



# **INTERNATIONAL WOMEN'S DAY 2026**

## ***'WHY IT MATTERS – Women Driving Progress'***

As Soroptimists, we know that gender equality is both a milestone to celebrate and a goal we must continue to work toward. Women continue to shape communities, lead innovation, build peace, and advance justice: our theme invites us to recognise and feel inspired by the extraordinary progress women achieve every day. It highlights women's contributions in the fields that are shaping our future – **peacebuilding, justice, STEM, and education**. And it reminds us that continued progress requires visibility and a shared commitment.

'Why It Matters – Women Driving Progress' honours achievements and reinforces the importance of maintaining momentum. While much has been accomplished, there is still progress to be made, and Soroptimists will continue to lead the way to amplify our collective voice, celebrate our achievements, and focus on creating a future where equality is a reality for all.

### **How to Get Involved**

Here's how you can bring this campaign to life:

#### **1. Share the Theme Widely**

Introduce the theme to your club members and community. Use it as a conversation starter to raise awareness about why International Women's Day matters now more than ever. Brainstorm creative ways to spread the message, through community events, discussions, or collaborative projects. Let this theme inspire action and meaningful conversations.

#### **2. Use the Resources Provided**

We have prepared a range of poster and social media templates on *Canva Pro* to make it easy for you to promote this campaign. Feel free to adapt their content to your national language and/or with figures that reflect best the situation in your country.

#### **3. Engage on Social Media**

To strengthen our collective impact, we have planned a series of posts leading up to International Women's Day. Here is the schedule:

- **2<sup>nd</sup> of March** – Peacebuilding
- **4<sup>th</sup> of March** – STEM
- **6<sup>th</sup> of March** – Sustainability

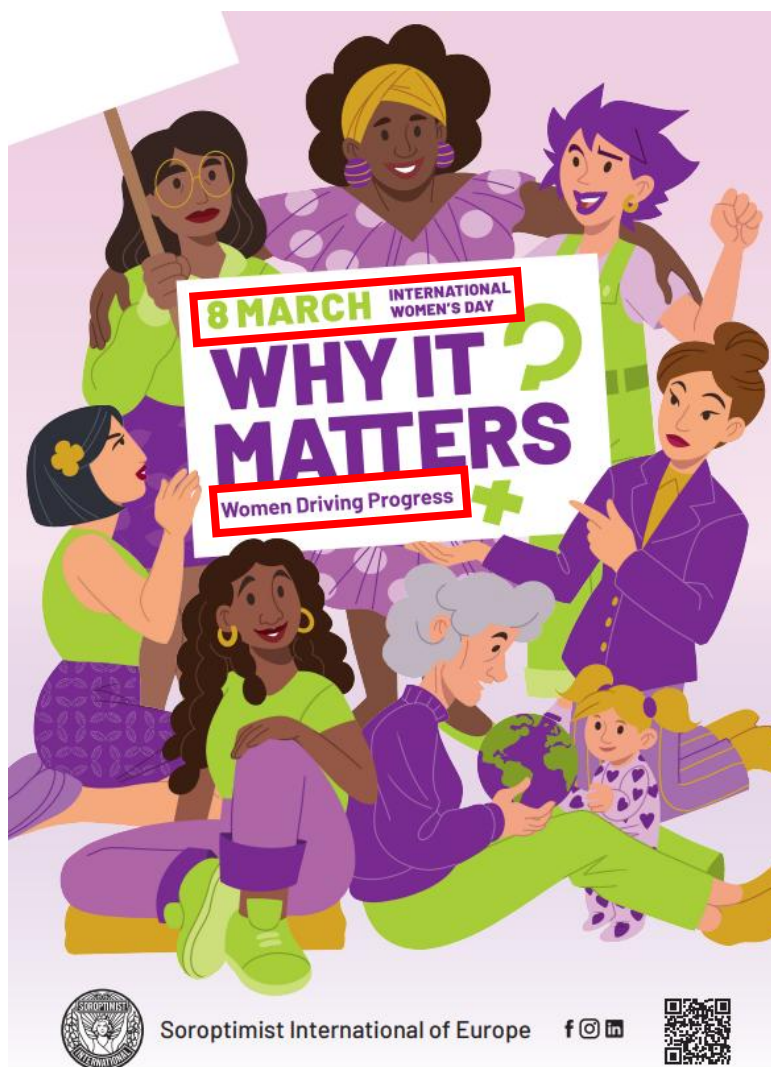
Share these posts on your platforms, tag us, and use the following hashtags to amplify the message: **#soroptimisteurope #IWD #InternationalWomensDay #whyitmatters #WomensRights**

Encourage your networks to interact by tagging friends, sharing posts, and commenting to spark meaningful conversations.

## EDITABLE PRINT & SOCIAL MEDIA MATERIAL

### Poster

To translate the poster into your native language, please contact: [siehq@soroptimisteurope.org](mailto:siehq@soroptimisteurope.org). The poster is available in the SIE Extranet Downloads Area (07 – Programme & Advocacy > Advocacy – Campaign SIE Federation-initiated > International Women's Day).



**Note:**

**Copyright restrictions limit modifications to the red portions of the poster only. We request that all members comply with applicable copyright laws when using this material.**

## Campaign colours signification

When initiating the campaign in 2025, SIE chose green, purple, and white as they are the traditional colours of International Women's Day. These colours carry deep historical and symbolic meaning in the women's movement:

- **Green:** Symbolises hope, growth, and renewal.
- **Purple:** Represents dignity, justice, and the fight for women's rights. It stands for equality and empowerment.
- **White:** Historically stood for purity, peace, and unity. It reflects the collective strength and solidarity of women working together for a common goal.

## Social media

Social media templates are available on **Canva Pro** to make it easy for you to adapt them in your national language or data. To access and edit them, email [siehq@soroptimisteurope.org](mailto:siehq@soroptimisteurope.org) with the subject line: **IWD 2026 – Canva Pro**.

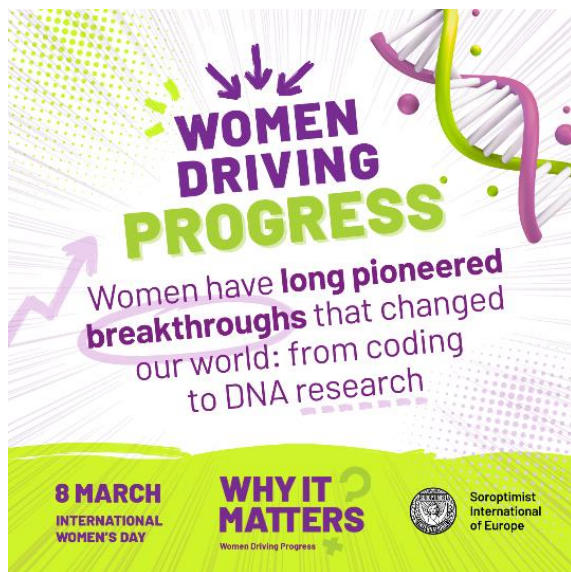
The visuals below are designed to be published as two-slide carousel posts. **What is a carousel post?** A carousel post is a single social media post that contains multiple images or slides that viewers can swipe through.

### 1. PEACEBUILDING (2 March)





## 2. STEM (4 March)



## 3. SUSTAINABILITY (6 March)



## WHY IT MATTERS

Together, we have the power to create lasting change. Let us celebrate International Women's Day 2026 by driving the conversation forward and taking action to make equality a reality.

**Your participation strengthens the collective impact of our campaign!**