

# EQUITY WEEK

From March 3rd to 8th, 2025



Elles bougent

# ONE WEEK FOR EQUALITY



Building on the success of its first edition, Equity Week is back in 2025 from 3 to 8 March!

For this committed week, Elles bougent is offering a rich and inspiring programme of webinars, to enable you to discuss and act together to promote women's rights and gender equality, both in France and internationally.

To mark the occasion, Elles bougent is also inviting its partners to label all their initiatives in favour of gender equality.

The week will end, as it does every year, with our major international Elles bougent for 8 March digital campaign, which this year will take place on Saturday 8 March on social networks. The campaign is open to everyone, so we can all celebrate the progress we've made together and continue to push back the boundaries. #Ellesbougentpourle8mars

## HOW TO PARTICIPATE ?

# 1

**ASSISTING ONE OR  
MORE OF OUR  
DEDICATED  
WEBCONFERENCES**

# 2

**LABELLING YOUR  
ACTIONS ON OUR  
WEBSITE**

# 3

**PROMOTING THE  
DIGITAL  
CAMPAIGN ON  
MARCH 8TH**

# 1. WEBINARS PROGRAM



## MARCH 3RD MONDAY

**1.00 pm - 2.30 pm:** Impactful pitch : How to inspire middle and high school girls?

Hosted by Christina Balanos

For women mentors, relays and students

## MARCH 4TH TUESDAY

**1.00 pm - 2.30 pm:** Unmasking stereotypes: Understanding and overcoming our unconscious biases.

Hosted by Nadège Dazy

For operational pilots, women mentors and relays

## MARCH 6TH THURSDAY

**1.00 pm - 2.30 pm:** Sorority as a lever for empowerment!

Led by 3 speakers from the Find Yourself women's club

For students, women mentors and relays

# 2. TO LABEL YOUR ACTIONS

You wish to organise an event for International Women's Day?

Elles bougent offers you the opportunity to register your event on its website to showcase your initiatives.

Whether it's a company or site visit, roundtable discussion, conference, mentor meeting, an afterwork event, a webinar...

**Register your event on our website until February 28th, 2025.**

**The Association provides visibility for your actions, but it does not handle mobilisation; registrations are autonomous.**

[REGISTER YOUR  
ACTIONS](#)





## WHAT TYPE OF EVENT CAN BE LABELLED ?

International Women's Day is an opportunity to raise awareness, celebrate, and promote gender equality.

In the following pages, we provide you with some recommendations / ideas for actions and activities that you can undertake to raise awareness:

1. Towards Elles bougent female and male mentors in your organisation
2. Towards middle and high school girls
3. Towards college and university students.

Below, we present several ideas for activities or actions to organise, as well as resources that you could make available to raise awareness among your elles bougent community and/or young girls.



# EVENTS FOR FEMALE AND MALE MENTORS

Organising an event for March 8th, International Women's Day, is an excellent initiative to celebrate, raise awareness, and promote gender equality. Here are some event ideas you could consider:



## 1 CONFERENCE / ROUNDTABLE

Invite speakers, experts, or influential personalities to discuss issues related to women's rights, gender equality, and the challenges women face in various fields. Elles bougent is hosting a webinar on Monday, March 4th, to assist your community in their engagements with younger audiences regarding gender-neutral communication. Elles bougent is offering a webinar on Monday 3 March to help women and male mentors or students to prepare an inspiring pitch for their work with young people.

## 2 WOMEN'S MEETING TO PROMOTE EMPOWERMENT

Organise a meeting, a forum, a lunch, an afterwork where women share their experiences, successes, and challenges. This can inspire other women and serve as a great lever to expand the Elles bougent mentors network!

On Thursday 06 March, Elles bougent is organising a webinar on sorority as a means of empowering women.

## 3 FILM OR DOCUMENTARY SCREENING:

Select films or documentaries that highlight inspiring stories of women or address issues related to women's rights. Then, organise a screening session followed by a discussion/debate.

## 4 WORKSHOPS

Organise practical workshops focused on themes related to International Women's Day, personal development, and awareness of induced stereotypes.

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#### EXHIBITIONS

Showcase the work of female artists. Celebrate the creativity of women, and if possible, highlight female scientists and their inventions!

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#### DIGITAL AWARENESS CAMPAIGN:

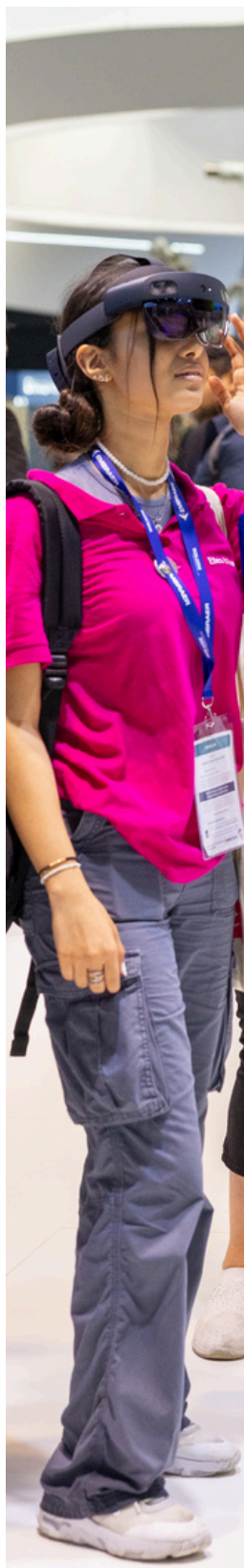
Use media and social networks to launch a digital awareness campaign. Encourage your colleagues to share testimonials, noteworthy facts, or educational resources using a dedicated hashtag. Elles Bougent invites you to participate in its digital campaign to highlight your commitment to gender diversity and your partnership with Elles Bougent.

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#### FEMININE SPORTS EVENT:

Organise a sports event highlighting women's participation in sports. It can also be an opportunity to discuss the challenges facing female athletes.

Regardless of the event you choose to organize, make sure to create an inclusive and engaging environment that promotes dialogue and understanding.



## EVENTS FOR MIDDLE AND HIGH SCHOOL GIRLS

The goal is to create a participatory event, an inclusive and inspiring environment that celebrates women's achievements while raising awareness of the challenges they may face.

- ✓ Actively involve the students to ensure the relevance and engagement of the event. Elles bougent will provide visibility to your actions with its label.
- ✓ Students and teachers can register groups of girls directly from the Elles bougent website. The association does not guarantee mobilisation.

Below, you will find some ideas for possible activities to implement from March 3rd to 8th, 2025.

### GENDER STEREOTYPE AWARENESS WORKSHOP:

Interactive quizzes, exploring gender stereotypes, encouraging students to reflect on how these stereotypes can influence their choices and/or orientation.



# EVENTS FOR STUDENTS



## 1 DECONSTRUCTING STEREOTYPES WITH GAMES

Raise awareness towards female students about induced gender stereotypes and organise participatory workshops. You could organise a content creation workshop to encourage students to create content (drawings, videos, writings) that deconstruct gender stereotypes. Then, organize a presentation event to share these creations and discuss their messages. You could also organise a Role-playing Games Workshop where students can take on different roles traditionally associated with specific genders. This can help them understand social expectations related to genders and explore non-stereotypical scenarios.

## 2 FEMINIST DEBATE:

Select a relevant and current feminist theme. It could be related to women's rights, gender equality, representation of women in the media, or other current topics. Reach out to female speakers or experts in the field of feminism. Choose individuals who can share diverse perspectives and inspire students. Foster an environment where students feel comfortable actively participating. Encourage them to ask questions, share experiences, and express their opinions. Ensure diversity of perspectives by including panelists with varied experiences representing different feminist viewpoints. Offer students additional resources, such as articles, books, or videos, to deepen their knowledge after the debate. The goal is to create an inclusive, educational, and stimulating space where students can engage in meaningful discussions on important feminist issues.

## 3 CONFERENCE / ROUNDTABLE :

Invite speakers, experts, or influential personalities to discuss issues related to women's rights, gender equality, and the challenges women face in various fields.

# PROMOTE YOUR EVENT !

Use Elles Bougent's toolkit! Communication materials are essential to create an experience, mobilise a broad audience, and ensure the overall success of the event.

## ➤ A roll - up banner

Roll-up banners are an essential tool for your mobile communication and to enhance the visual appeal of your event.

## ➤ Banner

Ideal to increase your visibility among girls and ensuring impactful effectiveness.



## ➤ Social Network / Media

Essential, communication on social media and in the media allows you to increase your visibility and make your efforts towards diversity and equality known to a wider audience.

## ➤ Goodies

Goodies help establish a winning communication identity as they are a very effective way to be visible on a large scale.

# PHOTOS ADVICES



— “ one image worths 1000 words ” —

Together, let's make this event shine on social media and allow a larger audience to know about your commitment. Here are some tips and ideas for these materials.

## Assign a photograph for the day

Photos are crucial for promoting your event. If possible, invest in a photographer. Otherwise, designate someone in advance to take photos on the day of the event.

## Portraits and group photos

Favorise portraits of female mentors and young girls, as well as photos of the activities offered during your event. Group photos in front of a backdrop representative of your company are also appreciated

## Before to start

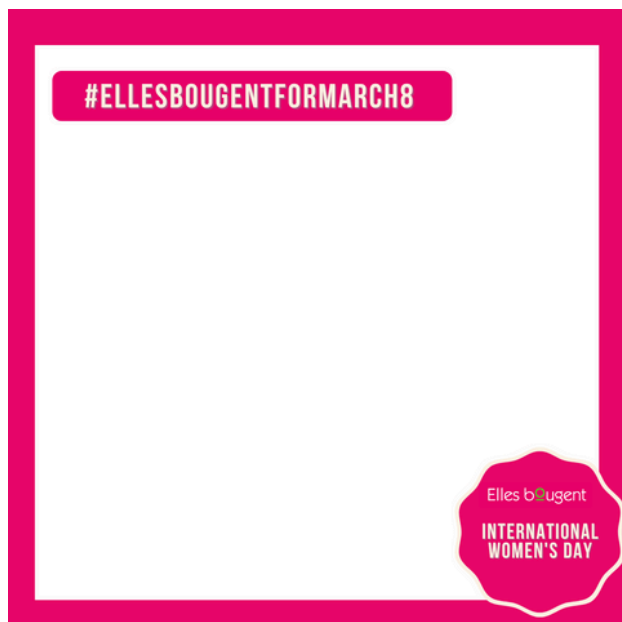
Remember to clean your camera lens well to avoid blurry photos. Film in vertical mode for videos. And avoid using zooms.

## Image rights

Make sure to check the image rights for both minors and adults before taking photos/videos.

### 3. THE DIGITAL CAMPAIGN FOR MARCH 8TH

## #ELLESBOUGENTFORMARCH8



This campaign allows you to highlight your commitment to gender diversity and your partnership with Elles bougent on the occasion of the International Women Day.

#### Who can participate?

- Partners,
- Female and male Elles bougent mentors
- Students and young girls
- Current and future collaborators
- General public

#### HOW TO PARTICIPATE ?

✓ **Use the Elles bougent template.**

Choose your content (photo, article, quote, etc.) related to the issue of Women's Rights and the reduction of gender inequalities.

✓ **Add an introductory sentence in your language following this example:**

EN #EllesBougentforMarch8 with [name of your enterprise or entity] + identify @Elles bougent ! #mixity #genderequality

✓ **Publish on March 8, 2025, on your social networks**

(LinkedIn, X, Facebook et Instagram)

[DOWNLOAD THE COMMUNICATION KIT](#)

Elles bougent

# LET'S MOBILISE TOGETHER FOR EQUALITY!

We are eager to share these unique events in favor of equality with you and raise awareness among as many people as possible about these crucial issues.

We count on your participation and mobilisation to make the first edition of The Equity Week a success!

[REGISTER YOUR  
ACTION](#)

[DOWNLOAD THE  
COMMUNICATION KIT](#)

Please do not hesitate to contact us if you  
have any questions or require further  
information.

*The Elles bougent team*

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**#ELLESBOUGENTFORMARCH8**