Skill Boosters

VinciWorks

International Women's Day

A Workplace Awareness Guide

A downloadable guide from
Skill Boosters and VinciWorks

What is International Women's Day?

International Women's Day (IWD) is a global observance celebrated annually on March 8. It is a day to recognise the social, economic, cultural, and political achievements of women and to advocate for gender equality.

The day is marked with various activities and events, such as rallies, marches, conferences and cultural programmes, to celebrate women's achievements and raise awareness about issues such as gender-based discrimination and violence against women. The day serves as a reminder of the ongoing struggle for women's and girls' rights, and the importance of continued efforts to achieve a gender-equal world.

What's this year's theme?

This year's theme for International Women's Day is #EmbraceEquity. The theme aims to get the world talking about why 'equal opportunities are no longer enough'. Ironically, equality can actually be exclusionary as it assumes everyone has the same needs and starting point, which is often not the case. Equity, on the other hand, recognises that people have different needs and takes these differences into account by providing tailored support and resources.

What can workplaces do?

Here are just a few ways workplaces can support and participate in International Women's Day:

- Celebrate achievements and highlight the success stories of women in your workplace, industry and beyond, making sure to include women from diverse backgrounds: share stories via your company's social media channels or blog. This can motivate and inspire other women as well!
- Despite progress, women still face challenges such as gender-based discrimination and violence, and limited representation in leadership positions. Educate employees on the history of IWD and why there is still a need for it today.

- Review your company's policies to ensure they are inclusive, supportive of women, and promote equity. This may include policies related to recruitment, pay, leave, promotions, and benefits. Also, make sure employees know how they can report discrimination at work and encourage them to do so.
- Create a mentorship programme that pairs women with senior leaders or mentors in order to help them get the support and guidance they need to advance.
- Encourage employees to donate to or volunteer for local charities that support women's rights and empowerment.
- Purple is the official colour of International Women's Day. Encouraging employees to wear purple for the day or decorating the office in purple can be a fun way to mark the day.

What can employees do?

- Read up on challenges that face women in your area and around the world, including women from diverse backgrounds; then share what you learned to raise awareness.
- Show up: Attending IWD events is a great way to learn more and show your support.
- Donate, advocate and be an ally: Speak up against gender bias, advocate for equitable policies in your organisation, support women-owned businesses, donate to organisations that support women's and girls' rights and empowerment.

While there has been much progress in the past decades with regard to women's rights and status, so much work still remains. By taking action on International Women's Day, employers and employees can help to create a more equitable and inclusive workplace and society for women and for everyone.

Contact Skill Boosters for more diversity and inclusion resources

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