

GENDER EQUALITY

EAW! #EmpowerAWoman



The idea of the "#EmpowerAWoman" project is to combat gender inequality within corporations through information disseminated on the Instagram social media. With posts that highlight positive and negative examples of companies and focus on the low number of, especially, women of color in senior leadership positions, for example.

Furthermore, the project wants to reinforce the power of the community with an exclusive app for women to share experiences and opportunities with other women in their communities.

Project Outline

01

EMPOWER WOMEN

Empowering a woman means promoting gender equality within corporations. It's 2024 and women still have difficulty in being in leadership roles or achieving equal pay.



02

INFO + DATA

Through an Instagram account, the project will share information and data on gender inequality and examples of campaigns and women in leadership positions.



03

COMMUNITY

Another aspect of the project is to create an app, similar to LinkedIn, but exclusively for women to share their experiences and promote job opportunities for other women.



04

FUTURE

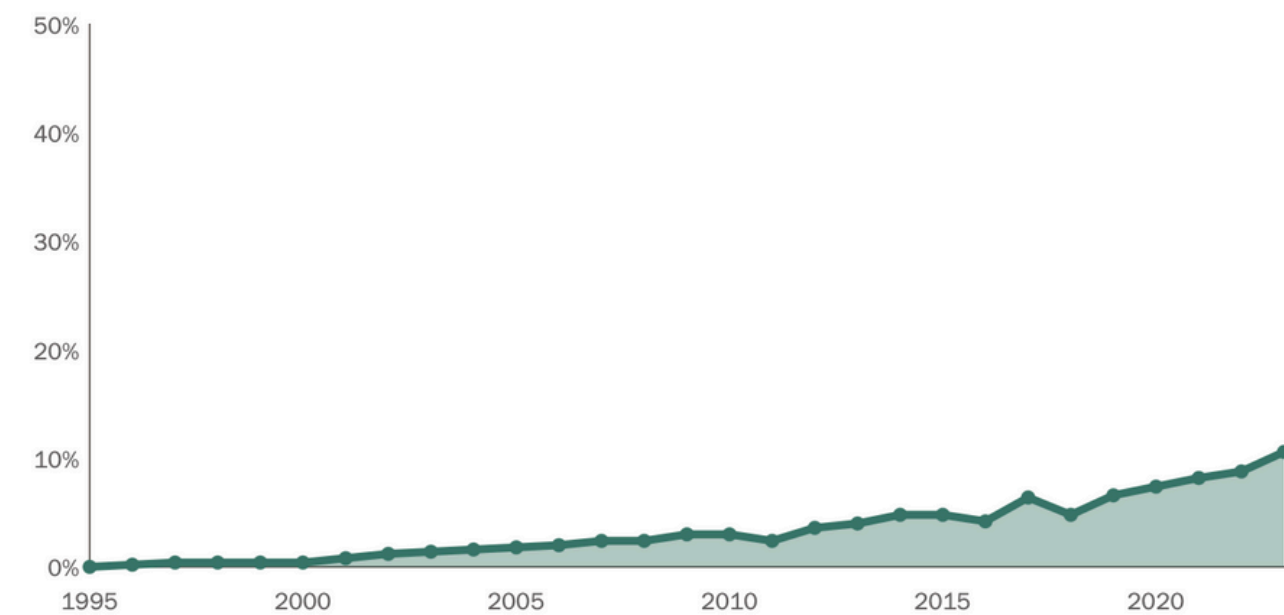
As a woman, I want a world in which my gender is not a barrier to professional growth and in which every woman, especially women of color, have as many leadership role as men.



Research

Women CEOs in Fortune 500 companies, 1995-2023

Share of CEOs who are women



Note: Based on the percentage of women CEOs at the time of the annually published Fortune 500 list.
Source: Fortune 500 and Catalyst.

PEW RESEARCH CENTER

Chart Data Share

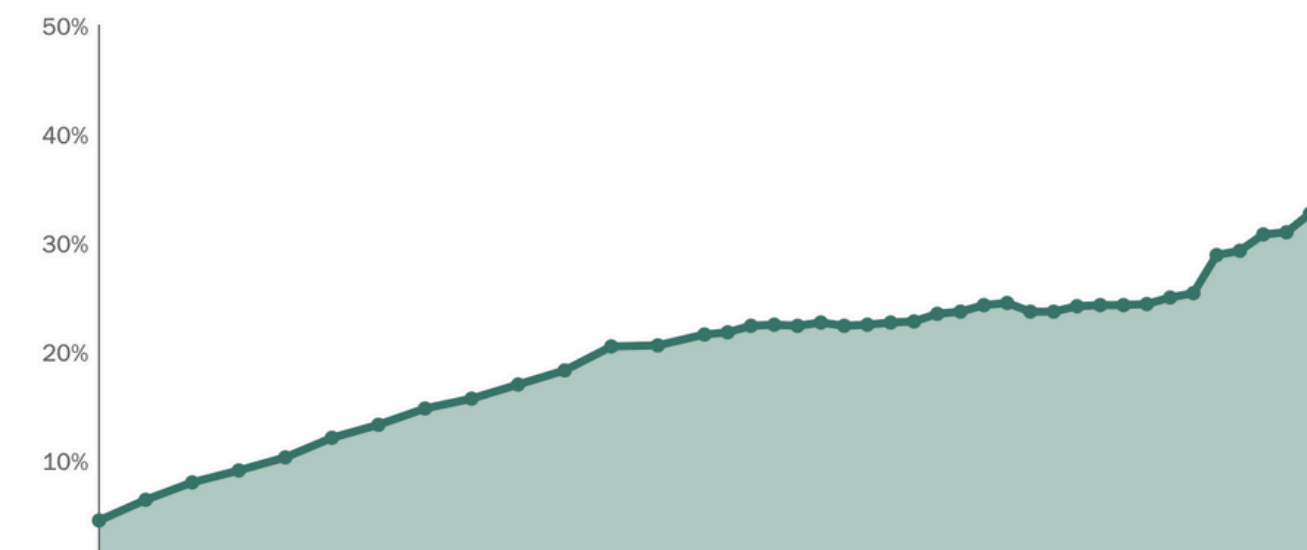
The share of women CEOs of Fortune 500 companies reached an all-time high of 10.6% in 2023, with 53 women heading major firms.

Katharine Graham of The Washington Post Co. was the first woman CEO to make the Fortune 500 list, in 1972.

Pew Research Center

Women in state legislatures, 1971-2023

% of state legislators who are women



In 2019, Nevada became the first state with a majority-women state legislature. [Women currently hold a 62% majority of the Nevada state legislature](#) – the largest percentage of any state. West Virginia has the smallest share, at 11.9%.

Out of the 117 countries with available data since 2017, 18 countries, including Bolivia (50.4%), India (44.4%) and France (42.3%), have achieved representation of women of over 40% in local governance.

Global Gender Gap Report 2023

Research

General Gender Wage Gap Statistics

- Women earn 16% less than men on average.
- Women earn just 84 cents for every dollar a man makes.
- Women of color are among the lowest-paid workers in rural areas, with rural Black and Hispanic women making just 56 cents for every dollar that rural white, non-Hispanic men make.

Jobs with the Largest Gender Pay Gap

	Occupation	Male Median Salary	Female Median Salary	Amount More Men Earn	Percent More Men Earn
1	Real estate brokers and sales agents	\$79,872	\$49,920	\$29,952	60%
2	Personal financial advisors	\$103,220	\$65,208	\$38,012	58%
3	Insurance sales agents	\$71,604	\$46,332	\$25,272	55%
4	Sales managers	\$109,408	\$74,568	\$34,840	47%
5	Bus drivers, school	\$49,244	\$33,748	\$15,496	46%
6	Sales and related occupations	\$59,228	\$40,716	\$18,512	45%
7	Financial managers	\$110,032	\$76,336	\$33,696	44%
8	Inspectors, testers, sorters, samplers, and weighers	\$53,716	\$37,388	\$16,328	44%
9	Recreation workers	\$48,360	\$34,424	\$13,936	40%
10	Insurance claims and policy processing clerks	\$53,872	\$39,832	\$14,040	35%

Source: Forbes Advisor • Embed

Forbes ADVISOR

Forbes

Research

Marta (soccer player) protesting for gender equality

After netting the opener from the penalty spot in Brazil's 3-2 defeat by Australia on Thursday, the 33-year-old pointed to her boots, which sported a pink and blue symbol to represent equality.

Her boot sponsorship deal expired last year and the veteran striker has since refused to sign a new one, saying brands were not offering deals on a par with male soccer players.



Reuters



Countries that announced equal pay in football teams in recent years: United States, Brazil, England, Australia, Norway, New Zealand and Wales.

Reuters

Organizational Landscape

[WHAT WE DO](#)[WHO WE ARE](#)[OUR IMPACT](#)[NEWS](#)[FOR GIRLS](#)[FOR ORGANIZATIONS](#)[GET INVOLVED](#)[DONATE](#)

Our Approach

We use girl-centered design—"nothing about us without us"—to build girls' power.

Activism Training for Girls

As organizers of The Global Girls' Bill of Rights®, we believe in supporting girls to advocate for themselves. We give them the tools, training, and platform to do so.



Organizational Landscape

[Quem somos](#) [AzMina Faz](#) [Instituto AzMina](#) [PenhaS](#) [Elas no Congresso](#) [Mapa das Delegacias](#) [AbortonoBrasil.Info](#) [Apoie](#)

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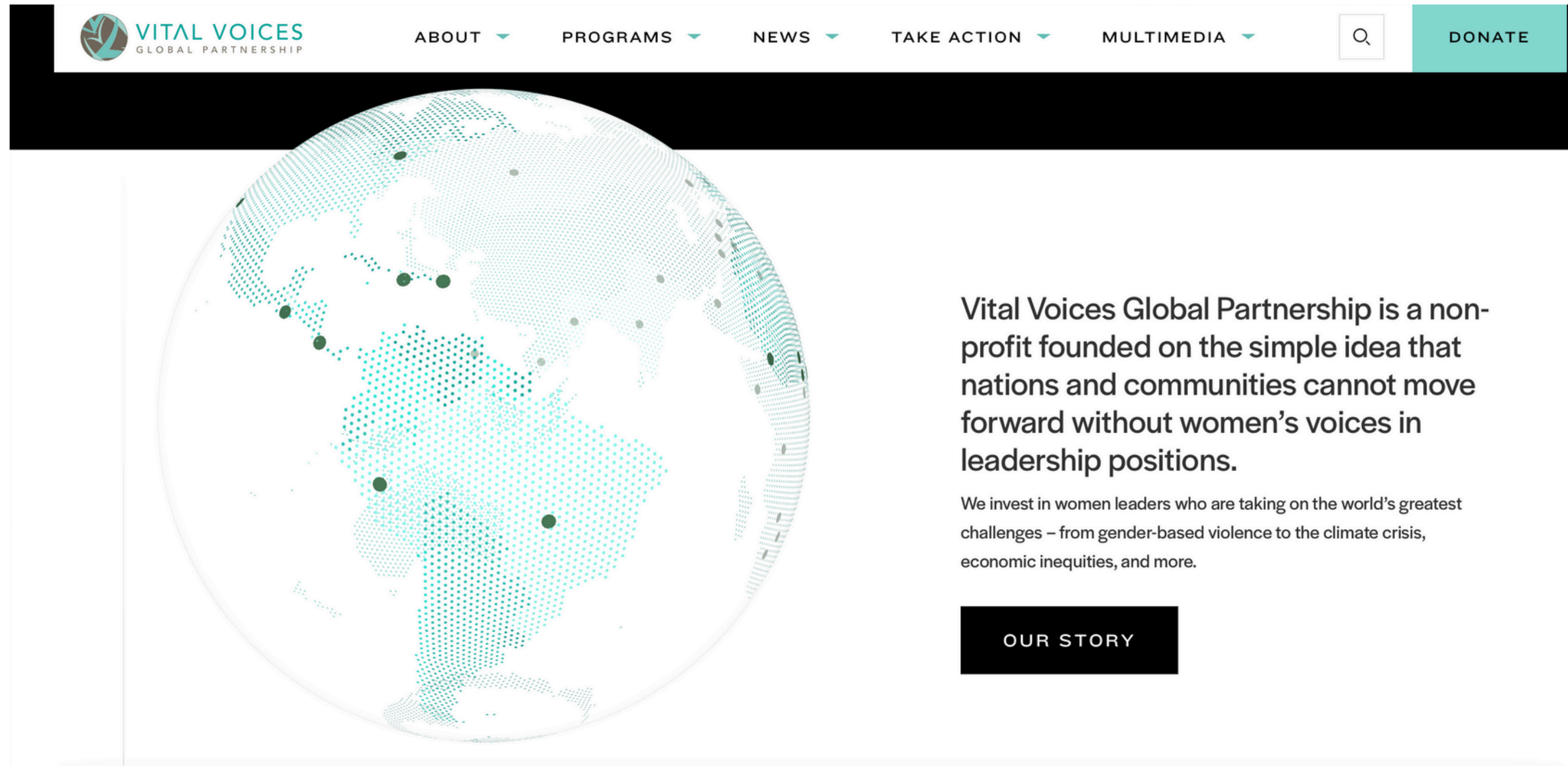
QUEM SOMOS

Uma resposta feminista à desigualdade

O Instituto AzMina é uma organização sem fins lucrativos que luta pela igualdade de gênero. Produzimos uma revista digital, um aplicativo de enfrentamento à violência doméstica, uma plataforma de monitoramento legislativo dos direitos das mulheres, além de palestras e consultorias.

[Saiba mais](#)

Organizational Landscape



Organizational Landscape

[Who we are](#)[What We Do](#)[News and Stories](#)[Resources](#)[Get Involved](#)[DONATE](#)

We are the global champion for gender equality.

UN Women is the UN organization delivering programmes, policies and standards that uphold women's human rights and ensure that every woman and girl lives up to her full potential.

[LEARN MORE](#)

Creative inspirations

Social Media Project:

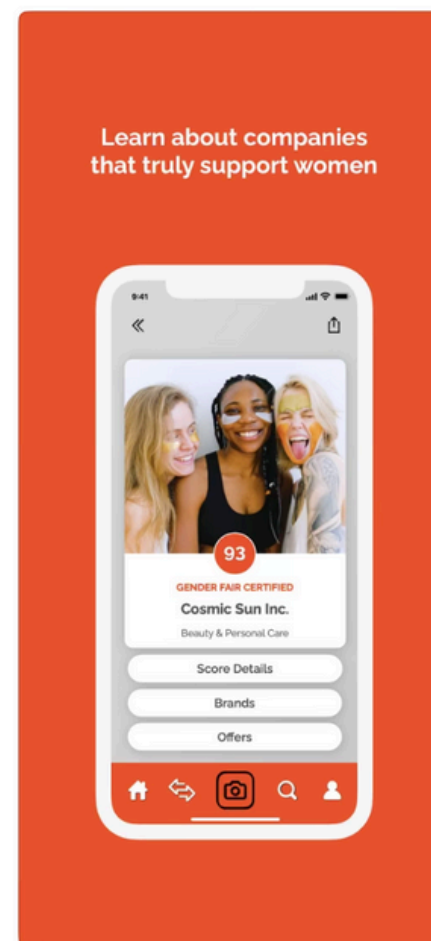


Creative inspirations

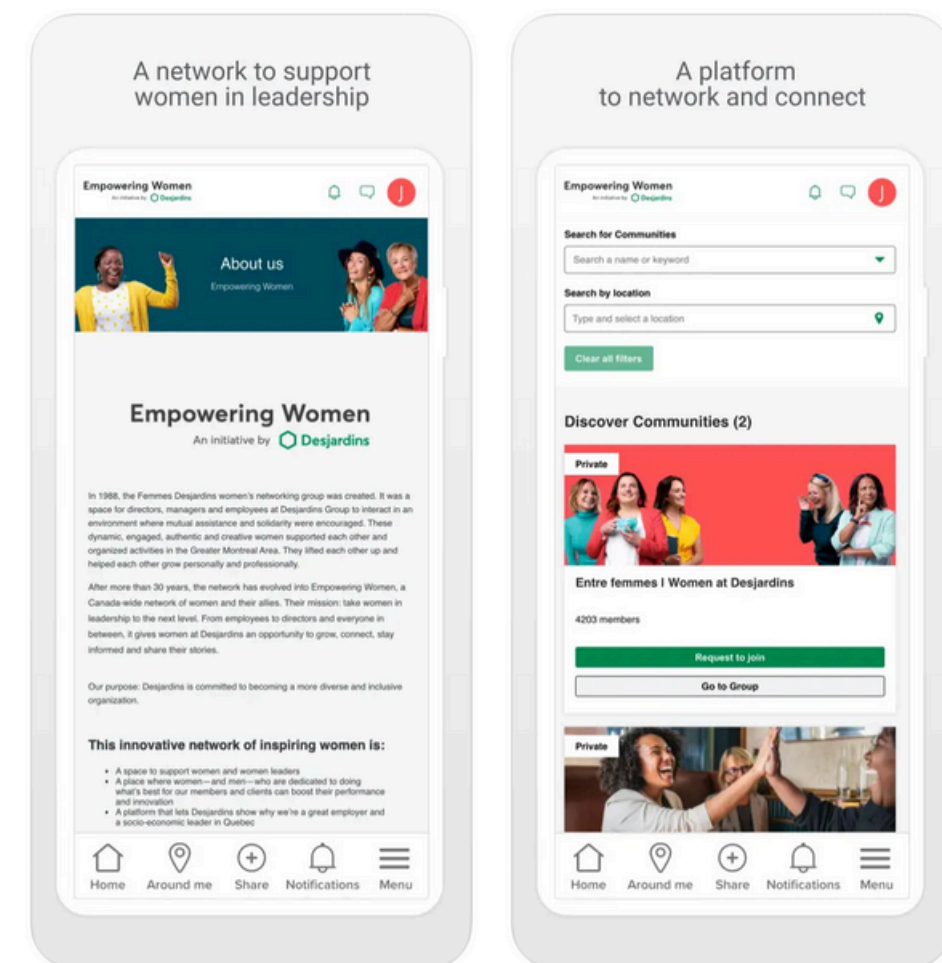
Leadership App:



Seneca Women



Gender Fair



Empowering Women

Thank You!

Carolina Goncalves - Cohort 23

COMMLD 502 A Sp 24: Narratives And Networks