking questions to trailblazers from the private and public sectors, from different generations and different regions across the world, and found there were five core messages that will drive progress on gender equality and women empowerment. We hope you will share these messages widely within your networks, as we believe they are the way forward.



FOR REAL CHANGE, MAKE IT LAW AND BREAK NEGATIVE NORMS.

For gender equality and women's empowerment to succeed, social norms and legislation must advance on an equal footing. A good law that sits next to negative norms will remain useless and will simply not be implemented as intended.

Top-down guidance is nonetheless imperative. We need to seize the opportunity to engineer change by law. We need men and women in leadership roles to support concrete laws and policies to promote leadership, equal access to opportunities and ban harmful practices.

For effective implementation, such efforts must be accompanied by strategies to engage practitioners and communities. We need to communicate these laws and engage communities in actively understanding the legal space they create in order to stimulate best practices to guide society onto the path of intentional progress.

“Children don't see differences, children don't see that anyone is superior or inferior, it's taught to them and that's where it all starts.”

HE MELISSA FLEMING



TAKE A SEAT AT EVERY TABLE.

Ensuring that women have a seat at every decision-making table is one of the most important strategies we can adopt. To ensure that a gender equality and women's empowerment lens is integrated at every level and to avoid a tokenistic top, a hollow middle and a crowded starting point. Decision-makers at every level need to be representative of the communities they serve. A diversity of perspectives will lead to better decision-making for all, to innovation and creative solutions, as those involved bring a range of knowledge about the issues and are uniquely invested in the outcomes. Be it in governments, businesses, or civil society organizations, women need to be represented to reflect the groups they are part of.

“For every new regulation, every program, every plan, we have to take into account the impact on gender. There always has to be a gender approach.”

**HE XIANA MARGARIDA
MÉNDEZ BÉRTOLO**

For this to happen, both the architecture and the mindset of public and private organizations need to change. We have to design our systems differently, consider the whole ecosystem and go beyond discussions that stop around maternity leave and flexible work hours to pick up the kids. Women are not only held back due to motherhood but rather due to a lack of understanding that women's perspectives are necessary. Leadership discussions around gender equality and women empowerment need to be pushed further and be more comprehensive, for a partial approach will always yield less than full results. That means hard work, genuine support and influential leadership.



EDUCATION AND MENTORSHIP CAN BE SILVER BULLETS!

Education is essential to advance gender equality and women's empowerment. It will bring us a big step forward in solving inequalities between men and women. Access to education enables girls and boys, women and men to exercise their rights and participate in social, economic and political life. But there remains much to be done to ensure that girls and women have and retain access to education. There still is a large digital education gap, a large gap in so-called STEM education and women tend to enroll much less often in training and mentorship programs.

The other dimension of education is our failure to recognize and change the deeply-rooted stereotypes we are transmitting through our school systems, curriculums and textbooks. Unconscious bias sets us up for imbalances of power throughout life. We thus need to put more efforts in rethinking ways out of bias and stereotypes in both informal and formal education. We need history books that speak of the women who have contributed to progress not as the exception. After all, there are plenty of examples to draw from.

“There’s so much optimism and enthusiasm for the future when we educate and empower women, and, at the same time, there’s a reminder that millions of women do not have access to equal rights.”

MALALA YOUSAFZAI

And as little ones grow into men and women, they need to keep access to continuous learning, to develop skills and competencies throughout their lives, including through mentorship and trainings for career development. Mentorship has proven to be of great importance to ensure women stay involved and grow also at later stages in life and throughout their careers.

THE FUTURE IS BIASED! UNLESS WE FIX THE DATA AND MAKE THE EVIDENCE VISIBLE



“*At the moment white men have outsized economic and political power, but that’s a historical quirk that doesn’t statistically match with talent and with opportunity .*”

HE SONJA HYLAND

Gender-differentiated data must be available for policy makers to develop a strong culture of effective evidence-based policies. However, the data we have today continues to be characterized by gaps and bias due to flaws in data collection and analysis. We need to put serious efforts in fixing them. Because if we feed our AI algorithms the gender biased data sets we hold today, inequality will be hard-wired into future decision-making.

We must prevent biased and imperfect data to be the foundation of the Big Data-driven and automated world of the Fourth Industrial Revolution. Because when new policies will be based on such “evidence”, we risk perpetuating or even aggravating gender inequality into the future. If we get this wrong, inequality will be the foundation of tomorrow - just as it has been the basis of the world we live in today. If we get it right, we can root out bias and create the necessary equal base line for humanity to thrive.

In addition to generating the gender-disaggregated data needed, we need to make the evidence we have more visible, less scattered and more readily available for everyone, ideally in one place. So that the large amount of data and studies we have today can be used to leverage positive outcomes in all policy areas and allow us to create more targeted interventions for women across society.



GENDER MAINSTREAMING IS CRUCIAL FOR SUCCESS.

Women and men across the world have different needs, living conditions, and circumstances. Such differentiations are often based on unequal access to and control over power, resources, human rights and institutions. By considering the situation of women when designing, implementing, and evaluating policies, programs and projects, gender mainstreaming is a tool that enhances gender equality and women's empowerment. And as an extension, it benefits the whole of society.

The idea of gender mainstreaming has been around for decades as an approach to policy-making that considers both women's and men's interests and concerns equally. But we need to accelerate our efforts and acknowledge that, when done in a serious manner, it will often demand the (re)organization, improvement, development, and evaluation of a large number of policy processes.

We need to rewrite narratives and show imaginative models of what a gender mainstreamed home, office, profession, supermarket, or educational system looks like in order to erase social norms that hamper gender equality and women's empowerment. Because so far, most spaces, policies and solutions to needs have been designed by men, for men.

“It is said: Behind every great man is a great woman. But here in the UAE we say: beside every great man is a great woman.”

HE MONA AL MARRI

LOUISE MUSHIKIWABO

Secretary General of the La Francophonie

"A woman leader is a woman who understands she has a role that goes beyond her individual self. Being a woman leader is not about accepting a title, it is about inspiring society to go further."



PETER MAURER

Director of the ICRC

"What I find most encouraging is to see how women bounce back from challenges into becoming key economic operators in some of the most fragile contexts."

NATASA PILIDES

Minister of Energy, Commerce & Industry
in Cyprus

"The greatest thing would be to be able to say that kids being born into the world now don't have to worry about this, because for me, it was such a big worry growing up, and it was such a big worry within my career, and it would be great for girls not to be burdened with this anymore."



The Women's Pavilion at the World Government Summit



The World Government Summit 2022 was held in tandem with the closing of Expo 2020 Dubai, under the theme "Shaping Future Governments". Since its inception in 2013, the Summit has championed the mission of shaping future governments and creating a better future for humanity, bringing together thought leaders, global experts, and decision makers from around the globe to share and discuss their ideas for the future.

Hind Alowais, one of the drivers and inspirational forces behind the Women's Pavilion, synthesized the views, new approaches, and innovative pathways discussed at the Women's Pavilion. She presented the five key learnings to a global audience of leaders, who will take these messages home to their governments where they can be further discussed, disseminated, and acted upon. Because we need everyone to engage fully and with conviction to empower women and achieve gender equality. Only then can we reach our full potential as societies.

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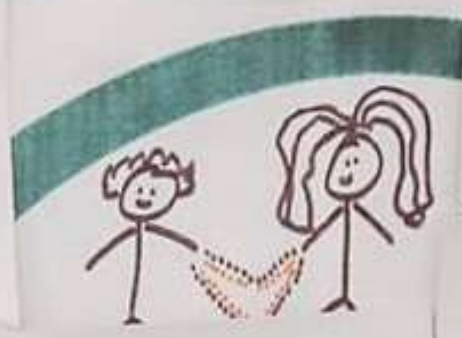
when women
Humanity then

STRONG

The Women should
always believe
in herself.

Prado volta
dela dona e so
de intensa paixão
Cambazote if moldo!

I believe in women's
strength and I know
that together we can
change the world!



المرأة هي عضو
كذلك في المجتمع
نتحقق المساواة

I believe this
century will
enable gender
equality ♡ from now

TO BE WHO
AND WHAT WE
WANT TO BE
H²

be woman
all always
equality ☺
all one
en rock

If you like being
troubled fair to
why would you
~~not~~ think that others
would like to be
troubled the same?

JUST **SMILE**
& DO AGAIN.
TRY AGAIN.
YOU CAN! SURE,
YOU CAN!

Women Strong
always trust
them they can
build the future

Strong Women ♡
"WOMEN BELONG
IN ALL PLACES
WHERE DECISIONS
ARE BEING MADE"
RBC

Kendlin...
una var...
toren her...
yppa bilinsin
Bisra...

NBODY IS BETTER
THAN YOU..... YOU ARE
YOU and that is your
POWER.

meny u n a
yuen
mugut

#HOLD ON TO IT FOREVER
WITH LOVE
PEACE

lity ♡
& Love
Be equal,
is necessary

كل النساء
تروفق الفديت

Equal Power
&
Respect

International Women's Day



To celebrate International Women's Day on March 8th, Expo 2020 Dubai hosted a multi-day series of cultural and policy-focused events. The overarching theme was, in line with the global theme of International Women's Day, the dismantling of harmful biases to enable women to reach their full potential in the workplace and throughout society.

International Women's Day brought together countries, companies, organizations and individuals to discuss, inspire, and learn about how to effect change and create a gender equal world. World leaders in politics, business, technology and culture committed to moving beyond words and to act. HE Amina Mohammed, Deputy Secretary-General of the United Nations, made a call to *"challenge gender bias when we see it, refuse to be bystanders to discrimination, and work together for a more equal and peaceful world for all people."*



#BreaktheBias Pledge



On International Women's Day 2022,

We express our support towards understanding positive gender roles and balance between men and women.

We commit to building on the momentum for gender equality and women's empowerment to break harmful stereotypes that hinder her progress.

Let us "break the bias" and make this world a better, fairer, safer place where women will be able to thrive and live a life of dignity and respect.

Over 80 participating countries signed up, in addition to international organizations and private sector partners.

We, The Women Exhibition



Art has a transformative power and is essential for social change. The We, The Women exhibition featured the most significant photography collection of women created by women to date. The participating artists are committed to acknowledging and mitigating biases, stereotypes, social stigmas, and power differences through their art. The works selected stood out for their focus on the empowerment of women and their departure from traditional stereotypes.

We, The Women Festival



Through music, dance, and visual storytelling, the “We, The Women Festival” provided a stage for passionate and inspirational artists from all over the world. Held on March 6th and 7th, female artists set the scene for International Women’s Day, building unity and social awareness around gender equality and women’s empowerment through their performances and by shining a light on the importance of challenging the harmful stereotypes that hold women back.



#BreaktheBias Assembly



The #BreaktheBias Assembly brought together global leaders to discuss new ideas and build partnerships to advance innovative solutions. The discussions focused on breaking down gender bias and promoting women's leadership across fields and disciplines, including diplomacy, industry, music, sports, and climate. Young women told their personal stories of overcoming obstacles, not only inspiring the audience but also demonstrating the power and potential of younger generations.

The speakers and performers were a strong reminder that we all have a role to play in empowering women and promoting gender equality. That, regardless of our age, the field we work in, or the title we hold, every individual has the ability to translate core values around gender equality into how we operate within our homes, our workplaces, and our communities.

"We must embrace our shared responsibility to break down barriers and empower young and inspiring women to reach the highest levels of government and decision-making. We must lead by example, with empathy, inclusiveness, tolerance and humility, nurturing the values of feminine leadership." H.E. Ohood Al Roumi, Minister of State for Government, Development, and the Future, UAE



Key Outcomes from the Assembly



- Affirmed the vital importance of gender equality and women's empowerment for societies everywhere and celebrated the incredible people who have fought for progress in the past and continue to do so today.
- Coalesced a global dialogue and provided a platform for leaders across sectors to engage in a rich exchange of ideas and strategies to break down harmful gender biases and build a more equitable future.
- Explored the multi-dimensionality of women in the world today and what it means to break the bias in the context of government and diplomacy, business, music, sports, climate and energy production.
- Highlighted inspirational stories of young women overcoming great obstacles, demonstrating the great potential and power of youth.
- Empowered individuals with concrete ideas and solutions to take forward in their own lives and together as drivers of change in their communities.
- The Anwar Gargash Diplomatic Academy launched the third edition of their Women in Diplomacy Index that maps the percentage of female Ambassadors representing the 40 largest countries in the world and the European Union.
- Highlighted key institutional policies in action - including at UPS and Accenture - to increase women in leadership positions.
- Orchestrated a pledge to #breakthebias, a commitment to building on the momentum for gender equality to create a better, fairer, safer world for women.

#BreaktheBias Forum



The “Break the Bias Forum” convened policymakers, corporate leaders, visionaries, and innovators from all over the world to identify and dismantle gender biases across cultures and sectors. Dynamic dialogues showcased innovative ideas and strategies to empowering women and accelerating progress towards gender equality, and emphasized the need for both collaboration and accountability if we are to truly make impactful changes.

“The economic and cultural progress of any society, its stability and its security, is wholly dependent upon the progress of its women, and their active participation in the building of that society.” H.E. Reem Al Hashimy, Minister of State for International Cooperation, UAE & Director General, Expo 2020 Dubai.



“Leaders ask me how to encourage more girls to become changemakers like me, but I think they are asking the wrong question. There are millions of women with strong voices, bold visions and brilliant ideas. They do not need to be like me, it is leaders like you that need to listen to them, as you have to me.” Nadia Murad, Nobel Peace Prize Laureate and UNODC Goodwill Ambassador.



EPSY CAMPBELL BARR

Vice President of Costa Rica

"We need a network of men working on SDG 5, because many leaders see it as a goal only for women, while other SDGs are for the wider world."



HELEN CLARK

Former Prime Minister of New Zealand

"If we can't achieve SDG 5 [Gender Equality], then we can't achieve the SDGs. When women have less access to healthcare and education, and are more numerous among the poor and hungry, you just can't make progress."

MELISSA FLEMING

Under-Secretary-General for Global Communications

"There is a lot of evidence that countries that promote women are doing much better when we measure the different SDGs. There is this correlation with betterment of society with how well women are advanced."



CYRILLE VIGNERON

President and CEO of Cartier

"I want my daughters to grow in a world where they can be themselves, not be judged badly, not facing violence."

Letters to the Next Generation of Girls



On the occasion of International Women's Day 2022 leaders and changemakers from different sectors were asked to pen a letter addressed to girls born in 2022, with the objective to inspire young girls to take their rightful place in society and empower them to live up to their full potential within a world that is truly equal.

These powerful testimonies also highlight the crucial role that today's youth, both boys and girls, have to play in the world to come.

LETTERS BY GLOBAL LEADERS AND CHANGEMAKERS ADDRESSED TO GIRLS BORN IN THE YEAR 2022





Our Partners

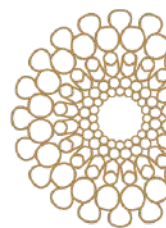
Over the course of the last 6 months, we have welcomed a wide range of partners who brought leaders, thinkers, and inspiring personalities to our Pavilion. Sharing innovative and passionate ideas and insights to further unlock gender equality and empower women across the world and across all sectors. The Women's Pavilion could not have done it without them and their valuable contributions.

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 hosted an array of sessions at the Women's Pavilion.

We therefore would like to extend a massive thank you to our partners for their efforts and participation, it has meant a lot to us. We hope that you will continue to your hard work to empower women and create a more gender equal world.

عند
المساءة
WOMEN'S
PAVILION

إكسبو 2020 دبي
الإمارات العربية المتحدة



بالتعاون

مع *Cartier*