



# INTERNATIONAL WOMEN'S DAY 2024

For International Women's Day 2024, Soroptimist International of Europe (SIE) is dedicated, for the second consecutive year, to addressing the critical issue of **gender inequalities**. In 2024, our emphasis is directed towards exploring the transformative power of gender equality in eradicating poverty and fostering a transition towards a society that cares for people coupled with the development of a sustainable green and blue economy.

**By uniting women in a collective call to wear different shoes on March 8<sup>th</sup>, we aim to heighten awareness about the persistent global inequalities that women face in their everyday lives.**

As stated by the United Nations, "[gender equality is not only a fundamental right, but a necessary foundation for a peaceful, prosperous and sustainable world](#)". Women currently represent 50% of the world population. Yet today, almost this half of the population does not have access to the same social or civil rights, educational or professional opportunities, or are victims of crime because of their gender.

Through the slogan **WALK IN DIFFERENT SHOES FOR GENDER EQUALITY**, we invite the Unions and Single Clubs to widely spread the campaign by:

1. posting (website and social media) the visual reviewed for IWD 2024 and highlight three inequality facts that affect your country. Below you will find data about examples of inequalities in Europe.
2. printing and locally distributing the A5 flyer (universities, coworking spaces, gyms, stores ...)
3. informing the local media.
4. inviting all other women's organisations, politicians, etc. to participate by wearing two different shoes on March 8.

***This initiative can be incorporated into any plans your Union or Single Club may already have planned.***

The visual are available in several formats on **CANVA Pro** and for printing the A5 flyer we offer you an InDesign template. The slogan will be easy to adapt into your national language.

We also invite you to support our **social media** presence in the few days leading up to March 8<sup>th</sup>. Encourage your members to capture moments of themselves walking in different shoes, creating a powerful visual to raise awareness about the daily inequalities women face and share them online:

- Use an Instagram Story or Reel format (1080 x 1920 px) when filming;
- Post it on Union/Club social media account;
- Tag SIE @soroptimisteurope on Instagram and @SoroptimistInternationalofEurope on Facebook;
- Add the hashtags #soroptimisteurope #westandupforwomen #equality #internationalwomensday #womensrights

## EDITABLE PRINT & SOCIAL MEDIA MATERIAL

### Flyer



### Instagram



### Facebook



Please contact [siehq@soroptimisteurope.org](mailto:siehq@soroptimisteurope.org) to receive professional InDesign files and/or Canva link to make the necessary changes.

## DATA EXAMPLES

Discover below some examples of statistics related to two significant topics integral to the essential progress of UN Women:

### ■ Ending Poverty

- In 2022, 95.3 million people in the EU were at risk of poverty or social exclusion (21.6 % of the EU population).
  - [https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Living\\_conditions\\_in\\_Europe\\_-\\_poverty\\_and\\_social\\_exclusion](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Living_conditions_in_Europe_-_poverty_and_social_exclusion)
- In the EU in 2021 men worked almost 6 hours more per week than women (42 vs. 37), mostly because women are more likely to have part-time jobs. In 2022 around 28% of employed women worked part time.
- Women put in 13 hours more weekly on unpaid work than men. When factored in paid work, women's total working week is 70 hours, while men work 63 hours.
  - <https://www.socialeurope.eu/gender-equality-focus-on-the-world-of-work>

### ■ Green economy and care society

- Achieving a sustainable, circular economy, combating climate change, reverting biodiversity losses, reducing pollution and optimising resource utilisation are unattainable goals without 50% of the world's population.
  - <https://op.europa.eu/en/publication-detail/-/publication/a3ecae1e-7fe8-11ec-8c40-01aa75ed71a1/language-en>
- Two women for every one man spend at least 5 hours each day caring for children.
- Equal childcare means equal opportunities for both partners (women 54%/men 45%) to contribute equally to the household income.
  - <https://eige.europa.eu/newsroom/news/three-steps-forward-towards-equal-sharing-unpaid-care>
- In 2021, 20% of women and 12% of men spent more than 4 hours daily on household chores, highlighting a gender gap in housework engagement.
  - <https://eige.europa.eu/gender-equality-index/2022/country>
- 59% of women regularly opt for friendly housework activities daily, while 51% choose friendly childcare activities.
  - <https://eige.europa.eu/gender-equality-index/thematic-focus/green-deal/country>

### How does your country stand on equality?

Find out more about gender equality in your country compared to other EU countries:

[European Union | 2022 | Gender Equality Index | European Institute for Gender Equality \(europa.eu\)](#)