

COMMENT RENFORCER L'ÉQUITÉ DE GENRE ET L'INCLUSION DANS LE NUMÉRIQUE ?

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PARTENARIAT RÉGIONAL EUROPÉEN POUR L'ÉGALITÉ ENTRE LES FEMMES ET LES HOMMES À L'ÈRE NUMÉRIQUE



A 4-STEP PLAN FOR GENDER EQUITY

1. ANALYSIS:

Mapping gender-inclusive innovation ecosystems in 22 countries:

- ✓ Policy Brief
- ✓ Country factsheets
- ✓ Lexicon of gender equity terminology



2. CO-CREATION

Hosting innovation camps and hackathons in 19 countries during 2022:

- ✓ New solutions for the digital inclusion of women and girls
- ✓ New ICT products & services for gender equity



4. KNOWLEDGE EXCHANGE

Professional development of future leaders and advocates in gender equity and digital inclusion:

- ✓ 3-week summer school in Valencia, Geneva, Riga during Summer 2023



3. MENTORING

Running a six-month incubator program on gender-inclusive entrepreneurship for hackathon and innovation camp winners:

- ✓ Lead new start-ups led by women
- ✓ Two gender equity tools for digital inclusion

CO-CREER



LE LEXIQUE

<https://genderlexicon.dsv.su.se/>


A BRIEF GLOSSARY OF GENDER-ASSOCIATED TERMINOLOGIES

EQUALS-EU research and partners' experiences revealed a problematic use of gender-associated terminologies and highlighted that contextual differences should be always kept in mind in communication and dissemination actions regarding gender equality. As a result, the Policy Brief found it important to clarify the gender-related concepts and the project developed a **lexicon of gender-related words** localised for different regions.

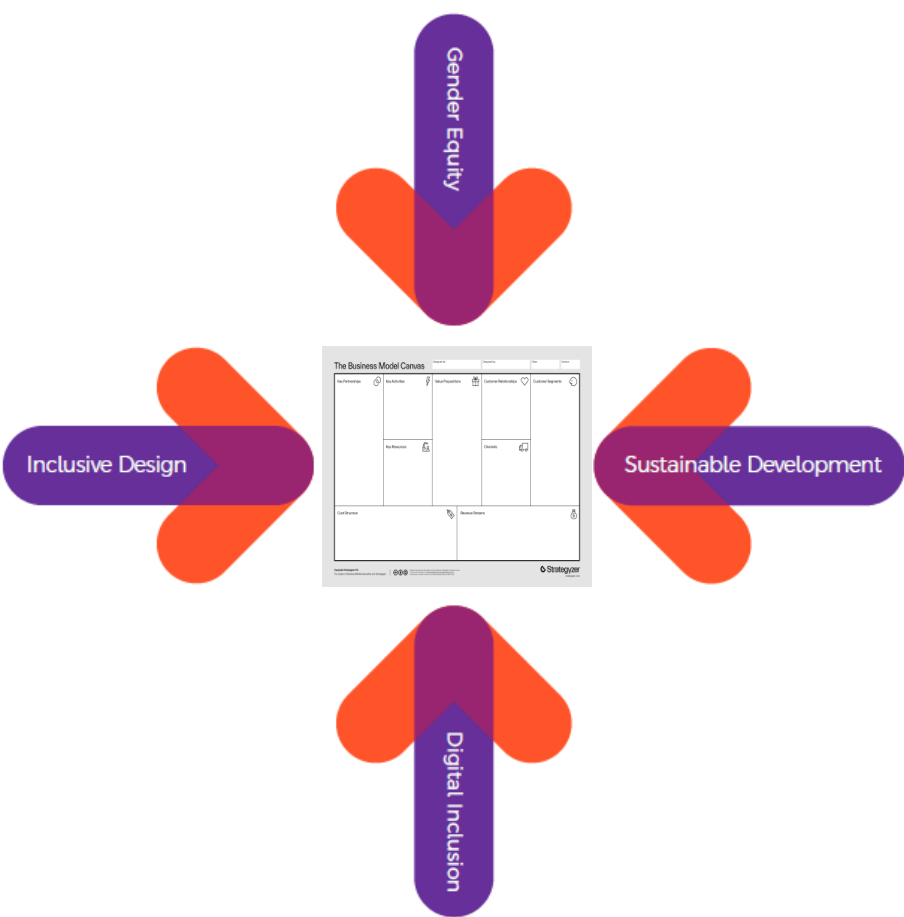
THIS	OR	THAT
<p>EQUITY: It is about positioning individuals according to their circumstances and investing in their opportunities from a perspective of social justice.</p>		<p>EQUALITY: Equality is the provision of equal opportunities in a society that is unequal. Equity is a process that leads to an equal society.</p>
<p>INCLUSION: A process that leads to a state of a fair and just community, where diversity is regarded as a resource.</p>		<p>INCLUSIVITY: The state of being fair and equal where in the context of this policy brief, all ideas matter!</p>
<p>EXCLUSION: Exclusion can carry both negative and positive connotations where a situation or state has been orchestrated to leave out particular groups and invite specific ones.</p>		<p>EXCLUSIVE: The consequence of exclusive processes where some actors are not invited to or allowed to particular spaces. This is often in relation to a person's gender identity.</p>
<p>DIVERSITY: A process that brings about a state or a situation that is multicultural or a variety of social groups.</p>		<p>DIVERSIFICATION: The result of diversity where an innovation ecosystem is seen as embodying a diverse group of people.</p>
<p>MAINSTREAMING: Normalising the presence of gendered minorities in a society. It requires special attention to the minority groups, who receive assistance through programmes and activities aimed to ensure that they have access to the same opportunities in a mainstream society.</p>		<p>INTEGRATION: Process of empowering, capacitating and advocating for women and under-represented communities in mainstream society. Integration requires women to situate themselves in mainstream society.</p>

DEUX INSTRUMENTS POUR PLUS D'EQUITE DE GENRE

SUSTAINABLE SOCIAL IMPACT MODEL

 Sustainable Social Impact Model	Value creation	Social impact	Sustainable commercial growth	Applies to them all
What question(s) can you ask to ensure gender-inclusive impact and digital inclusion?				
What research is needed to ensure gender-inclusive impact and digital inclusion?				
What activities/initiatives are needed to implement the above?				
How can you measure/verify the impact of the initiatives/activities?				

VALUE CREATION MODEL CANVAS



Pourquoi ces outils?

- 17 % des quelque 8 millions de spécialistes des TIC en Europe sont des femmes.
- En 2022, les femmes n'occuperont qu'environ 25 % des postes de direction dans le secteur des technologies et seulement 14 % des postes d'ingénieurs logiciels dans le monde.
- La diversité, l'équité et l'inclusion (DEI) dans les entreprises peuvent conduire à :
 - une amélioration des performances financières
 - une amélioration de l'innovation
 - une plus grande satisfaction des employés
 - une réputation positive de l'entreprise



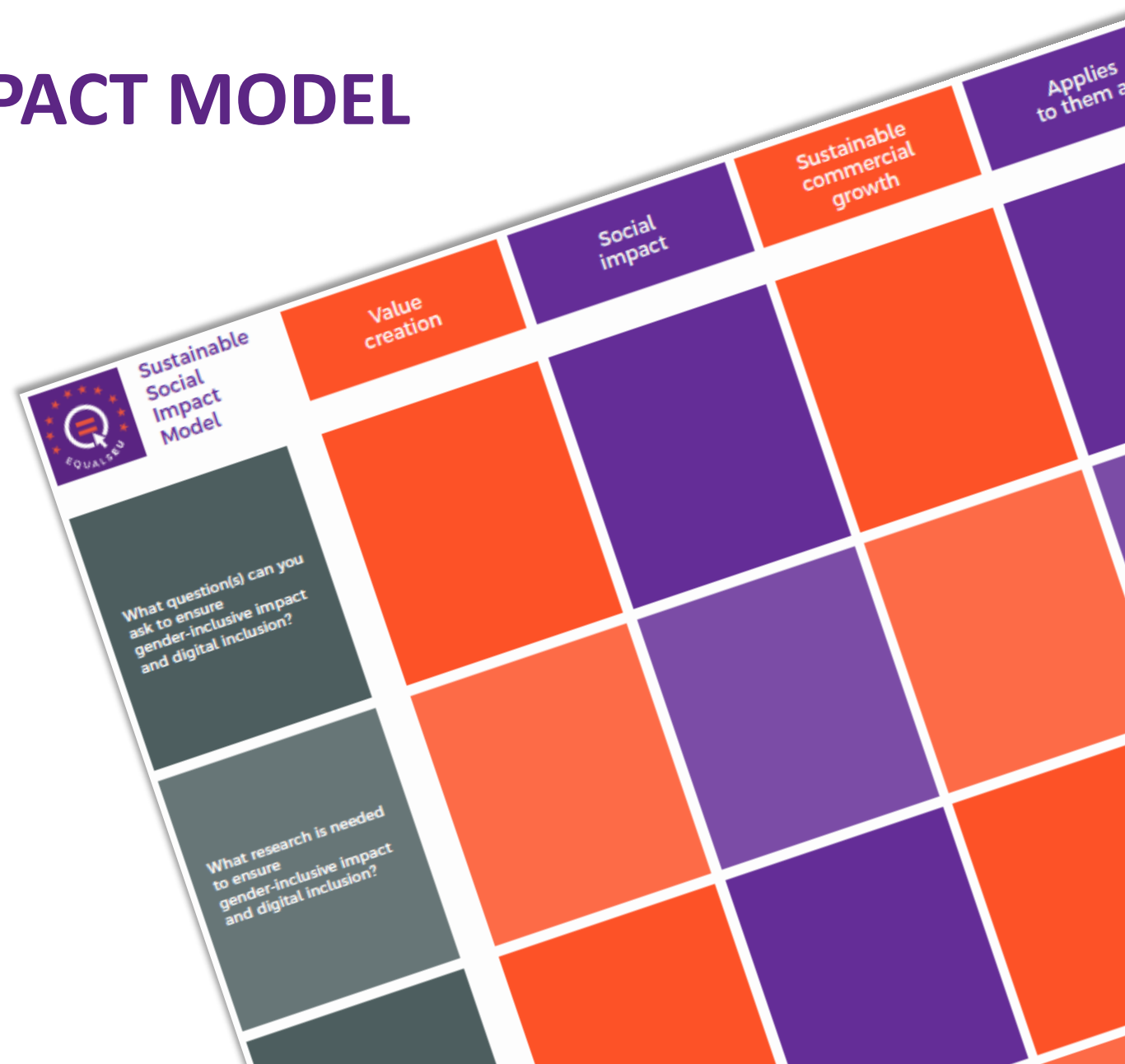
SUSTAINABLE SOCIAL IMPACT MODEL



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SUSTAINABLE SOCIAL IMPACT MODEL

- Un outil d'atelier pour identifier et gérer activement les effets de l'entreprise sur les employés, les travailleurs tout au long de la chaîne de valeur, les clients et les communautés locales.
- Le développement des entreprises se concentre sur la création de valeur, l'impact social et la croissance commerciale durable.
- L'objectif est de s'assurer qu'une nouvelle idée, un nouveau produit ou un nouveau service a un impact positif sur l'égalité entre les hommes et les femmes.



Value Creation

La réalisation d'actions qui augmentent la valeur des biens, des services ou même d'une entreprise. (Nations Unies)

Social Impact

Des transformations qui s'attaquent aux problèmes d'injustice sociale ou, à minima, les reconnaissent.

Sustainable Commercial Growth

Une croissance qui est à la fois reproductible et qui englobe des pratiques éthiques et responsables à l'égard des communautés actuelles et futures. (Rick Miller, Forbes)

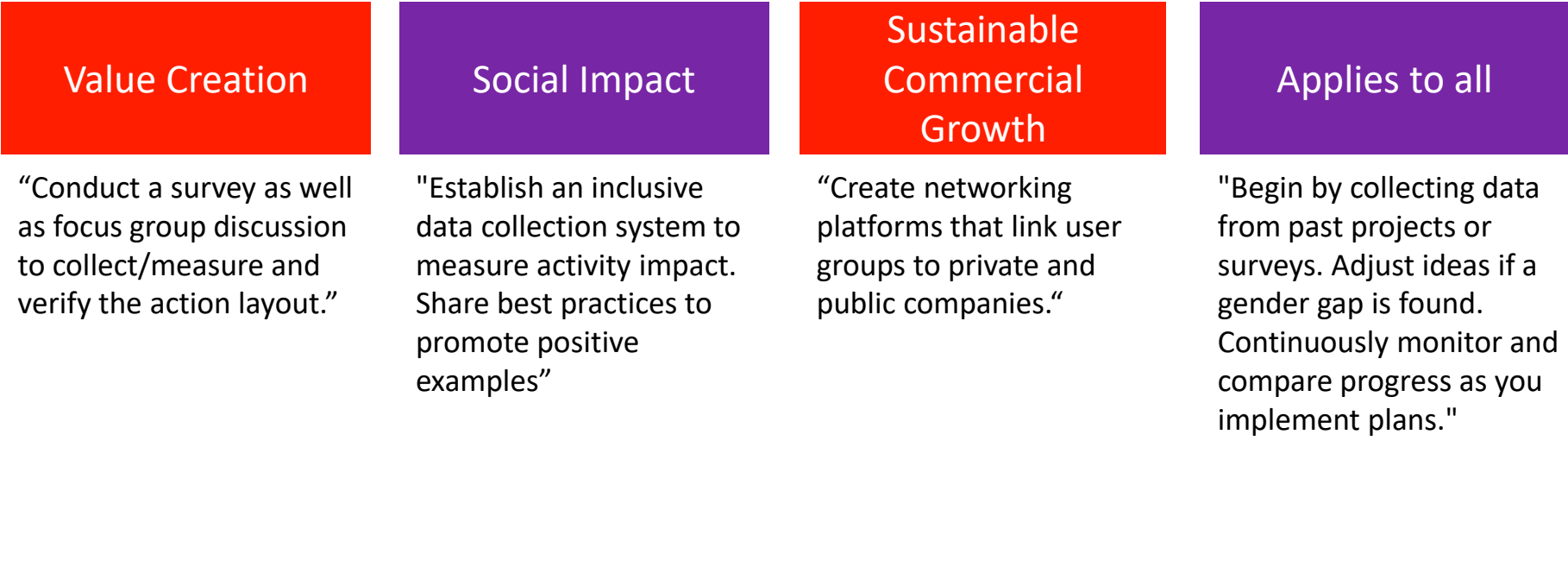
Comment l'utiliser?

- Format « Atelier »
 - Jeunes entreprises ou entreprises désireuses de changer les choses
 - Réunir des groupes diversifiés
 - Fournir des feuilles de travail vierges
 - Un animateur
 - Veiller à ce que les décideurs soient impliqués



SUSTAINABLE SOCIAL IMPACT MODEL

How can you measure/ verify the impact of the initiatives/ activities?



DES MOTS AUX ACTES

Un outil de réflexion critique pour évaluer les valeurs fondamentales, les actions et impacts de l'entreprise

Élaborer un plan d'action à partir des résultats de l'atelier

1. Comment le travail doit-il se poursuivre ?
2. Attribuer les responsabilités (équipes, départements, individus) ?
3. Établir des processus et des calendriers de mise en œuvre
4. Établir des processus et des calendriers de suivi

 Sustainable Social Impact Model	Value creation	Social impact	Sustainable commercial growth	Applies to them all
What question(s) can you ask to ensure gender-inclusive impact and digital inclusion?	"Have we checked the effect of this idea on different users in different context?"	"Have we engaged diverse stakeholders in designing and implementing this idea?"	"How does the idea support sustainable growth and ensure environmental and social responsibility?"	"Invite end users to join Co-design sessions to get feedback from the beginning."
What research is needed to ensure gender-inclusive impact and digital inclusion?	"A user survey can be essential to target the right audience. Learn from best practices and existing research, especially in addressing digital inclusion barriers."	"Research gender-specific challenges and local/regional factors, including culture, language, legislation, digital skills, and gender equality, to impact gender inclusion."	"Research the latest tech for sustainable growth and identify barriers to digital inclusion, like compatibility issues."	"A study on Systemic design and social sustainability of projects and how gender inclusion plays a role in it."
What activities/initiatives are needed to implement the above?	"Address the diverse needs of both male and female users through user testing to uncover biases and challenges across different backgrounds and preferences."	"Craft a mitigation plan from prior research to reduce negative social impacts and devise an internal plan for positive social impact."	"Bring in external expert(s) to audit your organization's sustainable growth, digital inclusion, and positive gender impact."	"Women Resource Groups - that meet monthly / yearly to discuss challenges and solutions to digital inclusion."
How can you measure/verify the impact of the initiatives/activities?	"Conduct a survey as well as focus group discussion to collect/measure and verify the action layout."	"Establish an inclusive data collection system to measure activity impact. Share best practices to promote positive examples"	"Create networking platforms that link user groups to private and public companies."	"Begin by collecting data from past projects or surveys. Adjust ideas if a gender gap is found. Continuously monitor and compare progress as you implement plans."
What monitoring tools can ensure ongoing action and continuous improvement?	"Implement an impact assessment framework with predefined targets and objectives for gender equity and digital inclusion outcomes."	"Ensure that the language is inclusive and up to date for the intended user group."	"Conduct rigorous user and technical tests to ensure products and services don't create digital barriers but offer opportunities for those with limited access."	"Form a diverse group of user testers that can assess the tool's impact periodically and use their feedback for improvement."
How does the emerging gender equity and digital inclusion strategy align with the UN SDGs	"Include Sustainable Development Goals (SDG) indicators to measure gender inclusivity and alignment with SDGs, particularly SDG5."	"Annually host a co-creation workshop with stakeholders to identify measures and SDGs alignment."	"Have a critical approach when developing new businesses without harming society and the planet. Actively seeking sustainable solutions."	"Have a process template that the board or administrators can utilize and have a check-in either yearly or every sixth month."

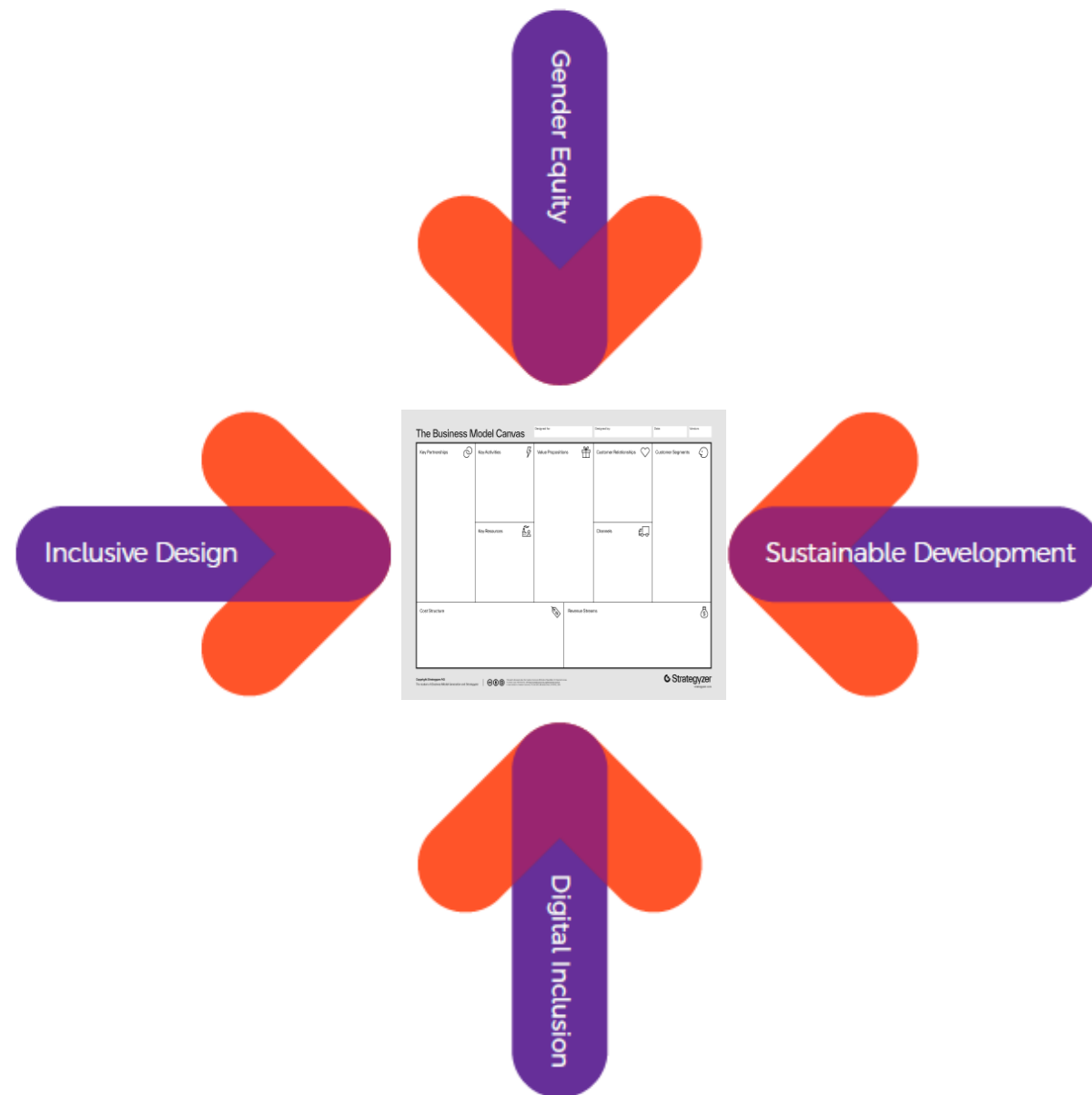
VALUE CREATION MODEL CANVAS



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VALUE CREATION MODEL CANVAS

- Une extension du Business Model Canvas (Strategyzer)
- Les quatre lentilles
 - Équité entre les hommes et les femmes
 - Développement durable
 - Inclusion numérique
 - Conception inclusive
- Une série de questions pour chaque objectif guide une entreprise pour créer des valeurs parallèlement au développement de l'entreprise.



Comment l'utiliser?

- Format atelier
- Réunir des groupes diversifiés
- Fournir des feuilles de travail vierges
- S'assurer que le Business Model Canvas sont déjà utilisés ou veulent être utilisés dans l'entreprise.
- Un animateur
- Jeunes entreprises ou entreprises souhaitant changer de modèle
- Veiller à ce que les décideurs soient impliqués



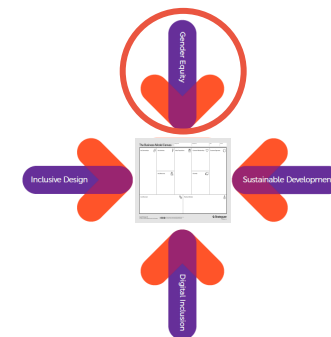
Value Creation Model Canvas

Équité de genre

Définition :

"L'équité et la justice dans la répartition des avantages et des responsabilités entre les femmes et les hommes.

(European Institute
for Gender Equality)



The prompts – lens one – Gender equity

- How do you define gender equity?
 1. What is the gender balance?
 2. At the bottom of the supply chain/supply web (external)
 3. In the leadership of the supply chain/supply web (external)
 4. In your organisation's leadership positions - (internal)
 5. At the bottom of your organisation's hierarchy - (internal)
- **What policies and procedures should be adopted to promote gender equity?**
- **How can you implement and ensure accountability for those policies and procedures?**
- How do you consider a team member's unique perspectives (good add) in addition to their qualifications (good fit)?
- How can you monitor current trends in gender equity and ensure your organisation's public profile is inclusive?
- Have you considered the role of gender equity in occupational health and well-being?
- How do you encourage or promote the use of inclusive language in your organisation (e.g., leadership communications, marketing materials, or mission statements)?
- How does your organisation define gender equity and how does it connect to other social programs at your organisations (e.g., ESG, CSR, DEI)?
- Does the language used in your recruiting materials "leave anyone out"? How can you use recruiting tools to make your company more inclusive?
- Are there opportunities for young people of different genders and backgrounds to join the business? If there are, how will you make them feel included? Would their opinions count? Would they be given incentives? Would there be career progression? How would you ensure that?
- What actions have you taken towards hiring candidates from underrepresented groups?
- How safe do your employees feel communicating their opinions and concerns at work?
- How does your organisation celebrate diverse ideas and people?

Prototype piloting

- Les outils représentent les connaissances cumulées du projet EQUALS-UE.
- Ils sont développés en tant que prototypes pour être adoptés et développés par les parties intéressées.
- Actuellement en phase de test
- Date de publication : décembre 2023



EQUALS-EU



<https://equals-eu.org/>