



# LUNCH & LAUNCH 2022 Fireside Chat

Renewing Our  
Commitment to  
Amplifying Women's  
Economic Empowerment



March 16th, 2022  
12:00 to 1:00 P.m. PST  
Via Zoom & FB/WEEGlobalive



#### Concept Note:

As part of the 66th session of the United Nations Commission of the Status of Women (CSW66), Women's Economic Empowerment (WEE) Global Live and Alquimia Global empowerment leaders proposed to host a Fireside chat along with other CSW member countries and organizations to renew our commitment to amplifying women's economic empowerment and leadership and visibility of women and girls post-pandemic, humanitarian crisis, and armed conflict era. The event is open to all interested in supporting CSW66th women and girls' equality goals.

#### Opening Remarks,

Roxana Damas, '17 UN Empower Women Champion &  
Alma Hernandez, Vice Mayor, Suisun City, California

#### Speakers & WEE Ambassadors :

- Maria Alejandra Bastidas, VP Telemundo (Atlanta, Georgia)
- Mia Amor, On Air Personality, KSFM (Sacramento, CA)
- Zoe Flowers, Social Justice Healer, Author, and Filmmaker, (New York City, NY)
- Adebisi Haruna, She Leaps. Org, (Nigeria), Former UN Empower Women Champion
- Denise Soler, Project Enye, Filmmaker (Denver, Colorado)

#### Announcing New WEE Ambassadors for Women's Voices

- Ashely Levinson- PCOS Gurl, PCOS Women's Health Advocate
- Angela Carrasco- Real Estate & Women's Financial Empowerment (Los Angeles, CA)
- Fanny Grande- Avenida Productions (Hollywood, CA)
- Priscilla Luna- Advocate for Children, immigrants & Human Rights.
- Rosalia Rivera- Consent Parenting (Canada)
- Sara Mora, DACA Youth & Immigration Advocate



UNWomen  
CSW66  
Side Event



Follow Us

@WEEGlobalLive



www.weegloballive.com





# LUNCH & LAUNCH 2022 Fireside Chat

**March 16th, 2022 12:00 to 1:00 P.m. PST**  
Via Zoom & FB/WEEGlobalive

## Renewing Our Commitment to Amplifying Women's Economic Empowerment

### Concept Note:

This March 16th, we are hosting a Fireside Chat as part of the 24 hours Around-the-Clock Generation Equality at CSW66: with our WEE Global Live and Alquimia Global's most engaged 2021 leaders. We are launching our 2022 activities by creating the space for our partners to renew their commitment to accelerate women's economic empowerment and leadership for 2022 beyond this post-pandemic and current armed conflict era.

Furthermore, we will announce our new ambassadors committed to creating high visibility and relationship building in Policy, Media, Hollywood, Music, and Tech. We will work with specific emphasis to lift the vision and support for the economic and safety challenges women and girls face post the pandemic and refugees of armed conflict around the globe.

### The participants will share about their:

- Wins for women and girls in their region and expertise area
- Learnings about project implementations and operations for maximum gender equality advancement
- Self-care knowledge in a multiple crisis era
- Opportunities and challenges for the future of women's economic and safety leadership post-pandemic
- How they plan to renew their commitment to accelerate women's economic empowerment and leadership for 2022
- Announcement of our 1st 2022 new ambassadors committed to creating high visibility and relationship building in Policy, Media, Hollywood, Music, and Tech.

### Background:

A year ago, in March of 2021, our team of Advocates for Women & Refugee Rights in U.S. detention centers (Alquimia Global) and multi-industry Business Leaders for Women's Economic Empowerment joined forces as part of the NGO CSW parallel events to host: A Women's World Experience of Developing Resilient and Thriving Communities.

We invited multi-stakeholders to address the most pressing issues in their region, including honoring persecuted female journalists in Latin America. The leaders participated in launching join 14 sub-committees to enhance the UN Women's Generation Equality vision and action.

This year we hope to evolve and strengthen our commitments and activities for 2022 and beyond.



## Our Co-Hosts:

### Women's Economic Empowerment Global Live

#### How it started:

In 2017, Roxana Damas was one of the 160 women & men selected from over 4000 worldwide entries to represent as a U.N. Empower Women Champion ([www.empowerwomen.org](http://www.empowerwomen.org)), an advocacy group founded by the United Nations for Women's Economic Empowerment (WEE). During her role as a Champion for Change, Damas contributed her expertise, skills, and knowledge to promote women's economic empowerment and global leadership in her local community, as well as at the global scale by launching a ONE day of action "WEE Global Live Conference." This project has now grown beyond an event but to an ongoing platform, think tank, community, resources, and global partnerships for those supporting women and girls leadership and diversity.

### Former U.N. Empower Women Champions

U.N. Women set out to build and launch the Empower Women platform geared to Women's Economic Empowerment Principles (WEP). Through this platform, they launched the Empower Women Championship hosted from 2015 to 2017 that selected leaders in support of women's economic leadership from around the world. Three cohorts Empower Women Champions resulted from the three years, and many of these champions continue to do outstanding work for women and girls and often collaborate and support each other activities. WEE Global Live has it as part of their core activities to continue to partner, support, and amplify the projects of other Empower Women Champions. Therefore, every year champions join WEE Global Live to co-host activities such as this year's CSW66 side event.

### WEE Global Ambassadors & Champions

Since 2018, WEE Global Live has committed to engaging and amplifying the voices of women, girls, and allies working to support women's economic empowerment. The Ambassadors and Champions are selected from a variety of backgrounds to ensure cross-functional and intersectionality is at the forefront of our collaborations. In 2021, we brought together 100+ women for our virtual event, and we committed to developing committees for the acceleration of diversity in women's leadership equality. In 2022, we are looking forward to honoring this commitment and evolving our activities.

### Alquimia Global.org

Alquimia Global is a non-profit focused on Human Rights and partnerships with global change-makers. Our partnerships range from the U.S. Human Rights Network & U.N. Association East Bay & San Diego to Grammy Award Producers who want to create change, particularly children, women, and refugees at the U.S border.

Alquimia Global is the co-host of WEE Global Live for Commission on the Status of Women (CSW) and other U.N. Human Rights-related activities.

## Renewing Our Commitment to Amplifying Women's Economic Empowerment



**UNWomen  
CSW66  
Side Event**



**Follow Us**

**@WEEGlobalLive**



**[www.weegloballive.com](http://www.weegloballive.com)**