

# Spotlight on Women Tackling Climate Action in Cotton

Wednesday 22 June: 16:32 – 17:27 (55 min)

---

## With Speakers:



**Gülan Oflaz**

Product Unit Manager  
| GAP UNDP (Turkey)



**Mona Kassem**

Better Cotton Division  
Manager, and Export and  
Impact Manager | ALKAN  
Mohamed Nossier for  
trading and industry  
(Egypt)



**Narjis Fatima**

Field Facilitator  
| WWF - Pakistan

## Facilitator:



**Njeri Kimotho**

Global Gender Equality &  
Social Inclusion Expert  
and International Policy  
Advisor | Solidaridad



POWER IN CLIMATE ACTION

WHO HAS IT?



# [Michael Jackson]

Heal the world

Make it a better place

For you and for me and the  
entire human race

There are people dying

If you care enough for the living

Make a better place for you and  
for me



# Climate and Environmental Action

## Walking The Talk



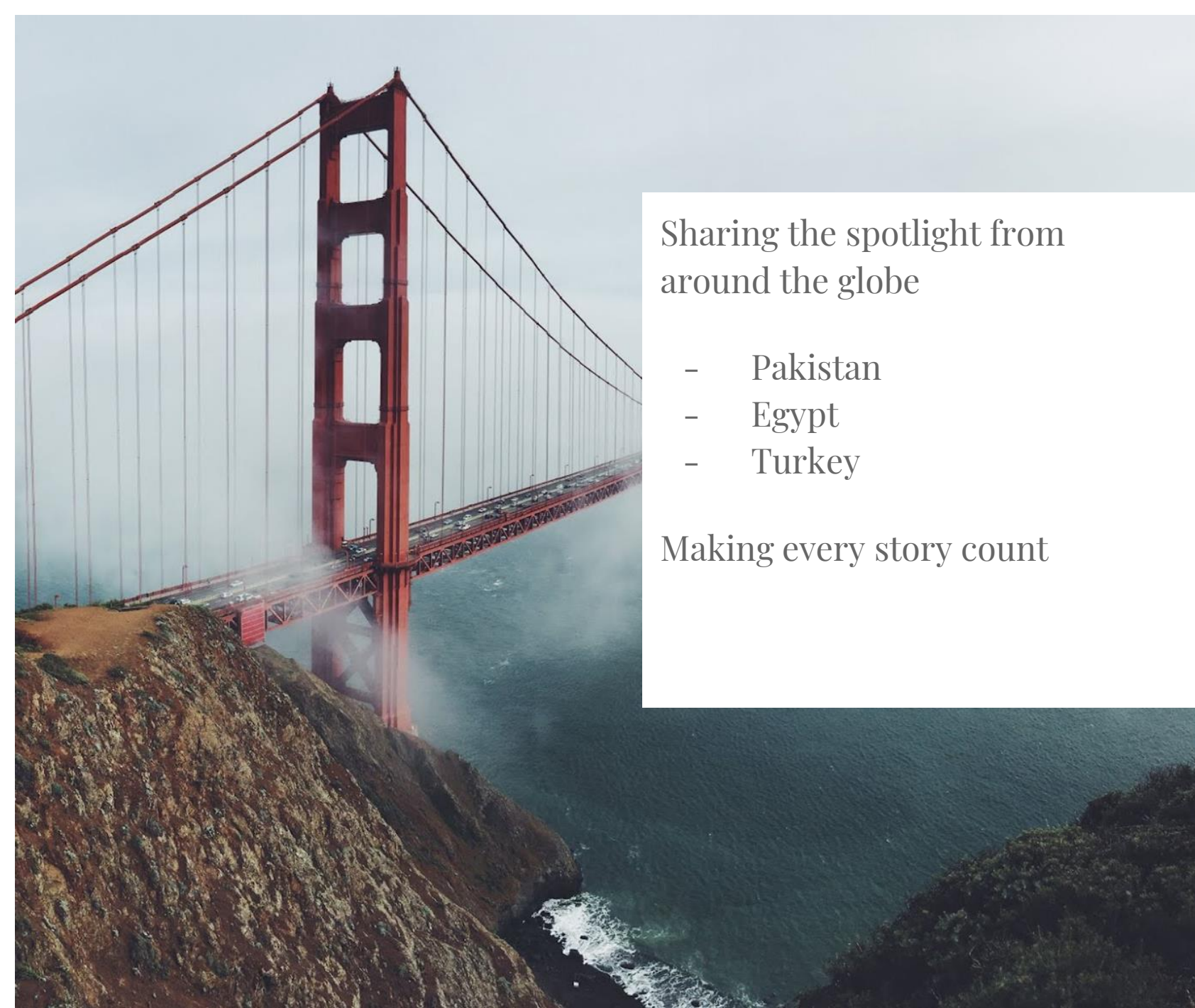
Three-legged carved wooden stool with circular seat

**Leg 1:** Respect for Environment and the life it sustains; Respect for all including marginalized groups

**Leg 2:** Equitable use and management of natural resources; women are contributors and not burden bearers

**Leg 3:** Intertwined culture of varied indigenous knowledges, local solutions, collaborative learning & mindset change





Sharing the spotlight from  
around the globe

- Pakistan
- Egypt
- Turkey

Making every story count







# SPOTLIGHT ON WOMEN TAKING CLIMATE ACTION IN COTTON

MONA KASSEM

EXPORT AND IMPORT MANAGER

ALKAN MOHAMED NOSSIER FOR TRADING AND INDUSTRY – EGYPT



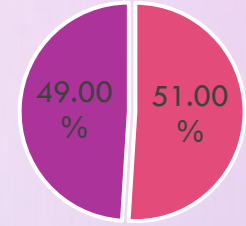
The promotion of gender equality is not only a fundamental human right, but it is one fundamental basic pillars of a prosperous and sustainable world.





According to the Egyptian National council of women, rural Egyptian women represent 49% of the total population of the rural society.

42.8 % of women in Egypt are working in the agricultural sector & 17.8 % is the unemployment percentage of the rural Egyptian women.



**The challenges that women face in rural.**

**Women are most affected by climate change.**



# HOW WE ARE SUPPORTING WOMEN





# WE GAVE WOMEN MORE OPPORTUNITIES







ALKAN Mohamed Nossier for Trading and Industry





STILL NEED TO DO MORE EFFORTS TO HELP WOMEN IN RURAL





# THANK YOU





better<sup>TM</sup>  
cotton



Cotton +  
Climate Action

Thank you

