



Canada's Theme: Equality Matters

Equality Matters because...

The world needs the talents of everyone – women, men, girls and boys – to truly reach its full potential.

Gender stereotypes hold us all back.

We've already come so far...equality is the only way to move ahead!

This International Women's Day, make a commitment to gender equality and share it on social media using the hashtag #EqualityMatters.

Tell us why equality matters to you and inspire your friends to do the same.

Share our [mythbusters](#) and tell us what stereotypes you'd like to see broken.

Tag the people in your life who inspire you to work for gender equality.

Equality is good for the economy.

- According to RBC, the increased economic participation of women resulted in a \$130 billion contribution to economic activity in 2012 alone. This is equivalent to approximately 7% of the Gross Domestic Product (GDP).
- In February 2016, the international report *Is Gender Diversity Profitable?* found that an organization with 30% female leaders could add up to 6 percentage points to its net profit margin.
- Research suggests that having a more diverse corporate board of directors may lead to stronger financial performance for companies; Financial Post 500* companies with higher representation of women on their boards demonstrated a 26% higher return on investment.
- It is estimated that violence against women costs Canada more than \$9.3 billion a year.

Equality is good for children.

- Father involvement is related to positive child health outcomes in infants, such as improved weight gain in preterm infants and improved breastfeeding rates.
- Father engagement reduces the frequency of behavioral problems in boys while also decreasing delinquency and economic disadvantage in low-income families.

Equality is good for democracy.

- Research shows that women in politics raise issues that others overlook, pass bills that others oppose, invest in projects others dismiss and seek to end abuses that others ignore.
- Where women are able to participate in peace processes, the chances of reaching an agreement at all improve, and the peace is 35 percent more likely to last at least 15 years.

Equality is good for everyone.

- A study of statistics gathered from various equality indexes showed that living in one of the more gender equal countries in Europe was associated with having a higher quality of life and a lower chance of depression, divorce, or becoming a victim of violent death for both men and women.