

México promotes knowledge economy, innovation and culture as key drivers for gender equality at the United Nations

The Mexican Ministry of Foreign Affairs through the Permanent Mission of Mexico and the Mexican National Women's Institute, in collaboration with UN Women and Sony Music, held a symposium entitled "Culture, Knowledge Economy and Innovation", hosted by the Commission on the Status of Women (CSW) during its sixtieth session at the United Nations headquarters in New York. The priority theme at CSW this year is "women's empowerment and its relationship to sustainable development".

The event was attended by Lorena Cruz, President of the National Institute for Women of Mexico (INMUJERES), Ambassador Juan José Gómez Camacho, Permanent Representative of Mexico to the UN, Lakshmi Puri, Deputy Director of UN Women, Luiza Carvalho, Regional Director of UN Women LAC, Roberto López, Director of Sony Music México, and Magos Herrera, Mexican jazz singer and spokeswoman for the Secretary General of the United Nations' UNITE campaign to end violence against women and girls.

The President of INMUJERES, Lorena Cruz, said that a paradigm change rooted in an innovative technological revolution is needed to empower women as champions of change, with greater decision-making powers so as to have more influence on the economy, politics, health, culture and the environment.

On behalf of UN Women Luiza Carvalho pointed out, "Change is happening, but we need it to be faster. The creation of a 50-50 planet, a world with more equality for future generations, is the most decisive, urgent challenge of this century. We need talent, creativity, innovation and technology to accelerate a change that is already under way", and she added, "we must foster the full participation of women in politics, the economy, science and, of course, in culture and the arts."

The conclusions drawn at the international summit “Women in the Knowledge Economy and Innovation”, held in Mérida, Yucatán, Mexico, on January 25th and 26th, were presented at the event. This initiative, led by Claudia Ruiz-Massieu, Mexican Secretary of Foreign Affairs, in commemoration of the centenary of the First Feminist Congress in Mexico, identified proposals regarding the challenges and opportunities for the empowerment of women in terms of the knowledge economy.

The HeForShe album produced by Sony Music Mexico in collaboration with UN Women, was also presented as a cultural contribution to UN Women’s solidarity movement in which the Mexican singer Magos Herrera and producer Javier Limon make a call to young men boys to get involved as agents of change for gender equality and women’s and girls’ rights.

Roberto Lopez, President of Sony Music México stated " Talent and effort have no distinction; they come in all colors, ages, and genders. On behalf of all members of the Sony Music Mexico family, I would like to express our pride in being part of the HeforShe project with our album, and once more declare our commitment to comply with and communicate the values and messages of the campaign, and I invite all participants from the private sector to work firmly for a 50/50 world without discrimination, with full equality between men and women. Let’s not wait for others to do it, let’s join hands and work together!"

Magos Herrera, who referred to music and the arts as an important vehicle for the promotion of gender equality and the empowerment of women, gave a performance accompanied by the musicians who contributed to the project.

Composer, producer and guitarist Javier Limón who, due to prior engagements could not be present, sent a moving video message, “HeForShe is the most wonderful

experience of my life. Keep working because the world of music is a world of men and women who, hand in hand, will create an incredible future.”

For further information, please consult:

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