2017 Campaign

- 63m girls not in school
- Women earn 24% less
- 37k girls under-18 married daily
- Illiterate population 67% female
- 7 female CEOs @ FTSE100
- 35% females exp. violence [physical/sexual]
- Equal Pay Act (1970)
- Equal pay (2069)
- Women = 14.4% STEM workforce

Schools Pack for change
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.

The objective of the #RewritingTheCode campaign is to change attitudes and behaviours that prevent girls and women from succeeding and 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.
#RewritingTheCode Campaign

Theirworld is leading this change in two ways: through the #RewritingTheCode campaign and working with girls around the world in code clubs giving them access technology to increase their learning opportunities and help them fulfil their potential. To find out more about Theirworld code clubs visit theirworld.org

This pack is designed as a tool to start a conversation about ‘embedded values and attitudes’. It contains a number of facts and stories. We encourage those using this toolkit to share your conversations with us using the campaign hashtag #RewritingTheCode or sharing with Theirworld at info@theirworld.org
What we see: the surface

The code beneath the surface that shapes what we see and experience

The idea: Embedded values shape our world in the way that code defines a website
These symbols indicate embedded code in computer programming.

We used the embedded symbols for the original #RewritingTheCode campaign in 2016.
Equal pay act<1970> equal pay<2069>

Highlighting negative embedded gender norms and values: facts and statistics
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.

Highlighting negative embedded gender norms and values: facts and statistics
Highlighting negative embedded gender norms and values: global problems

School<notforgirls>
Highlighting negative embedded gender norms and values: global problems
Girls

Rewriting the code: the bad code is crossed out...
Girls<equalstatus>

**Rewriting the code:** the bad code is crossed out and replaced with good code
Women <emotional> <opinionated>
Feminist
<manhater>
<everyone>

Rewriting the code: the bad code is crossed out and replaced with good code
Rewriting the code: good code shows positive values
In 2017 we are using the embedded symbols to expose bad code
1. Discussion Starter – 25 minutes

- Discuss the words on the next slide.
- Do you agree that these are all good code and bad code?
- Have you ever heard these words being used?
- What other good and bad code can you think of?
Girls <secondclass> <equalstatus>

Girls <marriedoff> <inschool>

Girls <inthebackground> <readytolead>

Girls <pipedown> <handsup>

Girls <powerless> <powerful>

Girls <techphobic> <rewritingthecode>
2. Discussion starter – 15 minute

Read the following article

• Do you think the article reflects your own experience?
• What do you think causes girls to “lose faith in their own talents” by the age of six?
• What do you think could be done to change this?

News: Girls lose faith in their own talents by the age of six
By James Gallagher, Health and science reporter, BBC News website
www.bbc.co.uk/news/health-38717926
3. Discussion starter – 15 minutes

Read the article from the next slide

- What are the reasons for so many girls being out of school?
- What is being done to tackle this?
- What can you do to support this campaign?
Girls education around the world

Girls have the right same right to education as boys. Despite this, girls and young women in many parts of the world miss out on school every day. Around 63 million girls are of school, according to UNICEF.

Read the information about girls education provided by Theirworld: theirworld.org/explainers/girls-education
4. Research Starter and Discussion – 15 minutes

Equal pay act<1970> equal pay<2069>

Research

• What is the equal pay act?
• How and why did it come in to force?
• What is the current rate of equal pay in the UK?
• What is being done to try and deliver equal pay?
Activity

- Research the #RewritingtheCode campaign and discuss ways to support the campaign through your own group and network
- In what ways could you work to rewrite the code in your own school or club and for girls all around the world?

For more information go to theirworld.org/campaigns/rewritingthecode
Thank you for #RewritingTheCode

For more information contact Theirworld at info@theirworld.org

or visit theirworld.org