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Women for Smart, Sustainable & Inclusive Growth

SMART Progress



2020

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Women in STEM for Smart Growth:

Promoting Women's Education, Jobs and Leadership in STEM Sectors in Europe

The Women2020 platform - a stakeholder dialogue on the contribution of women to achieving the **Europe 2020 strategy for growth and jobs** - was formally launched at DIGITALEUROPE in Brussels on 8 March 2013. A report of the launch event, "Women2020 Bold Beginnings," can be found on the **Women2020 website**.

The present report summarizes the discussion and conclusions of the **second Women2020 event** on the topic of Women in Science Technology Engineering and Mathematics (STEM) for Smart Growth: Promoting Women's Education, Jobs and Leadership in STEM Sectors in Europe.



The event was held in honour of **International Girls in ICT Day** and attended by 7 invited speakers and over 50 participants as well as followed online via 125 webstreamed channels and Twitter. The series of reports from each Women2020 dialogue taking place in 2013 will be released collectively in a final "Women2020 Action Plan" in December 2013.

Women in STEM for Smart Growth-What is at stake?



Ms. **Eva Fabry**, Director of the European Centre for Women and Technology and Mr. **John Higgins**, General Director of DIGITALEUROPE, welcomed the participants and described the issue at stake with a short, yet strong message!

Ms. **Eva Fabry** quoted an article from **The Economist from April 2006** with the title 'Forget China, India and the internet: economic growth is driven by women'. She added that although a lot has happened since, it is now high time that the national authorities, Member States, IT sector and trade associations work with the European Centre for Women and Technology to attract female talent to technology and come up with practical solutions on a daily basis.



Mr. **John Higgins** added that the economic numbers indeed hold a clear call for action. The digital industry predicts a 25% growth worldwide although, sadly, only 1% of that growth is in Europe. Those numbers set the context for why we need to focus on the workforce to be able to grow the digital industry and tackle the immense social and economic challenges Europe faces. One obvious way to fix this workforce problem is to obtain gender balance.

Girls in ICT Day - why this matters



The **United Nations International Telecoms Union (ITU)** launched the Girls in ICT Day in Geneva in 2011. Dr. **Hamadoun I. Touré - Secretary General of the United Nations International Telecoms Union** praised the synergies this year's third edition in Brussels had already created and the potentials identified with the European Commission prior to the actual event date. He emphasised that the shortage of qualified labour in ICT and the underrepresentation of women in the sector is a global problem and that Girls in ICT Day and 1500 annual events organised as part of this initiative demystify the ICT sector and establish role models to help girls aspire to a career in ICT. Dr. Touré added that the ICT sector with its dynamic, creative, flexible and well-remunerated

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Mr. John Higgins

General Director of DIGITALEUROPE:

■ "Our simple vision for Europe: Europe, please be here and take advantage of our stuff to tackle our economic and social challenges."

■ "Gender balance is an important part of the solution, the economics and the numbers just make sense."

■ "It's not just words and meetings, our national members are taking initiatives every day. Today one of our members, Agoria, is bringing 400 kids together to get them into ICT."

Dr. Hamadoun I. Touré

Secretary General of the United Nations International Telecoms Union:

■ "Identifying the problem is half of the solution already. Out of the Fortune 500 CEOs only 21 are women so we have a long way to go. I feel inspired today and reassured that the issue is addressed and has many supporters."

■ “Sometimes a small change eliminates discriminatory behaviour. When I changed job descriptions from ‘continuous experience required’ into ‘experience required’ we were able to employ more women who otherwise would not have been hired because of a career break.”

■ “If I am asked what I am most proud of at the end of my term next year, I would state the Girls in ICT Day.”

Ms. Marietje Schaake

Member of European Parliament:

■ “If you have half of your population under 25 unemployed, what does it do to your future? To your own independence?”

■ “I have an ambivalence about having to talk about women in ICT. We cannot just have women talking about the rights of women.”

■ “We have to look at the business case for including women; making it an inclusive process involving leaders that are not involved yet.”

■ “Sheryl Sandberg’s book ‘Lean in’ is important but I look forward to a book by a man talking about how he feels about the struggle of combining career and family.”

jobs, present a tremendous opportunity particularly for women who are often underpaid or underemployed elsewhere. Women will not only help to solve the talent shortage, they will also be empowered by new career opportunities in a sector that promises excellent employment opportunities both in the immediate future and in the long term. Committed to this mission, the ITU also created the **Global Telecentres Portal** and partnered with **Telecentre.org** for the Telecentre Women: Digital Literacy Campaign that pledges to train one million girls and women via its network of Telecentres. By March 2013, 147 organisations had already trained 680 000 women and girls in 80 countries. Dr Touré concluded by expressing his firm belief that 100% equality is feasible. He gave the example of Rwanda where President Kagame of Rwanda achieved 100% equality in parliament, ministries and embassies ‘simply by deciding it and doing it’.

■ What is Smart Growth for women in STEM?

Ms. **Cheryl Miller, Executive Director of Zen Digital Europe and Founder of Women2020**, asked the panellists for their personal definition of smart growth. Could the definition be as simple as ‘just not stupid growth’ or be as wide as ‘having to add to our quality of life and to knowledge’?

Ms. **Marietje Schaake, Member of European Parliament**, reflected on the definition of smart growth by linking the role of technology for inclusive growth to economic development, empowerment and human rights. She agreed with Dr Touré that this must be seen in a global context since Europe’s decisions in terms of policy, technology standards or otherwise do affect other parts of the world.

Technology breeds economic development when, for example, a micro payment system in Kenya tells women where the demand for their produce is before they start the long walk to one market versus the other.

And it plays a vital role in human rights by using the Internet as an open space. On the flip side, some governments view this development with fear and deploy that same technology for mass surveillance and censorship, but European policymakers must convince them to do otherwise.

In her opinion, smart growth is also about Europe showing stronger leadership than it has done so far by investing more in the knowledge economy. Currently Europe is cutting budgets to invest in Europe’s digital agenda, in education and technology – broadband is one example – which does not make it easy for European entrepreneurs to take risks.

Finally, Ms Schaake added that politics must facilitate the role technology plays in the everyday lives of ordinary people. It should not isolate the role women play, but simply look at inclusive solutions that address the entire society including a young generation that should be allowed to dream!

Ms. **Linda Corugedo Steneberg, Director for Cooperation, European Commission DG Connect** fully agreed with the previous speakers and added that she wanted to focus on ‘being smart’ to create smart growth.

For Ms. Corugedo Steneberg, a part of ‘being smart’ is that the ICT sector needs to sell itself to women in business terms and promote itself as exciting and diverse. She quoted figures from a recent study to illustrate her answer. For every 1000 women who obtain a bachelor’s degree in Europe, 29 gain it in ICT versus 95 men. Regrettably, only 4 of these women will work in the ICT sector versus 20 men. If Europe had a mechanism to ‘pick up’ each ICT graduate who did not pursue an ICT career, it would gain an amount equal to the GDP of a smaller European country for each of them!



In her opinion, one of the selling points for the ICT sector could be the fact that there is no gender pay gap in the ICT sector if you compare the earnings of men and women in similar situations (age, level of education, type of occupation, company size etc.)! Once you are in, you are treated in an equal manner! Furthermore, women in the ICT sector earn almost 9% more than those in non-ICT sectors.

A second aspect of smart highlighted by Ms. Corugedo Steneberg is to inspire today’s digital generation to take their own initiative. The study showed that young ICT professionals do not want to talk about gender issues since they do not want to be perceived as needing help. Institutional initiatives should address this issue and find a different communications approach to involve the digital generation appropriately.



Ms. **Patricia Reilly**, Member of Cabinet for European Commissioner Máire Geoghegan-Quinn, DG Research and Innovation defined smart growth as smart use of all resources available as well as smart use of the best resources available. Currently, Europe's underutilised resources are not the sea, air, energy ... but women! The recently published **She Figures 2012** - the report that takes a snapshot of women in science, innovation and research positions - show that although the proportion of female researchers is increasing, they are still underrepresented in scientific disciplines and careers. They represent only thirty-three per cent of European researchers at publicly funded research level and 20% of full professors. Even fewer are heads of institutions of higher education.

She explained that in general, gender will be much more mainstreamed when designing research programmes. DG Research and Innovation wants to make the profound institutional changes required to address the often unconscious barriers in terms of recruitment and assessment that women face. Or, as she said—echoing previous speakers, 'this is not about being nice to women but about ensuring we make the best of the talent that we have available!'

Promoting gender equality is one of the key priorities set by the European Commission for the establishment of the European Research Area (ERA). The European Commission called upon its ERA stakeholders to:

- integrate the gender dimension into the research itself, the products and services;
- involve more women and female scientists at all levels; and thirdly to
- improve the gender balance in decision-making. Institutional changes concerning decision-making include the commitment to include forty per cent of the underrepresented sex on recruitment committees, or to set and implement gender equality plans.

Gender is also on the agenda of the rules for participation in the next Framework Programme, **Horizon 2020**. The rules are currently being finalised with the Council of the European Union and the European Parliament.

Finally, Ms. Reilly encouraged participants to follow **Science It's a Girl Thing**, a powerful multi-level campaign to attract girls to STEM positions. Ms. Miller commented on the important role media plays in changing our unconscious biases, stating that - 'if she can see it, she can be it'.

Ms. **Sabine Everaet**, Chief Information Officer, Europe Group at the Coca-Cola Company defined the private sector point of view on smart growth from an 'outside-in' as well as an 'inside-out' perspective.

Her advice to big companies is to look at the outside, i.e. the general population, and reflect that inwards to obtain growth. By following this strategy, the Coca-Cola Company commits to a fifty per cent female representation in the workforce. This strategy has the added bonus of faster company growth since surveys show that women control the majority of household budgets.

Participant Ms. **Monique Morrow**, Chief Technology Officer Asia and Pacific, Cisco, asked if this meant the strategy was tied to bonuses or other key performance indicators (KPIs). Ms. Everaet responded that she would personally not object to that approach but added that a good pipeline for female talent in Europe was a prerequisite. Ms. Everaet then explained the inside-out view as smart growth obtained by ensuring that a company does right for society in general rather than just focusing on financial progress. The Coca-Cola Company's 5 BY 20 initiative aims to enable the economic empowerment of 5 million women entrepreneurs by 2020 and has already made great advances in the Pacific and Africa.



■ The importance of men

Ms. **Cheryl Miller**, Executive Director of Zen Digital Europe and Founder of Women2020, followed up on the example of Rwanda by highlighting the critical role of men in the gender equality debate.

Ms. **Corugedo Steneberg** added that men often have daughters that make them see the gender equality problem and that parents have the responsibility to educate their sons to make them realise what their role should be in an equal partnership.

These statements were echoed by Ms. **Everaet** who stressed that strategies for dual income families are key to solving work-life balance issues regardless of gender because 'frankly, my husband has the same issues I do'.

Ms. **Linda Corugedo Steneberg**

Director for Cooperation, European Commission DG Connect:

■ "The percentage of female bosses in ICT is only 19.16% versus 45.23% in the non-ICT sector."

■ "Women entrepreneurs only represent 19.2% in the ICT sector versus 53.89% in the non-ICT sector."

■ "There is a need for more clear results, for example the appointment of the Digital Champion advisers of European Commissioner Neelie Kroes. Europe cannot afford to lose any more chances!"

Ms. **Patricia Reilly**

Member of Cabinet for European Commissioner Máire Geoghegan-Quinn:

■ "Since many of the barriers that need addressing have very deep institutional roots, just focusing on empowering women, however important, will not be enough."

Ms. **Sabine Everaet**

Chief Information Officer, Europe Group at the Coca-Cola Company:

■ "The job I do today is totally different from five years ago and twenty times more interesting thanks to the evolution of technology!"



Ms. Cheryl Miller

Executive Director of Zen Digital Europe and Founder of Women2020:

■ “Men at all levels of hierarchy need to open doors for women to get into digital fields and leadership in general.”

■ Next steps for Women2020

Before concluding the event, Ms Cheryl Miller introduced the Women2020 Pledge 2013, which she asked participants to sign. **The Women2020 pledge** is open for signature on <http://bit.ly/Women2020Pledge> and has three essential elements:

- Pertinent Women2020 Observations
- Call for Action regarding Education, Employment, Entrepreneurship, Leadership, etc.
- Personal Commitments by Signatories

For a list of signatories to the formal Women2020 Pledge from the Smart Women2020 gathering, please see the Women2020 Pledge appended to this document.

Finally, Ms. Miller introduced the third event of the Women2020 platform, which will take place on Wednesday 15 May 2013 on the topic **Women in Enterprise for Sustainable Growth: Promoting Women-led Innovation and Enterprise, and Women Entrepreneurs in Europe**. This event will also be in the form of an invitation-only breakfast for a total of 50 speakers and attendees and held at Google Europe in Brussels.

■ Last word...

In spirit with the first Women2020 event, this second Women2020 event also treated participants to an exclusive announcement: The launch of a Digital Award series! The awards series consists of a Digital Woman of the Year Award; Digital Girl of the Year Award and two Awards for Digital Impact targeting organisations or men changing the status quo and encouraging more girls and women to pursue digital studies and careers.

The Awards will be handed out at the **ICT 2013** event in Vilnius, Lithuania, in November 2013 and are a collaboration between Women2020, the European Centre for Women and Technology, and DIGITALEUROPE, with a formal request for patronage by the European Commission in process.

■ Conclusions

Throughout the presentations and subsequent discussions, panellists and participants provided the following **concrete recommendations for the Europe 2020 Strategy for growth and jobs as well as for other organisations addressing the issue of Women in STEM, including the private sector.**

- 1.** Create demand among girls and women for careers in ICT. (Dr. Hamadoun I. Touré)
- 2.** To ensure a better supply of science, technology, engineering and mathematics (STEM) education to girls and women. (Dr. Hamadoun I. Touré)
- 3.** To achieve long-term sustainability by encouraging ICT businesses to attract, recruit, retain and promote women. (Dr. Hamadoun I. Touré)
- 4.** Have a robust campaign: Do not just educate youngsters but also their parents to make them better guides for their children. (Sabine Everaet)
- 5.** Attract young graduates to ICT: There is an opportunity to add a work stream for women to existing jobs by using role models and changing the perception of what ICT is. (Sabine Everaet)
- 6.** Retain employees: Attracting women and youngsters is important but employers need to think of frameworks for couples with dual careers as well. (Sabine Everaet)
- 7.** Create a matchmaking space that matches mentors to girls. (Linda Corugedo Steneberg)
- 8.** Replicate and upscale on-going initiatives that address the challenges facing women in ICT. (Linda Corugedo Steneberg)
- 9.** Be aware: It is important to highlight role models at the forefront of empowerment, freedom and human rights but also to be aware of the many that are fighting an invisible fight. (Marietje Schaake)
- 10.** Tackle youth employment by investing in technology: The young generation now is not only facing



a difficult job market but also increasingly restrictive perspectives and a fear to dream! (Marietje Schaake)

11. Set targets at nothing less than 50-50: Use Rwanda's 100% equality pledge as an example and look at what limits European companies and institutions including governments from accomplishing the same. (Cheryl Miller)
12. Address the weakest links and consider the care economy: Ensure that excluded populations are included in smart growth. (Participant Nidhi Tandon, Networked Intelligence for Development)
13. Set key performance indicators (KPIs) to evaluate your strategy: Do not be afraid to create a Wall of Fame or Wall of Shame. Dare to tie it into company bonuses! (Participant Monique Morrow, Chief Technology Officer Asia and Pacific, Cisco)
14. On quota:
 - Support the European Commission's proposal on quota for women on boards - **signing the Women2020 Petition** is one concrete step to take;
 - Support quotas elsewhere; and
 - Look specifically at other targets and KPIs in areas where quota are too blunt an instrument and could mitigate against women, e.g. in research where a few women end up sitting on boards full time because of gender criteria. (Outcome of Q&A)



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■ About us

Women2020 is a broad-based stakeholder group that engages dialogue both online and off. Women2020 dialogues take the form of exclusive gatherings with inclusive online participation through live **web streaming**, the Women 2020 **website**, **LinkedIn** group, **Twitter** feed and **Facebook** page.

For the full, chronological, programme of the event or an electronic copy of this report, please visit:

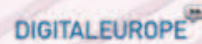
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Women2020 platform is made possible by the generous contribution of our partners and sponsors.

Thank you!

The Women2020.org Team



■ Upcoming events

The **Women2020** series of high-level gatherings continues throughout 2013, addressing topics related to *women's contribution to achieving the Europe 2020 vision*. Please visit the **Women2020 website** for information and registration details.

- **COMPLETED - 8 March**, (12:00-14:00 at DIGITALEUROPE, Brussels): **Women for Smart, Sustainable and Inclusive Growth**: Promoting the Contribution of Women to Achieving the Europe2020 Vision - (Event Report & Photos)
- **COMPLETED - 25 April** (8:00-10:30 at DIGITALEUROPE, Brussels): **Women in STEM** (Science, Technology, Engineering & Mathematics) **for Smart Growth**: Promoting Women's Education, Jobs and Leadership in STEM Sectors in Europe
- **15 May** (8:00-10:30 at Google, Brussels): **Women in Enterprise for Sustainable Growth**: Promoting Women-led Innovation and Enterprise, and Women Entrepreneurs in Europe
- **17 October** (TBC): **Women in Leadership for Inclusive Growth**: Promoting Women in Public & Private Sector Leadership
- **14 November** (18:00-20:00 at Egmont Palace, Brussels): **Young Women for Smart, Sustainable and Inclusive Growth**: Promoting the Contribution of Young Women to Achieving the Europe2020 Vision
- **5 December** (18:00-20:00 at Google, Brussels): Release Event **Women2020 Action Plan**



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Pledge Original Signatories

	Name	Title & Affiliation	Signature
1	Ruthe Farmer	Dir of Strategic Initiatives Natl Center for Women & IT	
2	Melanie Jeanne Moran	CEO AAC / Systems and Engineering	
3	Danyk Van Woutlooren	Senior Program Manager / US Head of the EU	
4	Marlene TEMPELS	Senior Vice President Talent for Business	
5	Estaire Lalanc	PSD officer at Unico	
6	Charlotte Garin	Internal communication Manager @ Citicorp	
7	DANIELLE HOENS	CO-FOUNDER CENTRE FOR BALANCED LEADERSHIP	
8	Dimitris Papadopoulos	DIRECTOR, LIFELONG LEARNING RESEARCH INSTITUTE	
9	Margareth Oles	director, InnoScale (KS) JMWAVE/AMWAVE	
10	KIRSTI KIERNULF	NATIONAL PROGRAM LEAD ICT	
11	MALGORZATA KALINOWSKA-ISKASSIK	ECWT - NP200 PIET POLAND	
12	Dreen Bogdan	ITU	
13	NINA KOTTE	Norwegian University of Science and Technology COMMUNICATION CONSULTANT	
14	Sophie THIERBAUT	BOARD MEMBER TECHNOCAP	
15	SARAH PARKES	Chief, Medical Public Information	
16	Vicki Skright	Director, Connected Women, GSM4	
17	Cindy De Kromm	Vodafone	
18	VICTORIA KNIGHT	ITU	
19	SASKIA VAN OFFELER	CEO BILL DIGITAL CHAMPION @	
20	NIDHI TANDON	networked intelligence for development	
21	VALÉRIE KINCO	GENDER.	
22	Eva Fabry	ECWT	
23	Hamadou TOURÉ	SecGen, ITU.	
24	L COMUGEO STENOBE	DIRECTOR, EUR.COM	
25	SABINE EVERAET	CIO COCA-COLA EUROPE	
26	LOGHANQIUAN	PW's President	
27	Abraham Olor	Member Core executive	
28	Louise Langeby	German Marshall Fund	
29	Amy Skubart	German Marshall Fund	
30	Suzanne Olivier	Project Manager, register	
31	MARIA SANCIULIANI	UNIVERSITA CA' FOSCARI ECWT National Point of Contact	
32	Patrice Braun	Director, partner	

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First Name	Surname	Title	Affiliation
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Monique	Morrow	CTO Asia Pacific	Cisco
Maryse	Van Wonerghem	Senior Program Coordinator/Grants Manager	US Mission to the EU
Martine	Tempels	Senior Vice President	Telenet
Antoine	Leblanc	R&D Engineer	Criteo
Charlotte	Garin	Internal communication Manager	Criteo
Danielle	Moens	Co-founder & Partner	Centre for Balanced Leadership
Dimitris	Raftopoulos	Head - Strategic Leadership Unit	3L Research Institute (Greece)
Margareth	Bles	Director	MargarethBles
Kirsti	Kierulf	National Program Lead ICT	Kommunes Sentralforbund
Malgorzata	Kalinowska-Iszkoska	ECWT-NPOC PIIT Poland	
Doreen	Bogdan	ITU	United Nations
Nina	Kotte	Norwegian University of Science & Technology	
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Sarah	Parkes	Chief, Media & Public Information, ITU	United Nations
Vicky	Sleight	Director	Connected Women & GSMA
Cindy	De Koninck	EU Affairs	Vodafone
Victoria	Knight	ITU	United Nations
Saskia	Van Uffelen	CEO	Bull Benelux & Digital Champion
Nidhi	Tandon	Principal Consultant & Trainer	Networked Intelligence for Development
Valerie	Kinoo	Director	G.E.N.D.E.R.
Eva	Fabry	Director	ECWT
Hamadoun	Toure	Secretary General ITU	United Nations
Linda	Corugedo Steneberg	Director DG Connect	European Commission
Sabine	Everaet	CIO Europe	Coca Cola
Armelle	Loghmanian	President	PWI
Nicos	Abeutos		
Louise	Langeby		German Marshall Fund
Amy	Studdart		German Marshall Fund
Finara	Ouitine		
Maria	Sanguilliano	Senior EU Project Manager	Universita Ca'Foscari ECWT National Point of Contact
Patrice	Braun	Director	Asia-Pacific Centre for Women & Technology



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