

SEMINARIO MUJERES Y TIC

2017

MUJERES EN CIENCIA
Y TECNOLOGÍA

mujeresyTIC



MINISTERIO
DE SANIDAD, SERVICIOS SOCIALES
E IGUALDAD

SECRETARÍA
DE ESTADO DE SERVICIOS SOCIALES
E IGUALDAD

INSTITUTO DE LA MUJER
Y PARA LA IGUALDAD DE OPORTUNIDADES



UNIÓN EUROPEA
FONDO SOCIAL EUROPEO
El FSE invierte en tu futuro

<MTech>

MUJERES TECH

Directed by Ph.D. Cristina Aranda and supported by



Embajada de los Estados Unidos de América





Cristina Aranda Gutiérrez @cris_aranda_



- Head of Marketing & Comms and Innovation Researcher at Intelygenz
- Cofounder and Project Manager <MTech>MujeresTech



- Social Innovation Fellow at US Embassy & Meridian Intl. Center
- Ph.D. in Theoretical and Applied Linguistics at UAM & IUI. Ortega y Gasset
- Advanced Executive Program at IE (in course)
- Master in Internet Business at ISDI
- Bachelor in Spanish Philology (Linguistics) at UAM



I have more than 13 years experience in working in Marketing, Comms and Digital Transformation with leading brands as Telefónica, Vodafone, BBVA, Samsung, Santander, Gas Natural, Mahou, RACE, among others. **Now I have fun working at Intelygenz, a Software & Tech Innovation company**



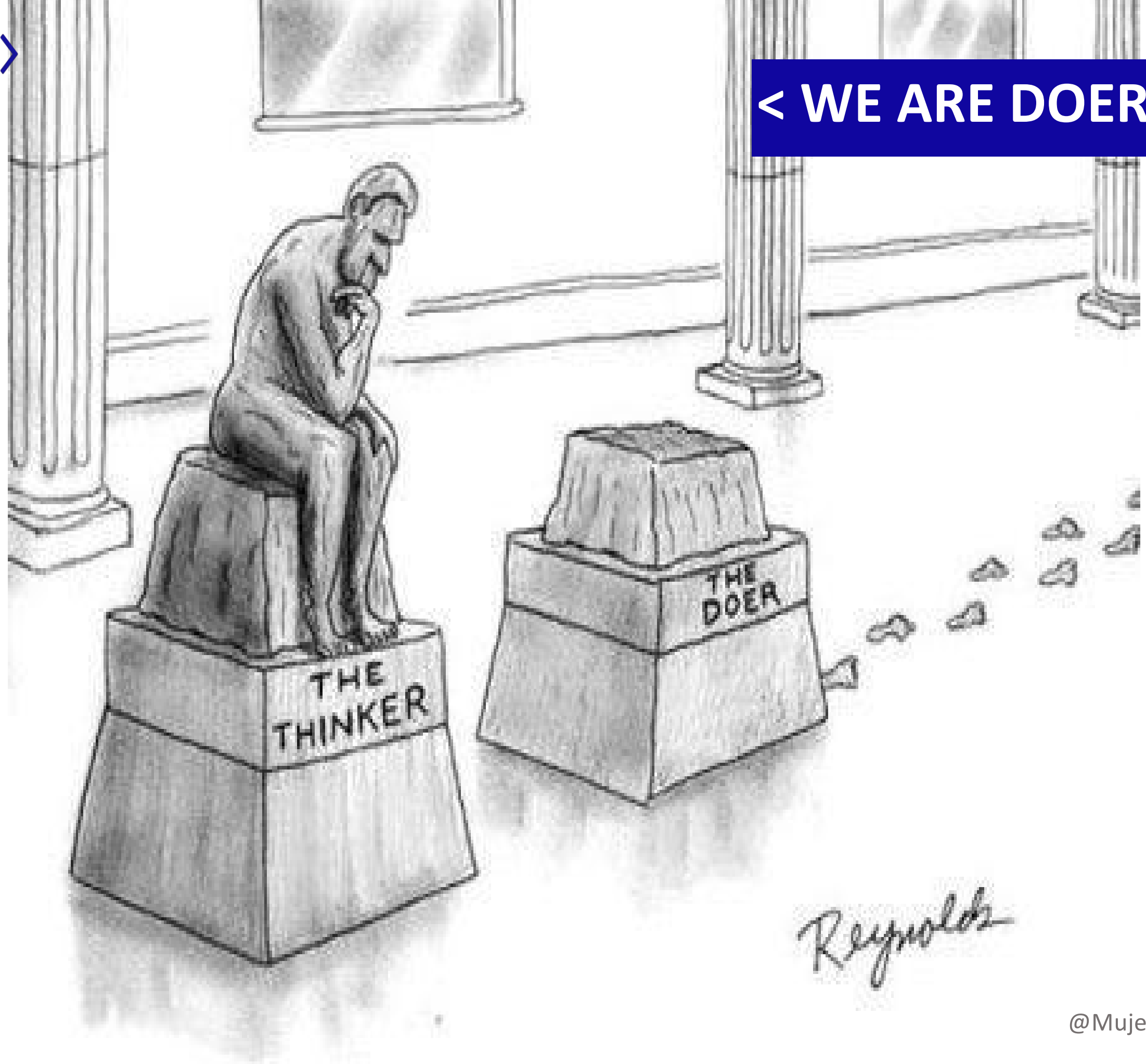
< OUR GOAL >

We empower Girls & Women

giving them tools and resources (workshops, mentoring, visibility...) to improve their self-esteem and to motivate them to do great things in the **DIGITAL SECTOR.**

@MujeresTech

< WE ARE DOERS! >



< Women in Digital Sector in Spain & EU >

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MUJERES TECH



@MujeresTech

The data make us to start ASAP

Sources: Report UE TIC sector 2014, Informe del Ministerio de Sanidad, S. Sociales e Igualdad 2014 & IESE Business School

Each 1.000 Bachelors

Presence in ICT companies

Executives Women
in IBEX35 companies

Entrepreneurs



 29 Women in IT

 19,2% Women

 19,65% Women

 34% Women y less
than 20% in Startups

 95 Men in IT

 80,8% Men

 80,35% Men

 66% Men

**There are no data available
of Execs and Managers
in Digital Sector in Spain :-)**

Women Developers in Big Four Tech

APPLE 80%–20%

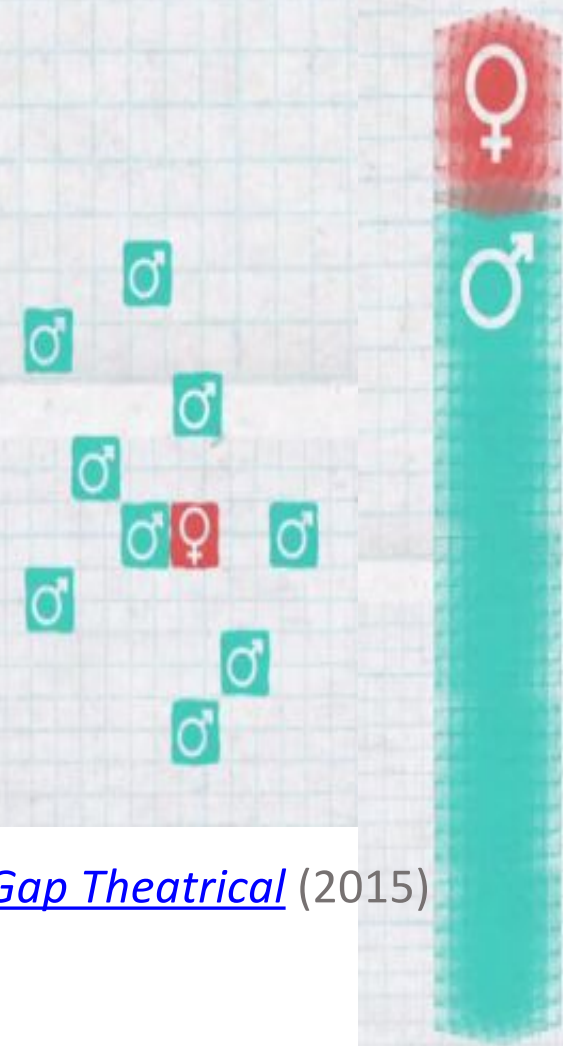


GOOGLE 83%–17%

FACEBOOK 85%–15%



TWITTER 90%–10%



Source: [CODE: Debugging the Gender Gap Theatrical](#) (2015)

Horizon2020 - EU

Source: http://ec.europa.eu/justice/events/future-of-gender-equality-2015/files/report_forum_gender_equality_en.pdf

40%

**WOMEN IN
COMPANIES**

(There is not data)

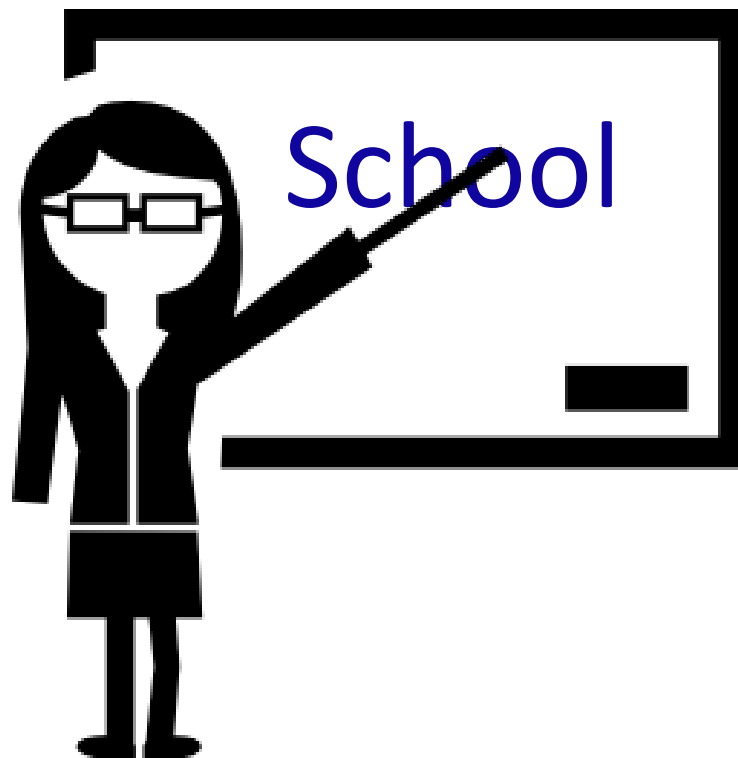
49,6%

**UNEMPLOYMENT
in SPAIN**

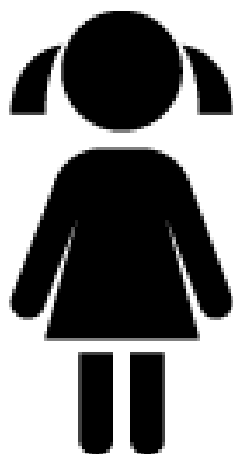
(+18 - 25 years)

825.000

**DIGITAL JOBS
DEMANDED**



ARTS

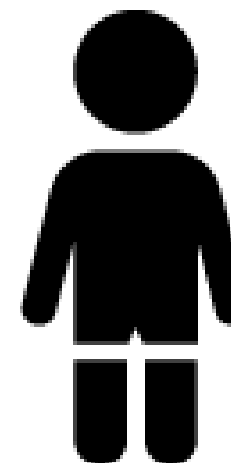


- SELF-STEEM
- FREE CHOICE

The are researches which show that the teachers who know a group of students they correct with better notes the boys than the girls in the science's exams.

The National Bureau of Economic Research (NBER). Victor Lavy (U. of Warwick) y Edith Sand (U. of Tel Aviv)

SCIENCES



Search in Google...

“Juguete de niña/s” (‘girl’s toy) vs “Juguete de niño/s” (boy’s toy)



**PRINCESS – CONSUMERS
(THEY SPEND MONEY)**



**DOERS – PRODUCERS
(THEY GET MONEY)**



Listas de búsquedas populares de 2015

Más buscados

España

¿Cómo ser...?

- 1 Cómo ser feliz
- 2 Cómo ser modelo
- 3 Cómo ser guapa
- 4 Cómo ser popular
- 5 Cómo ser hacker

Let's change Social and Educational Paradigms!!

PRINCESS - CONSUMERS



QUEENS - DOERS



ALAI BLANCO



**EVERYTHING
CAN CHANGE!!**

Let's start!

< THE DOERS >



The power of the Collective Intelligence





We are going to start in the **PERSONAL LEVEL**

The best way to get great things is trusting in yourself!!



#YoSoyÚnica



Pilar Manchón
#SomosÚnicas



Government



Schools & High Schools



Education Program



Public Uni., Entrepreneurship centers,
Prisons, unemployed centers...



Entrepreneur Program

We need all the tribu.

SOCIAL LEVEL

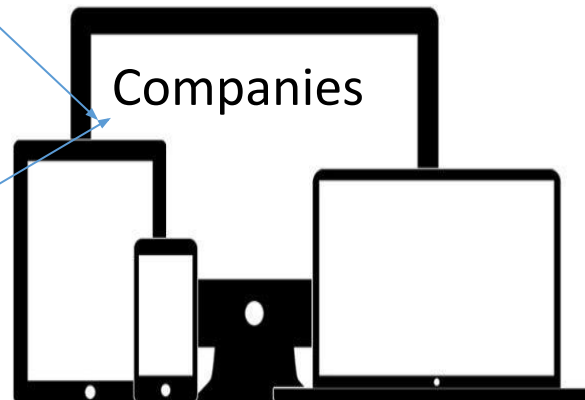
#TúEresÚnica



[See video of Lucía Sánchez, CEO of Crazy Blocks](#)

Doers4Change

Companies



Family

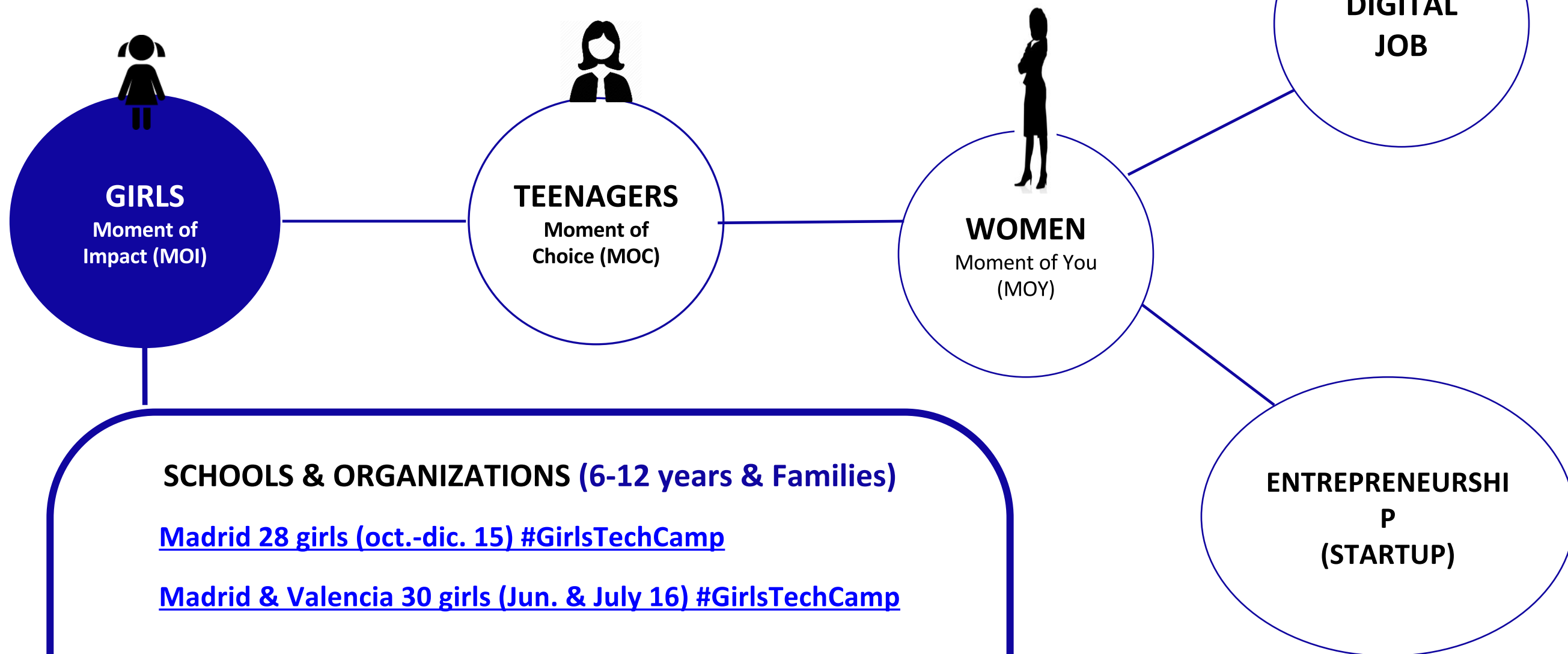


Public Opinion



Community
(Doers)

ROADMAP



SCHOOLS & ORGANIZATIONS (6-12 years & Families)

[Madrid 28 girls \(oct.-dic. 15\) #GirlsTechCamp](#)

[Madrid & Valencia 30 girls \(Jun. & July 16\) #GirlsTechCamp](#)

CONTENTS

Workshops (45'): Code, Robotics,
App/Web Dev. & Entrepreneurship
Website Community

VOLUNTEERS (Communities of Doers)

IMPACT: #Users #Volunteers #WebUsers #SM #Leads

<http://mujerestech.com/actividades/>

1st Ed. #GirlsTechCamp US. Embassy Spain

28 grants

300 GIRLS REGISTERED
IN TWO WEEKS!!!



WORKSHOPS

#Robotics
#Code (Scratch)
#3DPrinting
#IoT (Little Bits)
#WebDesign

2nd Ed. Summer 2016 (Valencia & Madrid)
#GirlsTechCamp US. Embassy Spain
30 grants

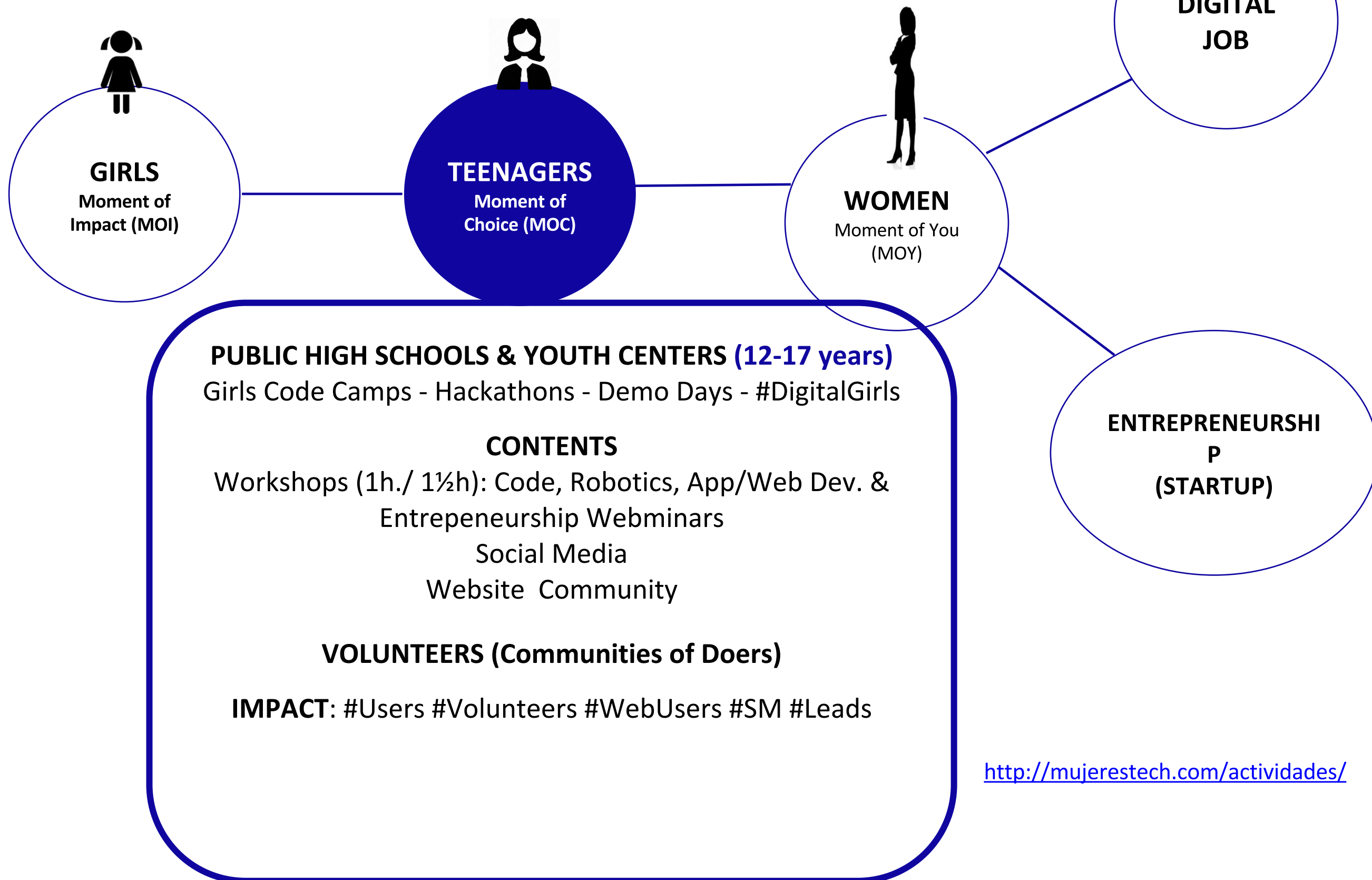
Girls in social exclusion



#Tech4All - Fall 2016 (Sep. - Dec.) Girls, Boys & Parents @AmericanSpace Madrid



ROADMAP

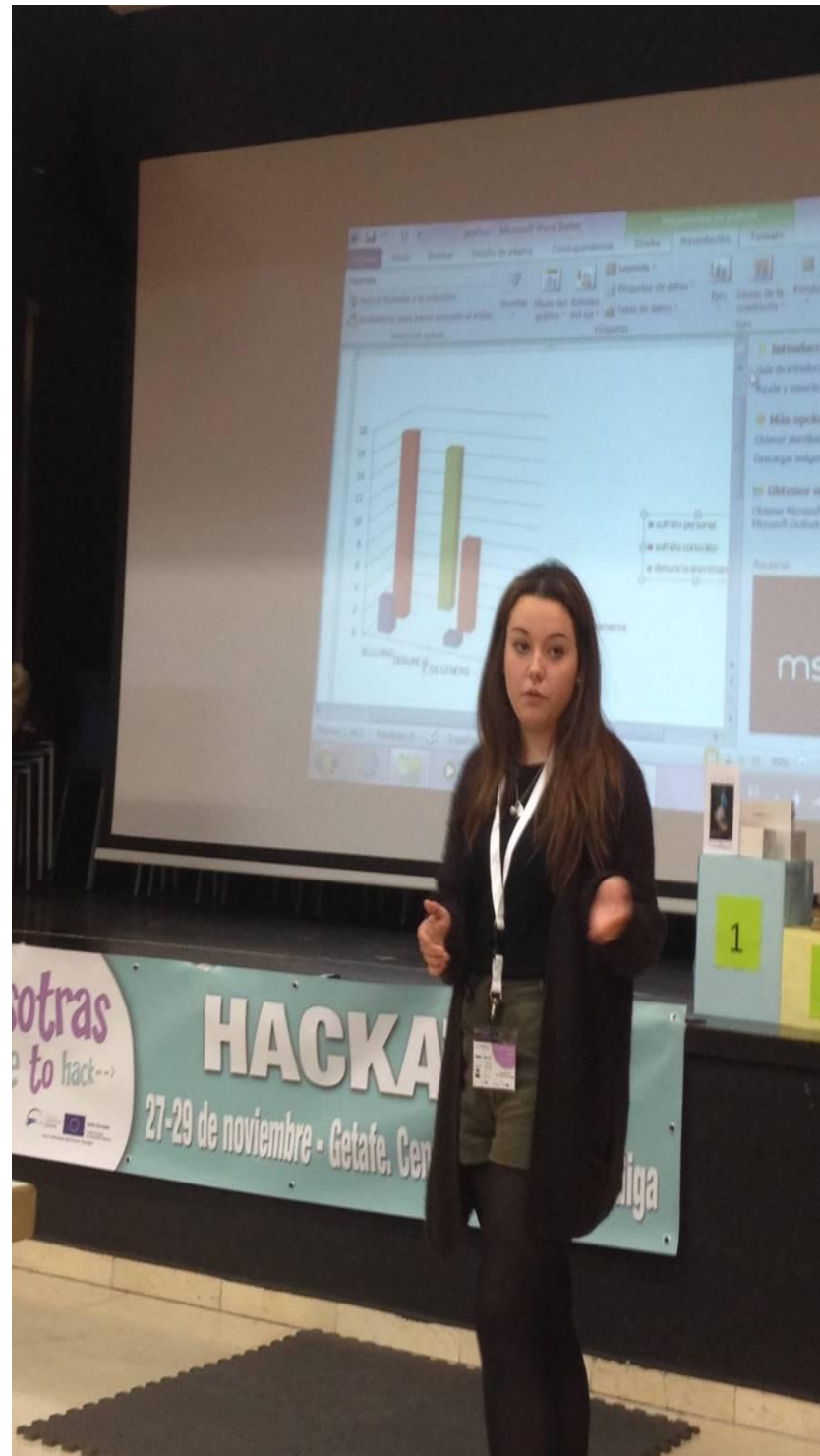
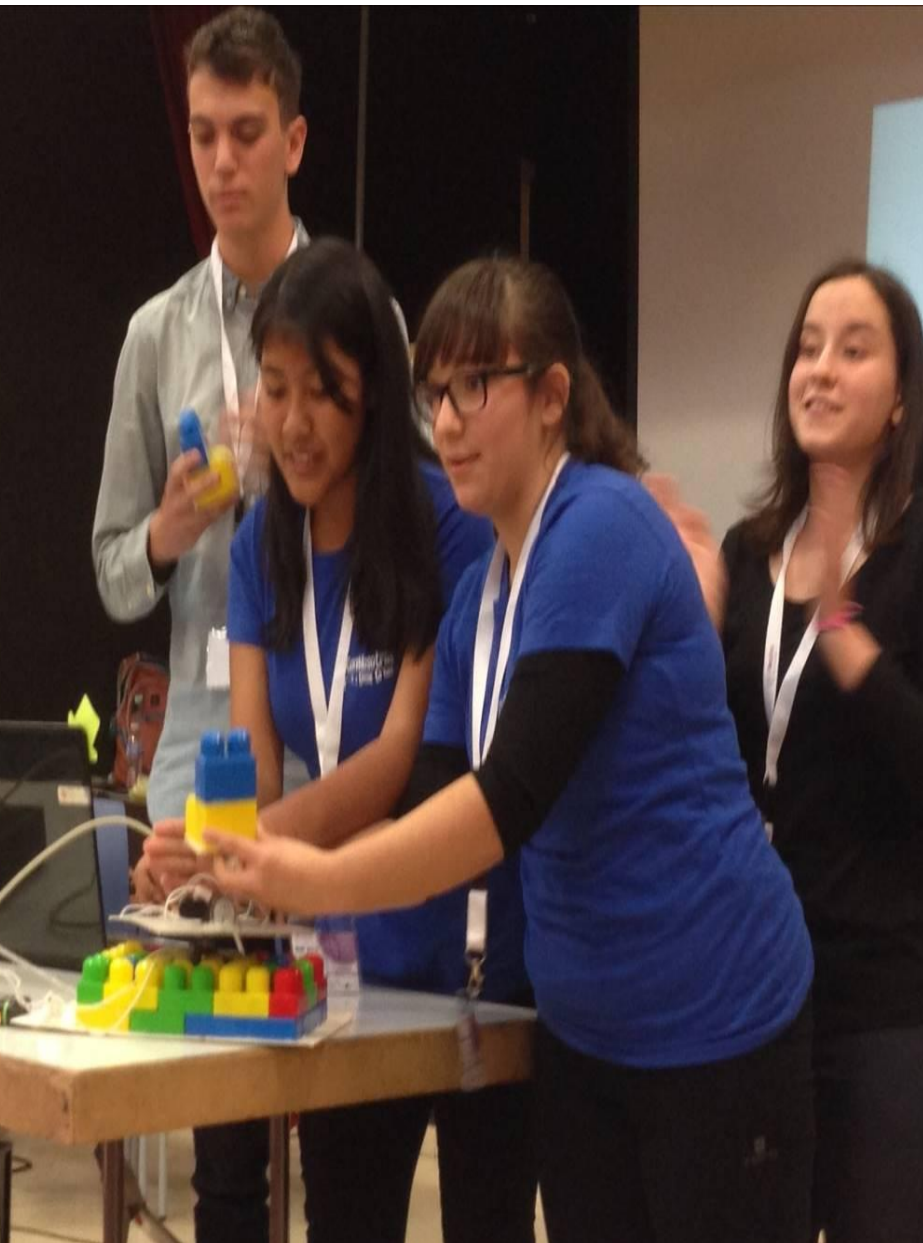


Jefa por un día (One day as a boss)



Hackathons for Girls #TimeToHack Getafe

Tech & Entrepreneurs Workshops and Demo Day for Secondary Students



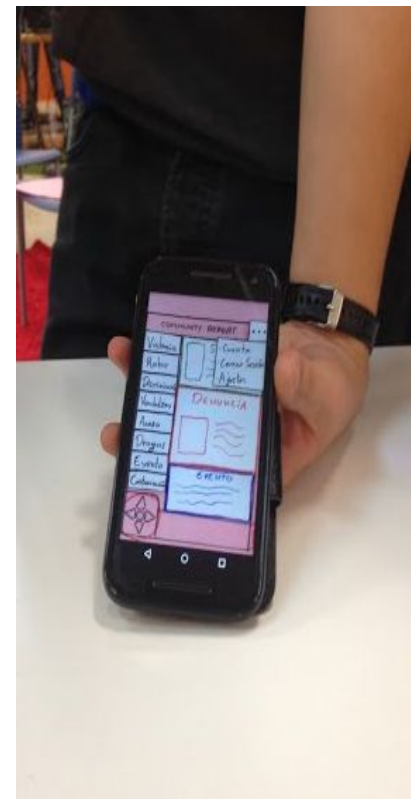
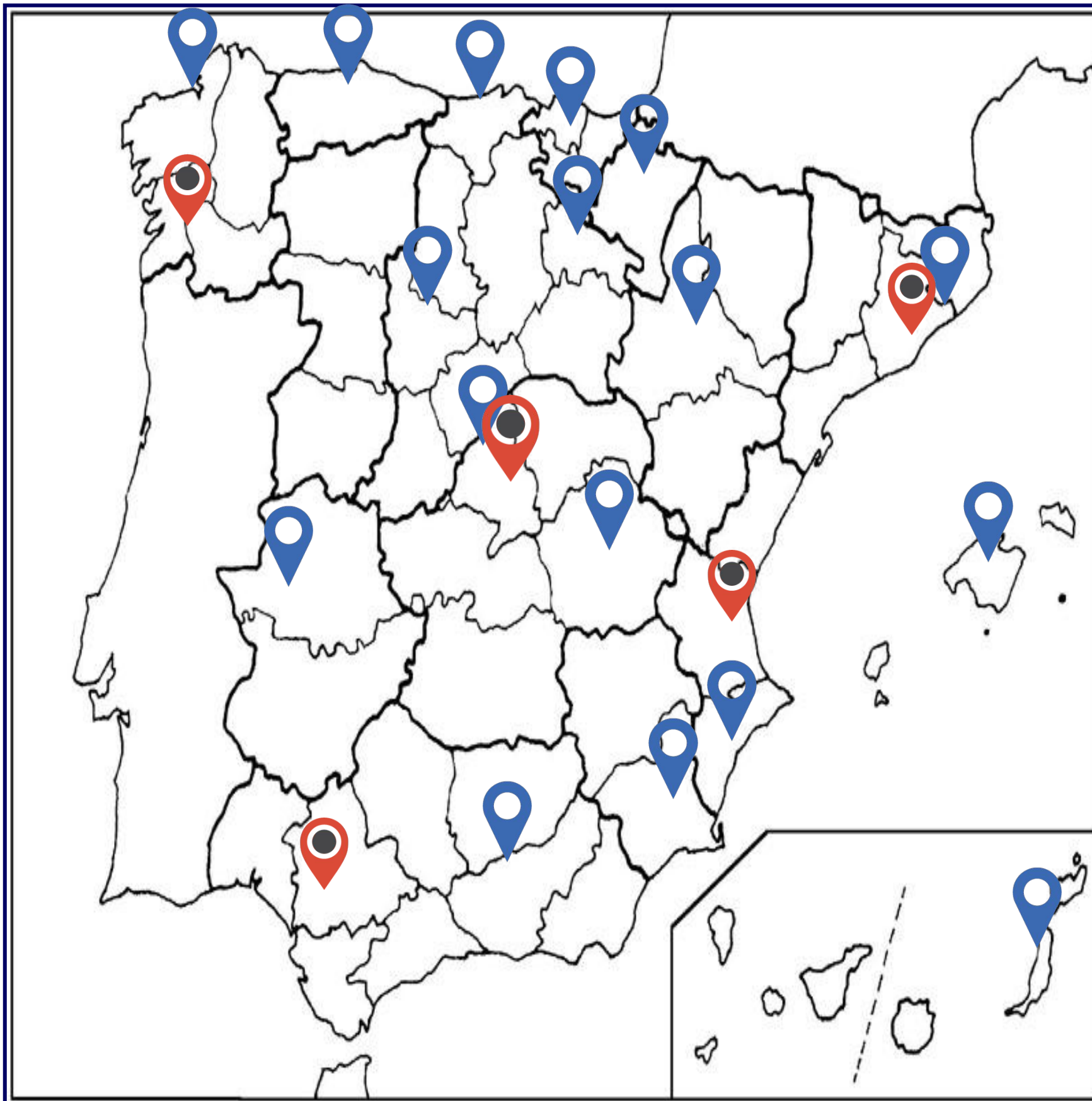
Coming soon...

Startup National Challenge

PHASE 1
PROVINCIAL
Tech and
Entrepreneurship
Workshops
at IES and FPs
[1 day]

PHASE 2
REGIONAL
Hackathon
[a weekend]

PHASE 3
NATIONAL
Hackathon
with
Demo Day
[a weekend]



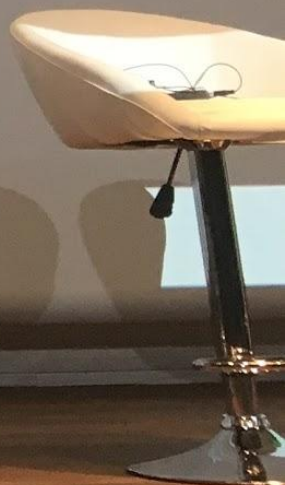
Workshop for promoting STEAM

28 April - Girls in ICT of Microsoft #MakeWhatsNext



EMPRENDIMIENTO & DESIGN
THINKING

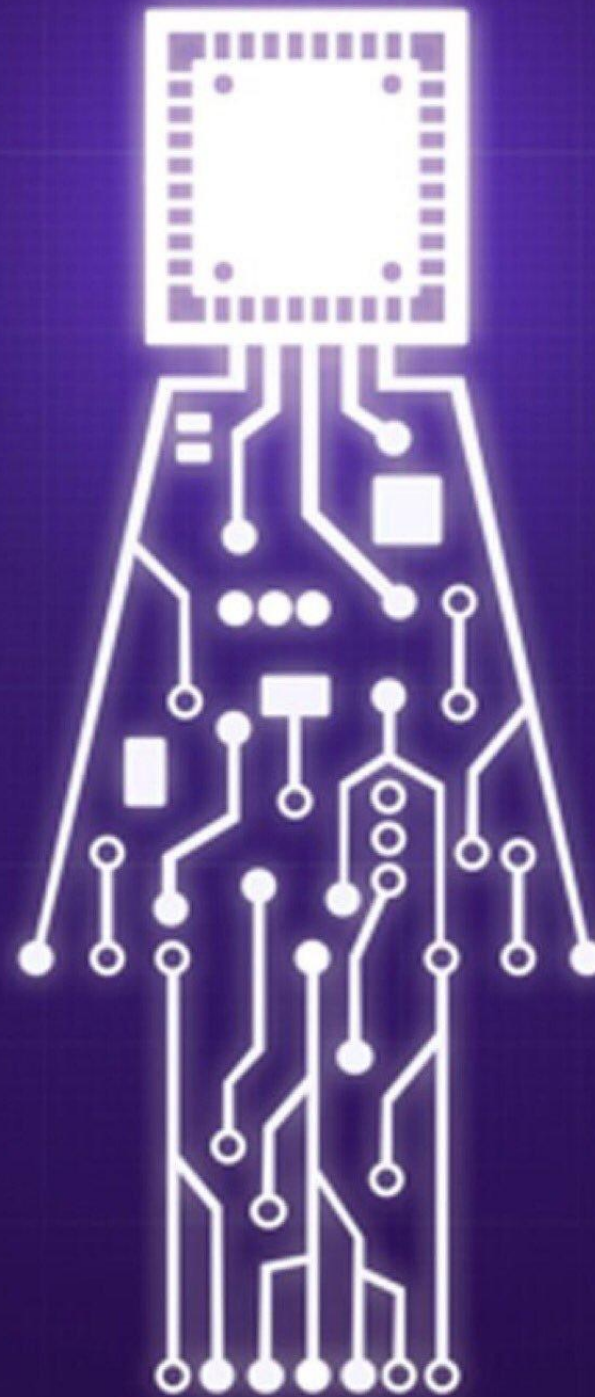
EMPATIZAR
CON EL
CLIENTE



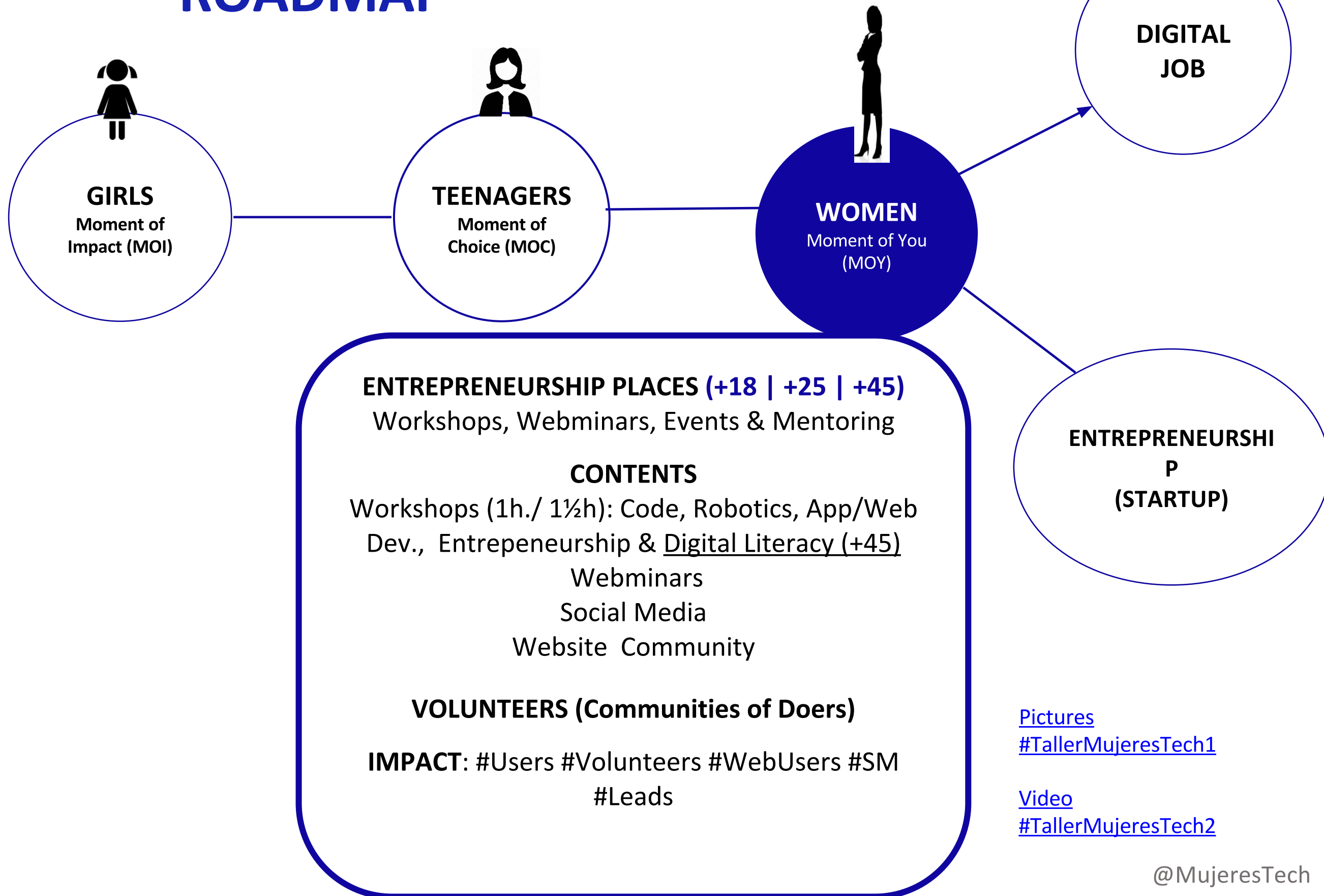
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MUJERES TECH

SUMMIT, 27 Abril



ROADMAP



#TallerMujeresTech

Inspiration + Formation + Networking



#Tech4Hope (jail Alcalá Meco) Giving recourses to entrepreneurs!

9th Jan .& 20th Feb.
Workshops of Design Thinking &
Business Model Canvass
#30 Women Inmates

C. P. MADRID - 2.

| ENTREPRENEURSHIP is the new **BLACK** |

Entrepreneurship Program for Women inmates and in 3th grade (Madrid)



Moderators in Digital Enterprise Show 2016, ZincShower 2016, SPIN 2016, Codemotion 16...



**Think Tank
MujeresTech
Women in STEAM
Focus on
ROLE MODELS**

**Madrid, Startup
European Week
4 Feb. &
Logroño, 5 March**

Dinner Think Tank Women in STEAM Doers in Companies





TV

- La 2 TVE (Aquí hay trabajo) (00:12:00),
<http://www.rtve.es/alacarta/videos/aqui-hay-trabajo/aqui-hay-trabajo-10-06-16/3630039/>
- TVE,
<http://www.rtve.es/alacarta/videos/europa/mujeres-europeas-contra-desigualdad/3521939/>

Print

- El Mundo,
<http://www.elmundo.es/papel/lideres/2016/02/26/56d04343268e3e9a1e8b459e.html>
- ITUser,
<http://www.ituser.es/en-profundidad/2015/06/las-mujeres-podemos-aportar-otro-enfoque-al-desarrollo-de-productos-o-negocios-cristina-aranda-san-francisco-international-women-entrepreneurs-forum>
- CIBBVA,
<http://www.centrodeinnovacionbbva.com/en/news/womens-long-haul-journey-enter-world-technology>
- Ethic, <http://ethic.es/2015/12/las-chicas-son-guerreras/>
- El País,
http://economia.elpais.com/economia/2015/05/04/actualidad/1430750842_698954.html

Radio

- Diario.es (Carne Cruda),
http://www.eldiario.es/carnecruda/programas/Mujeres-tecnologia_6_516958321.html
- Cadena Ser,
http://cadenaser.com/m/emisora/2016/04/20/ser_madrid_norte/1461152114_371818.html
- Radio Euskadi,
<http://www.eitb.eus/es/radio/radio-euskadi/programas/mas-que-palabras/audios/detalle/3955402/cristina-aranda-mujer-tech-radio-euskadi/>
- Radio Social Slang,
<http://www.socialslang.info/blog/mujerestech-la-tecnologia-es-cosa-de-mujeres/>
- Cade Cope,
<http://www.cope.es/player/Asi-fue-la-tercera-hora-de-Fin-de-Semana-el-5-de-marzo&id=2016030514040002&activo=10>

¿Por qué (casi) no hay mujeres programadoras?



(Foto: Code: Debugging the Gender Gap)

Queda más de un siglo para que la brecha de género en tecnología se cierre:

- › ¿Por qué es tan importante la inclusión de las mujeres en este sector?
- › Dibujamos el panorama de la mano de Cristina Aranda, directora de Mujeres Tech

http://www.eslang.es/empleo-universidad/por-que-casi-no-hay-mujeres-programadoras_20160921-n.html

*Mucha gente pequeña, en
lugares pequeños,
haciendo cosas pequeñas,
puede cambiar el mundo.*

EDUARDO GALEANO

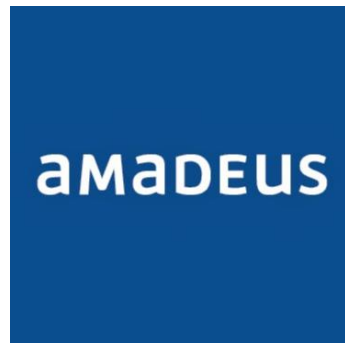
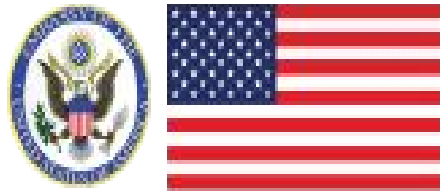
LET'S CHANGE THE WORLD!!!





DOERS4CHANGE

Women in Companies



PRÓXIMAS ACCIONES

#MujeresTech

- > **9 Feb. 11:45h @T3chFest** “Mujeres en la Tecnología ¿Qué está ocurriendo?”
- > **11 Feb 9 a 14h @UPF** Dia Internacional de la Nena i la Dona a la Ciència (Talleres)
- > **13 Feb 13h @Amadeus** Amadeus Women Network
- > **17 Feb 19-21h @MakerSpaceMadrid** Taller para Hablar en público
- > **1 Marzo @AmericanSpaceMadrid** Clausura de la 3ª ed. GirlsTech (320 niñas ya!!)
- > **2 Marzo @MWC** “Women in Tech” by SAP



#WeAreQueensDoers



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