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**8 ways to celebrate International Women’s Day**

Women’s rights have come a long way, but there’s still a lot of work to be done. On International Women’s Day, which takes place on the 8th of March every year, we celebrate the women who are leading the fight against gender bias.

The theme of this year’s International Women’s Day is ‘Accelerate action’. The aim is to highlight the importance of speeding up the rate of progress towards gender equality worldwide, and to address the biases that women face in their personal and professional lives.

International Women’s Day is one of the most important days of the year to raise awareness for gender equality and honour women’s achievements. We all play our part in building a world without gender bias, so if you want to celebrate International Women’s Day, here are eight things you can do!

1. **Honour inspirational women**

Women often don’t get the credit they deserve for their achievements. We can change that! Get together with colleagues and talk about the women who inspire you and why. This can be a woman in politics, an important figure in history, or your favourite artist.

1. **Organise a book club**

Meet up with a couple of colleagues or friends who love to read and suggest books written by women about women. Not only is this a great way to educate yourself and each other on women’s rights, it’s also a fun bonding opportunity!

Some book recommendations:

* Bad Feminist by Roxane Gay
* Women Don’t Owe You Pretty by Florence Given
* A Room of One’s Own by Virginia Woolf
* Invisible Women by Caroline Criado Perez
* We Should All Be Feminists by Chimamanda Ngozi Adichie
1. **Support women-owned businesses**

If you can, try to support small women-owned businesses. By doing this, you contribute to equal economic empowerment and you help get a variety of products and services out there.

1. **Meet up with women in your network**

There’s no better way to learn more about other people's experiences than by taking the time to have a conversation with them. Try asking a woman in your personal or professional network to meet up (virtually or in person) and share your stories. This can be as quick as a 20-minute coffee break!

Possible icebreakers:

* Have you experienced gender bias in your professional life? How did you deal with it?
* Do you have any role models that have positively impacted you?
* What does self-care mean to you?
* What advice would you give your younger self?
1. **Donate to charity**

There are many ways you can support women without spending money, but if you can and want to, there are local and global organisations that you can donate to. These charities do incredible work to create a world where women feel safe and free from gender inequality. Have a browse and pick one that has goals you feel passionate about!

1. **Challenge inequality and show your support**

We all need to do our part. Not just on International Women’s Day, but every day. So if you witness inequality, try to address it. You can also publicly show your support for women’s rights on social media. If you feel like you don’t have enough information to have these conversations, that’s perfectly normal. If you want to learn more, there are thousands and thousands of books, documentaries or videos out there. Even something as simple as following a feminist social media account can provide you with bite-sized bits of information.

1. **Include all genders**

Gender inequality is not just a women’s issue. It affects all of us. That’s why it’s important that everyone is included in these conversations. So when you’re planning your International Women’s Day activities, invite and encourage your male and non-binary friends and colleagues to join. Make sure they feel welcome too.

1. **Acknowledge the amazing women in your life**

Show the women you admire how great they are. Just expressing your appreciation can inspire someone and make them feel valued. So pick up the phone and call or text your friend or family member.

Do you have a colleague who you think is just awesome? Tell them by sending them an eCard! Head over to [platform name], pick your favourite eCard, and brighten someone’s day!

**To send an eCard, follow these steps:**

1. Log in to [platform name]. You can send an eCard directly from there.
2. Go to the [name R&R tab] and select [Send an eCard/other name].
3. Enter the name of the colleague you want to recognise.
4. Click on the ‘Send eCard’ button.
5. Choose your International Women’s Day eCard.
6. Now it’s time to enter your message. Describe why you admire this woman and why you want to celebrate them on International Women’s Day.
7. You can either ‘send privately’ or ‘send and share’ to show everyone you’ve celebrated a colleague!

Head over to [URL], pick an eCard and celebrate International Women’s Day!

**Celebrate on the go with the Connect+ App**

You’re not behind a computer? No problem! Did you know that you can also send and receive eCards with our Connect+ App? It’s quick and easy. Just download the Connect+ app via Google Play or the Apple store, use your [platform name] login details and start celebrating wherever you are!