

International Women's Day Student/ Group 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 economic 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!

Rethinking Economics is a network of thousands of students across more than 70 universities in 20 countries. If we all take action together, we can have a huge impact and put pressure on economics departments and universities to improve.

Step 1: Choose an action

Decide on an activity that you can do to mark the fact we want more women in economics. See below for action ideas.

- ! Your action needs to be pictured or filmed so that it can be published in the media.
- ! We recommend that you do an action on the 7th, 8th or 9th March (International Women's Day is the 8th).
- ! When you have decided, complete the following form **by Tuesday 6 March** to let us know what you will be doing (Link to the form: <http://bit.ly/2FxogE0>)

Step 2: Raise awareness of your action and the RE campaign

- 1) sign up for our 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.
- 2) Use our [social media content](#) from our facebook page (link: <http://bit.ly/2FzrHKu>), tweet at academics in your University, famous economists and politicians to raise awareness of the international campaign.
- 3) Print out our International Women's Day posters and put them around your department and university. You can change them as you want to advertise your event. These can be found on our website: <http://bit.ly/2oqAyG7>
- 4) Contact your student newspaper to let them, know about the campaign and your action. (you can find an example press release on our website)
- 5) If relevant, create an event on social media, invite as many people as possible and publicise it widely.

Step 3. Have the action and send us some pictures and quotes. To make the campaign go viral, 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

Ideas for actions:

When planning an action, think **BIG**, and then think realistic. Here are just a few ideas, contact us to tell us your fantastic ideas and actions! rowan.mataram@rethinkeconomics.org

LITTLE PLANNING

(for these activities you would need at least one person to organise)

- **Take a picture** of you and three other people outside of your economics department holding a sign with our hashtags or one of our posters (download from our website: <http://bit.ly/2oqAyG7>)
- Janina from our Goldsmith's UK group suggested the following: ***Get a group of girls. Take out books from the library with famous economists, such as Adam Smith, Karl Marx, Karl Polanyi etc. Take pictures of the girls, each holding one of the famous books, with a sign underneath that states 'Next Karl Marx' (or you could say Karla Marx, as a joke). Students can also print images of the famous economists and make posters saying the same thing, and then take pictures holding the poster.***
- **Put the posters up** around your campus and take pictures of yourself and your society with them
- **Make a Youtube video** discussing why you think there should be more women in economics (see our webpage for useful info)

SOME PLANNING

(for these activities you would need a small team of people to organise)

- **Put on an event.** Our SOAS and LSE London groups are organising a joint event with female academics, to discuss their experience of economics as women.
- **Organise a 'teach-in'**, host a lecture or seminar discussing feminist economics or women in economics.
- **Organise a "walk out"** out of a lecture theatre while wearing white masks to symbolise the invisible women in economics. With this action you could get all of your group to attend the same lecture.

THINGS TO REMEMBER

! Share your activity on our spreadsheet (<http://bit.ly/2FxogE0>), and share the activity of other Rethinking Groups from their social media pages.

! Always take a photo, or even better film, - and send this to us! *Without evidence of your action we (and you) cannot use this for contacting media or our social media*

! Contact your local media to try and get press coverage (using the press release on our [webpage](#))

! Be ambitious, be bold, but make sure that you have capacity to make your action happen.

! Have fun

! Celebrate! No matter how your action goes, make sure that you take time to celebrate all of your hard work after you finish!