

Big Idea Worksheet 2

Your name: Gruppe D

Name of the project: Education and Gender

Who is your audience?

List the primary groups or individuals to whom you'll be communicating.

- University Rector
- Federal Ministry of Education and Research
- University
- Employer
- Professor
- Faculty
- Students
- Pupils and Teachers
- Parents

If you had to narrow that to a single person, who would that be?

- Faculty/University Rector

What does your audience care about?

- Provide study programmes that educate and prepare people to contribute to a society/community
- Adjust to changes, find out about trends and research potential
- What's changed over the years

What action does your audience need to take?

- Find out about breakdown of the genders in the individual courses of study
- Make study programmes more attractive to all gender

What is at stake?

What are the benefits if your audience acts in the way that you want them to?

- There are no more typical women's jobs and no more typical men's jobs
- There is a balanced mix of genders in the world of work
- More diversity and independence lead to innovation
- Maintained gender equality prevents violence against women and girls
- Safer and healthier communities

Analytics & Data Storytelling

What are the risks if they do not?

- Loss in diversity and gender equality
- Missing out on innovation
- GDP stagnates

Form your big idea

It should articulate your point of view, convey what's at stake, and be a complete (and single!) sentence.

Our education system needs to reduce inequalities to support the society and economic system in terms of gender equality.