

# Workshop "More Women, Better Jobs and Boosting Growth"

8 October 2009, Brussels

Proceedings



European Commission  
Information Society and Media

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## Opening Speech

**Viviane Reding**  
Commissioner  
Information Society and Media

*Ladies and Gentlemen,*

*Today is a day of celebration. It is also a day of reflection. We are going to celebrate what we have together achieved in the last five years, my mandate as Commissioner responsible for the Information Society and Media. We are also going to reflect how we are going to build on our progress.*

*We have been meeting every year for International Women's Day and every time we moved a step forward. In 2005 we identified needs and shaped a plan of action, moving raising awareness on the top of the agenda. 2006 started the Shadowing project which continued for 2007 together with the launching of work on statistics and indicators. Shadowing DVDs were distributed to schools across Europe. In 2008 we pledged to set up a Code of Best Practices for Women in ICT and this year the Code was launched on International Women's Day together with our wonderful Cyberellas and the hip-hop video. True to this tradition, I have some important news to announce today.*

*First of all, some news about the Code. We now have 28 signatories which is more than a five fold increase in six months. Not bad! We have big corporations, SMEs, consultancies, NGOs, research councils and even a telecom regulator. Impressive, isn't it? Not enough though! We need to make sure that every corporation, every organisation, be it in ICT or not signs.*

*The second great news is that today we are launching the European Directory for Women in ICT. There are a number of different initiatives across Europe on women in ICT. These initiatives stand alone without any connection which means that it is difficult to obtain a critical mass and lots of energy is dispersed around. The Directory, about which you will have a detailed presentation later*

*on in the day, aims to channel all this energy together for maximum result. It is an interactive electronic platform that will bring under one roof everything that is happening in the area of women in ICT building a community providing a meeting place where for networking, job and legislative information, mentoring opportunities and so on. Invitations to 1000 relevant actors were sent out to join the Directory and be part of this joining of forces. But you are going to hear more about it later.*

*You see behind me our logo, our identity! It looks like the seeds of a flower, what makes it grow and multiply. It also looks like some fancy fireworks that explode and light up the night sky. Women in ICT are the seeds that will bring new life in the sector, will change established patterns, and will contribute towards innovation and growth.*

*We should not though rest on our laurels. This is but the beginning! We are going through difficult times. Although the economy will pick up, we need proactive policies so that we are ready to respond when the time comes.*

*Let's see how things are now. The OECD in its report *The Impact of the crisis on ICTS and their role in the recovery* published in August 2009, says that a number of segments of the ICT economy showed a combined revenue growth much higher than the average growth of other sectors. It predicts that although ICT investment is volatile and consumer spending is under pressure, the longer-term prospects and trends for the sector remain good with cyclical and structural growth continuing. We saw during the last two years that whilst other sectors of activity declined, the ICT sector continue to show some growth or remain stable such as in the case of software sales which is projected to show a marked recovery in 2009 with an growth rate of around 5%. This is also true for IT services as well where a return to growth of around 5% is forecast already. In the Internet sector things are mixed. Despite being down on the 2008 figures, most of companies in the sector showed growth between 8 and 17*

percent in the first quarter of 2009. The World Economic Forum predicts that faster broadband deployment in Europe could create one million jobs and growth up to 850 billion Euros through 2015. All these statistics indicate that the ICT sector is growing, creating valuable jobs and opportunities. Women should be there to grasp them.

There is good news though! The latest statistics from Eurostat and other organisations show that good things are happening for women in the sector.

Let's first look at education. Statistics show that girls do much better at school than boys. More women go to university and complete their courses 59% compared to 51% for men. Women get 45% of all PhDs in EU27. Only 41% in science and computing and 25% in engineering, manufacturing and construction though! Yes, but there is more to do!

The number of female researchers is 30% of the total. During the period 2002-2006, female researchers in science and engineering grew by 6.2% to the 3.7% of men. In the Higher Education Sector including universities and other institutes of post-secondary education, be it public or private, the growth was of 6.1% with 61% of the researchers being female to 78% of men. In the Government Sector the growth was 10%. Yes, there is more to do!

Women's academic careers suffer very strong vertical segregation. In science and technology, the proportion of women as undergraduates is 31%. This increases to 36% at PhD level and the falls back to 33% of academic staff at entry level, 22% tenured staff and only 11% full professors. Yes, here there is a lot more to do!

In the employment sector things show that the total employment growth for women scientists and engineers is around 6.2% per year from 2002 to 2007 whilst the equivalent for men is only 3.7%. Many of these jobs are part-timers but still the news is good. Yes, there is more to do!

The gender pay gap! There has been a lot of discussion about it in the last few years and some progress but not enough. There has been a slight narrowing

*from 26% in 2002 to 25% in 2006. One interesting observation: the pay gap is larger in those occupations which are more open to female managers and executives. Yes, there is more to do!*

*And finally, women in decision making positions. In 2006 there were 30% women managers in big corporations and 28% in smaller companies. Not bad you could say! But, many of these women were staff or union representatives. As I mentioned previously, there are very few women at top levels in Academia, especially in our ICT. 38 women are full professors for Engineering and Technology in Europe 27. Only 7.2%! Yes, there is more to do!*

*According to the available statistics, things improved in the period 2002-2006. We still have a long way to go but we should not forget that policies which were put in place after 2005 will not show any results for at least three years. We should not relax though...*

*My second mandate is drawing to a close but not this project we started together. This will continue and progress...I call on my colleagues from the European Parliament through those who are here today as well as on all industry representatives to work with us to go further and develop on what we have done. We need to evaluate the impact of shadowing and find new ways to reach girls earlier. We need to follow up the Code and evaluate working with our partners its mechanisms in order to build on a win-win situation. We need to make the Directory self sustained after the initial Commission funding runs out. The Directory will be our tool for many of our future actions.*

*This afternoon we are going to put our heads together and find new roads to follow, find new ways to reinforce what was achieved up to now. There so many things to do and not enough time! The recovery in the economy should find us ready with skills, policies, plans and programmes to grasps the opportunities that will appear. I am optimistic that we together are going to make it!*

## Introductory remarks

**Viviane Hoffmann**  
Deputy Head of Cabinet  
Commissioner Reding

*Good morning Ladies and Gentlemen, and Members of the European Parliament,*

*My name is Viviane Hoffmann. I am Deputy Head of Cabinet of Mrs Viviane Reding, the Member of the European Commission in charge of Information Society and Media.*

*The Commissioner unfortunately cannot be with us at the start of this meeting, as she is at a meeting in the European Parliament, but will join us as soon as possible around 12.00.*

*As you know, Mrs Reding attaches a lot of importance to the issues that we are discussing today. Since the beginning of her mandate in 2004, as she will explain later, she has taken a number of initiatives to increase the participation of women in the ICT sector.*

*This morning, on her behalf, I simply want to thank the 28 signatories of the Code of Best Practices for women in ICT. Many of you are familiar with this Code which aims at bringing together the experience of industry, public organisations, academia and NGOs to make the sector become a more attractive choice for women.*

*Although our discussions are focussed on women in ICT, I think that we need to put the issue in its wider context of women's role in society and in the economy*

*as a whole. Huge progress has been made, but we still need more women in many areas, be it in industry or in the public sphere. We are trying to do our part, but there must be continued efforts in all areas.*

*I believe that what we are doing in ICT is showing the way for many areas. When we first discussed the subject, it seemed to be of interest to a relatively small group. Now the subject is treated in a very serious way. Thanks to the hard work of many who are in this room we have been able to get to a stage where the subject attracts greater attention and has convinced 28 companies to sign the Code of Best Practices.*

*This does not mean that we should stop there. It is still early days and we need to pursue our initiatives. I would like to mention just two figures. In Europe, women studying science and technology counted for only 7,9% of students in 2004. This percentage rose modestly to 8,7 % in 2007. On the other hand, one of the threats to the capacity of the ICT sector to play its driving role in our economies is a shortage of skills.*

*We in the European Commission certainly continue to give a serious push to the Women and ICT initiative and hope that we will do so with your continued effort and support.*

*I would now like to pass the floor to Mrs Megan Richards, Director for General Affairs in DG Information Society and Media, who will moderate the Round Table discussion.*

## Launch of the European Directory for Women and ICT

**Eva Fabry**

Director of the European Centre  
for Women and Technology

**eud** www.european-directory.eu  
Meeting point for ICT Women in Europe

### Launch of the European Directory for Women and ICT

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Director of the European Centre for  
Women and Technology - ECWT



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**"Countries that do not fully capitalize on one-half of their human  
resources are clearly undermining their competitive potential"**

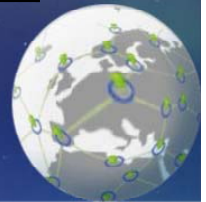
*Augusto Lopez-Claros, Chief Economist ,  
Director of the Global Competitiveness Program  
at the World Economic Forum, Geneva 2005*





## Basic Principles

Web Technology	Web Community	Web Business
<p><b>Basic Principles:</b></p> <ul style="list-style-type: none"> <li>• <b>CollaborationWare</b></li> <li>• Ecospace - process oriented collaboration</li> <li>• Extensible: interoperability multilingual, multipurpose</li> <li>• Multilevel and Strict Authentication</li> <li>• Easy to use</li> </ul>	<p><b>Basic Principles:</b></p> <ul style="list-style-type: none"> <li>• Structured <b>community building</b> by a critical mass of empowered users</li> <li>• Collaboration across regions, across sectors, across scales, across times, across and within stakeholders</li> <li>• Multi-stakeholder and multi-sector interaction</li> <li>• Transparency</li> <li>• IPR</li> </ul>	<p><b>Basic Principles:</b></p> <ul style="list-style-type: none"> <li>• <b>Compliance</b></li> <li>• Social innovation</li> <li>• Open business model</li> </ul>
<p><b>Core philosophy:</b></p> <ul style="list-style-type: none"> <li>• Web as platform</li> <li>• SaaS</li> </ul>	<p><b>Core philosophy:</b></p> <ul style="list-style-type: none"> <li>• Collectively designing a structured megacommunity knowledgebase</li> <li>• Users contributing to marketing, dissemination and leveraging of resources, research and progress</li> </ul>	<p><b>Core philosophy:</b></p> <ul style="list-style-type: none"> <li>• People and technology interaction (context) driven services</li> </ul>





## Web Community

- Ownership of the processes and services +
- Building content
- Respect for Intellectual Property Rights & other models such as Creative Commons

- **Next phase: end of October 2010**
- ❖ A market and dissemination plan to highlight the knowledge gathered

Users will be contributing to:

- Marketing
- Dissemination and
- Leverage of resources, research, and progress



## Web Community

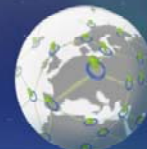
The corporate sector will make a KEY contribution by involving young women, and giving them ICT professional pathways

- It will act as facilitator to provide career opportunities for women.
- In turn, the EUD will act as a catalyst for the business sector.

*The multi-stakeholder and multi-sector interaction is situated in the new knowledge environment for collaboration across regions, across sectors, across scales, across times, across and within stakeholders*

The interactions within the communities will build career pathways by

- linking all stakeholders involved in the development of ICT:
- linking education, the corporate sector, SMEs, ICT clusters and projects, networks, NGOs, private-public partnerships, as well as individual experts, strategic thinkers, leaders,
- linking Training, Research and Development with corporate needs and
- empowering women in a variety of ways



### Conclusions (1)

The European Directory is

- a solution
- an enabling tool to develop collaboration platforms
- a pillar for new clusters for ICT innovation and competitiveness

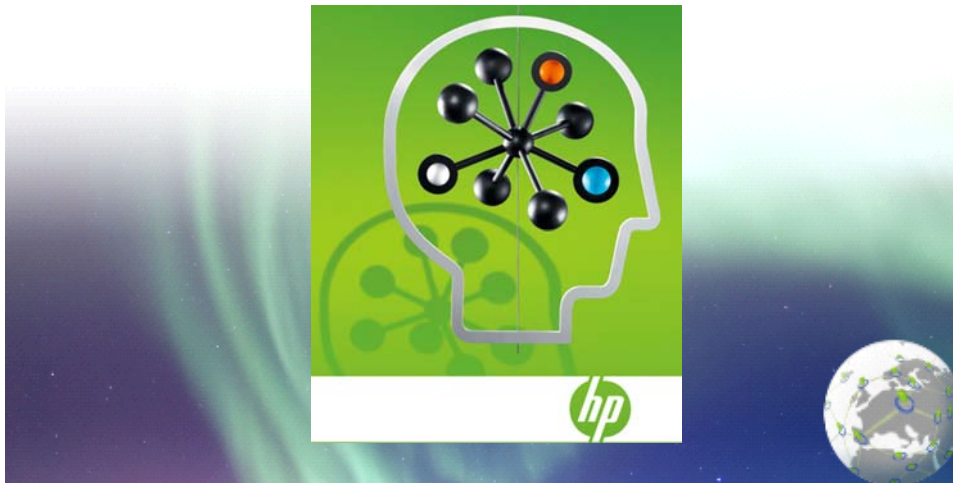
### Conclusions (2)

Young women and returners with ICT competence profiles

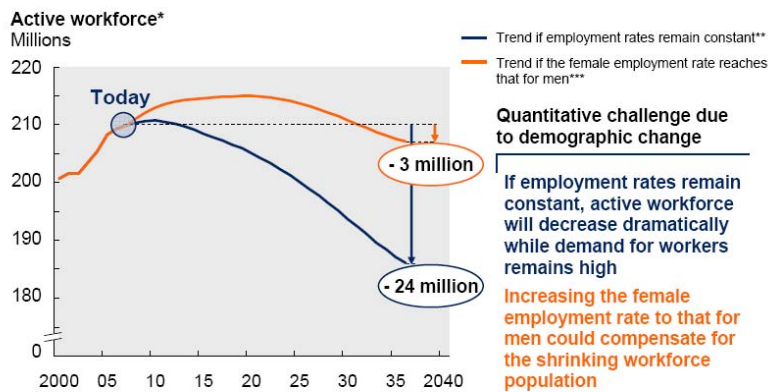
- will play an active role in gathering cutting-edge expertise,
- in developing services and products
- will be empowered to contribute to the knowledge economy and the quality of life



Sasha Bezuhanova  
 Hewlett-Packard  
 CEE Public Sector Director



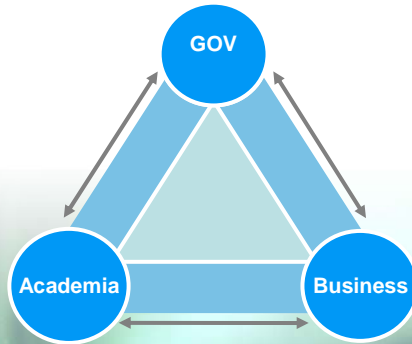
**Extrapolations show drop of 24 million in the active workforce by 2036 if female employment rate does not change**



\* Total population aged 15 - 65 years multiplied by employment rate (for EU-27 countries excluding Slovenia, Slovakia, and the Czech Republic and including Iceland, Norway, Switzerland, and Albania)  
 \*\* Assuming 2005 employment level of women (56%)  
 \*\*\* Basis: male employment rate of 2005 (71%)  
 Source: Eurostat 2005; Global Insight 2000 - 2010; McKinsey



## Leadership creates the tendencies



All stakeholders need to follow same agenda

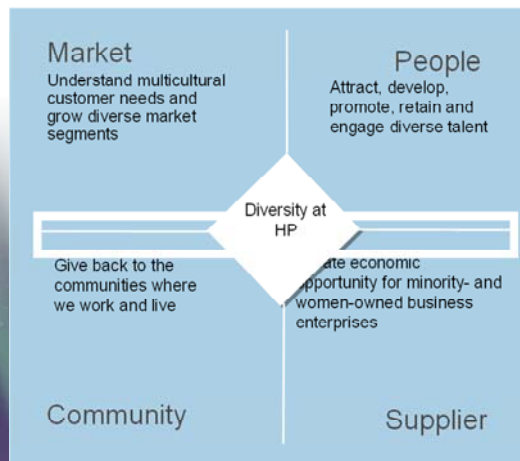
Men on leadership positions-involved in decisions for women's development



Why is diversity important to us?

To compete and win - diversity is essential to

HP's success





## How we approach diversity in our workforce *Embedded throughout all core talent processes*



## HP Diversity & Inclusion

In times of change, still focused on diversity & inclusion:

"In my role as Global Diversity Champion for HP, I recently signed the **European Code of Best Practices for Women and ICT** on behalf of HP. The Code of Best Practices is a European Union initiative which covers many different areas of practice, such as education, recruitment, career development and helping women to return to work after extended leave. The Code will be subject to national and international practices. HP is fully committed to supporting the careers of women in ICT and we see the signing of this Code as a major milestone ."

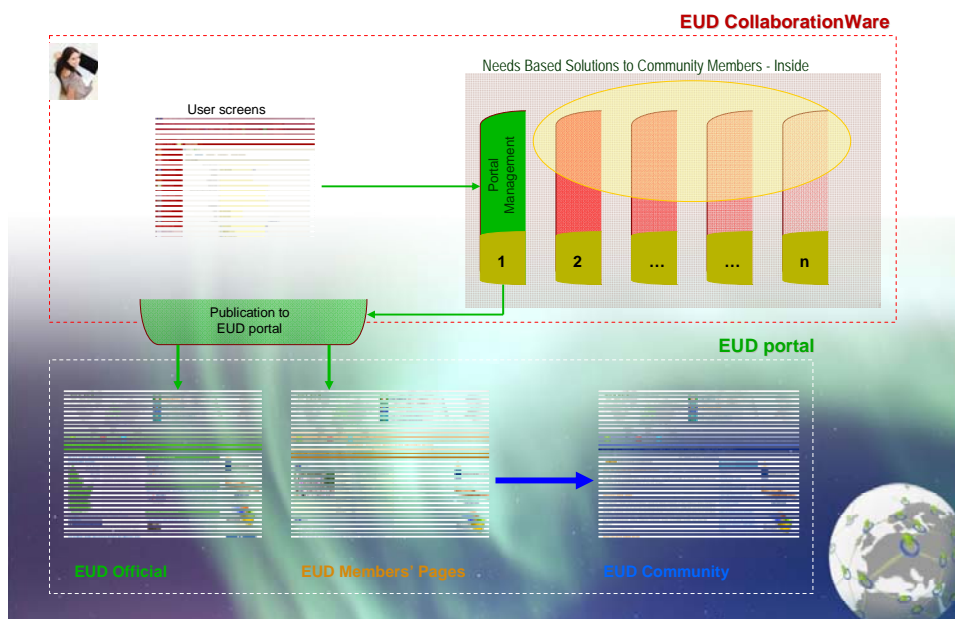


**Francesco Serafini**  
Executive VP HP EMEA  
HP Global Diversity Champion



## International Taskforce of Women in ICTs (ITF)

- European Centre for Women and Technology – board membership
- Pan-European ‘Women in Technology’ initiative – board membership
- the Board of Directors of the e-skills Industry Leadership Board (ILB) recently agreed to include ‘**Women in Technology**’ as one of their four key areas to ‘Lead the development of e-Skills for the future.’
- Get IT
- Junior Achievements





## Brainstorming session: "More women" - Key messages

**Chair: Mrs Zita Gurmai**

Member of the European Parliament

**Rapporteur: Anna Maria Sansoni**

European Commission

The participants identified three key areas and actors to increase the number of women in ICT and proposed a number of concrete actions:

### **1. Lifelong education and training**

It is essential to insist on pedagogical innovation in lifelong education and training from the early childhood.

Proposed actions include:

- *Introducing ICT already in kindergartens, promoting education games related to ICT, and creating IT/techno camps and clubs*

The participants stressed that, even if fun should be the main element of these activities, they could also be an important opportunity for young people to approach enterprises (e.g. through traineeships);

- *Breaking stereotypes at all levels*

Three target groups have been identified: parents, teachers and career advisers;

- *Encourage women above 40 years old and/or who return to the labour market to get degrees, masters and PhD in ICT.*

### **2. Business**

The participants agreed that enterprises play a key role to increase the number of women in ICT, through concrete initiatives.

Proposed actions include:

- *Tax credits* for companies that hire "older" women and increase female participation in leadership boards;

- *"Open doors"* initiatives to explain to girls and their mothers what a job in ICT means;

- *Shadowing* initiatives inside and outside the EU;

- *Support to childcare services "in-house"* (i.e. at companies' premises);

- Make sure that *headhunting* pays specific attention to ICT and help women to discover their potential in ICT.

### **3. European Commission**

The European Commission should make a greater effort to introduce and promote good practices in its day-to-day activities.

Proposed actions include:

- *Breaking stereotypes* in its communication (e.g. in the Europa portal);

- *Introducing gender criteria in public procurement and funding;*
- *Promoting telework;*
- *Involving more women in the review panels* for the research projects on science and technology under the Framework Programme.

## Brainstorming session: "Better Jobs"

**Chair: Claudia Morrell**  
UNGAID

**Rapporteur: Nancy Pascall**  
European Commission

The term *Better Jobs* means different things for different people. The following attributes could be given to a "good job":

- Guaranteed income
- Full time
- Long term employment
- Health insurance
- Flexible work (part time, working from home, etc.)
- Reasonable hours
- Job security
- Safety at work
- Career possibilities
- Opportunities

In order to ensure that such kinds of jobs are created the group had a number of recommendations:

- Include the issue in the political agenda
- Government/public bodies to apply the principles for better jobs acting as role models
- Gender mainstreaming for better jobs
- Diversity of job opportunities (awareness)
- Long term perspective – start elaborating data/statistics
- Set strategic goals
- Clarify balance of wealth/income
- Income guarantee

It is important though to identify also the actors who are going to make all these possible and how is this going to happen.

Social dialog with trade unions (workers in ICT)

Consider and integrate gender diversity

Protection in jobs

Code of contact for employers

Address gender pay gap

For SMEs (less than 30 employees) pay for an equality plan

Communication – present effective practices/data/research

Define targets – CEO's/decision makers

Women/men culture

Create a catalogue of jobs both present and future

Pathway to leadership  
Give it time

In order to work towards creating better jobs the first steps are to:

Study and better understand what makes a better job (both broadly and more specifically looking at ICT).

Devise a communication strategy

Work towards job definition with the participation of all stakeholders including social partners

The Commission can start to implement these ideas by:

1. Defining all the terms: Launch an open call for ideas/call for proposals
2. Define a Communication Strategy
3. Define stakeholders.

## Brainstorming session: "Boosting Growth"

**Chair: Ann Metter**  
Lisbon Council

**Rapporteur: Ken Ducatel**  
European Commission

### Why women boost growth?

- Mixed groups are more productive/creative/innovative
- Women do business → entrepreneurs → high growth potential (there is already good evidence on what is needed, what works and the results)
- Women drive ROI - Return on Investment (see the Catalyst/McKinsey studies) → retention is a good investment
- Women are the market (80% consumers). Companies should have their knowledge if they want to compete
- Contribution to talent pool (unlocking the dormant talent pool)
- Spill over onto sustainable societal development → creates innovative capacity
- Future shapers: Transmission of values, capabilities to next generations
  - Setting patterns of consumption
- Transformational leadership → potential (creativity/team work/value creation)
- The coming economy and innovation will be more society central
- Recognition of/validation of the contribution of parent/mother mood to the economy and society

### What do we do about it?

Get buy-in from the top – awareness, culture

Promotion of role models and success stories

Slick marketing/evidence based to the decision makers (media/communication – repeat without fatiguing)

Reduce gender stereotyping

Evidence base, more empirical base → cohort studies → corporates/procurement of talent  
HOTOUSING (e.g. fast tracking and support for high potential females)

Educational/training programmes → positive reinforcement to breakdown gender stereotyping; scholarships

Get critical mass of funding to make a difference (money talks)

Pipeline – targeted to attract women, not just dry tech programmes, ICT ambassadors

Mentoring – role models/"accessible" role models → build self confidence

Legislation: quotas/targets

Mainstreaming → make it a general issue

ICT ambassadors, e.g. inconvenient truth (i.e. Al Gore type advocate to sell the message), progressive women's lobby

## Conclusions – The way forward

**Elizabeth Pollitzer**

Portia

[www.portiaweb.org.uk](http://www.portiaweb.org.uk)

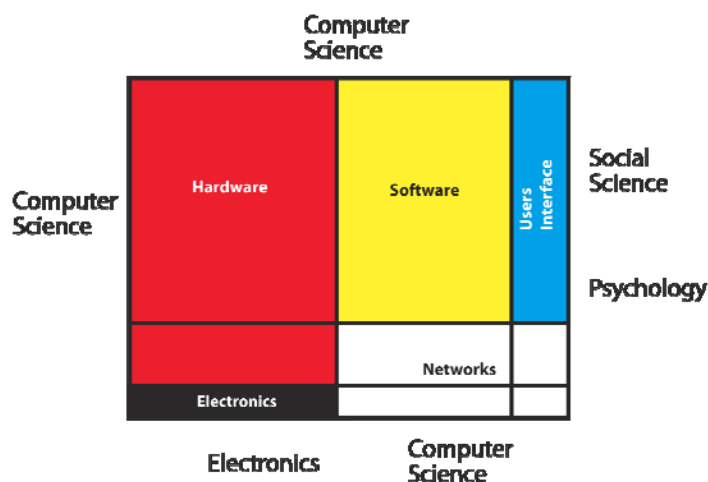
Today's event represents continued effort by the European Commission, and in particular the DG Information Society and Media, to ensure that women play a much greater role in ICT as innovators and implementers of our Digital Future. We are especially grateful to Commissioner Reding for her wholehearted support of this goal.

The purpose of today's conference has been to welcome new signatories to the Code of Best Practices for Women in ICT, and to launch the new European Directory of resources for organizations working towards greater involvement of women in ICT.

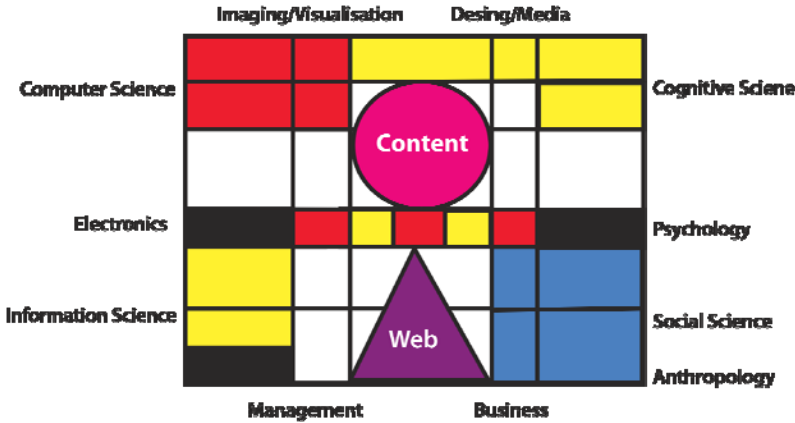
The Code of Best Practices offers to employers, educators and other stakeholders a set of practical and implementable recommendations to achieve the goal of "more women" in ICT. It is the equivalent of the 'Swiss Army knife', there is a useful tool for every need.

Today, we have also discussed priorities for action to build on the successes of the Shadowing Day for Girls scheme, and of the Code, and to take advantage of the opportunities for collaboration made possible by the new Directory.

When I started my own computing career about 30 years ago, the world of ICT seemed simple. The route to ICT careers was primarily through Computer Science or technology degrees. There were people who did the hardware, people who did the software, those who did networks, some did electronics, and there were a few who, like I, felt that the interaction between human beings and computers was the really interesting subject to study and develop.



Today, the ICT landscape looks very different. It is much more diversified, with a multitude of coexisting platforms and devices connected and reliably working together, with the human user at the centre of innovation push.



Digital technologies have penetrated into a wide range of economic and social activities, and have transformed how we work and conduct daily life. The construction of a Digital Future has started and new directions have opened up for women to become involved in shaping it.

The most important influence on the priorities for action is the impact of the Web, and the growing importance of Content. Both have created demand for new, knowledge intensive job role, and services utilizing multidisciplinary talent pool, from Social Sciences to Art, Business and Life Sciences.

Significantly, during the past 30 years, women’s participation in higher education has increased hugely. Today, Europe’s female population is highly skilled, and more mobile than ever before. It still remains a fact, however, that the majority of girls continue to prefer humanities and not sciences and engineering as subjects to study at university. This should not become a barrier for them to pursue a career in ICT in the evolving, more multidisciplinary ICT landscape.

The prevailing perception of ICT career opportunities and of ICT industry is, however, on the whole, negative, and does not match the positive attitudes towards digital technologies that girls demonstrate as consumers. A group of 14-15 years-old girls, who participated in the Shadowing scheme, were interviewed by the Financial Times at the Cyberellas are IT conference, last March. They declared they were "savvy" and dedicated users of ICT, but they also said that their career choices were very much determined by their interests, and ICT was incompatible with these interests. Even though, these girls were greatly impressed by what they witnessed in the R&D labs of the companies they visited, they were unable to translate their love of digital innovation into career aspirations and wanting to become technological innovators.

As recommended by the Code of Best Practices, the goal of “more women” should, therefore, include awareness-raising activities promoting more contemporary and future-oriented image of ICT careers.

The Code of Best Practices explicitly identifies education and schools as targets for action. If young women reject ICT at 14-15 year-old, they may be prepared to reconsider their career choices at 24-25, or later. We should allow for the fact that people’s interests change. If we want “more women”, then we need to ensure greater variety of entry points, and more flexible career pathway options, with opportunities for re-training at every stage, including when returning after a career break to bring up children.

The Code of Best Practices also recommends better recruitment and human resources management. Most ICT companies readily sign-up to diversity and employment equality policies, in practice, though, they tend to use a ‘fast track’ approach to recruiting talent. The example below is from a very well known company. It shows commitment to diversity and equality of opportunity at policy level, but in practice the company likes to target top universities, top computing and engineering departments, and the top 10 per cent of the students.

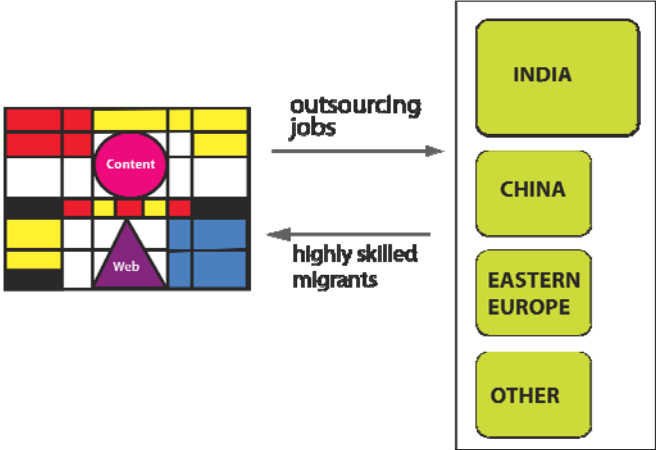
<p>“... is an equal opportunity employer. Employment here is based solely upon one’s individual merit and qualifications directly related to professional competence. We don’t discriminate on the basis of race, color, religion, national origin, ancestry, pregnancy status, sex, age, marital status, disability, medical condition, sexual orientation, gender identity, or any other characteristics protected by law. We will also make all reasonable accommodations to meet our obligations under the disability laws.”</p>	<p>In practice, the company seeks to recruit ICT engineers from:</p> <ul style="list-style-type: none"> <li>top universities</li> <li>top departments</li> <li>top 10% of qualifying students</li> </ul> <p>(ONLY)</p>
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As European economy transits into a more knowledge intensive state and demands increased intellectual capacity, traditional jobs will be transformed and new job roles will emerge as a consequence of the impact of the advances in digital technologies and their widespread application. Creativity, and capacity for innovation will become the key drivers for “boosting growth” and the highly educated European women should be well positioned to demonstrate their talent for enterprise. Trends in job-creation are already appearing, for example:

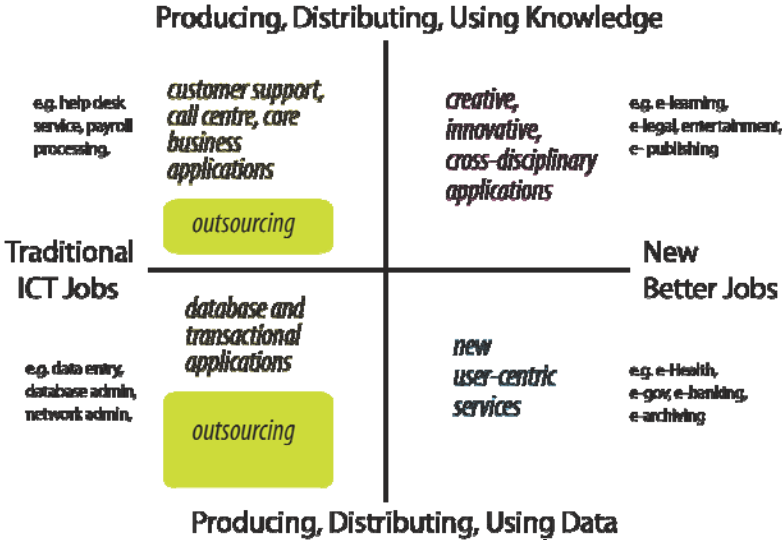
- 60% of all jobs created in the EU between 1995-2000 were in knowledge-intensive and high-tech sectors
- Between 1995 to 2005, for every job created in the UK, 12 were created in knowledge-intensive industries
- 1.5 million graduates are employed in ‘digital’ industries in the UK.

In addressing the goal of “better jobs”, it is important to recognize that globalisation and homogeneity of ICT industry has had a big impact on the way employers manage skills needs and human resources, and on the behaviour of the labour markets. In today’s global skills market, many more traditional ICT jobs have been outsourced to countries where labour costs

are cheaper, such as India and China, and companies are bringing skilled professionals from these countries to Europe to solve short-term skills demands.



In the context of these realities, “better jobs” for women in Europe will be not in the traditional ICT sectors but in high-tech, knowledge-intensive sectors, where creativity, innovation, communication, and an in-depth appreciation of socio-cultural contexts is needed to deliver high quality, user-centric ICT services of the future.



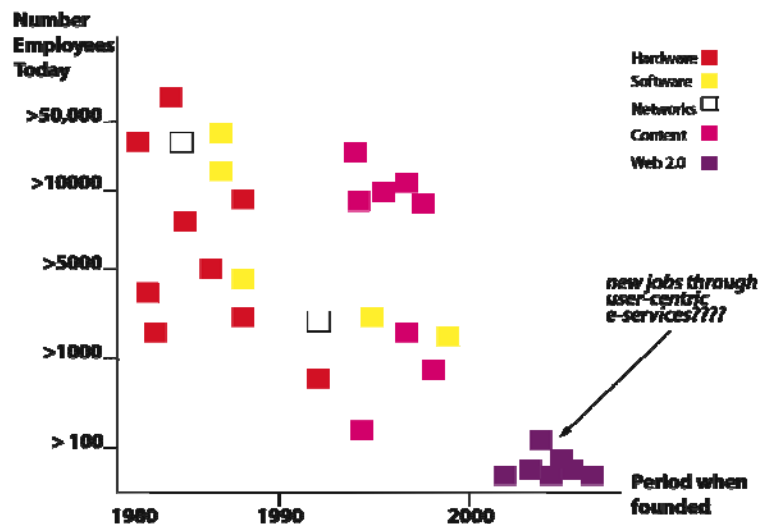
I saw a job advertisement, yesterday, which exemplifies the transformation of job roles under the push of ICT advances into a diverse range of industries. The ad was for the role of Digital Director, with responsibility to be “the digital gene” within the company, championing all things ‘digital’. These changes suit well the highly educated, entrepreneurial and innovative Europe’s female population, which represents valuable intellectual capital and talent pool for “boosting growth”.

In the new ICT landscape, new opportunities for creation of “better jobs” are also emerging. A quick comparison shows that in the more traditional ICT sectors, those involved in the production of hardware, software and network equipment, large numbers of jobs have been created since they were founded 30 years ago. Today these companies have an established

presence as global employers, and their already large workforce suggests that future growth in job-creation is unlikely to continue at the same pace as in the past.

In the newer ICT sectors, for example those specializing in the production and distribution of Content, which emerged around 20 years ago, there still is a substantial potential for growth in job-creation because in a knowledge-based economy workers will require access to high-quality Content.

The biggest potential for job-creation, however, resides with ICT companies that started to emerge on the wave of Web 2.0 technologies, and those that drive technological convergence. So far, their contribution to job-creation has been very small. New business models will be needed for these sectors, which value knowledge and creativity, to produce “better jobs” in large numbers. However, this is an area where female entrepreneurial and innovative talent can flourish.



## Summary

The Shadowing Scheme for Girls, the Code of Best Practices and, now, the new Directory produced by the DG Information Society and Media represent excellent tools with which the priorities for action discussed today can be implemented.

The three goals in the theme of today's conference are very timely, and the prospects of achieving them in the new ICT landscape are better than ever.

### 1. "More women"

- Recognize and utilize women's intellectual capital
- Target career advice at < 12 year-old girls (build on their interest in ICT as dedicated consumers)
- Create entry points and transition pathways from other fields into ICT
- Promote new, knowledge-oriented image of ICT
- Raise awareness of new and emerging ICT occupations
- Develop cost-effective 'Digital Space' education
- Improve recruitment practices!

### 2. "Better jobs"

- Update ICT occupational classification system to reflect changes in ICT job roles
- Promote and reward employers investing in schemes designed to nurture talent
- Promote well thought-out work cultures
- Enable flexibility in career development
- Promote and reward life-long learning
- Promote and reward employers with excellent gender equality practices

### 3. "Boosting Growth"

- More women as inventors and innovators (ITEC Innovation Award)
- More women in Knowledge Transfer (technology for human well being)
- More women as entrepreneurs (new market ideas)
- More women in high-skill, high-tech employment (economic and social benefit)