



# International Women's Day

## #BEBOLDFORCHANGE

"CALL ON THE MASSES OR CALL ON YOURSELF TO HELP FORGE A BETTER WORKING WORLD - A MORE INCLUSIVE, GENDER EQUAL WORLD."

# 08.03.17

**OVER 100 YEARS AFTER IT ORIGINATED IN NEW YORK, 8TH MARCH 2017 MARKS INTERNATIONAL WOMEN'S DAY.**

In a bid to tackle the gender gap, the theme this year is "Be Bold for Change," a call to arms that acknowledges the current political climate and urges all humans to stand up and fight for the protection of the rights of all.

# 2186



According to the World Economic forum, if we don't act, the gender gap won't close until 2186.

## IS ADVERTISING BOLD ENOUGH?

### WOMEN UNDERREPRESENTED IN ADVERTISING

# 33%

Of the people featured in ads are women. But 51% of the UK population are women. There's a clear mismatch.

### ROLES LIMITED TO SEDUCTION, BEAUTY OR MOTHERHOOD

When women do appear in advertising, they rarely occupy positions of power and tend to be confined to traditionally feminine roles. And, if a woman doesn't conform to what society considers to be beautiful, then they are often reduced to joker status.

### BUT NOT ALL ADS ARE THE SAME

# 6M

6m women who say they'd like to take part in more sport and physical activity aren't currently active. The This Girl Can campaign was launched with this in mind, with the aim to celebrate active women and encourage more female participation in sport. Research tells us that, as a result of the campaign, 1.6m women have started exercising.

## 4SALES IS BOLD FOR CHANGE

At Channel 4, promoting gender equality both on and off screen is, and has always been, a key part of our diversity charter to make "an inclusive and diverse workplace and industry a reality." Our very own 4women's Network will be celebrating International Women's Day by hosting an Inspiring Women panel discussion chaired by Cathy Newman. On top of this, all week 4women are collecting donations for 'Bleedin' Homeless,' an initiative to stop homeless women having to make decisions like 'tampons or food'. To find out how to donate, visit the 4women site here.

On C4, E4 and More4, our continuity announcers will be stepping aside for IWD, making way for a broad mix of celebrities and real people to take over. The likes of Sharon Horgan, Jon Snow and Harriet Harman, amongst others, will be talking about the women who have inspired them over the years. Looking forward (as I'm sure many of us are) to the summer, we'll be celebrating women in sport as the UEFA Women's Euro 2017 tournament is to be broadcast on Channel 4, kicking off on 19 July.