

REPORT: MAKING YOUR BUSINESS MORE GENDER INCLUSIVE: AN OPPORTUNITY FOR GROWTH

Work package
number: 6

Task number: 6.4

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Institutions: Ecsite

Revision Date: 25 July 2016

Status: Final



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Summary:

This report presents the outcomes of the workshop “Making your Business More Gender Inclusive: An Opportunity for Growth”, which took place on 30 June 2016 in Brussels. Organised by Ecsite, in the context of the Hypatia project, “Making your Business More Gender Inclusive” gathered 64 top European industry representatives, European policy makers, researchers and museum professionals from 14 countries to discuss the role the industry sector has in engaging young people, and especially girls, in STEM related careers. Invited participants were curated by partners and third parties to assure quality, diversity and representativeness of participants. The workshop presented five sessions in which participants had the chance to exchange views on the current research on gender in relation to building the next generation of the European workforce, retaining talent and discussing how having a more gender diverse sector is beneficial for organisations. The event was moderated by Quentin Cooper, host of BBC Radio 4’s Material World. Speakers included, Julie Ward, Member of the European Parliament, David McDonald, Philanthropy Director for Women in Science, L’Oréal Foundation, Ken Armistead, Director of Corporate Communications at PPG EMEA and Donna Herdsman, Director at Hewlett Packard in the United Kingdom & Ireland Enterprise Service Business.



Summary of Sessions

Welcome and introduction by Marjolein van Breemen

Marjolein van Breemen, Head of NEMO's Science Learning Centre and Hypatia's project Coordinator, welcomed participants and introduced the project. Through her years at NEMO Science Museum, Ms van Breemen worked in many projects related to gender. This experience culminated with Hypatia, a project that presents a new approach: instead of targeting one segment of stakeholders, Hypatia gathers industry, schools, policymakers, parents and last but not least teenagers themselves to make more young people enthusiastic about STEM studies and careers. Hypatia project aims for a more gender inclusive education both in schools, museums and industries. The project develops a European wide campaign for and with teenagers, encouraging young people to open up their possibilities, to expect everything and to be confident. Further, the project creates a set of activities and guidelines especially designed for schools, museums and industries in order to engage teenagers. *As a museum, company, university or other organisation we have the obligation for the future generations to work together for more interest in STEM careers.*

Key note by Julie Ward

During her presentation, **Julie Ward**, member of the European Parliament, shared her experiences not only as a policy maker, but as an artist and activist. One particularly interesting story tells the tale of how she was the only woman participating in a project in which artists and engineers were invited to collaborate. Sitting historical engineers, Ms Ward illustrated how women contributed to engineering but were quite often forgotten: *Women come to engineering in quiet ways but their presence ruffles the water.* During her presentation, Ms Ward stressed how the interaction between artists, scientists and citizens is key to the development of functional societies and to bringing added value to both arts and sciences. One strategy that encourages synergies and cooperation between the two fields is to push for the agenda for STEAM - putting the A for Arts back into Science Technology Engineering & Maths (STEM). Serving in both the Parliament's Culture & Education Committee and the Committee on Gender Equality and Women's Rights, Julie Ward has a tracked history for pushing for the development of gender equality, and often highlights "*Gender diversity is not just for the benefit of women, but for men and society as well*".

Key note by Donna Herdsman

With a vast experience in STEM companies, **Donna Herdsman** eloquently answered the question: why business should be concerned with gender equality? Research indicates that diverse teams make better decisions. Companies in the top quartile for gender or racial and ethnic diversity are more likely to have financial returns above their national industry medians. Further, when companies do commit themselves to diverse leadership they are more successful. Noland, Moran & Kotschwar for Peterson Institute found a positive correlation between the presence of women in corporate leadership and performance. A single woman on the board may not lead directly to more profit. However, they concluded that at least three women are needed for their voice to be heard and for the dynamics of the board to change substantially. Among the challenges faced by STEM industries, Herdsman indicated issues with affording STEM university studies, cultural stereotypical perceptions of women, unconscious biases and lack of role models. Herdsman ended her presentation putting forward actions that can generate changes in gender equality in STEM related industries such as initiating apprentices and mentoring

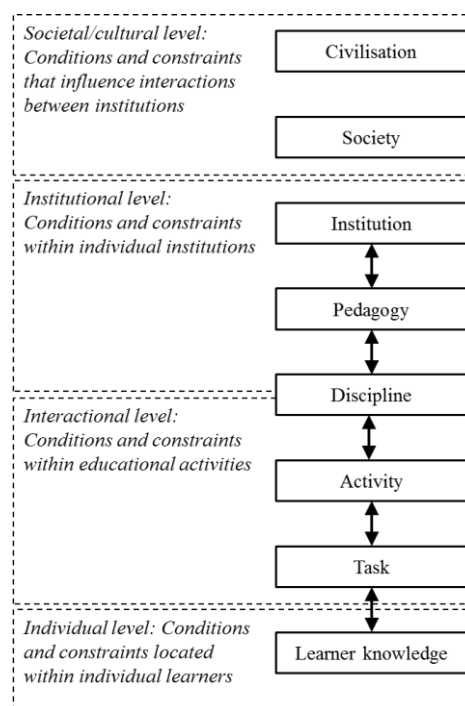


programmes, proactive talent management, better recruitment practices and visible senior role models.

Presentation by Marianne Achiam

Marianne Achiam was in charge of presenting to the participants the way the Hypatia project approaches gender. Marianne presented the key findings of her work with Henriette Holmegard that led them to producing Hypatia's framework for gender inclusion.

She started going back to the differences between biological sex and gender as they do not fully coincide. Growing evidence suggests that the 'essential, hardwired differences' between the two sexes may be a majority opinion rather than a scientific fact. Biological sex is biological sex whereas gender is a concept that refers to the social differences between women and men that have been learned are changeable over time and have wide variations both within and between cultures. This background information leads to the question of why this is a problem in bringing more young people and especially girls to science. That is, as Marianne explained, because society is gendered, so is science. Thus, the way we understand gender is crucial. This has many implications as to change youth's access to science, there needs to be an understanding of how STEM cultures include specific ways of doing gender while excluding others. To do so, the two researchers have produced a framework for gender inclusion that goes from the individual level to the societal level and what are these different levels:



To wrap-up she made a summary that explains in 2 sentences the way Hypatia approaches gender in science education:

- Considers the interests, aspirations and personalities to vary as widely *within* the groups of biological sexes as they do *between* the groups
- Considers gender to be constructed at the individual, interactional, institutional and societal/cultural levels

After her presentation Ms Achiam invited participants to join her in a gender bias test.

Conversation with David McDonald and Ken Armistead

Quentin Cooper discussed successful programmes addressing gender on STEM related industries with David McDonald and Ken Armistead. Since science and women are both core themes to L'Oréal and its foundation, the L'Oréal Foundation started working with the issue of under representation of women in Science nearly 19 years ago. In 1998, the foundation established an awards programme with UNESCO to recognize leading women scientists who could go to win the Nobel (3% of women go on to win a scientific Nobel prize). The programme aimed from the beginning to shine a light on the problem and to create more female role models. In 2001, the foundation created fellowships for doctoral and postdoctoral women to help give

them the means they need to continue their careers, noting that it is at this stage of their careers we see a drop-off in the number of women scientists.

Ken Armistead from PPG comes from a total different field where women are underrepresented. Answering to the questions of Quentin Cooper, he presented how PPG has been working on the issue and their strategic approach and new targets they have set to recognise and create a balanced work environment that attracts, retains and advances women. The public had the chance to exchange with David McDonald and Ken Armistead after the interview.

Sharing Experiences

Working in small groups, participants were invited to share best practices and challenges that they are facing when addressing gender issues in their work. The exercise started in the beginning of the workshop, when Quentin Cooper asked participants to consider the challenges and opportunities they saw in their field in relation to gender inclusion. Participants were invited to write down the challenges in red cards and the opportunities in green cards and bring their notes to the small group discussions in which they were working afterwards. Each group had a facilitator from one of the Hypatia's partner organisations and its participants were appointed before the event by taking into account both the field and country of residency of participants, aiming to assure diversity. The groups were as follow:

	Group Facilitator					
1	Meie van Laar	Alexandra Georges-Picot	Evelyn Renault	Ken Armistead	Orna Somech	Katrien Goossens
2	Marjolein van Breemen	Helen Wexler	David McDonald	Catherine Franche	Richard Northcote	Julie Ward
3	Marianne Achiam	Alien De Deken	Inmaculada Pulido	Maggie Wissink ook Geerdink	Yael Doron Drori	Valeria Mazzagatti
4	Sheena Laursen	Andrijana Mališić	Melissa Rancourt	Hayley Barnden	Vasiliki Moukriotou	Trisno Hardjosusono
5	Marie-Agnès Bernardis	Anja Andersen	Isabella Lenarduzzi	Solenne Timon	Ainhoe Echeverria	
6	Aliki Giannakopoulou	Aurelia Takacs	Diane Baras	Barbara Kowatsch	Ulrike Reimann	Anett Ruszanov
7	Eti Oron	Cécile Jabaudon	Majella Hénchion	Monique Westland	Tania Durán	
8	Sara Calcagnini	Camilla Zachó	Donna Herdsman	Jelena Lucin	Tina Ibsen	
9	Maya Halevy	Chiara Tripepi	Eva Kollenz-Roetzel	Laurence Reckford	Sebastiaan Smit	
10	Rolf Schreuder	Cecilie Frick	Isabelle Biadatti	Alexandra Zanella	Sabrina Madi	
11	Lisanne Bronzwaer	Minji Park	Romy Harink	Clara Delaney	Lia Tedeshvili	

At the end of the session, one person per group reported on the most striking fact, or the idea that the group thought was more important to share with other participants.

A few challenges mentioned:

"Gender equality related topics are not considered strategic. Lack of budget. Gender washing" (Isabella Lenarduzzi)

"Embracing awareness of the problem being relevant" (Anja Andersen)

"The people that are part of the problem are trying to create the solution – (can't see the wood for the trees)"

"Men world still."

"How to engage girls \pm boys? Equally? Change people's mind-sets on how it is presented? Girls are interested in science, not the topic / Preference to employ men-engineers! In male oriented industries (working shifts – considered hard...)"

"Combating gender stereotypes. How to stimulate one group without the group approach?"

A few opportunities mentioned:

"Science Education combines requirements that correspond to 'feminine' traits and 'masculine' traits so there seem to be good opportunities for gender inclusion" (Marianne Achiam)

"Getting women's magazines to showcase examples"

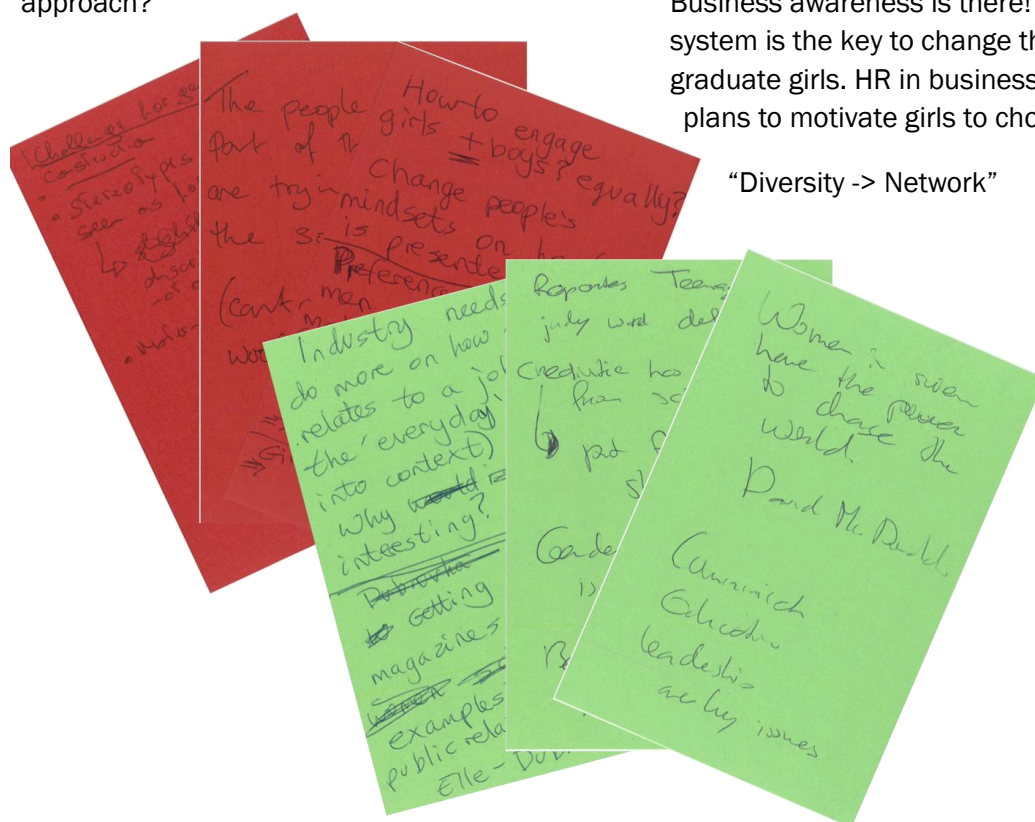
"The discussion on gender has become more qualitative" (Anja Andersen)

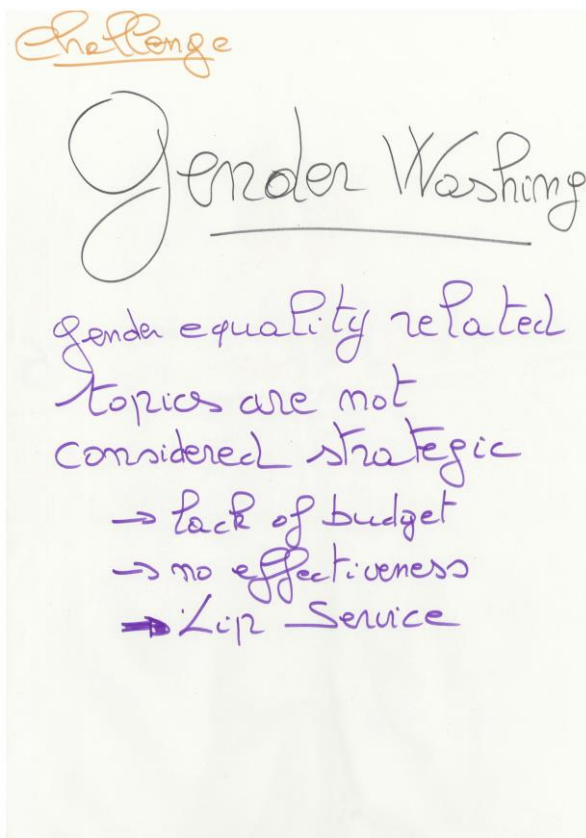
"Women are the target talent pool. War for talent" (Isabella Lenarduzzi)

"Raise awareness about unconscious bias" "Opportunity for external experts / influences to support large organisations (external / neutral perspective)"

"1) The potential to increase number of students choosing STEM is in girls. 2) Business awareness is there! The education system is the key to change the number of graduate girls. HR in business looks for plans to motivate girls to choose STEM"

"Diversity -> Network"





CHALLENGE

- non diverse group present
- talk about the situation without talking about what we'll do
- show what science is!
- stereotypes

OPPORTUNITY:

- Current young generation is on the right path →
- the contact between young people globally empowers them to change.
- education

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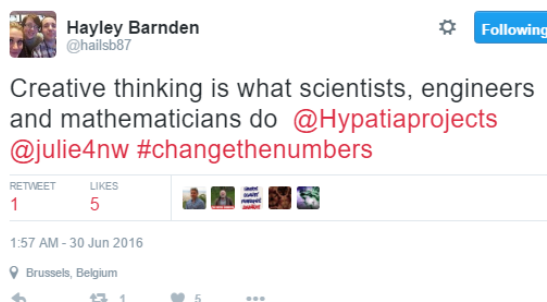
What is next?

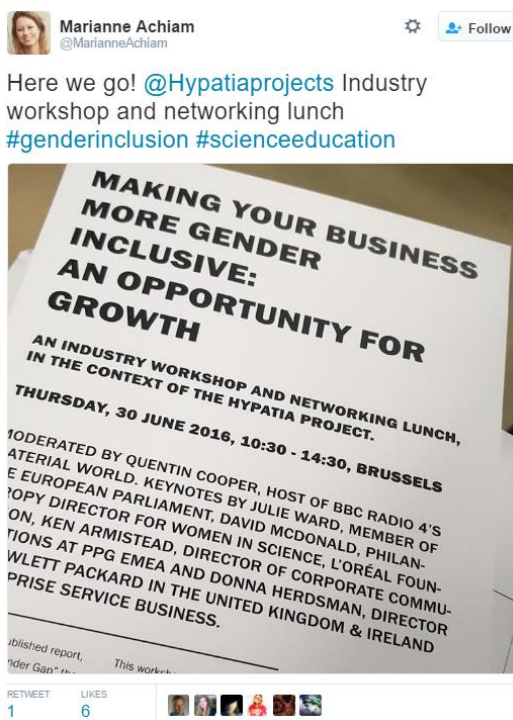
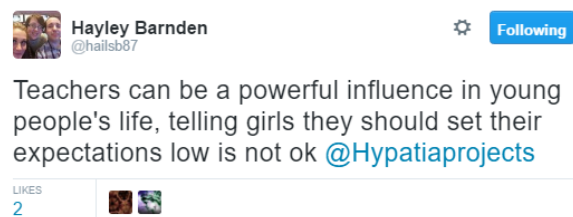
The project partners have been working in setting up good foundations and doing a lot of background work during the first year of the project. During the next months and especially starting in February 2017, the work will become more public and the different stakeholders will be able to have a more active participation.

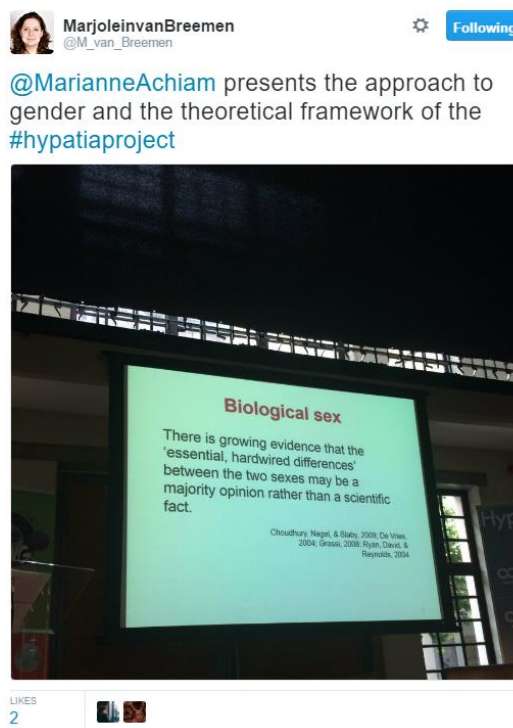
Stakeholders will have the chance to:

- Join one of the local hubs and be actively involved in the project
- Join the LinkedIn group that has been created to exchange interesting documents, good practices, events and many more on gender inclusion in STEM
- Use the toolkit in their day to day practice
- Promote and disseminate the use of the toolkit modules

A few tweets from the event







Pictures¹



Marjolein van Breemen during her presentation



Julie Ward during her presentation

¹ All pictures by Reimar Ott





Donna Herdsman during her presentation



Marjolein van Breemen, Julie Ward and Donna Herdsman during Q&A moderated by Quentin Cooper



Eti Oron (BSMJ - Bloomfield Science Museum in Jerusalem) and Helen Wexler (Jnext Hi-tech and Entrepreneurship Programme) during Donna Herdsman's presentation



Donna Herdsman and Melissa Rancourt (greenlight for girls) during coffee break



Marianne Achiam during her presentation



Marianne Achiam during the gender bias test



David McDonald, L'Oréal Foundation Diane Baras, L'Oréal and Sabrina Madi, L'Oréal Foundation during the gender bias test



Aliko Giannakopoulou, NEMO Science Museum during gender bias test



Quentin Cooper in conversation with David McDonald and Ken Armistead



Isabella Lenarduzzi (Jump) during Q&A with David McDonald and Ken Armistead



Participants share their experiences and perspectives during small group session



Participants share their experiences and perspectives during small group session



Yael Doron Drori (Google) during group session



Richard Northcote (Covestro) during group session



Quentin Cooper presents closing remarks



Donna Herdsman is conversation with Romy Harink (member of Expect Everything's Dutch Editorial Board) and young interns from greenlight for girls during networking lunch

Speakers' Bios:

Marianne Achiam, University of Copenhagen, Denmark

Marianne Achiam is an Associate Professor at the Department of Science Education, University of Copenhagen. She has a M.Sc. in biology and a Ph.D. in science education. Her research interests include science and particularly biology dissemination in out-of-school contexts such as museums, science centres, zoos, aquaria and botanical gardens. She is the head of the Departmental research group on science education in out-of-school settings. She is the co-author of 'Criteria for Gender Inclusion', a report developed in the framework of the Hypatia project.

Ken Armistead, PPG Industries, UK.

Ken Armistead is the Director of Corporate Communications for PPG Europe Middle East and Africa. He is responsible for Employee Communications, Media Relations and all Community Engagement including Corporate Social Responsibility activities across the region.

Marjolein van Breemen, NEMO Science Museum, the Netherlands

Marjolein van Breemen is the Head of the NEMO Science Learning Center since 2011. She worked as senior project manager on several national and European projects including the European gender projects GAPP and TWIST. In the Hypatia Project, Marjolein heads the responsibility as coordinator of the project. She set up the successful project "Tube Your Future" about STEM careers for teenagers and developed a "gender checklist" commissioned by the Dutch Network of Science Centers and Museums. Professionals can use it to make their museum and activities attractive for a broad audience, including girls. Marjolein holds a Master of Science (Biology).

Quentin Cooper, Science Oxford, UK

Quentin Cooper is one of the most familiar voices of science in the UK. He's the Creative Director of Science Oxford, one of Britain's largest science outreach organisations, and hosts the UK and International finals of the world's largest science communication competition, FameLab. For over a decade he presented Britain's most listened to science show, the live weekly Material World on BBC Radio 4 and he still regularly hosts The Forum for BBC World Service.

Donna Herdsman, Hewlett Packard, UK

Donna Herdsman has over 29 years' experience as a management consultant, auditor and accountant. She has been a Director at Hewlett Packard Enterprise focusing on Transformation, has worked for IBM as an Executive Partner in their Global Business Services, as well as Chair of IBM's Ethnicity Leadership Team focused on developing the leadership skills of ethnic minority talent, and a member of IBM's UK and Ireland Diversity Council. Herdsman is passionate about developing people, in particular women and Black and Ethnic Minorities and speaks at and supports related initiatives. For the third year in a row, she is a Judge for the Black British Business Awards that highlights black talent thriving that positively contribute to both their organisations and wider communities at large. She was recently appointed the Financial Times UPstanding's top 100 ethnic-minority executives.

David Macdonald, L'Oréal Foundation, France

David is the Director of the L'Oréal Foundation's scientific projects. He is responsible for running the 'L'Oréal-UNESCO for Women in Science' programme across 111 countries to address the underrepresentation of women in the sciences. He is also developing 'For Girls in Science', a pilot programme in France with the national education ministry to inspire girls to study sciences.



Previously, he worked in a number of communications roles at L'Oréal, France, Paris since 2008 and managed corporate communications for the company's subsidiary in the UK where he worked with the local UNESCO commission and scientific institutions to run the For Women in Science programme locally. He also developed the L'Oréal Young Scientist Centre at the Royal Institution. Prior to that David worked for Orange, a French telecommunications company.

Julie Ward, Member of the European Parliament, UK

Julie Ward is a Labour Member of the European Parliament (MEP) for the North West of England. She is also a writer, theatre-maker and cultural activist who began her working life on the factory floor before becoming a community arts worker. She is a member of the European Parliament's committees on Culture and Education, Women's Rights and Gender Equality and Regional Development. Julie is also a children's rights champion; she co-founded the cross-party Intergroup on Children's Rights and sits on the Labour Party's Children and Education Policy Commission. She is a board member of the European Internet Forum, and a founding member of the European Caucus of Women in Parliament.

Feedback from participants

Following the workshop, a questionnaire was sent to all participants to assess their impressions and gather feedback. Out of 64 participants, five filled out the questionnaire (7.8%). Overall they were happy with the sessions and speakers, but thought a longer event with more time for discussion would have been more interesting.

The questionnaire can be found [here](#).

Participants' list

1. Marianne Achiam, University of Copenhagen
2. Anja Andersen, Dark Cosmology Centre
3. Ken Armistead, PPG industries
4. Diane Baras, L'Oreal
5. Hayley Barnden, UK Ministry of Defence
6. Marie-Agnès Bernardis, Universicence
7. Isabelle Biadatti, IBM
8. Lianne Bronzwaer, NEMO Science Museum
9. Sara Calcagnini, MUST - Museo Nazionale della Scienza e della Tecnologia "Leonardo da Vinci"
10. Quentin Cooper, Science Oxford
11. Alien De Deken, ERM - Environmental Resources Management
12. Clara Delaney, greenlight for girls
13. Yael Doron Drori, Google
14. Tania Durán, Mirada TV
15. Ainhoa Echeverria, EPFL - Ecole polytechnique fédérale de Lausanne
16. Carmen Fenollosa, Ecsite
17. Suzana Filipecki Martins, Ecsite
18. Catherine Franche, Ecsite
19. Cecilie Frick, Danish University of Technology

20. Alexandra Georges-Picot, greenlight for girls
21. Alikì Giannakopoulou, NEMO Science Museum
22. Katrien Goossens, Euroclear
23. Maya Halevy, BSMJ - Bloomfield Science Museum in Jerusalem
24. Trisno Hardjosusono, Jet-Net
25. Romy Harink, Expect Everything Dutch Reporter
26. Majella Henchion, ESB - Electricity Supply Board
27. Donna Herdsman, Hewlett-Packard
28. Tina Ibsen, Tycho Brahe Planetarium
29. Cécile Jabaudon, Microsoft innovation Centre
30. Eva Kollenz-Roetzel, Siemens
31. Barbara Kowatsch, European Commission
32. Sheena Laursen, Experimentarium
33. Isabella Lenarduzzi, Jump
34. Jelena Lucin, greenlight for girls
35. Sabrina Madi, L'Oreal Foundation
36. Andrijana Mališić, Agency for Integrative Communications
37. Valeria Mazzagatti, EBC - European Builders Confederation
38. David McDonald, L'Oréal Foundation
39. Dorian McLaggan, Donna Herdsman's Team
40. Vassiliki Moukriotou, Hellenic Petroleum
41. Richard Northcote, Covestro
42. Eti Oron, BSMJ - Bloomfield Science Museum in Jerusalem
43. Minji Park, greenlight for girls
44. Inmaculada Pulido, Celworking
45. Melissa Rancourt, greenlight for girls
46. Laurence Reckford, Total
47. Ulrike Reimann, European University Association
48. Evelyn Renault, General Electric
49. Anett Ruszanov, ERRIN - European Regions Research and Innovation Network
50. Rolf Schreuder, Bureau Bq
51. Sebastiaan Smit, Jet-Net
52. Orna Somech, The 5X2 Initiative
53. Aurelia Takacs, Cisco
54. Lia Tedeshvili, Ecsite
55. Solenne Timon Universcience
56. Chiara Tripepi, European Commission
57. Marjolein van Breemen, NEMO Science Museum
58. Meie van Laar, NEMO Science Museum
59. Julie Ward, European Parliament
60. Monique Westland, ESHA - European School Heads Association
61. Helen Wexler, Jnext Hi-tech and Entrepreneurship Program
62. Maggie Wissink ook Geerdink, Ministry of Education, Culture and Science, the Netherlands
63. Camilla Zacho, Engineer the Future
64. Alexaundra Zanella, greenlight for girls



Industry needs to
do more on how 'this'
relates to a job? or
the 'everyday'? (put
into context).
Why ~~would it be~~ is this
interesting?

~~Dubrovka~~
~~to~~ Getting women's
magazines to showcase
~~women~~ ~~scientist~~
examples - use
public relations to reach
this - as a method
Elle - Dubrovka (Serbia)

Opportunity

- to keep on organizing events to foment (promote) more STEM vocations
- to give numbers and success history to men ~~enter~~ environment success
- Change Education organization

James P. ...

Reportes Teenagers.

July word defie noblida

Credulie has been directed
from science

part Am Skill
sludgie

Gender equality
is good for everyone

Be authentic Donna
Glowy yourself.

Opportunity

To keep girls
women in.

Challenge

~~Education~~

Education.

The discussion on gender
has become more qualified

Anja Andersen

Women are the largest
talent pool
War for talent

Isabelle
Lemonduzzi

Science education combines requirements that correspond to both 'feminine' traits and 'masculine' traits so there seem to be good opportunities for gender inclusion.

Mariaune Adrian

Opportunity gender equality

- rewarding career - sense of satisfaction ^{making sense of it} for being in a - old sector
- creativity / ^{variety} - construction sites

Raise awareness about
unconscious bias

NL: polarisation and equal
opportunities are not
topics, but on ethnicity
and education level of
parents / not on gender

Opportunity for
external experts /
influencers to support
large organisation
(external / neutral
perspective)

1) The potential to increase ~~the~~ # of students choosing STEM is in girls.

2) Business awareness is there! The education system is the key to change the # of graduate girls.

HR ^{in Business} looks for plans to motivate girls to choose STEM

Opportunity.

Diversity → network

Women & men
have the power
to change the
world.

David McRae

Carminich
Education
Leadership
early issues

Raise awareness about
unconscious bias,

Gender equality
related topics
are not considered
strategic

→ lack of budget

→ gender ~~washing~~

Isabella
Leonarduzzi

Com
Ed
Lea

Merkin, pants

leaps i

Challenge

Embrassing awareness
of the problem being
relevant

Anja Andersen

The people that are
part of the problem
are trying to create
the solution _

(cant see the
wood for the trees)

Challenge for gender inclusive construction

- Stereotypes - co-construction
seen as for men

↳ ~~little~~ ~~is~~

discrimination; women
not as good

- Majority friendly legislation

Challenge:

New world still, As adult
person patronising environment

1) Paradigms of WLB.

2) Women's Roles: culters.

How to engage
girls + boys? equally?

Change people's
mindsets on how 'it'
is presented? ^{Girls are}
^{interested}
^{in science}
^{nothing to}

~~Preference~~ to employ
men - engineers! in
'male oriented' industries
(working in shifts -
considered hard...)
- experiment \Rightarrow satisfied.
 \Rightarrow almost 30% now!

Girls don't choose to study
 \Rightarrow

Combating gender stereotyping

How to stimulate one group
without the 'group' approach
including stereotyping.

Challenge

Book reviews

→ to join & strengthen
all women organisations
in Spain

→ to be more
visible at media
about we do

→ Education organisations
change since
early ages.

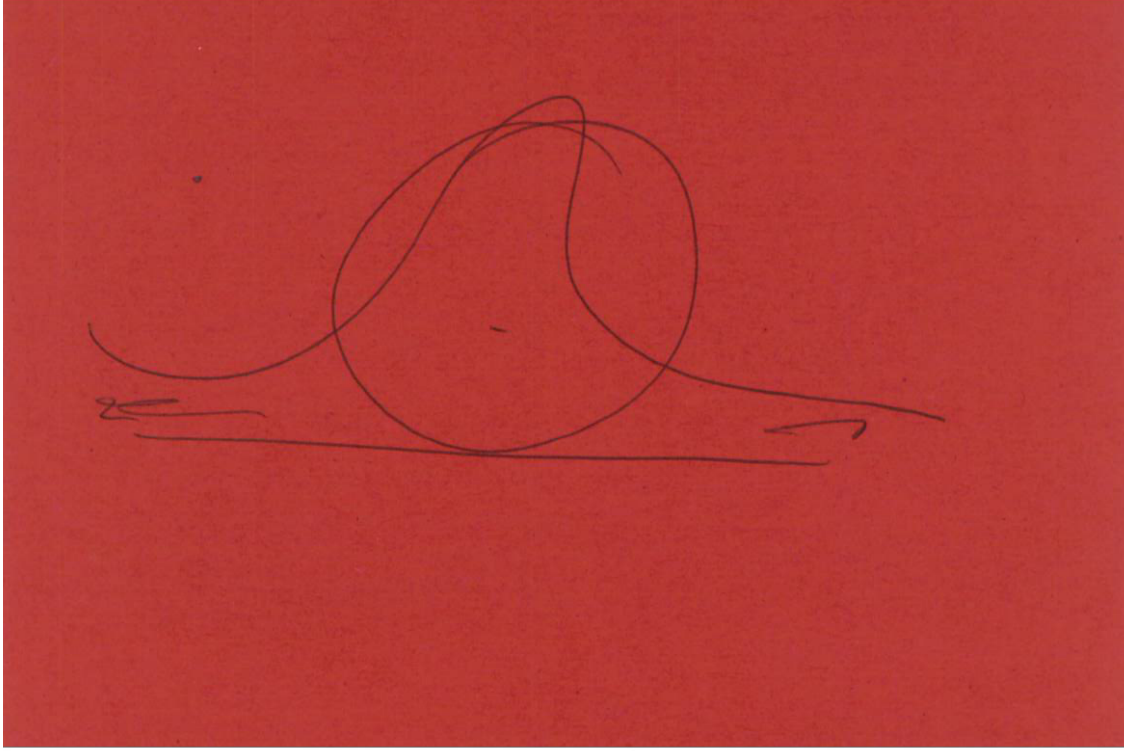
in the future

Educate role models
parents

Opportunity —
↳ giving help the
in

Challenges:

↳ parents and teachers



We are pleased to invite you to

MAKING YOUR BUSINESS

MORE GENDER INCLUSIVE:

An opportunity for growth

What's it about?

This workshop will gather top European industry representatives, European policy makers, researchers and museum directors to discuss the role the industry sector has in engaging young people, and especially girls, in STEM related careers.

In its recently published report, "The Industry Gender Gap" the World Economic Forum stated that females remain one of the most underutilized business resources. In order to better compete in the new business arena, it will be crucial for the industry to address this issue and gain competitive advantage. During the event you will be informed about the current research on gender in relation to building the next generation of the European workforce, retaining talent and discussing how having a more gender diverse sector is beneficial for your company.

Participate

There will be room for discussing case studies, best practices and exchanging with your peers. We will also share exciting new tools developed by the Hypatia project, especially tailored for the industry in order to become more gender inclusive in its practice.

The event will be moderated by Quentin Cooper, host of BBC Radio 4's Material World. Keynote speakers will include, Julie Ward, Member of the European Parliament, David McDonald, Philanthropy Director for Women in Science, L'Oréal Foundation, Ken Armistead, Director of Corporate Communications at PPG EMEA and Donna Herdsman, Director at Hewlett Packard in the United Kingdom & Ireland Enterprise Service Business.

Any questions please contact:
Carmen Fenollosa – cfenollosa@ecsite.eu

June 30, 2016
From 10:30 to 13:30,
followed by a networking lunch at
Halles des Tanneurs,
Rue des Tanneurs, 60a 1000
Brussels

**It is time to create a
more gender diverse
industry sector!**

Hypatia
PROJECT



MAKING YOUR BUSINESS MORE GENDER INCLUSIVE: AN OPPORTUNITY FOR GROWTH

**AN INDUSTRY WORKSHOP AND NETWORKING LUNCH,
IN THE CONTEXT OF THE HYPATIA PROJECT.**

THURSDAY, 30 JUNE 2016, 10:30 - 14:30, BRUSSELS

**MODERATED BY QUENTIN COOPER, HOST OF BBC RADIO 4'S
MATERIAL WORLD. KEYNOTES BY JULIE WARD, MEMBER OF
THE EUROPEAN PARLIAMENT, DAVID MCDONALD, PHILAN-
THROPY DIRECTOR FOR WOMEN IN SCIENCE, L'ORÉAL FOUN-
DATION, KEN ARMISTEAD, DIRECTOR OF CORPORATE COMMU-
NICATIONS AT PPG EMEA AND DONNA HERDSMAN, DIRECTOR
AT HEWLETT PACKARD IN THE UNITED KINGDOM & IRELAND
ENTERPRISE SERVICE BUSINESS.**

In its recently published report, "The Industry Gender Gap" the World Economic Forum stated that females remain one of the most underutilized business resources. In order to better compete in the new business arena, it will be crucial for the industry to address this issue and gain competitive advantage.

This workshop gathers top European industry representatives, European policy makers, researchers and museum directors to discuss the role the industry sector has in engaging young people, and especially girls, in STEM related careers.

**It is time to create
a more gender
diverse industry!**

**Hypatia
PROJECT**

PROGRAMME

10:30 Welcome & Introduction, Marjolein van Breemen, Julie Ward and Donna Herdsman

11:40 Coffee break

12:00 Gender bias vs Inclusion - Marianne Achiam

Marianne Achiam, Associate Professor at the University of Copenhagen invites participants to take a gender bias test.

Marianne will be also presenting Hypatia's framework for organisations to address gender inclusion when conducting STEM related activities.

12:25 Conversation with David McDonald and Ken Armistead

Quentin Cooper discusses gender on STEM related industries with David McDonald, Director of Philanthropy at the L'Oréal Foundation and Ken Armistead, Director of Corporate Communications at PPG industries.

13:05 Sharing Experiences

Working in small groups, participants are invited to share best practices and challenges that they are facing when addressing gender issues in their work.

13:30 Closing remarks by Quentin Cooper

13:40 Networking Lunch

BIOGRAPHIES

Marianne Achiam, University of Copenhagen, Denmark

Marianne is an Associate Professor at the Department of Science Education, University of Copenhagen. She has a M.Sc. in biology and a Ph.D. in science education. Her research interests include science and particularly biology dissemination in out-of-school contexts such as museums, science centres, zoos, aquaria and botanical gardens. She is the head of the Departmental research group on science education in out-of-school settings. She is the co-author of 'Criteria for Gender Inclusion', a report developed in the framework of the Hypatia project.

Ken Armistead, PPG Industries, UK.

Ken is the Director of Corporate Communications for PPG Europe Middle East and Africa. He is responsible for Employee Communications, Media Relations and all Community Engagement including Corporate Social Responsibility activities across the region.

Marjolein van Breemen, NEMO Science Museum, the Netherlands

Marjolein is the Head of the NEMO Science Learning Center since 2011. She worked as senior project manager on several

national and European projects including the European gender projects GAPP and TWIST. In the Hypatia Project, Marjolein heads the responsibility as coordinator of the project. She set up the successful project “Tube Your Future” about STEM careers for teenagers and developed a “gender checklist” commissioned by the Dutch Network of Science Centers and Museums. Professionals can use it to make their museum and activities attractive for a broad audience, including girls. Marjolein holds a Master of Science (Biology).

Quentin Cooper, Science Oxford, UK

Quentin is one of the most familiar voices of science in the UK. He’s the Creative Director of Science Oxford, one of Britain’s largest science outreach organisations, and hosts the UK and International finals of the world’s largest science communication competition, FameLab. For over a decade he presented Britain’s most listened to science show, the live weekly Material World on BBC Radio 4 and he still regularly hosts The Forum for BBC World Service.

Donna Herdsman, Hewlett Packard, UK

Donna has over 29 years experience as a management consultant, auditor and accountant. She

has been a Director at Hewlett Packard Enterprise focusing on Transformation, has worked for IBM as an Executive Partner in their Global Business Services, as well as Chair of IBM’s Ethnicity Leadership Team focused on developing the leadership skills of ethnic minority talent, and a member of IBM’s UK and Ireland Diversity Council. Donna is passionate about developing people, in particular women and Black and Ethnic Minorities and speaks at and supports related initiatives. For the third year in a row, Donna is a Judge for the Black British Business Awards that highlights black talent thriving that positively contribute to both their organisations and wider communities at large.

Donna was recently appointed the Financial Times UPstanding’s top 100 ethnic-minority executives.

David Macdonald, L’Oréal Foundation, France

David is the Director of the L’Oréal Foundation’s scientific projects. He is responsible for running the ‘L’Oréal-UNESCO for Women in Science’ programme across 111 countries to address the underrepresentation of women in the sciences. He is also developing ‘For Girls in Science’, a pilot programme in France with the national education ministry to inspire girls to study sciences.

Previously, he worked in a number of communications roles at L’Oréal, France, Paris since 2008 and managed corporate communications for the company’s subsidiary in the UK where he worked with the local UNESCO commission and scientific institutions to run the For Women in Science programme locally. He also developed the L’Oréal Young Scientist Centre at the Royal Institution. Prior to that David worked for Orange, a French telecommunications company.

Julie Ward, Member of the European Parliament, UK

Julie is a Labour Member of the European Parliament (MEP) for the North West of England. She is also a writer, theatre-maker and cultural activist who began her working life on the factory floor before becoming a community arts worker. She is a member of the European Parliament’s committees on Culture and Education, Women’s Rights and Gender Equality and Regional Development. Julie is also a children’s rights champion; she co-founded the cross-party Intergroup on Children’s Rights and sits on the Labour Party’s Children and Education Policy Commission. She is a board member of the European Internet Forum, and a founding member of the European Caucus of Women in Parliament.

ABOUT HYPATIA PROJECT

When it comes to attracting young people to Science, Technology, Engineering and Mathematics (STEM) formal education cannot do it all. Informal education plays a key role in attracting girls and boys to these areas of study. With Europe's knowledge economy developing and new technologies on the rise, skills in science, technology, engineering and mathematics will be needed for a broader range of careers than ever before. The evidence suggests that in the coming years Europe will face a shortage in its workforce. Science centres and museums are working to promote a more gender inclusive way of communicating science.

Hypatia is an EU Horizon 2020 funded project that addresses the challenge of gathering different societal actors around bringing more teenagers, especially girls, into STEM careers both in school and as a choice of learning and career in the future. It aims at changing the ways sciences are communicated to young people in and out of school to make them more gender inclusive.

To do so, the project will produce a toolkit, work around national hubs and organise a series of events. There will also be a campaign targeting teenagers all

around Europe. Called "Expect Everything", it will build on the results achieved by Science it's a Girl Thing.

Who we are

NEMO Science Museum, Project Coordinator (The Netherlands), Bloomfield Science Museum (Israel), BureauQ (The Netherlands), Ecsite (Belgium), Experimentarium (Denmark), Fondation L'Oréal (France), Museum of Science and Technology Leonardo da Vinci (Italy), PPG Industries (UK), University of Copenhagen (Denmark), Universcience (France), ASDC, the UK Association of Science and Discovery Centres (UK), CPS, Center for the Promotion of Science (Serbia), Experyment (Poland), La Caixa Foundation (Spain), Noesis Science Centre (Greece), Science Centre AHHA, (Estonia), SCN, ScienceCenterNetwork (Austria), Science Gallery Dublin (Ireland) and Teknikens Hus (Sweden).



Hypatia project has received funding from the European Union's Horizon 2020 Framework Programme for Research and Innovation (H2020-GERI-2014) under the grant agreement No. 665566. This workshop reflects the views of the author, and the European Union cannot held responsibility for any use which might be made of the information contained therein.