

International Women's Day Individual Campaign Pack



"We cannot have an economics that represents all citizens until we diversify the people that are practicing economics. That is why, as this International Women's Day is calling all to #PressForProgress, we are asking universities and governments to do more to diversify their economics student intake." - Rowan Mataram, Head of Campaigns, Rethinking Economics

This international Women's Day we are calling for more women and diversity in economics!

Rethinking
Economics

What do we want?

We want the governments and universities to start doing more to get more women and BAME students into economics.

This might be through changing the economics curricula so that it considers women, by working more with schools so that the amount of women who study economics at A-level (college) go on to study economics at university, or by supporting the few female economists to gain more recognition for their fantastic work, in journals and the media.

Why do we want this?

Women are underrepresented in economics, in the student body and in academia, and this becomes worse as education progresses.

Find out why we think women are underrepresented and what this means for society and universities [here](https://bit.ly/2oqAyG7) (link: bit.ly/2oqAyG7)

(Stats can be found in the facts and figures document [here](#))

Take action!

Step 1.

Campaign on your social media.

- Use our social media content from our Facebook page (link: <http://bit.ly/2FzrHKu>)
- Sign up for the twitter thunderclap* (link: <http://bit.ly/2sUKsVS>)
*A thunderclap is a completely-secure new tool that allows people to pledge a tweet or Facebook post that will be posted at the same time as other supporters. Think of it as a massive online flashmob.
- tweet at famous economists and politicians to raise awareness of the international campaign.

A suggested post would be 'the government and universities need to do more to get more women in econ! @rethinkecon #MoreWomenInEcon #PressForProgress'

Step 2.

Print out our International Women's Day posters and put them in places that they will be seen. These can be found on our website: <http://bit.ly/2oqAyG7>

Step 3.

Send us pictures of your activity and share your activity with the Rethinking Facebook, Twitter and Instagram @rethinkecon

HASHTAGS

#MoreWomenInEcon is the hashtag for our campaign, **#PressForProgress** is the hashtag for international women's day; please include these in all of your social media posts