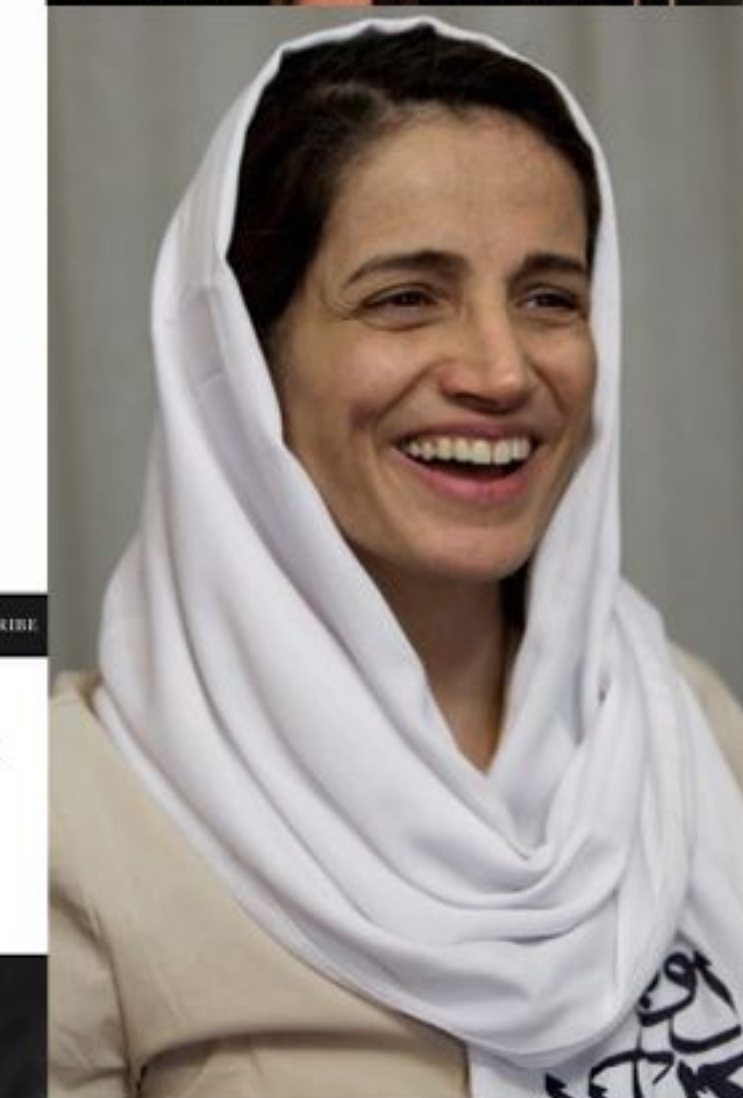


THINK TANK **marie claire**
BETTER TOGETHER



In a world where generation #Metoo want to be heard, Marie Claire is the most influential women's media brand in the world and constantly delivers content with a strong and distinct voice.



CREDIBLE FEAR

Trump's calls for a border wall won't make it harder for domestic violence survivors to find refuge in the U.S.—a new ruling is already doing that. *Marie Claire* goes to Tijuana to see what women fleeing abuse endure in seeking asylum.

By Erica Hellerstein Jun 5, 2019

It's still dark and damp when Gabriela steps onto Tijuana's El Chaparral Plaza on a chilly October morning. In a few hours, the sun will creep through the clouds, but for now, the sky is a vast slate of grey and her lips are cold. Her fellow asylum seekers, hovering nearby with hands shoved in their pockets, wait every morning at the plaza—just a few hundred feet from the United States border. Most wear weathered jeans, hoodies, and worn sneakers. They huddle in groups and chat to pass the time, ruffling the hair of restless kids tugging on their sleeves. What binds everyone there—a



marie claire



NOT MY JOB.



PARENTAL
LEAVE
EQUALITY
marie claire M&S



SUPPORT
MARRIAGE
EQUALITY



DO
marie claire

MERCI À TOUS

LES SOURDS, LES MUETS, LES AVEUGLES.
CEUX QUI SONT LÀ SANS ÊTRE LÀ.
LE REGARD FIXÉ SUR LA BARRE DU MÉTRO, LE REGARD FUYANT À TOUTE VITESSE.
LES DORMEURS BIEN ÉVEILLÉS DERRIÈRE LEURS PAUPIÈRES FERMÉES.
LE LECTEUR Soudain CAPTIVÉ PAR LA PRESSE GRATUITE.
CEUX QUI PENSENT SE CONFondre AVEC LE DÉCOR
ET CEUX QUI CROIENT ÊTRE CACHÉS DERRIÈRE LEUR SMARTPHONE.
TOI, PERDU DANS TES PENSÉES. RESTES-Y.
ET TOI QUI TE RÉVOLTERAS, MAIS LORSQUE TOUT SERA FINI.
À TOUS, MERCI POUR VOTRE PARFAITE INDIFFÉRENCE.
GRÂCE À VOUS, JE SUIS LIBRE DE TRAITER UNE FEMME DE SALOPÉ, DE CONNASSE,
DE TOUT CE QUI ME VIENT.
N'IMPORTE LAQUELLE, N'IMPORTE QUAND, N'IMPORTE OÙ.

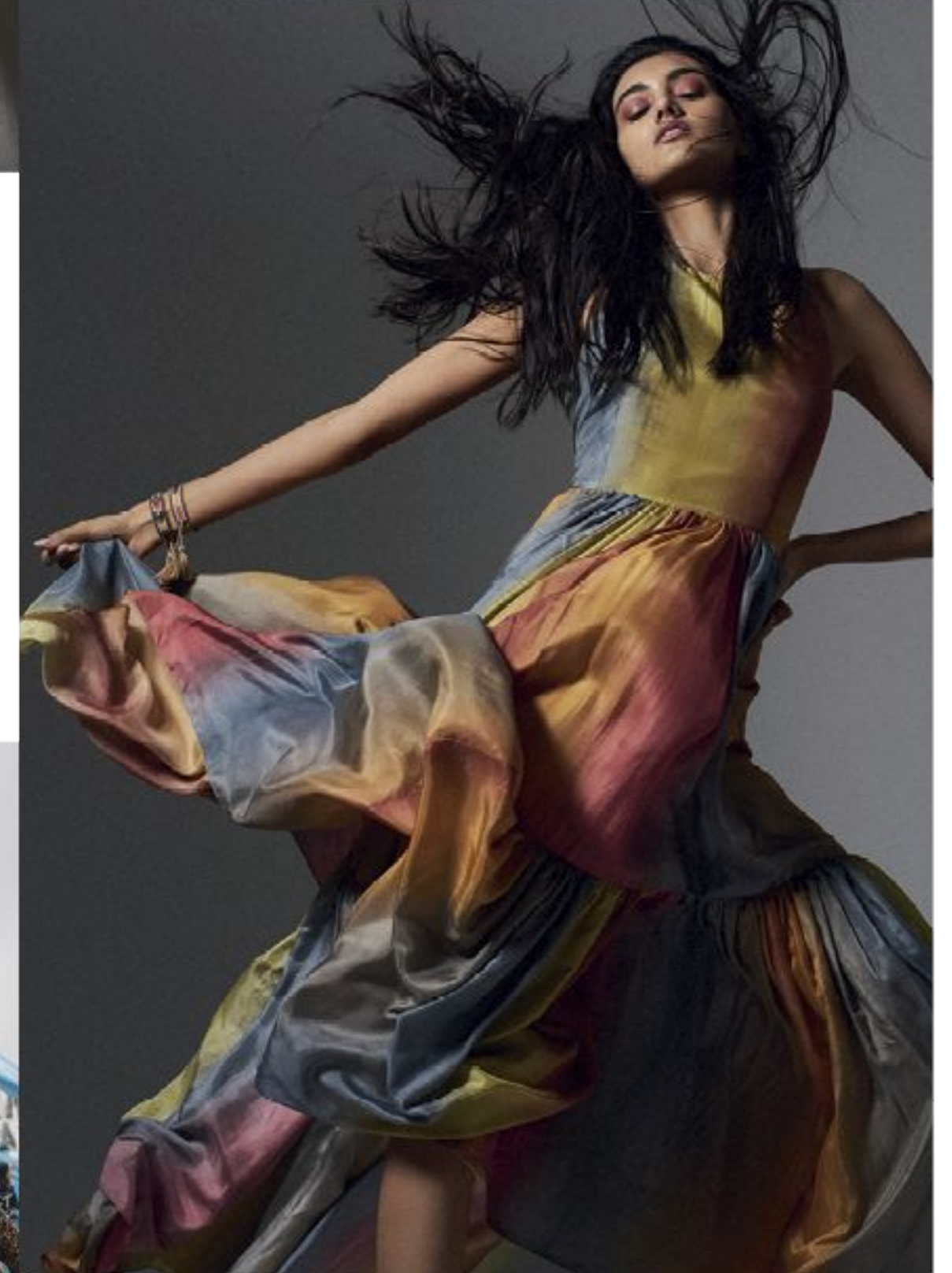
marie claire
APPRENNONS À AGIR ENSEMBLE
CONTRE LE HARCELEMENT.
#NEVIETONCEZERO



Marie Claire is the original change maker, our campaigns haven't just informed, they have delivered results, with many campaigns culminating in new government policies that have fundamentally changed women's lives for the better.



We're here to carry on being champions of change, at a global and local level, informing and campaigning on the issues that matter to women, from sustainability and women's empowerment to mental health and education, especially in a post covid world.



1



SUSTAINABILITY



MENTAL HEALTH

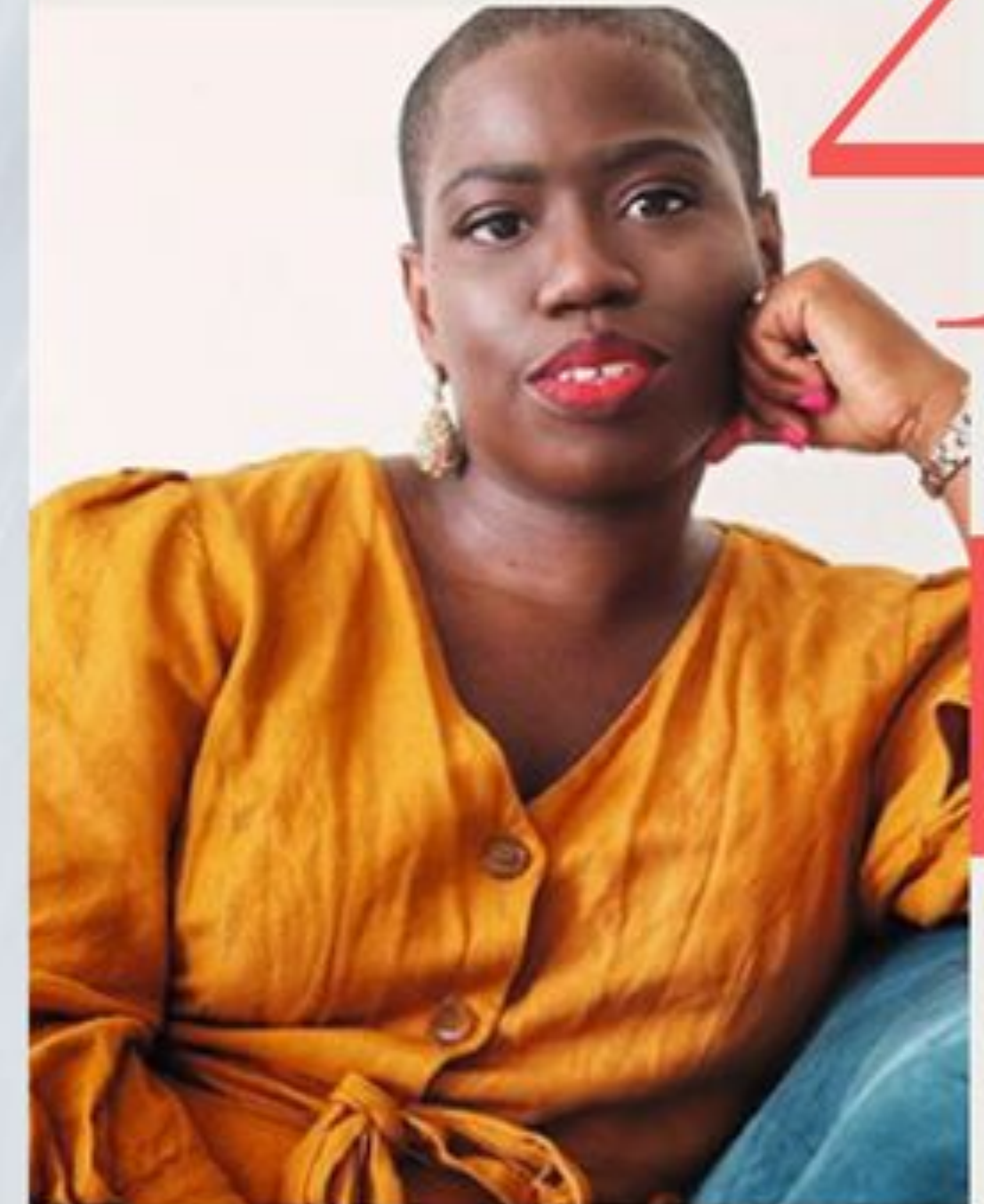
EDUCATION

3



EMPOWERMENT

4



MENTAL HEALTH

HOW CAN WE MAKE TOMORROW EQUAL?



By turning promises into action! The UK is one of the few countries in the world that has had 2 females leaders as prime ministers, but unfortunately the UK is still ranked 15 into the **Global Gender Gap Index.**

Despite much progress, Gender Equality needs **leadership and commitment from both men and women** and from private and public sectors to reach the 2030 UN's Agenda. Promises and goodwill are not anymore sufficient, it's time to turn words into action!

The Marie Claire Think Thank, Better Together, will ensure **concrete action for a more equal and inclusive world.**

WHY DO WE NEED TO LAUNCH A THINK TANK?



After the highly successful Marie Claire Think Tank in France powered by Connecting Leaders Club, Marie Claire to launch in the UK in 2020. The Marie Claire Think Tank will garner support from public and private bodies to take concrete action to promote gender equality, with the aim of putting forward tangible gender equality proposals that it will present to UK government in 2021. The objectives: Determine concrete solutions to fight against the discrimination and social inequalities that persist between women and men in the world.

1. Identify best practice across multiple themes and topics.
2. Provide concrete recommendations for a more diverse and inclusive world.
3. Engage public and private sector leaders to build a coalition as actors of change.

WHAT IS THE MARIE CLAIRE THINK TANK FORMAT?

ONGOING EVENTS PER YEAR +1 DAY CONFERENCE

Virtual and physical
event and panel series with:

- Panels with VIP guests and government officials
- Presentations of studies and polls made by partners and debates with the public and testimonies
- Workshops in small groups

ADVISORY COMMITTEE CONTAINING

Journalists, writers
Businessmen and women
Academics, Researchers
Artists, associations
Partners / Sponsors
President of the Connecting
Leaders Club

OUTCOMES

“White Book” with:

Deliver workable recommendations and proposals for both private and public sector that can be actioned.

Identify best practises for an ultimate benchmark on gender equality and inclusiveness.

Share best practises: each company will share their own solutions on diversity and gender equality.

Accompany our partners to be part of the social change.

WHY THE THINK TANK WILL BE DIFFERENT & ADD VALUE

Utilising the power of Marie Claire and the UK's brand footprint of 5.8 million, we will turbocharge the equality movement, but with a **focus on inclusivity**.

Work with partners and corporations to create benchmarks, metrics, solutions and measurements for **accountability for long lasting change**.

Amplify **inclusion of men**, make them allies.

Partner with all sectors to create a more **diverse and inclusive culture** where everyone is valued equally.

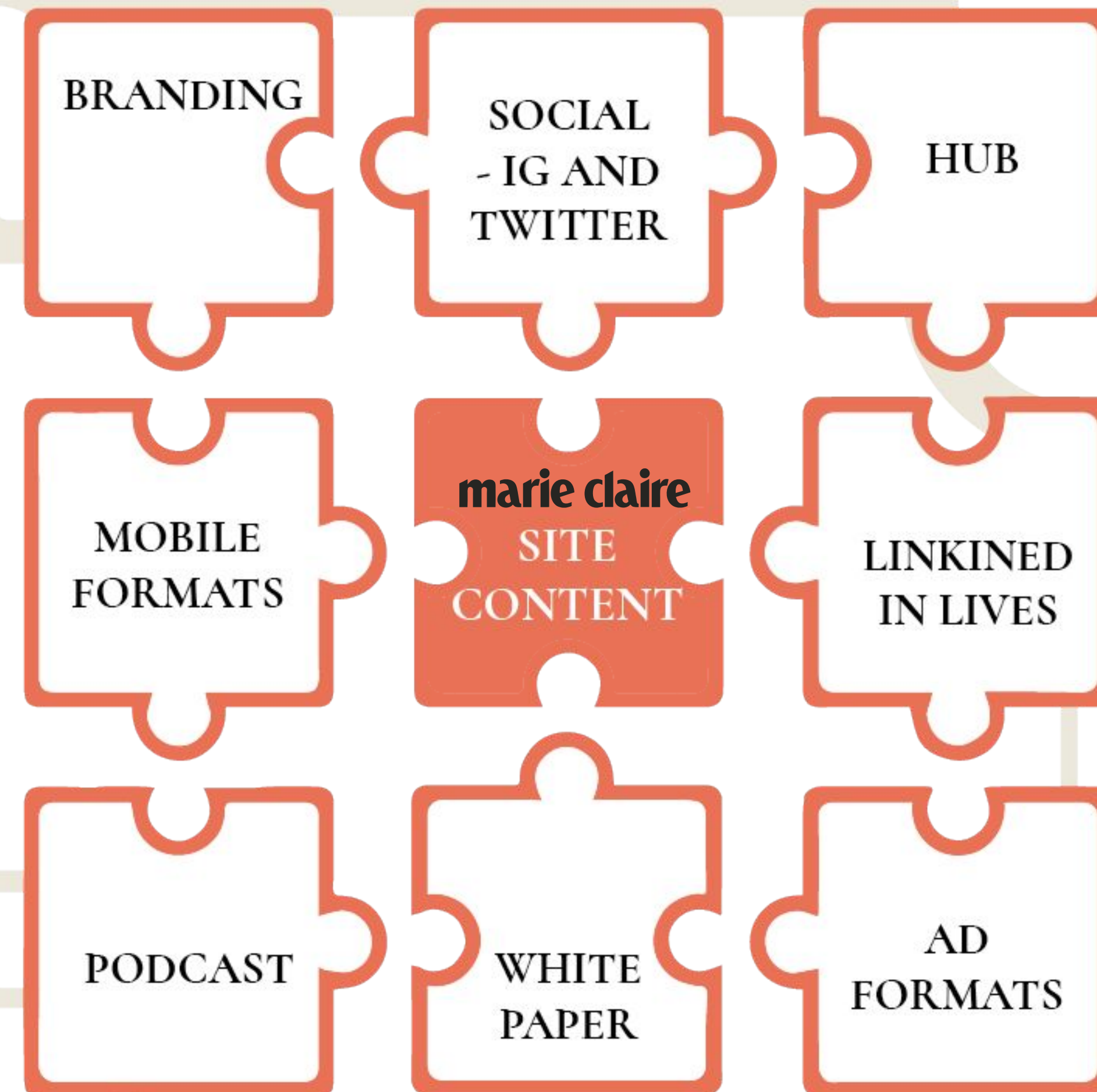
Engage leaders from public and private sectors to raise the stake and take actions to **be part of a social change**.

Cultivate the conversation, drive visibility with curated content and create relatable storytelling.



THINK TANK COMMUNICATION AND VISIBILITY

THINK TANK **marie claire**
BETTER TOGETHER



+ 8 Million brand footprint across Marie Claire digital and social
2M targeted reach - Csuite, MC1P Empowerment, MD's IT and HR senior level

WHY UK THINK TANKS WILL BE NECESSARY & IMPORTANT



Andrea Thompson, Editor-In-Chief

While we don't quite know how the future of our lives will pan out post Covid, one thing for certain is that **women's lives will be most impacted**, with experts predicting a **reversal of many of the hard-won gains towards gender equality in recent years**. A study has revealed that it is women who will be most affected economically and bear the brunt of the fall out – **at work, at home, and in their communities, as well as their health**.

Why? First a large concentration of **women are employed in sectors that have been worst hit** and even United Nations projects 'a prolonged dip in women's incomes and labour force participation' because of Covid-19. All this is intensified by other factors at home. **Women take on the bulk of unpaid family care at home (40% more than men)**, a burden that has become even more all-consuming amid physical distancing, home schooling and self-isolation.

Worse, the critical resources women need to stay well – reproductive health services, maternal care – have suffered as the world's hospitals dealt with the immediate fall out of the crisis. That, in turn, could lead to more **maternal mortalities, young pregnancies and sexually transmitted diseases**, according to a recent UN policy brief.

BUT post lockdown, marks a turning point, an **opportunity to readdress** these inequalities, take stock of where we are, and **reset the balance by making vital changes based on learnings during the global lockdown**. This is why we're bringing together the leading NGOs, thought leaders, companies and charities to talk about what can be done at this critical time.

marie claire
UK

THINK TANK THEMES

UK THINK TANK THEMES

1. THE FUTURE OF WORK
2. THE FUTURE OF HOME LIFE
3. THE FUTURE OF
COMMUNITY, HEALTH &
INFRASTRUCTURE
4. STEM & THE GENDER GAP
5. BIAS & DIVERSITY IN THE
WORK PLACE



THE FUTURE OF WORK

This event gathers the leading experts, companies and and thought leaders to discuss what we can do as a matter of urgency to **prevent women's hard won rights in the workplace being reversed.**

How can we close the gender gap which is due to widen post Covid?
What steps can schools, companies and government take to together to deal with the fall out post lock down. What measures can we implement. Its vital we do not miss the opportunity to do things differently following the learnings post covid.

Part of this conversation must be about **intersectional issues at play.** BAME employees are less likely to be in white collar jobs where they can work from home. The result? Their careers have been further impacted. They are also under-represented in management.



THE FUTURE OF HOME LIFE



What does it mean to be an ally? We bring together men and women to discuss the **emotive topic of hidden labour** and look at how men can be part of the conversation to drive change and push for women's equality. Topics we would look at include the importance of a change of culture around **Paternity leave**, why **male ally-ship matters in companies**, and the responsibility companies have to provide working practices that enable women to flourish and reach **senior management** (flexible agile working and active encouragement of returnee programmes for women who have taken career breaks because of caring responsibilities)

THE FUTURE OF COMMUNITY/HEALTH/INFRASTRUCTURE



For too long, the health and wellbeing of women has not been considered when building societies and infrastructure of our cities and Covid 19 showed just how many of the structures in our systems, built by and for men, which put women's lives at risk. ?

Within this discussion we would also look at the shocking statistics in black deaths during the crisis and **why Covid has so impacted BAME communities** (they are more likely to be front line workers and key workers like train and bus drivers, security guards etc and not in possession of adequate PPE or health provision) What learnings can be made post Covid

STEM AND THE GENDER GAP

Post Covid, encouraging more women into STEM careers will be important than ever. It is in STEM that our future lies and where most jobs will be. If women are not part of this sector their needs and voices will not be part of future developments around technology and innovation.

STEM has a big gender problem. Just 20% of its workforce is women while only 2 in 5 girls at school consider studying STEM subjects. WE look at the **importance of role models in schools, less macho working cultures in companies and how government should incentivise schools and businesses to redress the imbalance.**



BIAS AND DIVERSITY IN THE WORKPLACE



BAME employees are less likely to be in white collar jobs where they can work from home. The result? Their careers have been further impacted. They are also under-represented in management.

Starting with the recruitment process, how we can **remove unconscious bias** to create a more diverse workforce. How to discuss racism in the workplace and advocate for equality, ‘**we can not be our most productive when we don’t feel like we belong**’. This event could focus on the intersectional issues at play across all event themes.

MARIE CLAIRE UK THINK TANK PARTNERS



IMPACTFUL LARGER SCALE EVENT



To ensure action, **Marie Claire UK** will host a **larger scale event** with private and public sectors attended by Ministers, CEOs, representative of the public sectors, artists and inspiring leading figures. This event will **focus on and showcase the companies and ministers commitments to implement Marie Claire Think Tank recommendations** in their own companies and government department.

MARIE CLAIRE THINK TANK ADVISORY COMMITTEE

The Marie Claire Think Tank advisory committee includes experts from all the relevant **industries and sectors and senior directors or CEO's from our client partners.**

Role of the Advisory Committee is to **study, validate the feasibility and the legal aspects of the proposals** and choose the best proposals which will be integrated into the final white book.

The Advisory Committee meets 5 times a year.



THE CONCRETE RESULTS IMPLEMENTED IN FRANCE



ENGAGEMENTS



1. Déployer dans chaque entreprise une formation gratuite sur les stéréotypes accessible à chaque salarié.
2. Sensibiliser les services de ressources humaines pour qu'ils encouragent les femmes à postuler à des postes à responsabilité. Les chefs d'entreprise doivent également exiger que les DRH leur présentent une shortlist pour chaque poste de direction comportant au minimum un profil féminin
3. Instaurer une politique de qualité de vie au travail, favoriser une culture d'entreprise plus inclusive avec un fonctionnement respectant les rythmes et les obligations de chacun :
 - a. Encourager une plus grande flexibilité dans les horaires du travail grâce entre autres au télétravail.
 - b. Organiser les réunions de network soit au petit-déjeuner soit au déjeuner et non entre 19h et 21h. Interdire toute réunion à partir de 18h.
4. Démarrer les discussions avec les partenaires sociaux concernant l'allongement du congé de paternité.

Paris, le 18 juin 2019

François Riahi, Directeur général, Natixis

In France, companies united with the Minister of Education, Culture, Ministry of Culture and Ministry of Health to commit to the implementation the Marie Claire Think Tank concrete proposals.

Equality at work: Natixis, CSP, PwC and Syntec

Education: The Paris-Dauphine University and

Salesforce

Technology: Salesforce, L'Oréal and PWC

Health: Weight Watcher & Axa France

Culture: The French Minister of Culture

ENGAGEMENTS

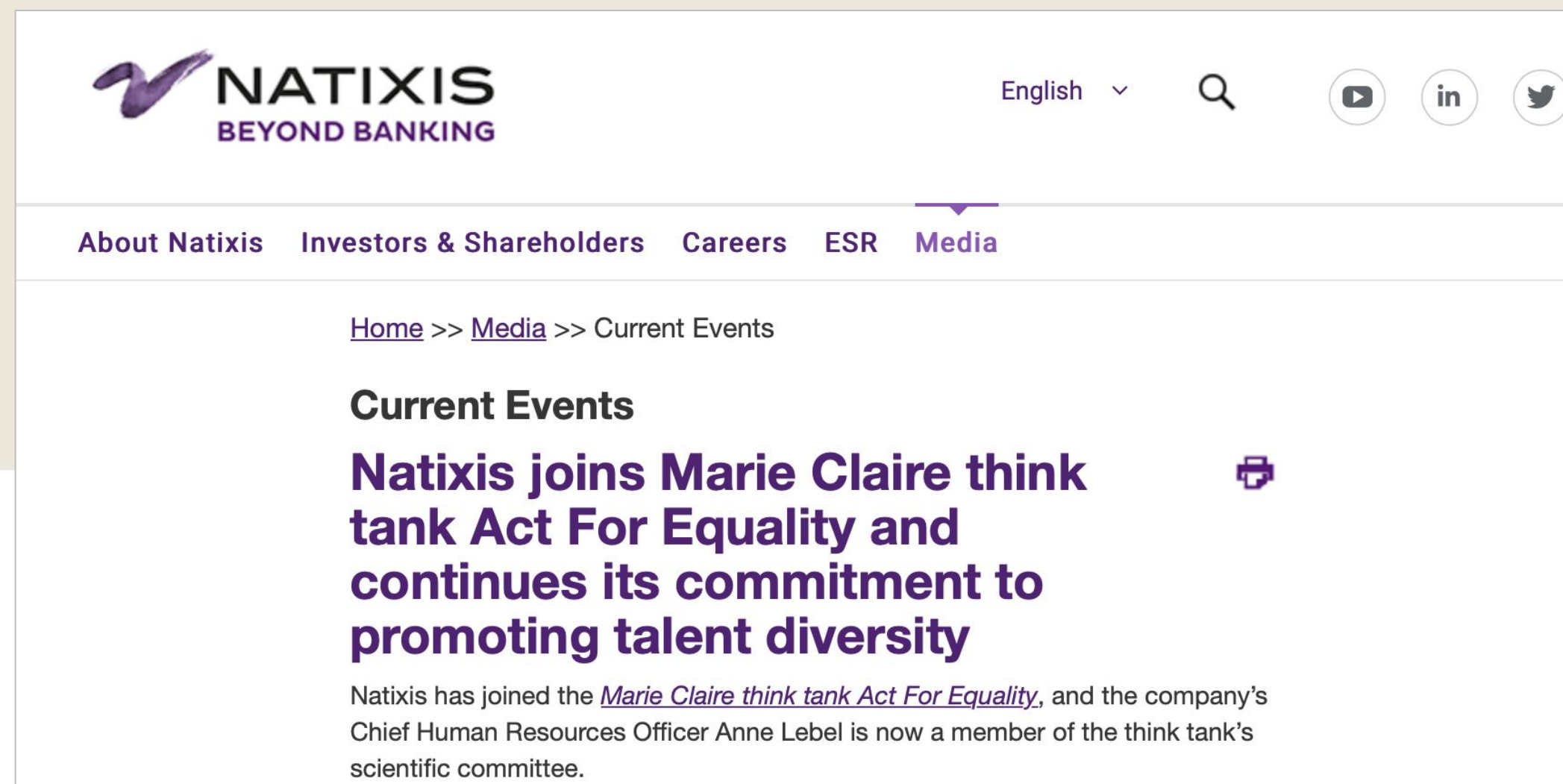


1. Atteindre l'égalité salariale :
 - Mettre en place une grille de salaire fixe pour le premier salaire d'embauche, en fonction du niveau d'études et des expériences professionnelles car c'est souvent sur le premier salaire que débute l'inégalité.
 - Assurer l'équité entre Femmes et Hommes dans les promotions, les notations de performance, et les grilles de salaires à tous les grades"
2. Garantir la part de variable annuel à 100% lors d'un congé parental (pas de pro-rata temporis)
3. Déployer dans chaque entreprise une formation gratuite sur les stéréotypes accessibles à chaque salarié
4. Sensibiliser les services de ressources humaines pour qu'ils encouragent les femmes à postuler à des postes à responsabilité. Les chefs d'entreprise doivent également exiger que les DRH leur présentent une shortlist pour chaque poste de direction comportant au minimum un profil féminin.
5. Un quota mixte devra également être mis en place pour les stagiaires et alternants.
6. Instaurer une politique de qualité de vie au travail, favoriser une culture d'entreprise plus inclusive avec un fonctionnement respectant les rythmes et les obligations de chacun :
 - Encourager une plus grande flexibilité dans les horaires du travail grâce entre autres au télétravail.
 - Organiser les réunions de network soit au petit-déjeuner soit au déjeuner et non entre 19h et 21h. Ne pas organiser de réunion / appel / conférence téléphonique avant 9h, ou au-delà de 18h

Paris, le 18 juin 2019

Louisa Renoux, Associée Services Financiers
PWC France

WHAT OUR MARIE CLAIRE PARTNERS IN FRANCE SAID....



‘By joining the Marie Claire act for equality think tank, Natixis supports the collective momentum towards true gender equality’

— Anne Lebel, CHRO of Natixis

A REMINDER...OF OUR CONCRETE GOALS



1. To understand the expectations of men and women in the UK.
2. Identify best practices for an ultimate benchmark on gender equality and inclusiveness.
3. Share best practices: each company will share their own solutions on diversity and gender equality.
4. Deliver workable recommendations and proposals for both private and public sector that can be actioned.
5. Accompany our partners to be part of the social change.

WHY YOU SHOULD PARTNER WITH US!

Increase visibility of your actions and expertise to different targets.

Reach high calibre of partner attendees of all the largest groups.

Share best practices.

Benefit from best ideas & concrete proposals determined by the Think Tank.

Benefit from the recognition of your actions through international institutions, public and governments.

Participation in the creation of public policies in terms of gender equality, and influence the public discussion.

Attract new talent through your involvement in gender equality.

360° media visibility in key markets

Build a strong coalition and be part of a global movement for change.

THE POWER OF **marie claire**

Marie Claire is an international driving force with an unquestionable legitimacy to address the gender equality issue:

International watchdog of the expectations of women and men on equality.

Access to the best experts and influential figures.

360° communication with more than 80m reach worldwide

Massive social audience on social networks (Facebook, Twitter & Instagram)

An international network in over 29 countries

The background features an abstract geometric design composed of several overlapping rectangles in a muted orange color. The rectangles are arranged in a way that creates a sense of depth and layering. A large, horizontal rectangle is positioned in the upper left, with a smaller, vertical rectangle extending from its right side. Below this, a larger horizontal rectangle spans across the middle of the image. In the lower right, there is a large, vertical rectangle that overlaps with the others. The overall effect is a modern, minimalist aesthetic.

Thank you