

THE WOMEN'S PAVILION AT EXPO 2020 DUBAI

5 KEY MESSAGES FOR THE WAY FORWARD

**1
LET'S
UNSTEREOTYPE
THE WORLD WE
LIVE IN!**

**2
FOR REAL
CHANGE,
ENGINEER IT!
MAKE IT LAW**

**3
THIS IS ABOUT
MEN, WOMEN,
AND SOCIETY!**

**4
THE FUTURE IS
BIASED!
UNLESS WE
FIX THE DATA**

**5
WOMEN ARE
NOT A
MINORITY!
DEMAND EQUAL
SEATS**

SDG 5, THE MOTHER OF ALL SDGS

At the Women's Pavilion we believe that without gender equality, all Sustainable Development Goals (SDGs) will remain out of reach. We simply cannot hope to achieve them 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 at the center of all we do, progress to attaining the SDGs will accelerate and the 2030 goals might just be tenable. 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.



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LET'S UNSTEREOTYPE THE WORLD WE LIVE IN!

Stereotypes and bias permeate our world from every angle and on every level. Stereotypes and bias start from the moment we are born, from the way adults speak to female babies versus male babies and the stories and picture books we share with them. From showing men as doctors and women as nurses, to boys as football players and girls as ballerinas, we need to overcome these stereotypical images. We need to provide children with role models to show them that it is possible for a woman to be a scientist and it is possible for a man to be a teacher, allowing them to be inspired and see a path towards fulfilling their dreams. But many of us remain unaware of much of this gendered attitude. To achieve Sustainable Development Goal 5 on Gender Equality, we need to drastically “unereotype” the world we live in. To avoid dictating a path that limits potential, we need to rewrite narratives and show imaginative models of what an unsteretyped home, office, profession, supermarket, or educational system looks like. This ambitious, but necessary shift will take time. But a good first step is making curriculums, textbooks, and educators more gender-neutral and gender-sensitive so that stereotypes and bias are not imparted to next generations. Teach them young! Boys and girls.

“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



“Women’s equality and empowerment is not a choice. But it is a necessity.”

HE REEM AL HASHIMY

FOR REAL CHANGE, ENGINEER IT! MAKE IT LAW

Progress to gender equality has been slow, and lately it has been wavering under the pressure of health emergencies and economic crises. To accelerate change - so we don't have to wait the expected 135.6 years until the gender gap is closed -, we need to implement an enforceable system of laws that sets us on the right path. The international legal frameworks to promote this change are there, but they remain a dead letter unless they are integrated into national legal frameworks which can help foster social change. We can wait no longer for the slow and fragile incremental cultural change alone. To jump-start the journey to gender-equality, we need to seize the opportunity to engineer change when it arises. For that to happen, top-down guidance is imperative. We need men and women in leadership roles to support concrete laws and policies that not only ban harmful practices, but also stimulate best practices to guide the private sector and society onto the path of intentional progress. This will provide women with the legal space and backing to advocate for their rights and for their equal position in society. It helps establish a safe space and makes real change possible by allowing (social) systems to be challenged.



THIS IS ABOUT MEN, WOMEN, AND SOCIETY!

Defining and labeling those issues concerning gender equality as 'women's issues' is harmful. It establishes gender equality as an issue that only concern women or gender experts, while this is not the case. To progress, new audiences need to be reached. Gender equality concerns women and men, girls and boys and they all need to be involved in conversations and in finding solutions. We need to reframe 'women's issues' as 'society's issues', showing that these are about the reciprocal relationships we have within our society. If half our population, women and girls, is excluded from full participation in society, the other half, men and boys, will be affected. Be it in the form of missed economic opportunities, missed innovation, increased vulnerability or volatility, treating men and women as anything less than equal comes at a cost for us all. Leaders need to lead by example and stop treating 'feminism' as a dirty word. Instead, they need to start looking at gender equality in this broader context: as an opportunity to advance sustainable development and growth.

“If you educate a girl,
you educate a
planet.”

HE DR TARIQ AL GURG



THE FUTURE IS BIASED! UNLESS WE FIX THE DATA

Gaps and biases in data must be identified and resolved with the highest priority. With the advent of the Fourth Industrial Revolution, the currently available data is serving as the basis for new foundational technologies such as artificial intelligence, the related area of machine learning and the growing number of applications. This ranges from picking your next most favorite Netflix movie to providing a medical diagnosis and suggesting specific treatments. Unless we address gaps and biases in data collection, the gender biases we hold today will be hard-wired into future decision-making and in the data-driven and automated world of tomorrow. In addition, as new policies are increasingly founded on biased and imperfect data, we risk perpetuating or even aggravating gender inequality. The importance of data is undeniable and needs to be recognized. If we get it wrong, inequality will be the foundation of tomorrow - just as it has been the foundation of the world we live in today. If we get it right, we can wield it to root out bias and create equality.

“**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



“ 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

WOMEN ARE NOT THE MINORITY! DEMAND EQUAL SEATS

Ensuring that women have a seat at every decision-making table is one of the most important strategies we could adopt to ensure that a gender equality lens is integrated at every level. Those at the top 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 that to happen, both the architecture as the mindset need to change. We need to design the system differently and go beyond discussions that stop around maternity leave and flexible work hours to pick up the kids. Women are not a minority and they are not only held back due to motherhood. The gender equality and women empowerment movement needs to be pushed beyond lip-service and pink-washing to generate genuine support and change in leadership. The only way to achieve this, is to ensure all groups are included and heard in the conversation. The way forward must be communal and comprehensive, for a partial approach will always yield less than full results.

THE WOMEN'S PAVILION



The UAE has dedicated itself to ensuring that issues related to gender equality and women's empowerment are centrally addressed in everything we do at Expo 2020 Dubai, with the goal to unlock the immense potential that women hold.

The Women's Pavilion, under the exhibition title of "New Perspectives", is curated by Expo 2020 Dubai in collaboration with Cartier. It invites us to recognize the central role women have played throughout history and to bring their, often forgotten, impact to light. The positive contributions of women demonstrate that when women thrive, humanity thrives.

By shining a light on women past and present, known and unknown, the Women's Pavilion challenges the misconceptions that women still frequently face. We seek out new views and explore new approaches towards a more equal world. Along the way, together we identify ways to create new perspectives, change deep-rooted perceptions, and adjust mindsets.

From launching dialogues to driving progress for women's empowerment, from showcasing women's vision and solutions for a better future, to focusing on the input of changemakers across the globe, we highlight that the only way to peace, prosperity, and sustainability is through the full and equal participation of women in society.

Note: For any event related queries; please reach out to the Women's Pavilion via email: wp@expo2020.ae

Never Miss the Latest Events at The Women's Pavilion; subscribe to our mailing list : <http://eepurl.com/hPOYxb>