



Government
Equalities Office



INVITATION

On the launch of Unilever's 'Opportunities for Women' report, you are cordially to:

An "Unstereotyped" World:

**Catalyzing the Private Sector to Change the Way the World Works for Women
by Tackling Harmful Social Norms and Gender Stereotypes**

Unilever's forthcoming report describes how the company is striving to challenge discriminatory norms and outdated stereotypes across its value chain - in workplace and supply chain operations, and, by 'unstereotyping' brand advertising and portraying more diverse images for women and girls, with consumers and society at large.

Informed by Unilever's experience, and in the light of the UN High Level Panel on Women's Economic Empowerment call out of adverse social norms as a critical barrier and driver to women's progress, leaders will discuss the role the private sector can play in tackling unconscious bias and cultivating more supportive social norms, for women and girls *and* for men and boys.

Moderated by:

Elizabeth Cousens - Deputy Chief Executive Officer, UN Foundation

Speakers include:

Phumzile Mlambo-Ngcuka - Executive Director, UN Women

The Rt Hon Justine Greening MP - Minister for Women and Equalities, UK Government

Winnie Byanyima - Executive Director, Oxfam International

Alan Jope - President of Personal Care, Unilever

Wednesday 15 March 2017, 2:00 p.m. – 3:00 p.m.
UN Women HQ (Conference Room on the 19th floor)
220 East 42nd St., New York



RSVP: cheng.li@unwomen.org

Please RSVP by Monday 13 March as space is limited.