Women in the ICT Sector: Time for Action

WOMEN WITH THE WAVE High Level Forum Series: Turning the Tide for the Pacific

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(ITU) Area Office, Jakarta

About ITU...

- ✓ The **United Nations Specialized Agency** for Information and Communication Technologies (ICTs)

- ✓ 193 Member States, 750+ Sector Members

- ✓ Founded in Paris in 1865 as the **International Telegraph Union**

- ✓ 2015 will mark **150 years of experience** and innovation

- ✓ Three sectors:
  - ➢ Radiocommunication
  - ➢ Standardization
  - ➢ Development

International Telecommunication Union

International

Girls in
ICT Day
23 APRIL 2015

ITU Plenipotentiary Resolution 70 backed by all ITU Member States calls for the celebration of International Girls in ICT Day on 4th Thursday of April every year

Over **3,500** events in **140** countries, empowering more than **111,000** girls and young women globally.
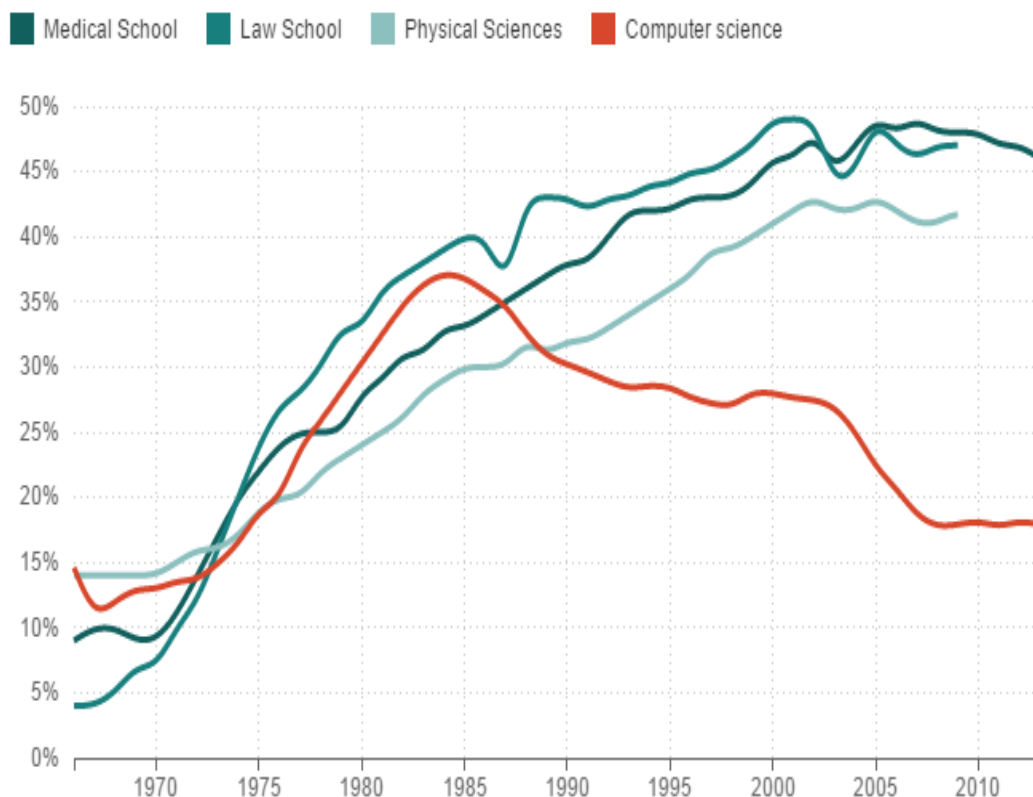
www.girlsinict.org

International Girls in ICT Day

ITU

Pipeline of girls and women in ICT

1. Encouraging girls and women into ICT studies

2. Recruiting women

3. Retaining & promoting women

Encouraging girls into ICT studies

% Of Women Majors, By Field

- Medical School
- Law School
- Physical Sciences
- Computer science

In the US, 37% of college computer science grads in 1985 were women, today only 17%

Source: National Science Foundation, American Bar Association, American Association of Medical Colleges
Credit: Quoctrung Bui/NPR

Encouraging girls into ICT studies

While teenage girls use computers and the Internet at rates similar to boys, they are five times less likely to consider a technology-related career

Why are girls not choosing ICT studies?

- Lack of awareness among students, teachers and parents on what a career in ICT could offer

- Misconceptions and lack of role models
  - ➢ A lingering perception that ICT jobs are boring, nerdy and generally for boys

- Stereotypes enforced by media and popular culture

- Lack of confidence

- Peer influence, not wanting to be the only girl

How to change the game?

Changing perceptions

What are women looking for?

- ✓ To make a difference
- ✓ Creativity
- ✓ Collaborative work
- ✓ Work-life balance

Contrary to the general perception, a career in ICT can offer all these!

Taking measures

- ✓ Improving relevance of educational curricula
- ✓ Quality of after school tutoring and mentoring programs
- ✓ Targeted financial and STEM educational programs
- ✓ Funded internships, apprenticeships and training opportunities to promote girls' transition into the sector

Girls in ICT Day Events

- Workshops and "hands-on" activities such as mobile app labs, hackathons, coding

- Mentoring and female ICT role models

- Open days at ICT companies

- ICT contests and prizes

Girls in ICT Day Events in the Pacific Islands

Papua New Guinea

In 2013, International Girls in ICT Day was celebrated at the PNG University of Technology.

In 2012, a ceremony to launch the first Girls in ICT Day was organized by the National Information and Communications Technology Authority (NICTA).

Girls in ICT Day Events in the Pacific Islands

Vanuatu

In 2012, the Telecommunications & Radiocommunications Regulator organized an ICT Showcase with the special theme Women and Girls.

ITU Girls in ICT Portal

- ✓ Almost **300** programmes to encourage girls and young woman to take up ICT studies and careers
- ✓ More than **80** scholarships for girls
- ✓ Almost **100** internships and training opportunities
- ✓ ICT contests and awards
- ✓ Profiles of women role models
- ✓ Inspirational videos
- ✓ Girls in ICT Day events

www.girlsinict.org

Few women are creators of ICT...

- ✓ **Less than 30%** of the ICT workforce are women
- ✓ **19%** of ICT entrepreneurs are women
- ✓ **9%** of app developers are women in Europe

- ✓ **19%** of ICT managers are women
- ✓ **4%** of senior management positions in technical/R&D departments are held by women in Silicon Valley

- ✓ **10%** of corporate officer positions in Fortune 500 technology companies are held by women
- ✓ **5%** of IT patents are held by women in the US

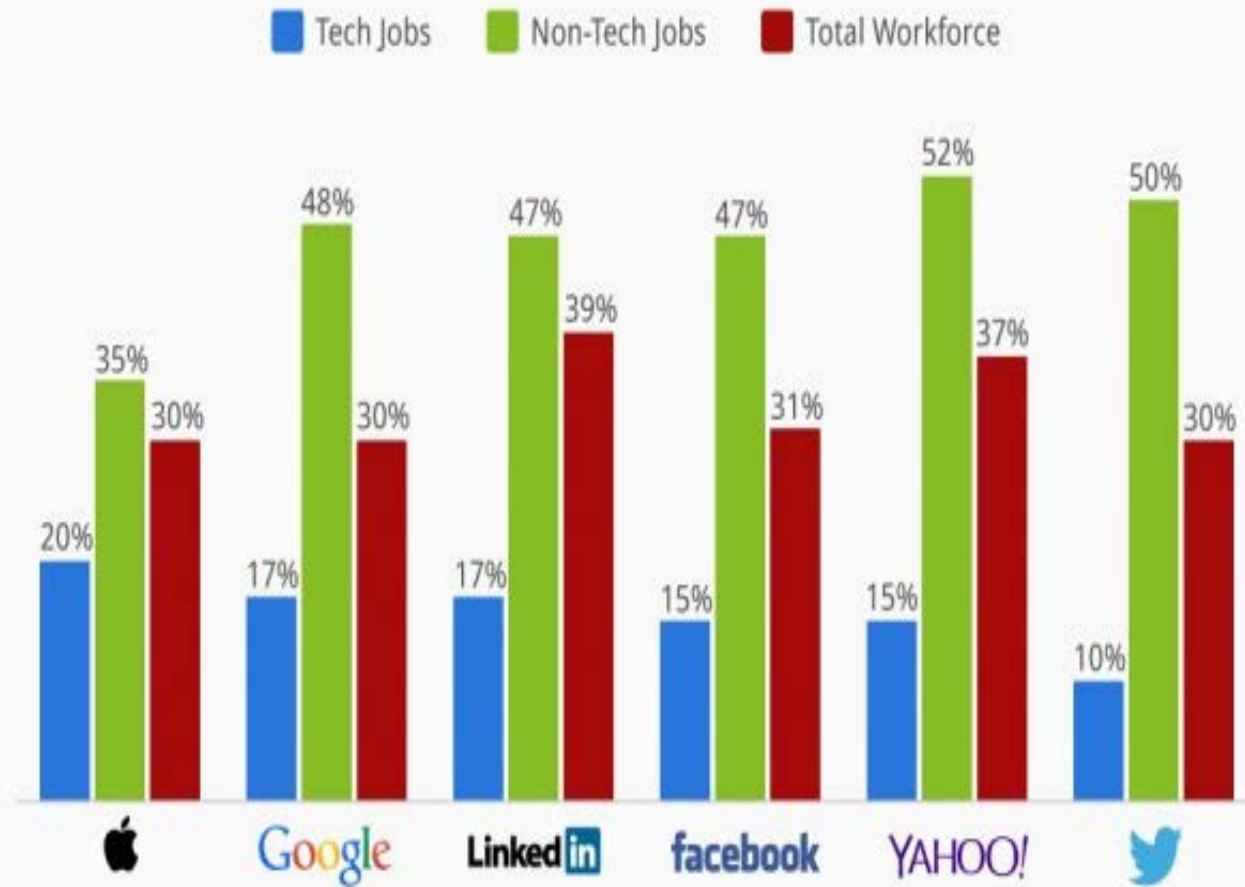# ...but that's where the jobs are!

- ✓ Estimated shortfall of over two million skilled ICT professionals worldwide

Source: European Commission, 2013; NCWIT, 2010

Women Vastly Underrepresented In Silicon Valley Tech Jobs

% of female employees in the workforce of tech companies
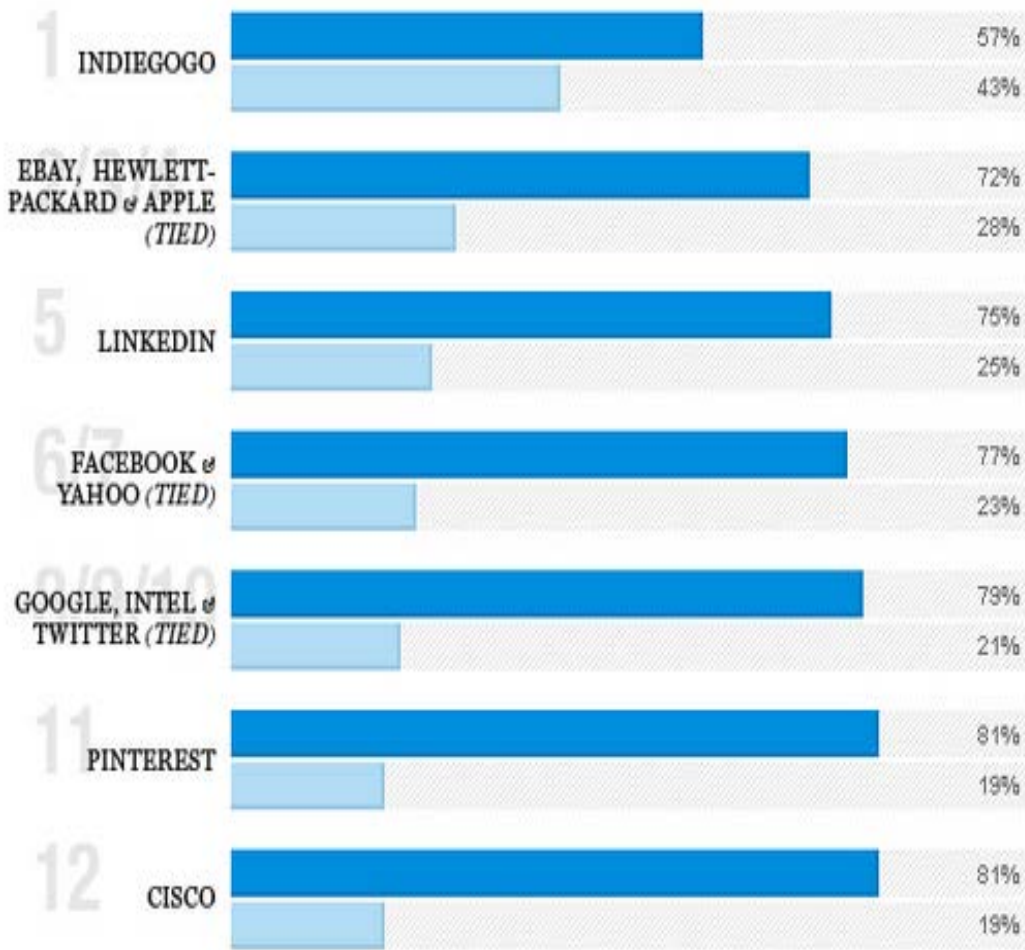
Source: StatistaCharts, 2014

Recruiting women

- ✓ **Revise job description** to reduce gender stereotypes
- ✓ **Train hiring teams** and managers to reduce implicit biases
- ✓ Build **gender-diverse hiring teams** and showcase technical women during the interview process
- ✓ Build **strong ties to conferences, colleges and universities, and professional organizations** where there are high proportions of women from diverse backgrounds
- ✓ **Set targets** to hire technical women
- ✓ **Measure and evaluate** your efforts to increase the representation of women

Source: Anita Borg Institute for Women and Technology, 2012

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GENDER DIVERSITY (LEADERSHIP TEAM ONLY)

■ MEN ■ WOMEN

Source: FORTUNE, 2014

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Retaining & promoting women

- **74%** of technical women say they love their work
- Yet **56%** of women in the ICT sector leave at the "mid-level"
- This is **twice** the quit rate for men

Why are they leaving?
  - ➢ Unconscious bias and workplace culture
  - ➢ Lack of mentors and professional development
  - ➢ Supervisory relationships
  - ➢ Bias in performance reviews and promotion
  - ➢ Lack of support for competing life responsibilities

Source: NCWIT, 2013

Engaging the ICT sector

Gender equality makes business sense

- ✓ Expanding qualified employee pool
- ✓ Increasing sales revenue, more customers, bigger market share
- ✓ Positive correlation between gender balance on top leadership teams and company financial results
- ✓ Enhancing innovation
- ✓ Better informed decisions, less risk-taking, more successful outcomes
- ✓ Reflecting customer base

Eliminating barriers to female employment could **raise productivity by as much as 40%** and companies with three or more women corporate directors outperform those with no women on the board by as much as **84% on return on sales, 60% on return on invested capital and 46% on return on equity**

Source: World Bank, 2012; Pax Ellevate, 2014

WEPs for the ICT Sector

The Women's Empowerment Principles

The Principles

1 **Leadership Promotes Gender Equality**

2 **Equal Opportunity, Inclusion and Nondiscrimination**

3 **Health, Safety and Freedom from Violence**

4 **Education and Training**

5 **Enterprise Development, Supply Chain and Marketing Practices**

6 **Community Leadership and Engagement**

7 **Transparency, Measuring and Reporting**

http://weprinciples.org/

Be part of the solution – participate in the public consultation to:

✓ Identify challenges and solutions
✓ Promote good business practices
✓ Share resources
✓ Build an action agenda

Consultation available soon on the Knowledge Gateway:
http://www.empowerwomen.org/

Launched by ITU,UN Women & Global Compact

Thank You!

For more information:

ITU Special Initiatives Division (SIS)

www.itu.int/en/ITU-D/Digital-Inclusion

www.girlsinict.org

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