Why don’t girls around the world have equal access to education?

Why don’t women have equal pay and equal opportunity in the workplace?

Embedded values start before a girl is even born and shape the world around her.

Join our campaign.
second_class

equal_status
Why don’t girls around the world have equal access to education? Why don’t women have equal pay and equal opportunity in the workplace? Embedded values start before a girl is even born and shape the world around her.
#RewritingTheCode

2016

The 2016 #RewritingTheCode campaign aimed to change the attitudes that prevent girls from going to school, whilst practically giving them access to technology to increase their learning opportunities and help them fulfil their potential.


We called on the international community to start getting serious about shaping the future for a generation of women. Celebrities, business leaders, influencers, campaigners and youth across the world shared the message on social media.
2017

This year #RewritingTheCode continues to change attitudes and behaviours that prevent girls and women from succeeding, leading and fulfilling their full potential. Through the campaign, we can help rewrite the future for a generation of women by making this the moment we help change embedded values. We want a future where no girl is left out of the classroom, the boardroom or the conversation – we want girls to become future leaders.
Embedded values shape our lives in the same way that code defines our digital world.

Take a look for yourself by doing a little inspecting. Go onto any website using Google Chrome and right-click on a part of the page. Choose ‘inspect’ and you’ll see all the code under the surface that’s shaping what you see.

What if we could rewrite the cultural code that is holding back girls and women in the same way we can rewrite digital code? This booklet will give you some ideas of how you can do just that.
The bit we see every day

The code beneath the surface shapes what we see and experience
Embedded
These symbols indicate embedded code in computer programming. We are using them in the campaign to highlight the code that we want to rewrite.
By exposing negative embedded gender norms and values all around us using facts and statistics.

**Equal pay act**<sup>1970</sup>
**Equal pay**<sup>2069</sup>

Why don’t girls around the world<sup>37k_girls_under-18_married_daily</sup> have equal access to education<sup>63m_girls_aged:6-15_not_in_school</sup>? Why don’t women have equal pay<sup>equal-pay-act(1970)/equal_pay(2069)</sup> and equal opportunity<sup>unconscious_bias</sup> in the workplace<sup>7_female CEOs@FTSE-100</sup>? Embedded values<sup>established_societal_norms</sup> start before a girl<sup>second-class</sup> is even born<sup>1.06 _M/F_birth_ratio</sup> and shape the world around her.
Or by using the code to highlight global problems affecting girls and women.

Girls <secondclass>
School <notforgirls>
Bride <child>
So we can begin rewriting bad code into good code.

Bad code

Girls<secondclass>
<equalstatus>

Good code
#RewritingTheCode

How to get involved
It’s a simple idea, but we need you to help bring it to life. If you think you can help rewrite the code for girls and women across the world, on the following pages are some ideas to get you started.
#RewritingTheCode

/1 Badcode ................. 14
/2 Badcode/goodcode ....... 16
/3 Seen & shared ............ 18
/4 Hidden facts ............. 20
/5 Embedded gesture .......... 22
#RewritingTheCode

/1 Badcode

The idea
You can start simply by highlighting embedded attitudes and values in your own culture or by looking at global issues.

Theme <badcode>

Examples

Girls <secondclass>

School <notforgirls>

Bride <child>
The action
Choose your own theme, show the embedded code, then share it using #RewritingTheCode
The idea
Once you’ve highlighted an embedded value, why not suggest how it could change?

Theme
<badcode>
<goodcode>

Examples

Girls
<inthebackground>
<readytolead>

Woman
<powerless>
<powerful>
The action
Choose your own subject, rewrite the code then share it using #RewritingTheCode
The idea
Simple. See something that shows the need to rewrite the code for girls and women, or something you think is making a positive difference and inspire others with it.

Example

Where's Wally-style ad campaign highlights lack of women in the Egyptian workforce

Rima Sabina Aouf | 23 February 2017

11 comments

It takes concentration to spot the sole woman in the crowds of workers on these posters, created by illustrators IC4Design and marketing agency DDB for UN Women in Egypt.
Where’s Woman? campaign highlights lack of women in Egyptian workforce
dezee.com/2017/02/23/whe...@dezeen
#RewritingTheCode @theirworld

Where's Wally-style ad campaign highlights lack of women in the Egy...
It takes concentration to spot the sole woman in these crowds of workers,
depicted by illustrators IC4Design and marketing agency DDB for UN Wo...
dezee.com

The action
Share it using #RewritingTheCode
The idea
All around us are phrases and statements which hide the reality of gender inequality. Seeing the facts can change the way we see the world.

Your chosen phrase or statement with `<hidden_bad_code_facts>` highlighted using the embedded symbols.

Example

Equal pay act `<1970>`
Equal pay `<2069>`
The action
Choose your own phrase, do a little research to uncover the hidden facts then share it using #RewritingTheCode
The idea
With a simple gesture that makes the embedded symbols you can show your support for the campaign to rewrite the code.

The action
Share your images using #RewritingTheCode

Examples
Liv is #RewritingTheCode with @theirworld
#RewritingTheCode

Theirworld is an innovative charity which helps children to fulfil their potential.

Through research, pilot projects and campaigning, Theirworld is at the forefront of testing and shaping new ideas to help give children in the UK and around the world the best possible start in life.

We run pilot projects on the ground to prove that these changes work. And we open up the opportunity for new ideas, projects and funding to deliver real change to those most in need.

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