



Inclusive & Sustainable Upskilling for All

Cheryl Miller Van Dÿck

Linkedin: www.linkedin.com/in/millervandyck
cheryl.miller@dlii.org

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**DIGITAL
BRUSSELLES**

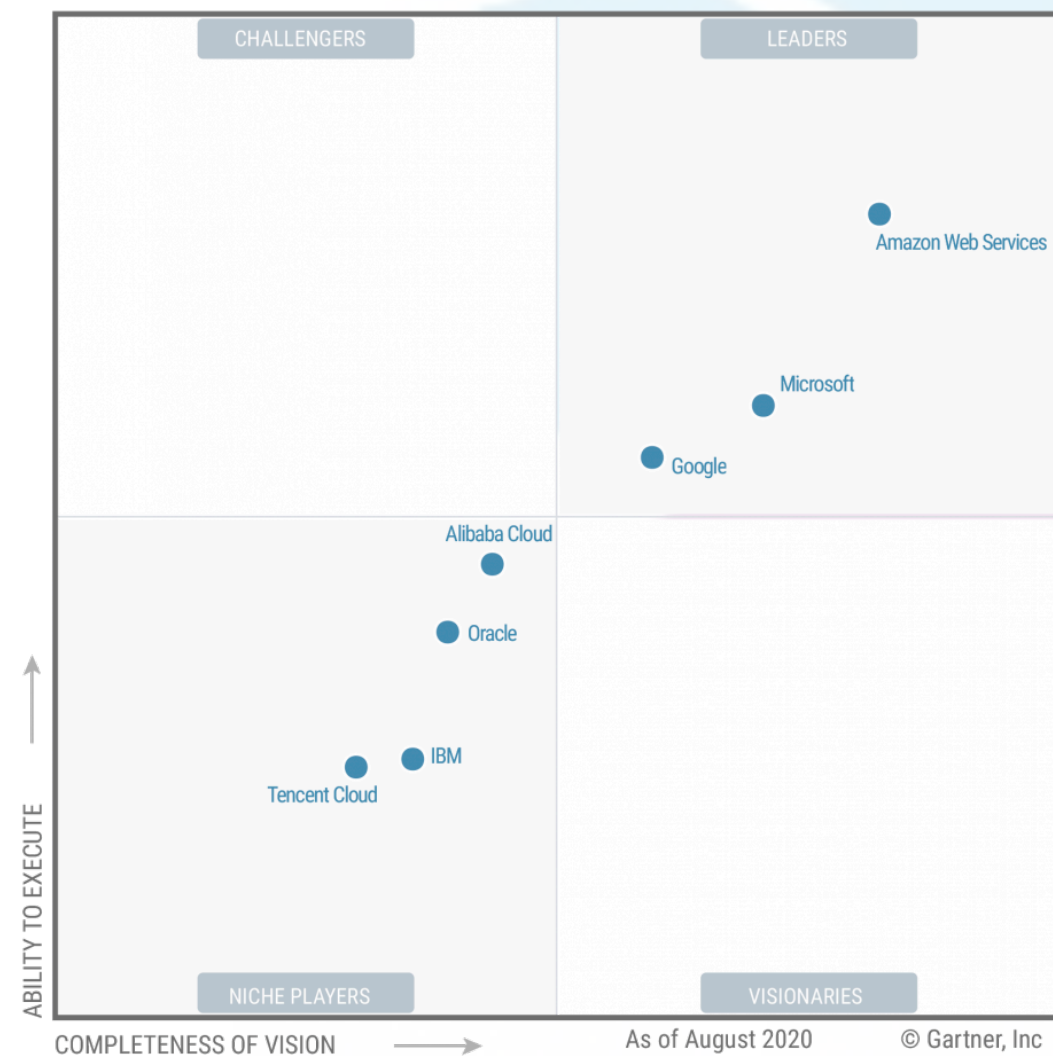
CYPRQ



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Technology: The Great Equalizer

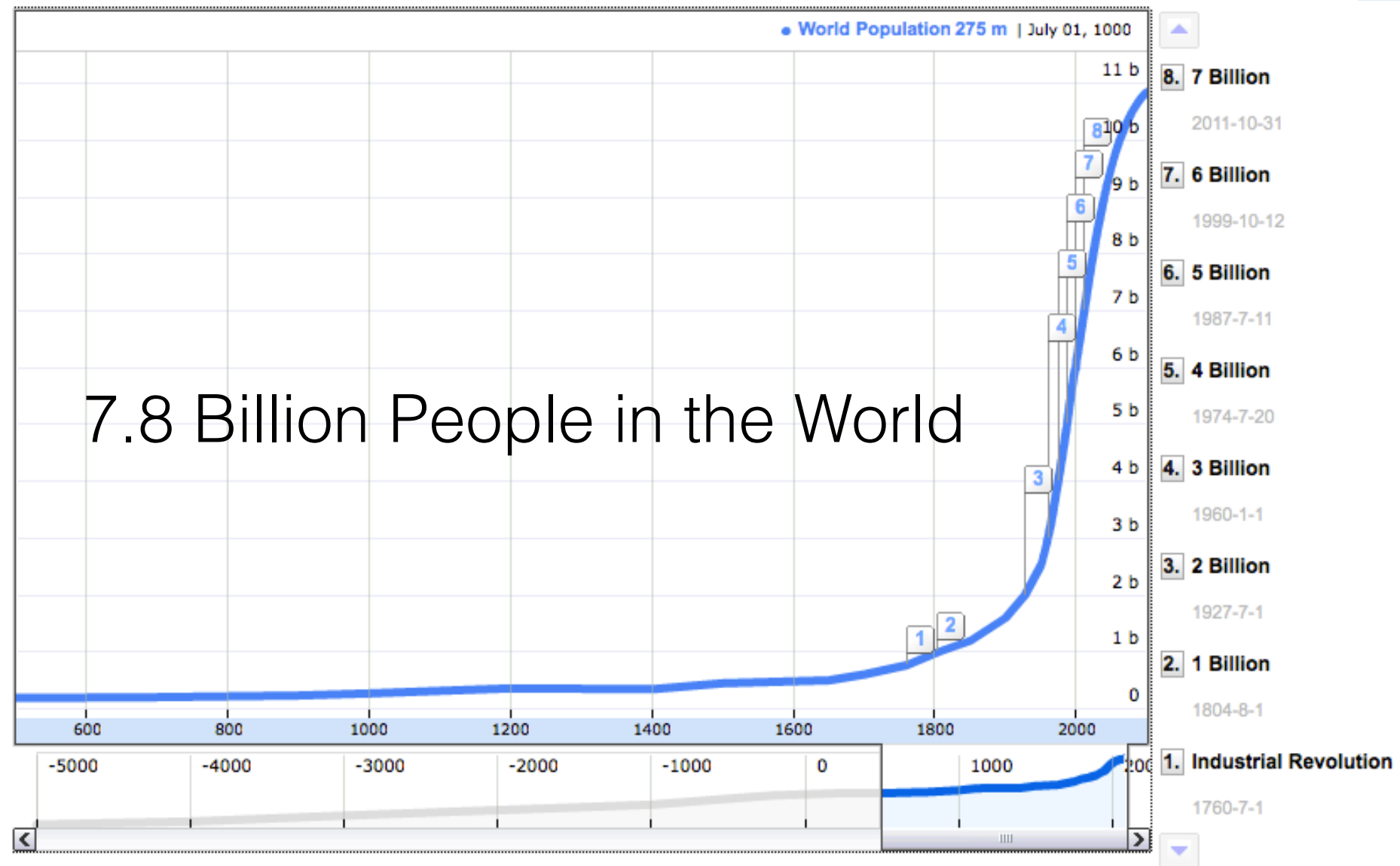
Figure 1. Magic Quadrant for Cloud Infrastructure and Platform Services



Source: Gartner 2020

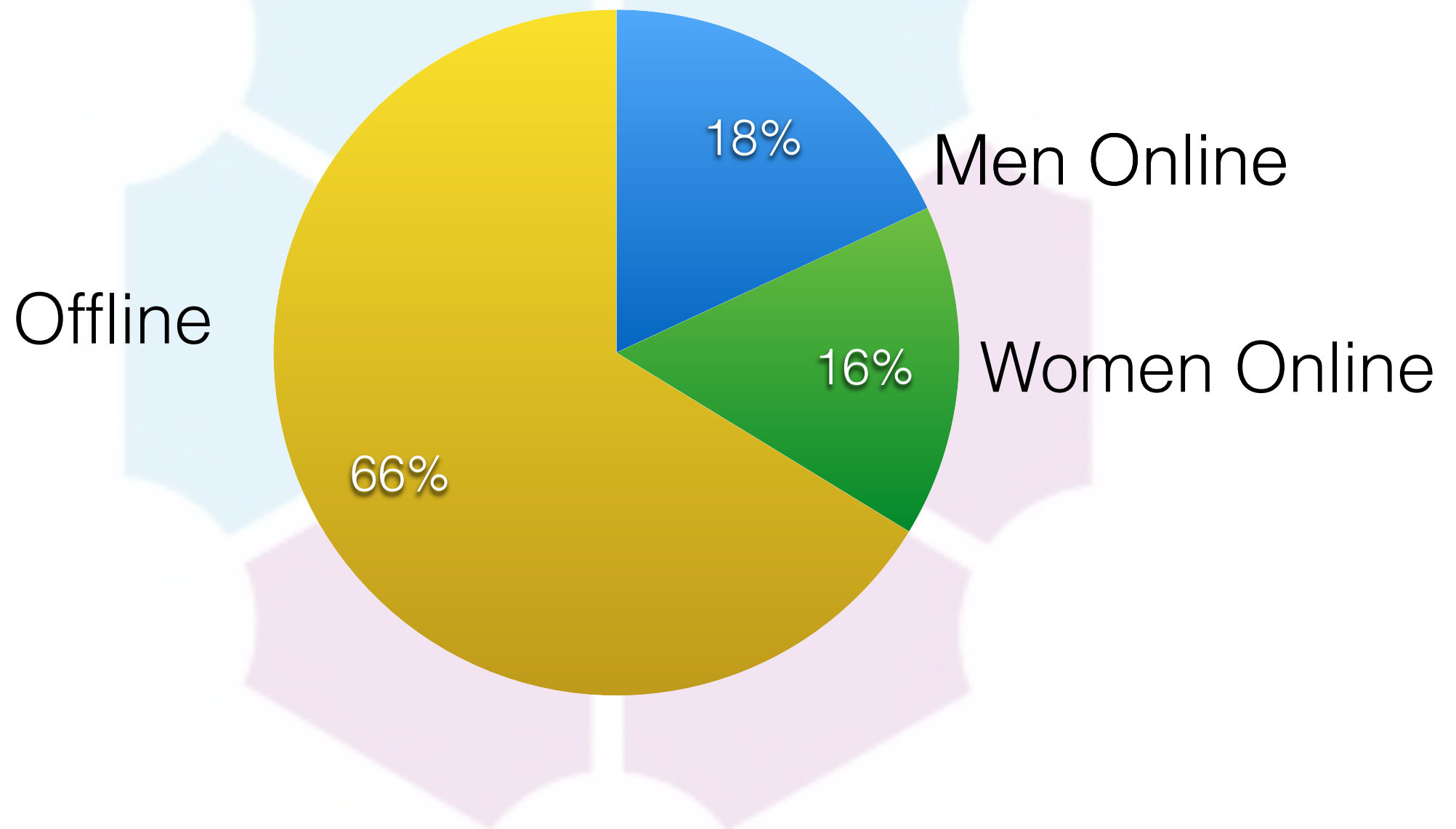
- Consumer Cloud: 4x growth to **\$175B** by 2025
- Industry 4.0: **\$1.7T** in EU by 2025
- Mobile:
 - 10x since 2000
 - **7B** subscriptions
- IoT - 1% five years ago
- **220B** objects online in 2020

Technology: The Great Equalizer...



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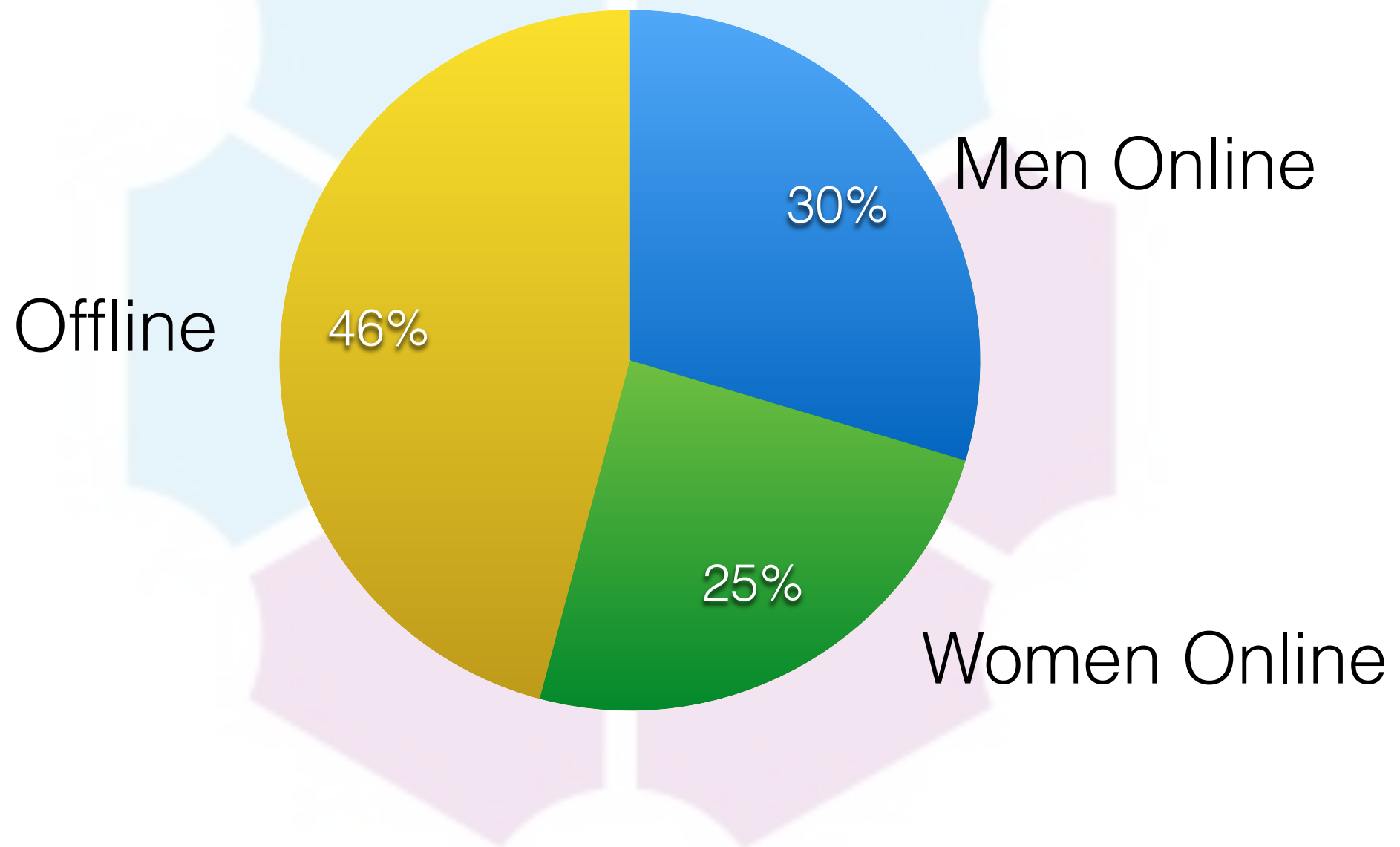
The Great Equalizer?



2013 - Doubling Digital Opportunities, ITU, UNDP

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The Great Equalizer?



2019 - Facts & Figures ITU

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Digital Skills Gender Gap

In Europe, a Woman is...

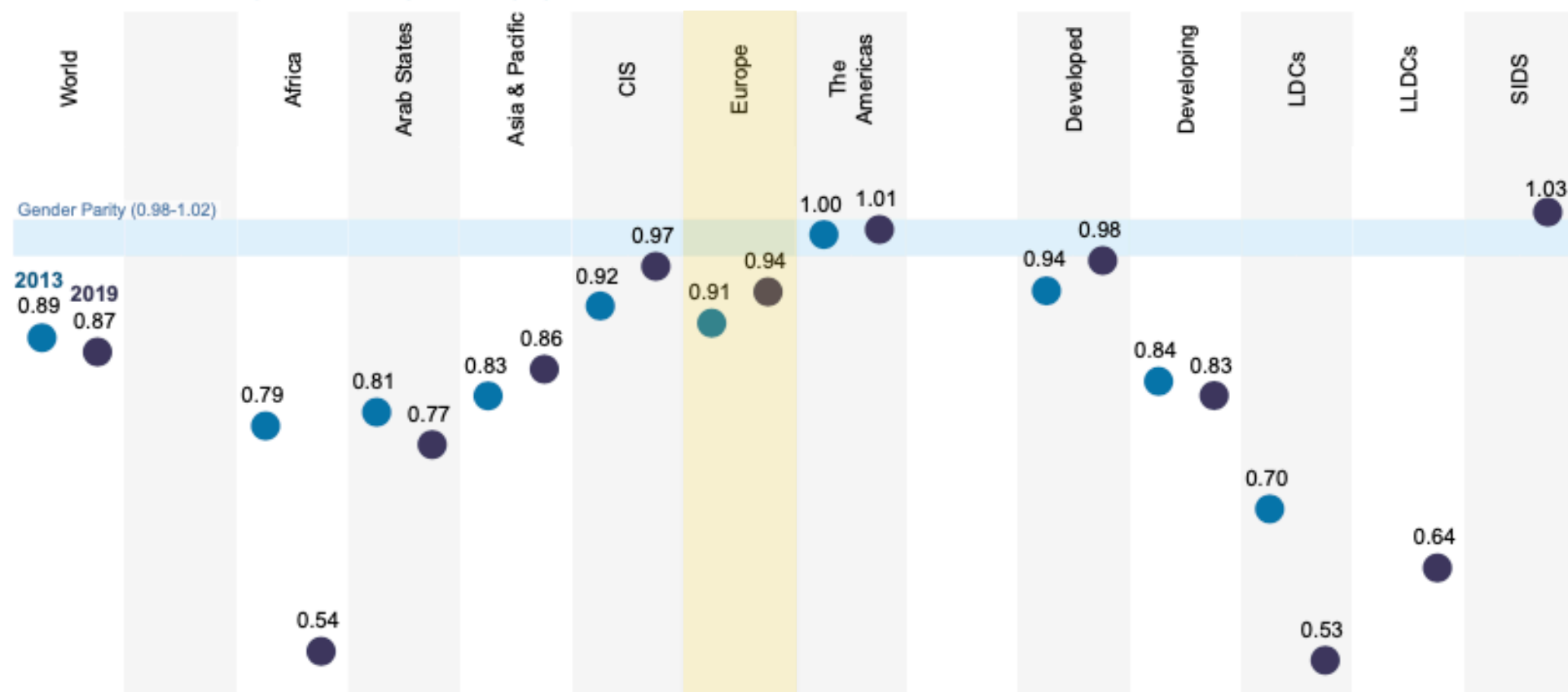
- Less likely to have **access** to the internet
- More likely to have **no/low digital skills**
- Less likely to be an **IT professional**
- Less likely to found an **IT startup**
- Less likely *get funding for* an **IT startup**

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The Great Equalizer?

Europe's Internet Gender Parity Score is .94

The Internet user gender parity score (%), 2013 and 2019*



* ITU estimate. - Source: ITU

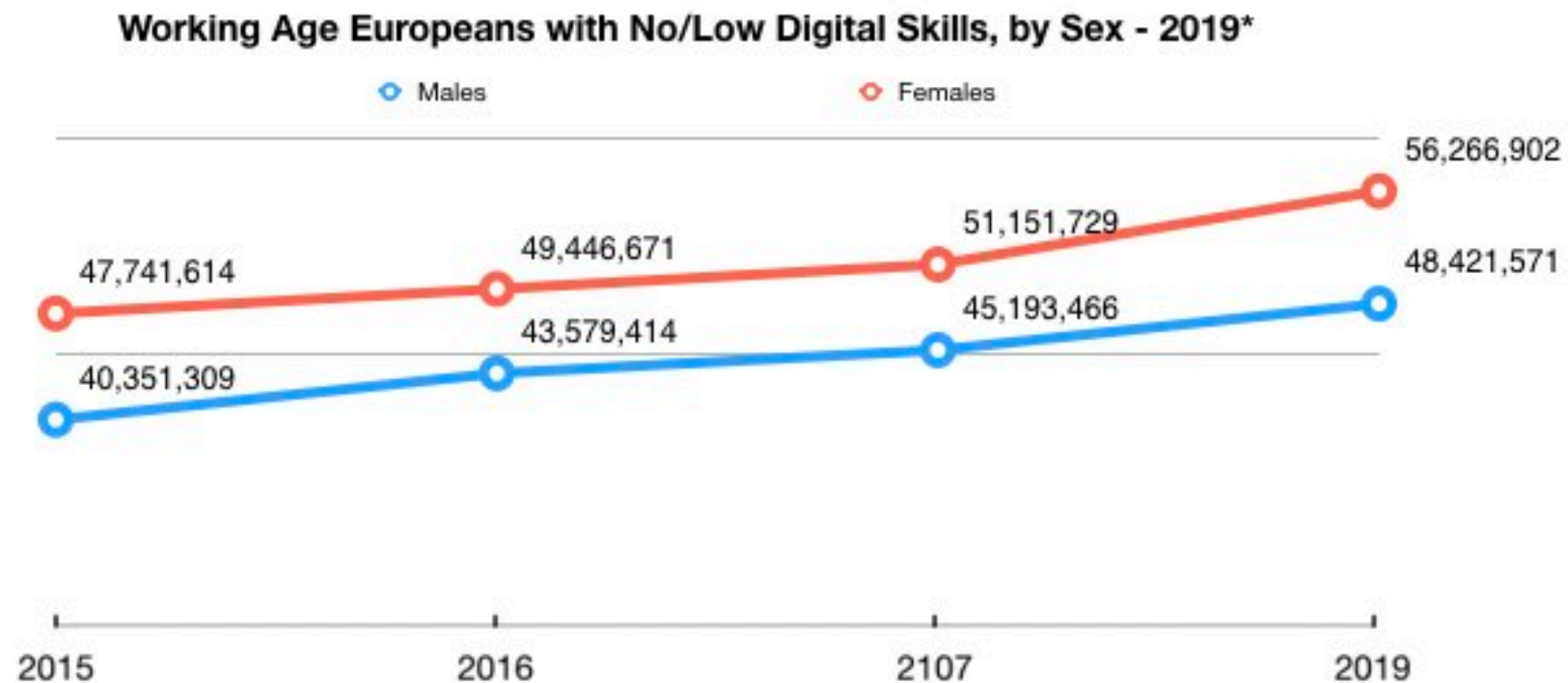
Note: The gender parity score is calculated as the proportion of women who use the Internet divided by the proportion of men. A value smaller than one indicates that men are more likely to use the Internet than women, while a value greater than one indicates the opposite. Values between 0.98 and 1.02 reflect gender parity.



2020 - Facts & Figures ITU

Digital Skills Gender Gap

- A persistent trend, year-on-year
- Reflects a gap of **12M women**
- **2%** of the total EU adult population



Source: Eurostat

*Based on working age population of 332M

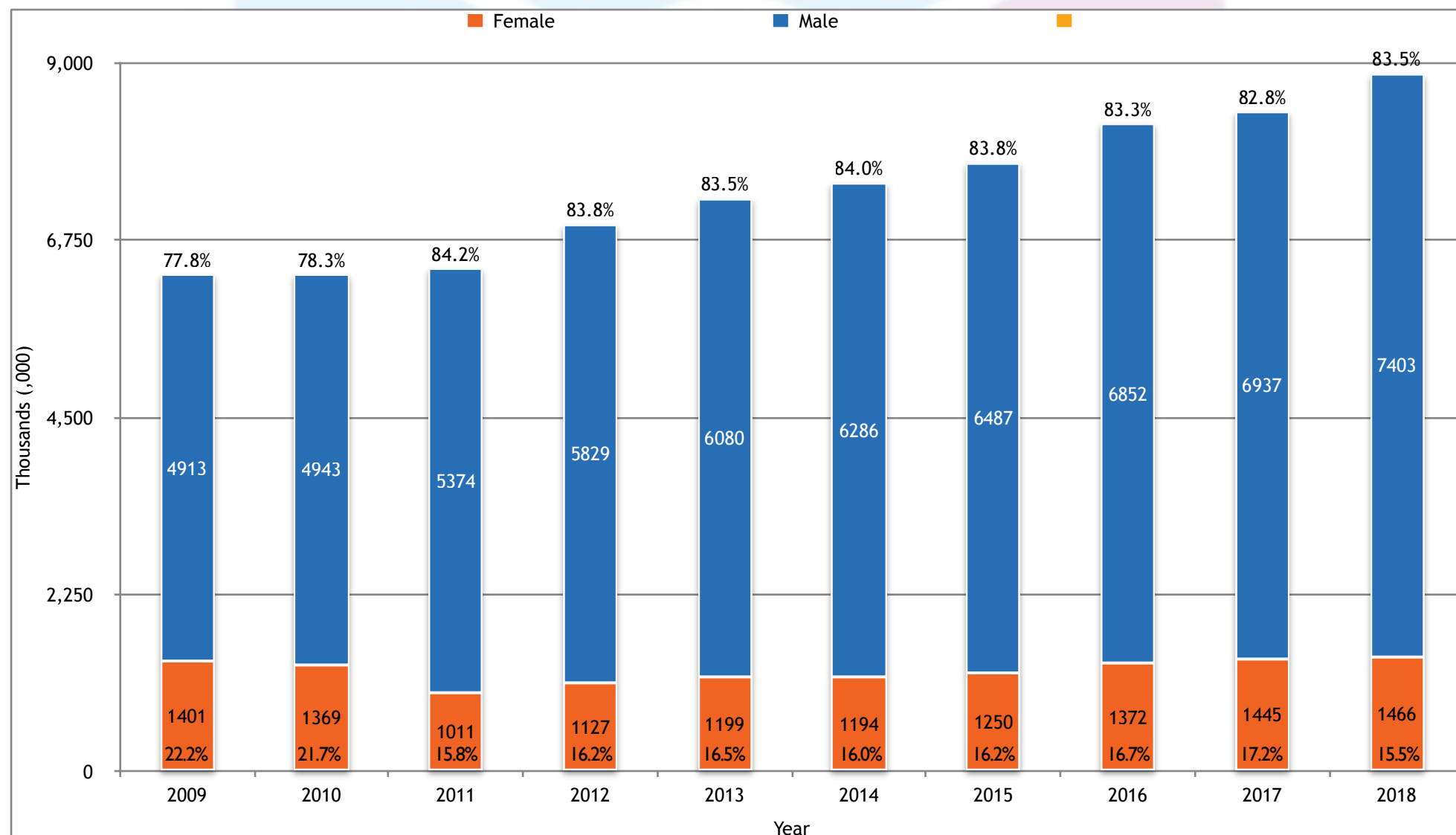
Total population 1 Jan 2019: 518M

Working age: 15-64 years old, 64.7% of population

Skills data for Males/Females aged 25-64yo

IT Professionals Gender Gap

- 2005-2018: **3%** job growth year-on-year
- **12x** workforce average
- **4.3% decrease** in female participation
- 2019: M=82.1% (6.4M) **F=17.9% (1.4M)**



Source: Eurostat - https://ec.europa.eu/eurostat/statistics-explained/index.php?title=ICT_specialists_in_employment#ICT_specialists_by_sex

Despite...

- 1M tech jobs currently unfilled in EU
- Massive unemployment
- 9B€ per year revenue potential in EU
- Better decision-making
- Resonance with user-base
- Positive impact on bottom-line
- Post-COVID "She-cession"



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Women as (Digital) Entrepreneurs

In Europe women are:

- 16-24% of SME owners
- 29% of all entrepreneurs
- 34.4% of the EU self-employed
- 30% in startups
- 10% of tech starters
- (3% of tech starters in Belgium)

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Sources: 2014 DG Grow: Statistical Data on Women
Entrepreneurs in Europe; wayra.co.uk @WayraUK I
@WayraUnLtd

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The down & dirty

- Women Entrepreneurs receive **<5%** of VC Funding
- 2021 - Nordic Countries **1%**
- 85% of VC Firms have no women partners
- Women angel-investors?
- Startup? - Scaleup? - Steady-state?

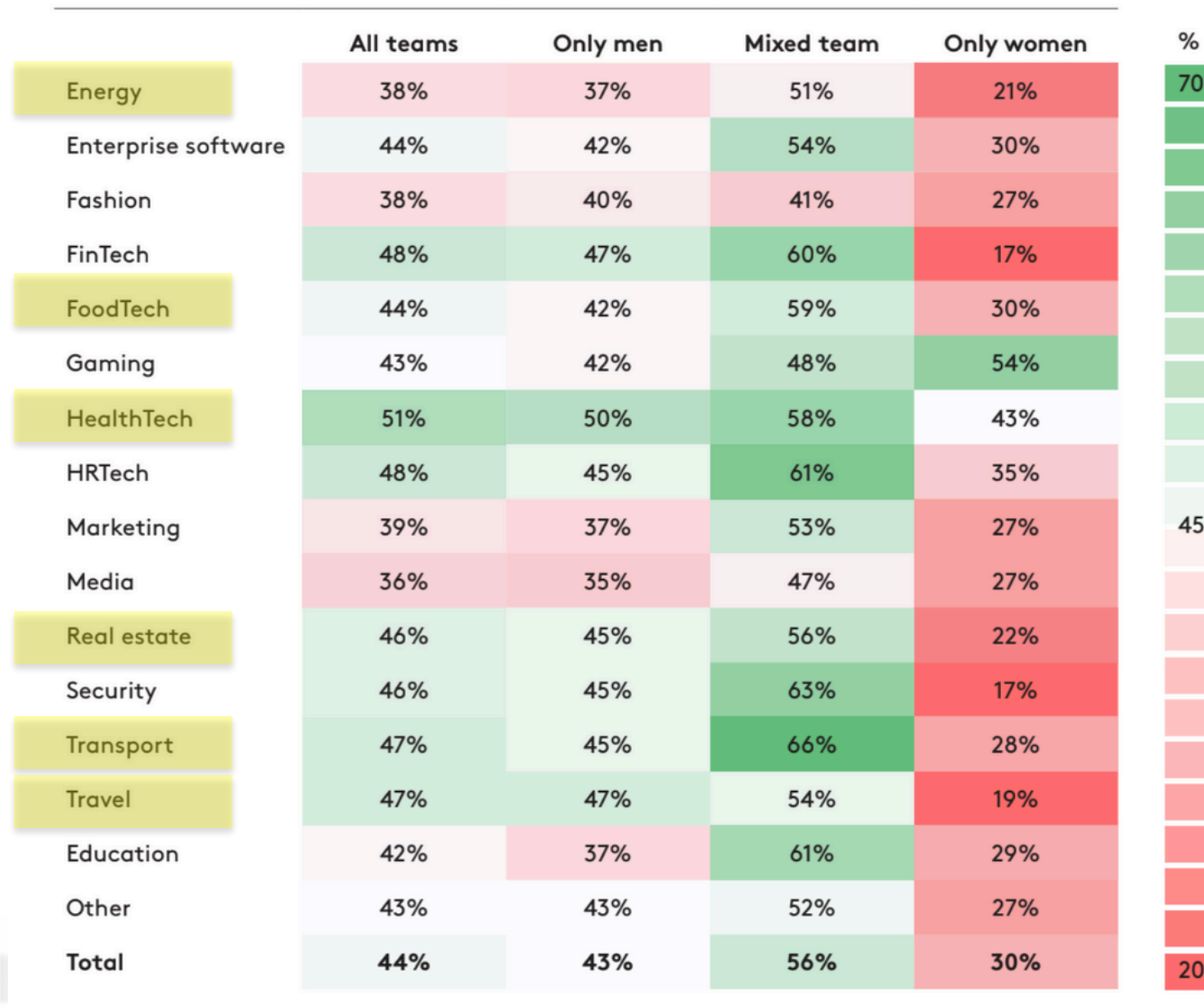
Figure 1. Companies started & venture-funded across founding teams

	All teams	Only men	Mixed team	Only women	
Started	21,289	16,370	3,569	1,350	<div>30%</div> <div>11%</div>
VC Funding	9422 44%	7038 43%	1985 56%	399 30%	
Seed	7541 80%	5635 80%	1550 78%	356 89%	
Series A	1881 20%	1403 20%	435 22%	43 11%	

2014-2018 Data - Source: NGP Capital via tech.eu

The down & dirty

Figure 3: Heatmap – Share of founded companies that raised venture funding



Industry classification based on data from Dealroom.co

● Overrepresented ● Underrepresented

2014-2018 Data - Source: NGP Capital via tech.eu

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The “weakest link”

Women's entrepreneurship in Europe....

- 85% of women starters fly solo
- FFF: Fleeing, Fed up Forty-somethings
- Mature, mothers, business partners of husbands

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800%

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Economic “secret weapon”

- GDP:
- Employment:



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Restore Balance





A Call to Action

- Bill of Rights for Women Entrepreneurs
- Sustained, Long-term SUPPORT for EU Digital Skills & WE Capacity-building Organisations
- RESOURCES for WE Across European Commission
- Public Sector PROCUREMENT Targets
- Private Sector Supply & Distribution Chain Targets
- Women-Friendly INVESTMENT Ecosystems
- Sex-disaggregated DATA
- Digital SKILLS Programs Targeting Girls AND Mature Women
- MEDIA Campaigns
- QUOTAS

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Cultivate & Nourish!

- Communities:
 - Girl-focused: digitalmuse.org
 - Women-focused: inQube.eu, cypro.org, cloudangels.org
 - Both: AdaAwards.com
- Best Practice Focus:
 - **ESTEAM** skills: STEM + Arts & Entrepreneurship
 - Role Models
 - Confidence- & Community-building
- Flagship Initiatives:
 - **Ada Awards:** Digital Girl, Woman & Organization of the Year
 - **Digital Muse *Girl Tech Fest***
 - **inQube *Move It Forward*** - *female digital starters weekend*
 - **CYPRO** - cyber professional training & job placement for women with work experience
 - **Cloud Angels** - study group for women in cloud computing

move it forward

female digital starters

- Started in 2016: 15+ two-day events, 7 countries
- Hackathon/Startup Weekend/Training targeting teen & adult women
- Themes: *Women Refugees, Women in Media, Women's Health, Women Roma, **Women vs. COVID-19**, etc.*
- Beginners, ESTEAM skill-focused, from local eco-system
- Top projects get "inQubation"



CYPRO

- Cyber Professional Training & Job Placement for Women with Work Experience
- First Cohort 2017: Cybersecurity - Brussels
- Focus: Bootcamp, Mission Support, tracking to (IT) Management
- Participation: 86 in bootcamp, 50 completed, 25 certified, 12 teacher/trainer certified

Cloud Angels



- Online, peer-led study group in cloud computing for women
- Launching 2022 with an 8-week pilot
- Focus: Cloud computing, data science, machine learning, etc.

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'If wealth was the inevitable result of hard work and enterprise, every woman in Africa would be a millionaire.'

— George Monbiot



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