



WOMEN'S EQUALITY PARTY

UNCONFERENCE 08-19

FIRST BREAKOUT SESSION OPTIONS: 11.00 - 11.45

1. Reaching and engaging people

The Women's Equality Party is only four years old and in that time our audience has grown - but not fast enough. We know there are people out there who care about gender inequality and want to be part of a movement to change it. How can we break out of our own bubble to better identify, engage with and support our would-be members, voters and activists?

We have also witnessed the dangers of microtargeting in the political context. This isn't just about fake news and propaganda, targeted to those thought susceptible to it and concealed from those who would challenge it. The increasing segmentation of political messaging is also increasing polarisation of voters.

Are their ways not only to use these technologies more responsibly but to unite rather than divide?

Can you help us to get ahead of the next political curve to get our messages of hope to new and different audiences without compromising citizen's rights or democratic processes?

2. Childcare and the Gender Pay Gap

Progress in closing the gender pay gap has stalled, with the gap standing at around 18 percent median average difference between men and women's income.

The cumulative impact of the pay gap on women's lives results in women making up 70 percent of the 1.7 million people who retire into poverty.

Maternal employment rates are lower in London than any other UK region as childcare costs are a third higher here than the UK average. If London improved rates of female employment and increased the number of hours worked by women already in work as quickly as the best performing regions in the UK, the capital would see potential increases in annual GVA of £21.5 billion by 2025 (4.6 per cent).

How can we use digital campaigns to raise awareness of the issues and mobilise parents to take political action? How could data and technology be used to help parents in London access affordable childcare that works for them?

SECOND BREAK OUT SESSIONS OPTIONS 12:00 - 12:45

3. Fundraising

Women are outnumbered 2:1 by men in parliament and the number of men in each parliament is roughly the same as the total number of female MPs throughout history. By bringing more women into politics, we can change this.

But elections are expensive and require extensive fundraising. Women candidates tend to have smaller disposable incomes than men, and are less likely to have access to the kinds of networks necessary to support their campaign. Male donors outnumber and outspend women donors, which reduces women's chances of winning and also of influencing the political agenda.

Crowdfunding has helped democratise political fundraising by empowering ordinary people to commit small amounts to viral campaigns, providing a counterweight to the super-wealthy. This "small donation revolution" gives legitimacy to candidates and parties that might otherwise be overlooked by big donors.

What could a future fundraising platform look like? And how do we use the small donation revolution to change the gender balance of political donors?

4. Ending Violence Against Women

People believe that violence is inevitable. Whether it is the two women killed every week by a partner or former partner, gang-related knife crime whose victims are getting younger and younger, or the 98 percent of police recorded rapes that see the alleged perpetrators walk away without consequence. The Women's Equality Party is campaigning to END violence in London.

The #metoo phenomenon - made possible through social media - made visible the scale of sexual harassment and violence women experience. But so far there have been very few consequences and conviction rates are falling.

How best can we use data driven technology not just to reveal the scale of inequality and violence, including in online spaces, but to do something about it? What policies need to be in place to tackle the proliferation of new forms of violence online?