RETHINKING ECONOMICS
10 YEARS ON:
CAMPAIGN PACK

It’s been 10 years since the financial crash of 2008, and we still don’t believe that economists will prevent another from happening!
We need university curricula that will prepare future economists to foresee and prevent future crash’s.
Take action this September 15th!

CONTEXT:

Ten years, on the 15th September 2008, the financial services firm Lehman Brothers, filed for bankruptcy. With $639 billion in assets and $619 billion in debt, Lehman’s bankruptcy filing was the largest in recorded history, and it shook the financial world to its core. Today, it’s seen by many as the first domino to fall in the start of the 2008 worldwide financial crisis.

Immediately after the 15th of September, the British Queen asked many influential economists at the London School of Economics, why all this had happened. They weren’t able to answer, and this was not a coincidence: the economics curricula didn’t prepare them to do so. Logically, the universities should have started to reform their courses to enable young people to explain future crises. But most of them didn’t. The majority of today’s students still have to do private research to understand why the crisis happened.

10 years on we are still not teaching economics students to answer this question. The public deserve economists who can.

As people all over the world are making their voices heard, we want to use this moment to highlight Re-thinking Economics’ arguments for curriculum reform.

Download and read our manifesto here!
**TAKE ACTION!**

We need you to create a media splash!  
**Don't forget to let us know all about your plans!**  
Here's how:

- **Plan an event or creative action**

Plan an event or creative action to raise awareness of our campaign. Check out an action our Netherlands group did [last year](#) or that our Goldsmith's group did to mark International Women's Day ([picture](#)). See the next page for some useful resources.

You could also [print our manifesto](#) and share it at the event.

- **Attend an event or action**

As part of the Change Finance Coalition, we recommend that you look at some of the fantastic events that different organisations in the coalition are planning.

Using the link below you the you can see what is happening in an area near you OR advertise your event or action so that more people can attend: [https://www.changefinance.org/take-action/](https://www.changefinance.org/take-action/)

We are also a member of [WEALL](#)—check out their event on the 20th Sept link: [https://bit.ly/2MRs4ad](https://bit.ly/2MRs4ad)

- Download some of the resources on the following page to highlight our campaign on social media.

Don't forget to @rethink economics on twitter and facebook!

- Share or re-tweet some of the social media content from our facebook and twitter pages in the run-up and on the day.

- Create a comms plans so that you can share the workload with the rest of your group!

An example comms plan would be:

<table>
<thead>
<tr>
<th>7/8/9 Sept</th>
<th>Monday 10 Sept</th>
<th>Tuesday 11 Sept</th>
<th>Wednesday 12 Sept</th>
<th>Thursday 13 Sept</th>
<th>Friday 14 Sept</th>
<th>Saturday 15 Sept</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start to raise awareness of the 10 Years On using your social media channels</td>
<td>Contact your university department for comments</td>
<td>Tweet prominent news stations</td>
<td>Share some of the positive money videos</td>
<td>Use twitter and facebook to drum up support for your event</td>
<td>Use your social media channels to spread our message</td>
<td>Tweet our manifesto to prominent economists</td>
</tr>
<tr>
<td>Advertise your event/ action</td>
<td>Share pictures and check out local group activity</td>
<td>Write an article with comments from your department or note the lack of comment</td>
<td>Share your article/blog</td>
<td>Re-share content from the RE social media channels</td>
<td>Share local group activity</td>
<td></td>
</tr>
</tbody>
</table>

To do: Nyani | To do: Shirley | To do: Pedro | To do: Rosie | To do: Anja | To do: Andrew | To do: Lily |
RESOURCES

We have loads of fantastic resources for you to make your campaign your own!

YOU CAN DOWNLOAD AND USE OUR 10 YEARS ON MANIFESTO HERE.
Our Manifesto was written at this year's International Summer Gathering where 70 Rethinking Economics members came together to skill share and strategise.

MEME BANK (folder with memes) HERE
Rethinking network members have made a variety of fantastic memes for you to use.

PICTURES FOR SOCIAL MEDIA HERE
We have some great pictures with Rethinkers showing what they demand from economics, you can see some of the examples below!

Positive Money are making some great videos—check them out and share them
https://www.facebook.com/pg/PositiveMoney/videos/

350.org have some great tools and resources for building and creating an event and action

HASHTAGS:
#10YearsOn

FACTS AND STATS
For more facts and stats around the crash, check out the change finance coalitions website:
www.changefinance.org