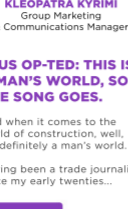
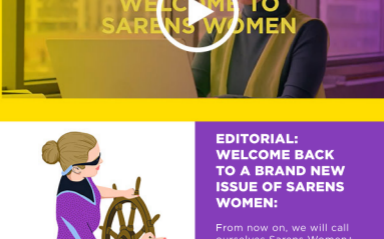




MARCH 2023 - ISSUE V



KLEOPATRA KYRIMI
Group Marketing & Communications Manager

EDITORIAL: WELCOME BACK TO A BRAND NEW ISSUE OF SARENS WOMEN:

From now on, we will call ourselves Sarens Women+. We are thrilled to commemorate...

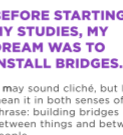
[READ MORE](#)

PLUS OP-TEDE: THIS IS A MAN'S WORLD, SO THE SONG GOES.

And when it comes to the world of construction, well, it's definitely a man's world.

Having been a trade journalist since my early twenties...

[READ MORE](#)



NIAMH MARRIOTT
Deputy Editor in Chief of International Cranes and Specialized Transport

BEFORE STARTING MY STUDIES, MY DREAM WAS TO INSTALL BRIDGES.

It may sound cliché, but I mean it: in both senses of the phrase: building bridges between things and between people...

[READ MORE](#)

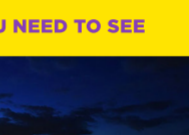


LINE RIGO
Research & Development Training & Standardization Manager

WE ALL HAVE EMOTIONS. LET'S BE CONFIDENT ENOUGH TO LET THEM SHOW.

Unlike many of my colleagues, I did not intentionally choose the heavy lifting industry. I started working at Sarens...

[READ MORE](#)

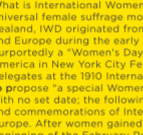


NOOR DE BOOM
Human Resources Project Manager

MALE VOICES.

With the newly renamed Sarens Women+, we've expanded to feature the voices of men and women both inside and beyond our organisation. While I am honoured to be the first man featured...

[READ MORE](#)



WIM SARENS
CEO

PICTURES YOU NEED TO SEE



The most populous International Women's Day protest in recent history took place in Madrid, the capital of Spain. On March 8th, 2022, over 650.000 women participated in a protest that went down in history as one of the most successful marches of its kind. One fifth of the city's population was on the street.

INTERNATIONAL WOMEN'S DAY

What is International Women's Day (IWD)? Spurred on by the universal female suffrage movement that had begun in New Zealand, IWD originated from labor movements in North America and Europe during the early 20th century. The earliest version was purportedly a "Women's Day" organized by the Socialist Party of America in New York City February 28, 1909. This inspired German delegates at the 1910 International Socialist Women's Conference to propose "a special Women's Day" be organized annually, albeit with no set date; the following year saw the first demonstrations and commemorations of International Women's Day across Europe. After women gained suffrage in Soviet Russia in 1917 (the beginning of the February Revolution), IWD was made a national holiday on March 8; it was subsequently celebrated on that date by the socialist movement and communist countries. The holiday was associated with far-left movements and governments until its adoption by the global feminist movement in the late 1960s. IWD became a mainstream global holiday following its adoption by the United Nations in 1977.

International Women's Day is commemorated in a variety of ways worldwide; it is a public holiday in several countries, and observed socially or locally in others to celebrate and promote the achievements of women.

The UN observes the holiday in connection with a particular issue, campaign, or theme in women's rights. In some parts of the world, IWD still reflects its political origins, being marked by protests and calls for radical change; in other areas, particularly in the West, it is largely sociocultural and centred on a celebration of womanhood.

Source: <https://www.internationalwomensday.com/about>



This is a variation of the famous "YOU CAN DO IT!" poster.

WE CAN DO IT!

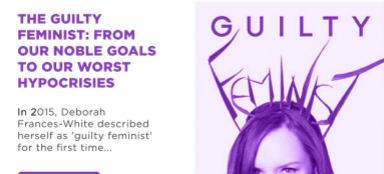
"We Can Do It!" is an American World War II wartime poster produced by J. Howard Miller in 1943 for Westinghouse Electric as an inspirational image to boost female worker morale.

The poster was little seen during World War II. It was rediscovered in the early 1980s and widely reproduced in many forms, often called "We Can Do It!" but also called "Rosie the Riveter" after the iconic figure of a strong female war production worker. The "We Can Do It!" image was used to promote feminism and other political issues beginning in the 1980s. The image made the cover of the Smithsonian magazine in 1994 and was fashioned into a US first-class mail stamp in 1999. It was incorporated in 2008 into campaign materials for several American politicians, and was reworked by an artist in 2010 to celebrate the first woman becoming prime minister of Australia. The poster is one of the ten most-requested images at the National Archives and Records Administration.

After its rediscovery, observers often assumed that the image was always used as a call to inspire women workers to join the war effort. However, during the war the image was strictly internal to Westinghouse, displayed only during February 1943, and was not for recruitment but to exhort already-hired women to work harder. People have seized upon the uplifting attitude and apparent message to remake the image into many different forms, including self empowerment, campaign promotion, advertising, and parodies.

Source: [For Victory: World War II Poster on the American Home Front](#)

THINGS YOU NEED TO KNOW



Mária Telkes, the Hungarian scientist, is famous for creating the first thermoelectric power generator in 1947. With this technology and the principles of semiconductor thermoelectricity, she designed the first solar heating system for the Dover Sun House in Dover, Massachusetts, and the first thermoelectric refrigerator in 1953.

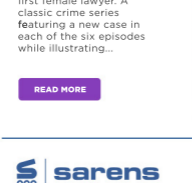


Ngozi Okonjo-Iweala becomes the first woman and first African to lead the World Trade Organization in 2022.

In March, Ngozi Okonjo-Iweala took office as the Director-General of the World Trade Organization, making her both the first woman and the first African to hold this position in the organization's 26-year history.

Okonjo-Iweala is no stranger to shattering glass ceilings, having been the first woman to become Nigeria's Finance Minister and Foreign Minister.

BOOKS YOU NEED TO READ



INVISIBLE WOMEN: DATA BIAS IN A WORLD DESIGNED FOR MEN

Data is fundamental to the modern world. From economic development, to healthcare, to education and public policy, we rely on numbers to allocate...

[READ MORE](#)

THE GUILTY FEMINIST: FROM OUR NOBLE GOALS TO OUR WORST HYPOCRISIES

In 2015, Deborah Frances-White described herself as 'guilty feminist' for the first time...

[READ MORE](#)



MOVIES YOU NEED TO WATCH

9 TO 5

Office satire about three female secretaries who decide to get revenge on their tyrannical, sexist boss by abducting him and running the business themselves. The trio, one of whom has been passed over for promotion because she is a woman, spend a night together having drug-induced fantasies of killing the slave-driving chauvinist. One of them panics the following...

[READ MORE](#)

THE LAW ACCORDING TO LIDIA POËT

Forbidden from practicing law, a woman prepares an appeal to overturn the court's decision in this true story of Lidia Poët, Italy's first female lawyer. A classic crime series featuring a new case in each of the six episodes while illustrating...

[READ MORE](#)

