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S8: Women in Digital Services

Chair & moderator: Dalia A. Badawi

28th Global forum

Angers, France 2019

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S8: Women in Digital Services

Agenda

- State of the art of female presence in the IT/digital industry
- How technology democratization opens opportunities to women
- Future drivers to enhance women's contribution in IT/digital services

State of the art of female presence in the IT/digital industry

- **27%** of women in the French IT software and services industry in 2014 vs 25% in 2010 – *Markess for Syntec Numérique*
- **26%** of professional computing occupations in the 2017 U.S. workforce held by women – *ncwit.org*
- **17%** of Fortune 500 Chief Information Officer (CIO) positions held by women in 2017 – *ncwit.org*
- **11%** of all executive position in Silicon Valley were held by women in 2015 – *Fenwick and West LLP*
- **30%** of women in senior leadership at Facebook in 2018 compared with 23% in 2014 – *FB Chief Diversity Officer*

How technology democratization opens opportunities to women

Time period	Key IT Technology	IT environment/ organization	Gender role
1960 - 1980	Mainframes Minis	. IT department control by males . Top down approach	. Computer training mainly for men . Female for clerical tasks
1990 - 2000	Servers Networks PCs	. Departmental computing with a growing number of female users . Decentralization of IT	. More female business lines managers involved . Female skills participation to solutions development
2000- 2020	Internet e-business Digital	. All employees involved . Collaborative and bottom up approach	. Higher female contribution to digital development . Female understanding to initiate innovative digital approaches

Transition from a « techno centric » environment to a « usage centric » one favorable for women

Future drivers to enhance women's contribution in IT/digital services

Funding of women owned start ups:

Richard Branson's fund Virgin start up pledging to fund companies started by men and women equally by the end of 2020.
In Europe 6% of venture-backed start-ups were led by a female CEO last year – *Atomico*

Attracting women profiles from other industry sectors:

To compensate the shortage of IT experts, women are reskilled
1,4 million software development jobs unfilled by 2020 – US BLS

Benefiting from technology:

Digital and internet technologies are opportunity for women aid in breaking down barriers to mobility.

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Never stop asking!
Never stop dreaming!

Nolwenn GERMAIN
CEO HAIDO

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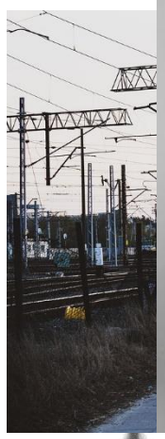
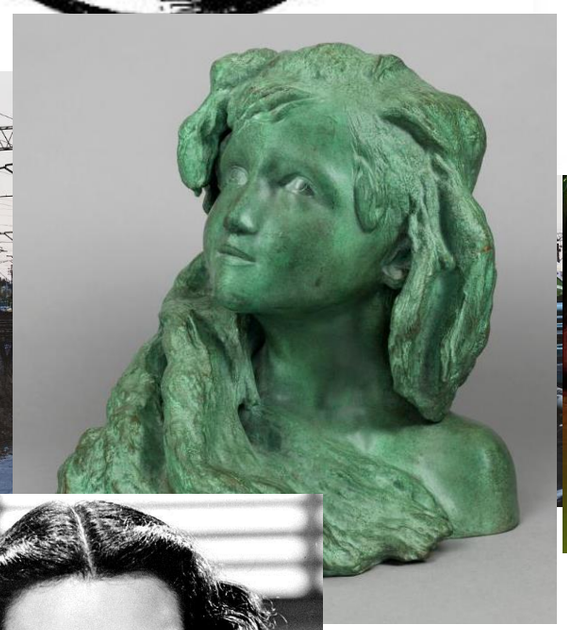
Who I am, a woman who

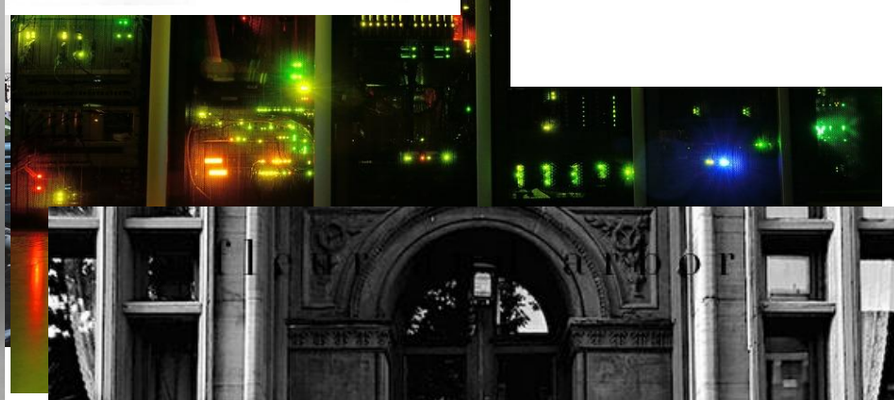
JOHAN HUIZINGA
homo ludens
essai sur la fonction sociale du jeu
tel gallimard

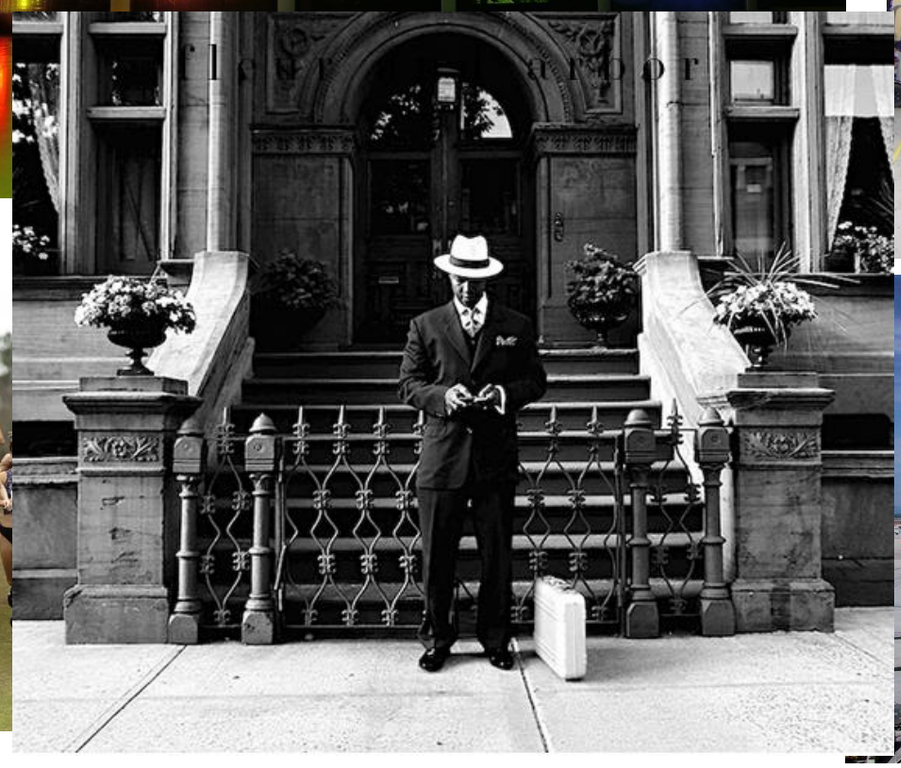
IVAN
ILLICH

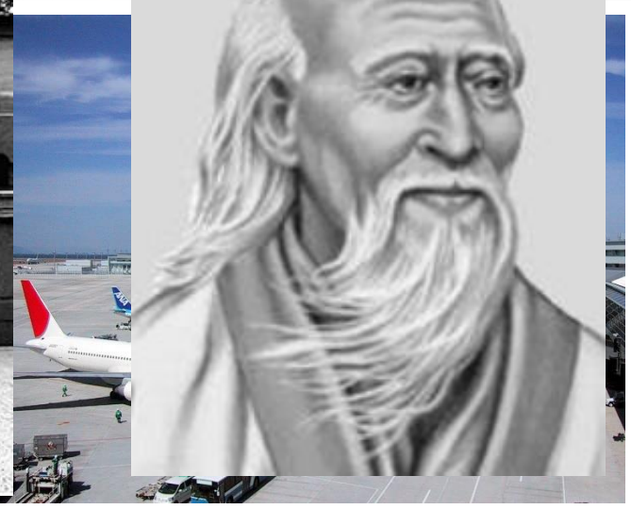
ÉNERGIE
ET ÉQUITÉ











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What is the situation?

45% of girls choose Scientific approach

7% of boys choose Literary

At high school, General cursus

(in France, Rapport Vers l'égalité réelle entre les femmes et les hommes 2017)

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Digital Services, what is that?

Cloud

e-commerce

Virtual Reality

platform

Education

E

son

Electrical

Smart cities

Software

Transformation

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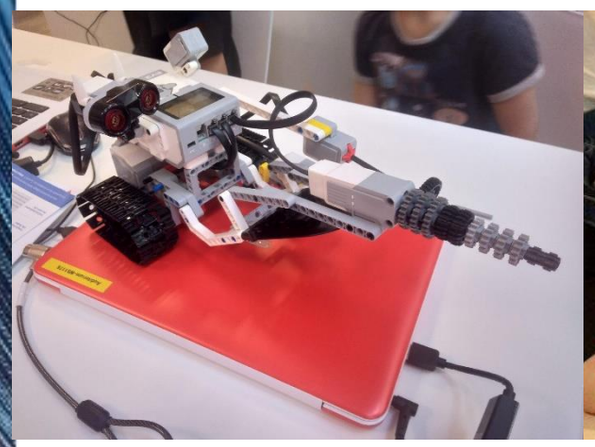
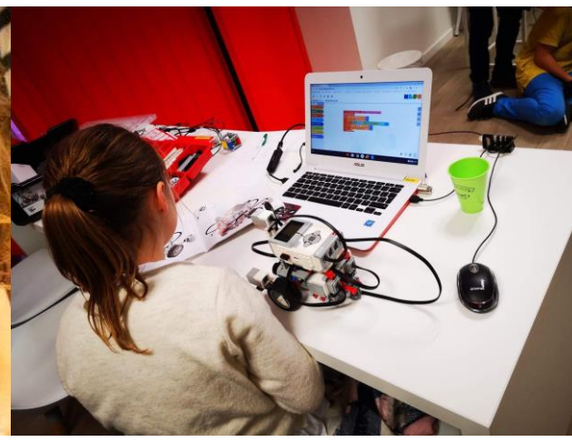
E-MMA association, engaged for a concrete mixity in ICT





What we did last year in France

+20 000 people trained to programming
+500 events

What is our future

Branch in Germany
Branch in New-York (USA)
…

e-mma

What are our activities

Coding workshops from 7 to 100years old
Discovery workshop about digital world
Tech conferences

Where we are

France
Albania (West Balkans)
Spain
Belgium

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HAIDO
Disrupt business approach & longlife learning

Develop independent thinking

Increase your criticial reflection

Have a interdisciplinary approach

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HAIDO
The partner in this incredible evolution

Never stop asking!

Develop your ability to
see and understand interconections

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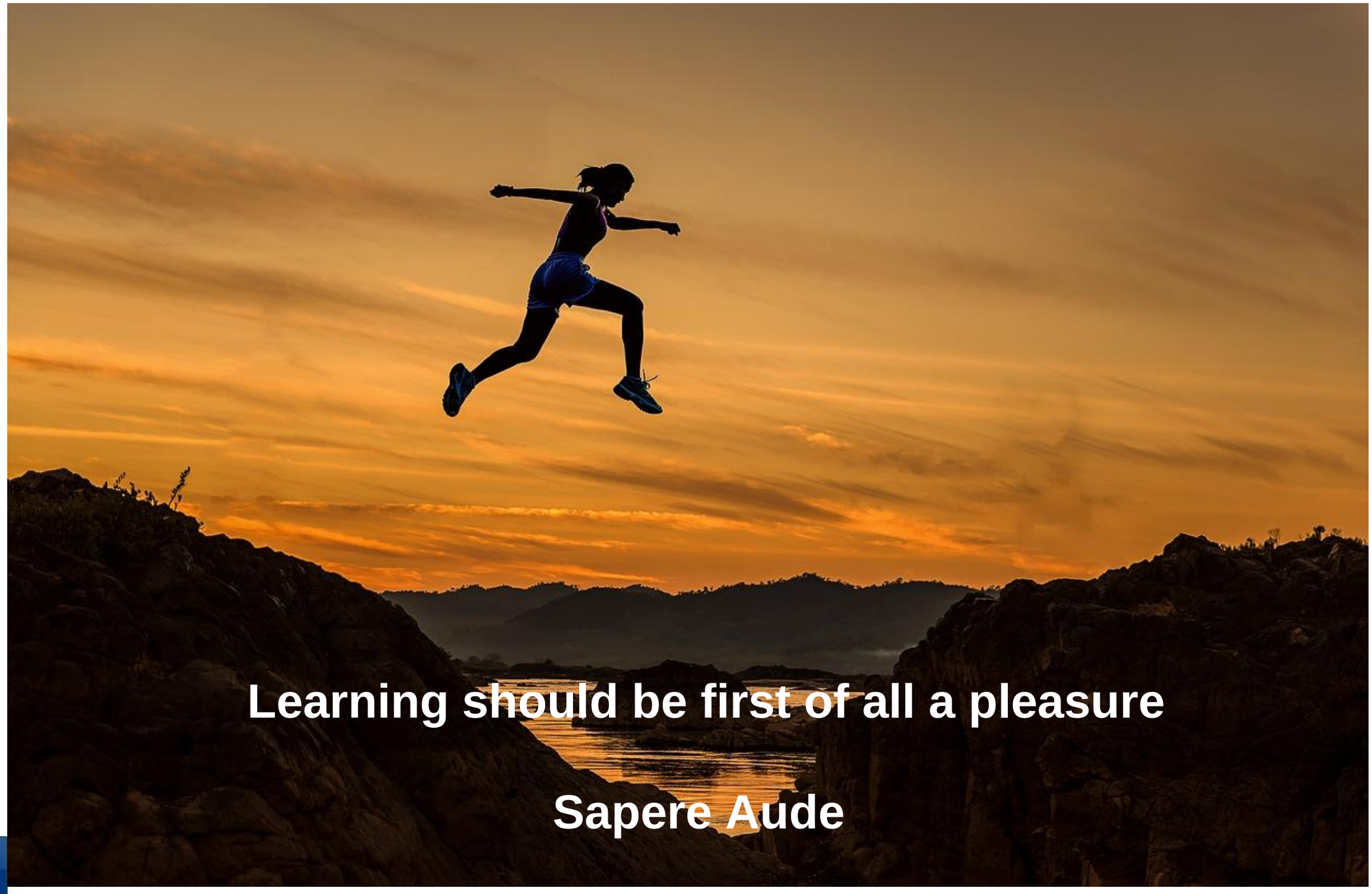
JUMP and PLAY !



Learning should be first of all a pleasure

Sapere Aude

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AZAMAG Chief Editor

Davide Adams SOKENG

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AZA MAG
Le E-Mag des Femmes Entrepreneures

CREATED IN SEPTEMBER 2016

- PROMOTE FEMALE AFRICAN ENTREPRENEURS

- DIGITAL MAGAZINE, LARGER SCOPE

- WRITERS IN 8 DIFFERENT COUNTRIES: SENEGAL, COTE D'IVOIRE, GHANA, CAMEROON, GABON, MAURITANIA, CANADA, GUINEA

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WOMEN DIGITAL ENTREPRENEURSHIP AT A GLANCE

- **Women use internet to promote their products**
- **Women groups on Facebook: business advices, good's promotion, career advice etc**
- **More than 27% of women in Africa are entrepreneurs, (consulting firm Roland Berger)**
- **Women produce 65% of the continent's goods, (GEM's Women's Entrepreneurship report)**

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HOW TO RAISE WOMEN PROFILE?

- **Train women on digital practices, help them boost their businesses via social networks,**
- **Organize sessions to exchange experiences, knowledge sharing,**
- **Set up a mentoring platform Women's Entrepreneurship report.**

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Women in Digital Services

Valérie Champetier, Founder and Director ThinkandAct

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From my place as an expert in the Creative and Cultural Industries, I would like to share with you 2 experiences

- The place of women in developing countries and can digital technologies bring liberation?
- Where are the women in the digital sector in France?

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Context

- **Mission** for CFI, the **French agency for media development** before launching a new media program
- **Understand expectations and needs of the Civil Society** in North Africa
- Special focus on **women and youth**

The picture

- Women and young people : **not integrated** into social, economic and political life. **No clear strategy from governments** to these large segments of the population
- **Employment is the primary concern** of women and young people in those countries
- Women and young **people no longer want to be presented as victims but as active**, dynamic citizens, capable of succeeding despite the difficulties
- **Young women are the first to use social media and digital technolgies**, mainly in the private sphere

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Actions

- Business **incubator in digital** and new medias
- Support **Digital platforms for employment**
- **Best practices** : Web-radios have more women and married women in their teams than old media

Awarness

- Be careful that **enough women are candidates**…Don’t accept: “they are not interested enough in technical matters”, quotas?
- If a woman is involved in a project, **her entire family (husband, brother, son) must be informed** so that they can follow and support her
- Improve job offer platforms to get: reliable information, testimonials, networking, advice... Specifically dedicated to women and young people

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Context

- Baseline assessment in Digital and creative and cultural industries

Women in Digital Sector in France

- Originally, women were more numerous in IT. Thirty years ago, women held about 30% of the technical functions of digital professions (development, operation, production and project management).
- This share has since been halved (15%), and women are now mainly found in support functions.

Actions

- Raise women's awareness of the opportunities that the sector presents for them in schools, newspapers, social media …
- Schools: Ecole 42, Grande école du numérique
- Associations: Ambition Féminine and WomenInTechnology

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Findings

- Digital (and ICC) is not the grail
- Not so much difference between countries
- Always special focus and actions on the women’s position

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Feminist? No, humanist

Mariane Cimino, CEO Hoa Ora

Being a women, as such

Preliminary precautions:

- I personally never have experienced harassment or violence
- I have never been forced into an activity as a woman (for my external image, my opinions, my decisions...)
- I live in a country that works for a better place for women*
- If I fight for equal pay, it is not relied to a gender issue
- I did not have to use my condition of woman as an argument in any occasion

I am therefore aware of my luck considering other situations!

I do not want to generalize and apologize in advance for the ones who could feel hurt

Being a women in Tech – My own experience

Balance between men/women
- IT and health -

- University
- Pharmaceutical Industry
- Public health organizations
- eHealth consultant

Subjects more dedicated to women:

- IT Quality
- Marketing/Communication
- Social and Human Sciences
- Regulatory Affairs

My preferences, with a majority of men:

- Data security
- Infrastructures
- IT developments
- Project management

Being a women in a Tech start-up

The “clichés” of Tech start-up

- Young people
- Cool attitude
- Men as IT developers
- Women as Marketing/Com
- Standardized elevator pitch

As a CEO of a health/social services platform

- Leadership (with young, seniors, women/men, int/ext…)
- Multitasking (finance, com, bus dev, IT, SHS…)
- Environment-Social-Governance investments UN criteria
- Environmental, Demographic and Digital transitions

Personal conclusions

Women strengths / weaknesses are still deeply relied to our ancestral roles

Life generation and care

Welcome of others, openness mind, expression of emotions and exchanges in order to figure out the situation

Not a question of gender but difference of consideration, judgments, discriminations

Due to age, social status, culture, power affirmation, need of recognition…

- **So, be yourself with your qualities/defaults**
- **and do you best with what you are!**