



# GENERATION

Bridging Digital Gender Gap

# Digital Gap

## Gender-based Gap in ICT



‘While both girls and boys have **similar levels** of interest and competence in digital technologies, **fewer girls go on to develop this** interest in their studies or for their career.’\*

‘In the **EU fewer than one in five ICT** professionals are **female.**’\*





The development of **technology** has been **reproducing the problems** that already existed, in terms of **inequality between men and women**

We can observe this reality in the lower number of women in **careers related to ICT or science**.

The low number of women on the **boards of directors of large technology companies**.



(Especially in the case of women over 50 years of age)

Technologies have ignored the **specific needs of women**.  
**From apps development to AI & robots.**





# In recent years, initiatives have emerged aiming to **subvert this reality**

Some companies, social groups and institutions have created digital tools aimed at:



- **TRAININGS** and responsible companies.
- Promoting **VISIBILITY**.
- Improving women's **SAFETY**.
- Other great initiatives to **BOOST** gender equality.
- **AI & Gender**.
- (+) Why representations matters?

■ (\*) This guide as a **first step** to finding the latest advances in gender-sensitive technology.



But...

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# How can ICT improve Gender equality?







# Useful tools for trainings & responsible companies

## GENDER TIMER

[gendertimer.com](http://gendertimer.com)



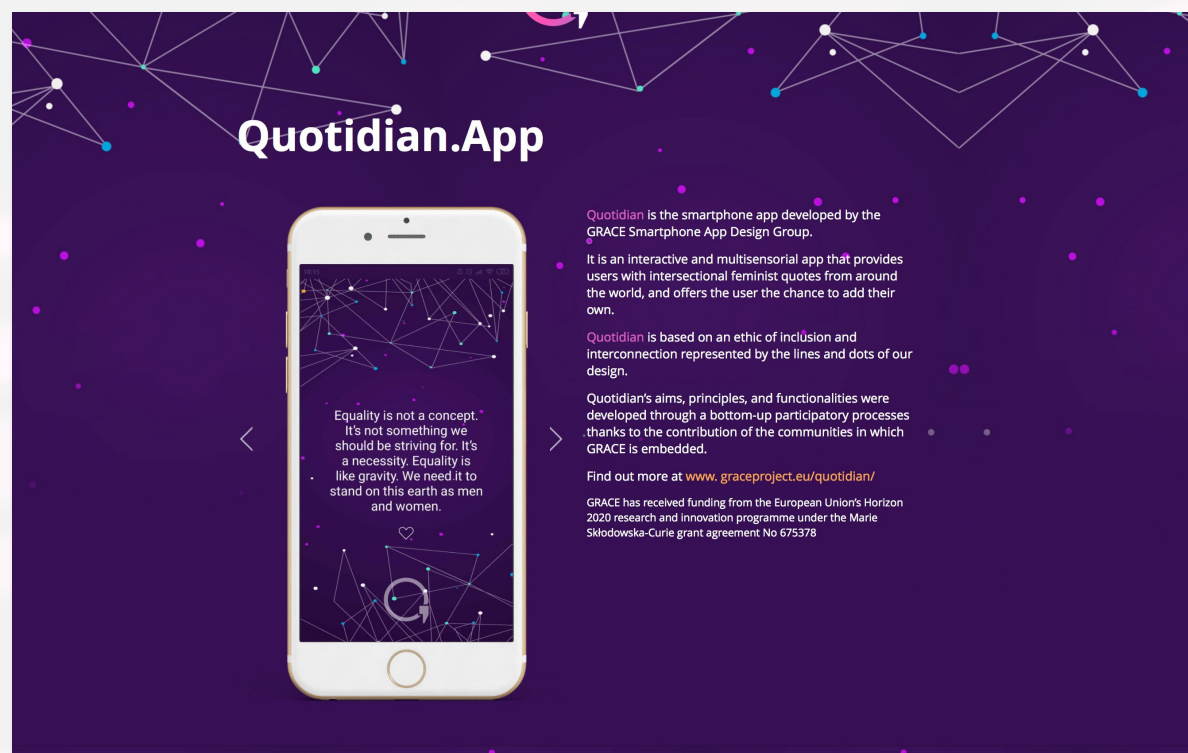
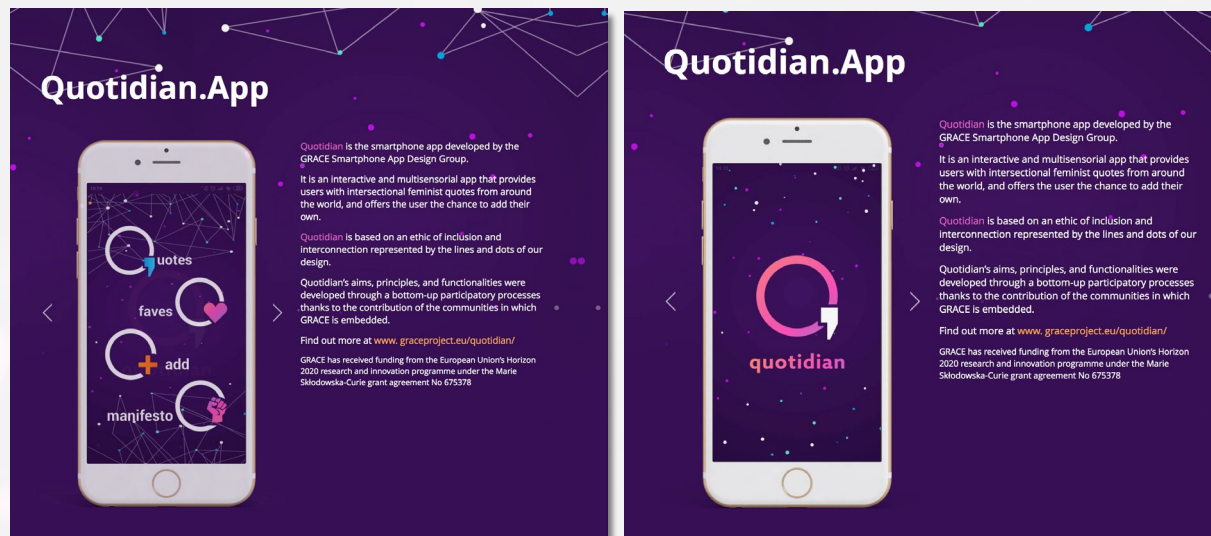
- EN Developed in Sweden.
- Equal distribute speaking.
- This app measures speaking time by gender.
- Raise awareness about who gets to talk and who is heard on a group.
- Useful for organisations, meetings, conferences or movies.

# Promoting visibility



## Quotidian

[quotidian.app](http://quotidian.app)



- EN Developed by GRACE in Netherlands.
- Feminist quotes.
- Provides intersectional feminist quotes from all around the world.
- Incorporates feminist principles in ethics, theory, and technology.
- Embrace the tension between the ideal and the practical.
- Connections and discoveries between ideas, people, and places.
- Created by the GRACE Smartphone App Design Group.
- Launched on International Women's Day.
- Useful for researchers, adult trainers, inclusive writing, gaming.





# Women on the map

<http://www.sparkmovement.org>

Looking around, you'd think that women rarely did things that made history. Check out some of these stats from [Equal Visibility Everywhere](#) that illustrate the issue:

- There are no US holidays named after women
- There are currently no women on US paper currency (though we're super excited about Harriet Tubman gracing the 10 spot soon)
- Only nine of the 100 statues in the US National Statuary Hall are of women
- Fewer than 25% of US postage stamps honoring people feature women
- In New York City there are 150 statues of people: 145 are men and 5 are of women

Those facts are all US-based, but this is a worldwide issue. Think about the schools you've attended, the buildings you've worked in, the streets you've lived on and driven down. Who were they named after? Probably not women.

In 2014, we saw the same thing happen when we looked at Google's Doodles: between 2010 and 2013, only 17% of Google Doodles around the world honored women. When we talked to them about it, not only had they already started fixing the problem, but they also invited us to join their Field Trip app. Google knows, as we do, that it's not that women don't make history—it's that we don't honor them for it.

That's what we're aiming to fix with **Women on the Map**, an innovative and educational project of SPARK Movement hosted on Field Trip, a mapping app by Google. We researched and wrote about over 100 women around the world who did something incredible (not so hard to find – women have been kicking ass for thousands of years!). Then, using Field Trip, we linked those achievements with IRL places using Google Map technology. When you download Field Trip and turn on SPARK's Women on the Map, your phone will buzz when you approach a place where a woman made history.

[Support the Project](#) [Download for iPhone](#) [Download for Android](#)

Here's a quick look at just some of the stories we featured in our initial launch of the app:

Contact Us!

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Contact Us!

- EN Developed by SPARX in USA.
- Women's visibility.
- A mapping of women's goals.
- The phone rings near a place where a woman made history.
- Educational project of SPARK Movement.
- Resources about over 100 women around the world.
- Useful for group activities, educational tool, research source.





# Women & Girls

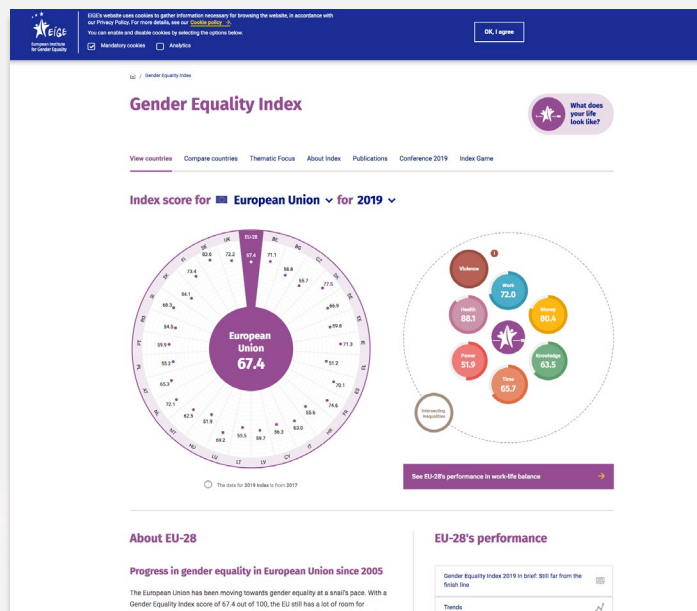
## women and girls app



- EN, AR, FR, DE, ES, CA, GR, IT Developed by Sand Apps. Inc
- Data collection of women worldwide situation.
- Information about progress of women around the world.
- Situation of women's rights.
- Statistic and visual graphs.
- Data of women's job condition, access to education, etc.
- Compare women's situation in different countries.
- Not free: preze 2,99\$
- Useful for: adult trainers, teachers, research source, NGOs workers.

# Gender equality index

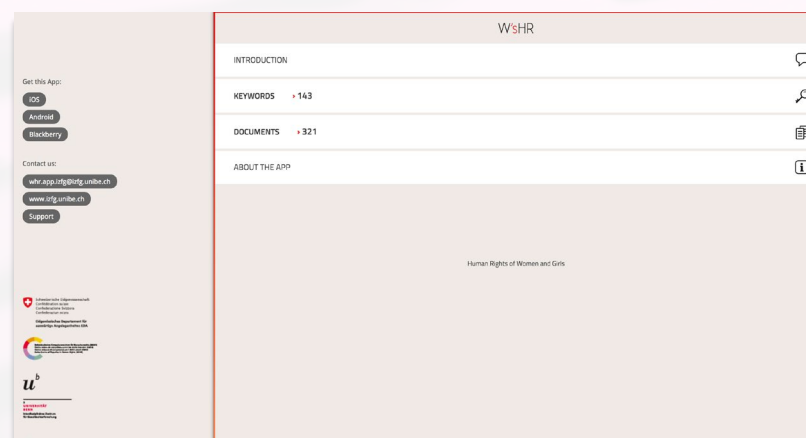
[EIGE Webpage](#)



- EN, Created by European Institute for Gender Equality.
- Information about gender equality in EU.
- The Gender Equality Index is a tool to measure the progress of gender equality in the EU, developed by EIGE.
- It gives visibility to areas that need improvement and ultimately supports policy makers to design more effective gender equality measures.
- Useful for: adult trainers, teachers, research source, NGOs and social workers.

# Womens human rights

[womenshumanrights webpage](#)

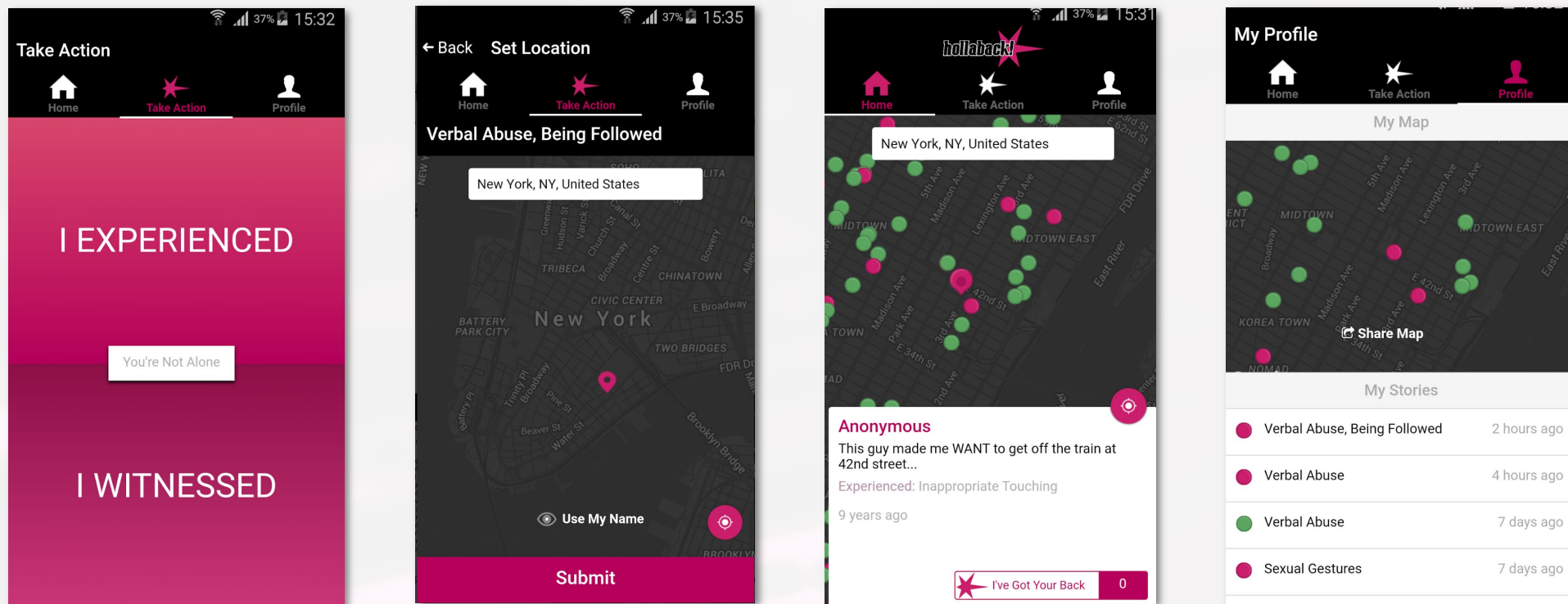


- EN, Created by Swiss Centre of Expertise in Human Rights.
- Access to relevant international legal instruments for Women.
- Documents on women's human rights adopted by UN bodies.
- Tool serves as a basis for strong argumentation, allows for more coherent and efficient negotiation processes as well as to safeguard negotiated achievements.
- Helps to build capacity and make further progress in the field of women's human rights and gender equality.
- Useful for: adult trainers, teachers, research source, NGOs and social workers.



# Improving women's safety

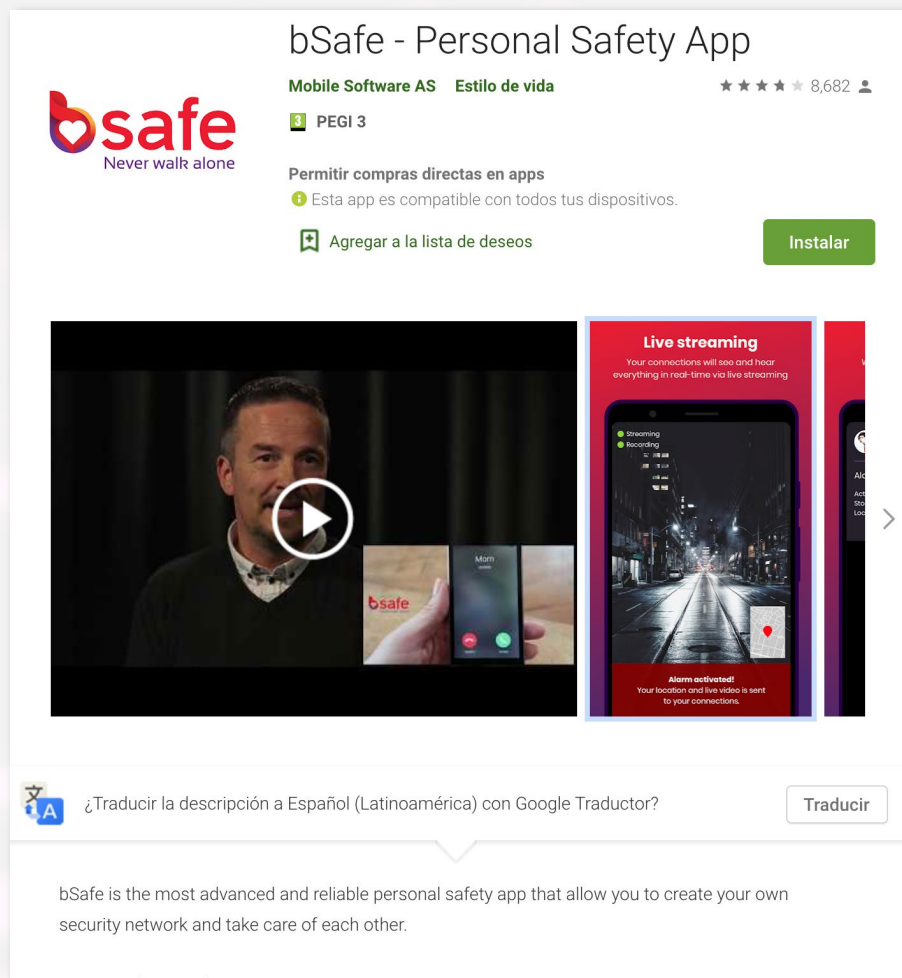
## Hollaback! [download hollaback](#)



- EN Developed by women activists.
- Counteract and report street harassment.
- Share stories of street harassment around the world.
- Point out in a map places where a women suffered an attack.
- Make street harassment more visible and promote social conversations about it.
- Useful for: group activities, youth workers, adult trainers, teachers.

# bsafe

[download bsafe app](#)



- EN Developed by Mobile Software AS, Norway.
- Personal safety app.
- Create your personal security network and take care of each other.
- Send SOS signal to your guardians by pressing a button or saying a key phrase.
- Stream and automatically record emergency video.
- Ask friends to follow you on the map when you feel insecure.
- Tell where to pick you up by sending your exact location.
- Get an excuse to leave an unpleasant companion by receiving a fake phone call.
- View friend's location on the map when they need you to walk them safely home.
- Useful for: adult trainers, social workers, NGOs workers working with women.

Other similar apps: Zeifie, Shake2Safety, SafeTrek, Women Safety, redEye, Seecure.





# Libres

('Free' app)



- **ES** Developed by Spanish Government (Ministry of Equality).
- App for detect and report gender violence.
- A guide with tips, literacy and information about gender violence.
- Focused on women who are victims of gender violence.
- Helps friends and family how to support in power abuse situations.
- Useful for: adult trainers, NGOs and social workers, women,



# Enrédate sin machismo

('Get involved without gender discrimination' app)

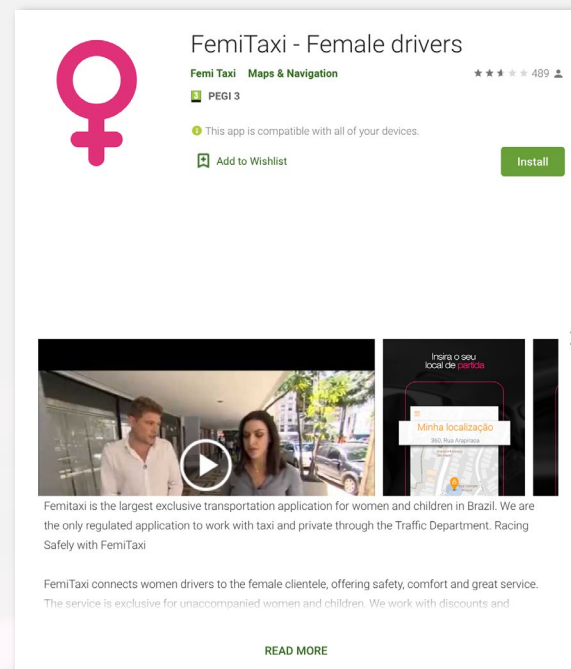


- ES Developed by Gran Canaria Government (Spain)
- Game for gender violence prevention.
- A game to check if a relationship has equality practices.
- Detection of bad behaviours in young couples but not only.
- For both, male and female.
- For couples and solo gamers.
- Play, join, unlock 3 levels and get the prizes.
- The results can be shared in Social Media.
- Developed by Gran Canaria institutions.
- Useful for adult trainers, youth workers, teachers and groups.



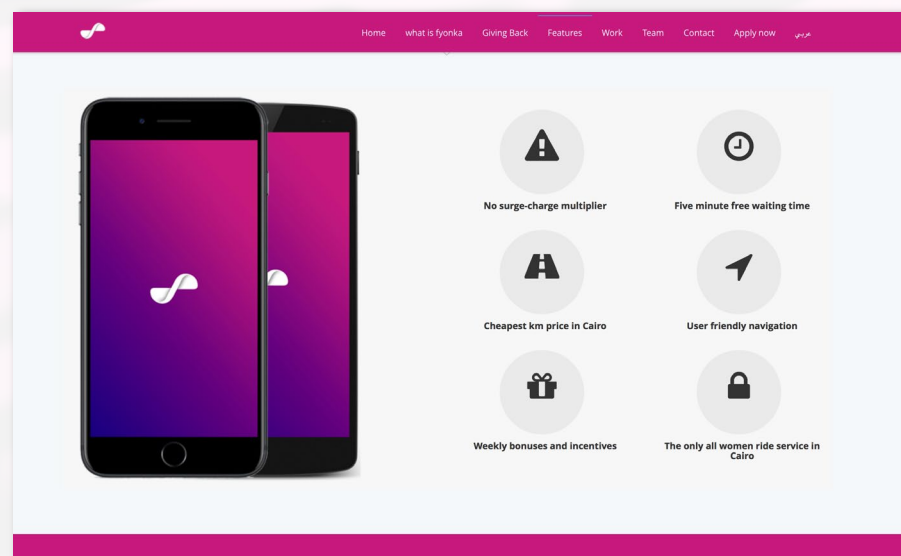


# Femitaxi [Femitaxi app](#)



- BR Developed in Brazil.
- Women-only transport.
- Women-only transport in Brazil.
- Safety transport for women.

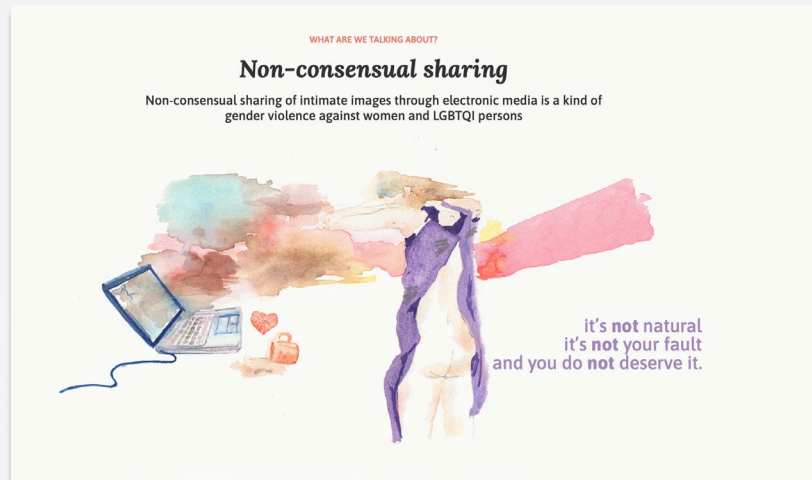
# Fyonka [Fyonka webpage](#)



- AR Developed in Egypt.
- Women-only transport.
- Women-only transport in Egypt.
- Safety transport for women.

# Acoso.Online

[acoso.online/en/](https://acoso.online/en/)



- Keys to denouncing and resisting non-consensual pornography(\*) on the internet.
- Offers five keys for dealing with non-consensual pornography on the internet.
- Providing an online platform to report cases of non-consensual pornography.
- Supporting through legal information.
- Advising on reporting to the authorities in each country.
- Resistance and taking control thanks to the use of technology.
- Promoting awareness-raising dialogue on these cases, at the local level.
- Offering support to victims to avoid victim-blaming and to include this practice, as part of gender-based violence.

■ (\*) The type of abuse in which sexual images or nudity of women or LGTBIQ+ people are shared without consent, especially through social networks or apps, such as WhatsApp.



# Other great initiatives to boost gender equality



## Hackaton for women

### International Only-women Hackaton

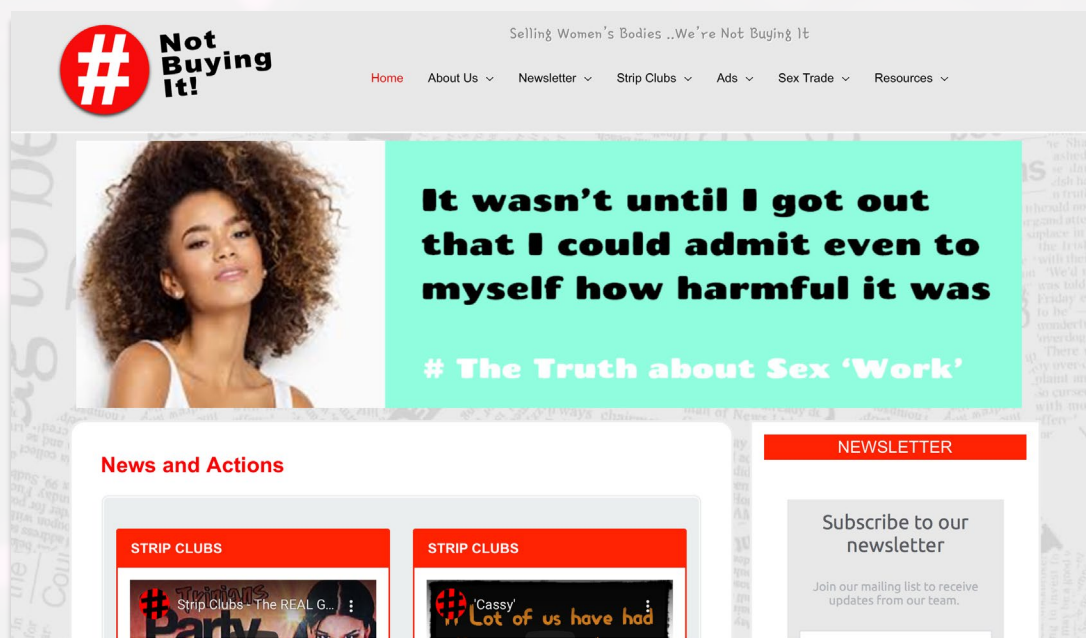


- EN, International (USA, India, China)
- International women hacktaon
- Focus on being an all-women hackathon and a platform to showcase their true talents.
- Build ideas in major sectors such as Financial Technology, Augmented Reality, Virtual Reality, and Blockchain.
- Promotes women developers around the globe.
- Support women innovators, developers, creators, designers, and hackathon enthusiasts to showcase their projects to the world and take them to the next level.



# Notbuyingit

<https://notbuyingit.org.uk/>



- EN Developed by ASA, Advertising Standards Authority (UK).
- Denounce sexism in advertising and publicity.
- Platform to denounce and complain about sexism advertisements.
- Involve all society and spread the fight against sexism.
- Useful for: adult trainers, teachers, research source, NGOs workers, groups.





# AI & Gender



## #MeTooBots

### IA&GenderEquality

- Born in the wake of the #MeToo mobilisations,
- Aiming to fight sexual harassment in the workplace, by relying on Artificial Intelligence (AI).
- Developing AI-based products to detect and address the harassment that many women face in the workplace.
- AI-trained robots, are programmed to review the text of emails or messages.
- Flagging inappropriate language in the form of harassment, aggression or misogyny.
- They can also alert human resources or to a particular manager.





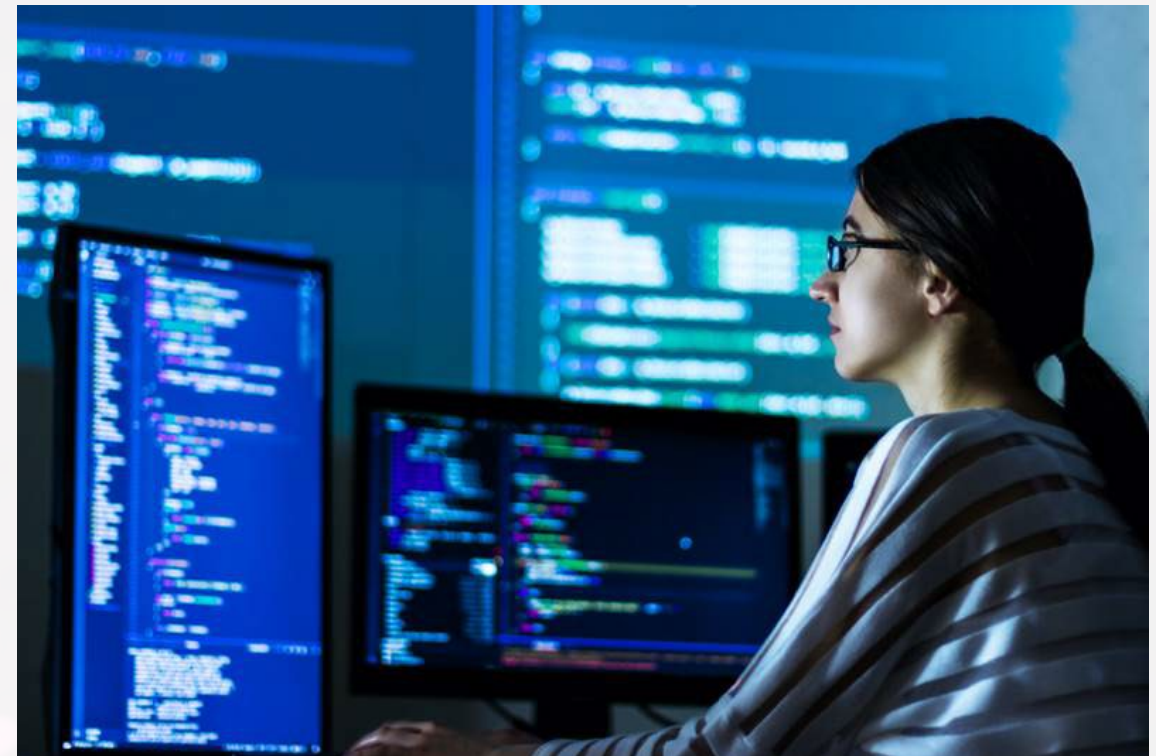
The boots need further improvements, as they may miss subtle messages.



Nevertheless, **several such initiatives** are being implemented, tested and improved.



Contributing to building safer working environments for **women or people from vulnerable groups** such as **LGTBIQ+.**





However...

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**How can we make**  
the CHANGE happen?





# (+) Why representation matters

## Building alternative references

Imagining seeing yourself reflected in a person or place that **you never would have imagined** otherwise.

Helps to **feel validated** and **motivated**

Promotes **positive shift** in your mindset, attitude and outlook.



[#LeadLikeAGirl](#)

Through representation, we **validate the lives of those disenfranchised** by racism and discrimination and support them.





# How can we **increase** representation?



- Promoting the **visibility of women's work**, from ICT to creative work, as well as diverse or **non-normative identities**.
- Increasing the **representation of women and gender diversity in ICT, media and audiovisual materials** (gaming, coding, producing ).
- **Development of content lead by women:** ICT, coding, artists, bussines, marketing and creative professionals.
- **Pushing** women + potentially vulnerable social groups **outside conventional gender roles, identity, etc.** Into contact networks and platforms.



# Audiovisual Tools

To promote and disseminate **CHANGE**



→ We encourage you to create your own audiovisual materials **LEADING BY** women or **PROMOTING** and **MAKING** empowerment visible.







# The basis of the inclusive content creation

Creating images involves a **responsibility**, and each designer or creator has **their own point of view**. To improve the quality of the design, it is necessary for the graphic designer to **expand his/her/their vision** by taking care or **practicing the inclusive design**.

## The inclusive design should pay attention to:



- Pay attention to design for people with functional diversity
- Represent ethnic and racial diversity
- To make sexual and gender diversity and the LGBTQ+ collective visible
- Promote an image of women based on equality, respect and empowerment
- Include bodily and physical diversity
- Paying attention to the needs of social groups at risk of exclusion



INTERNATIONAL  
WOMEN'S  
DAY



**Roxy- International Women's Day 2022**



**'AERISforReal' Aeris activewear**



**'Great Style Knows No Boundaries'**  
**TommyxIndya / Tommy Hilfiger**



**'Dear White Parents' The ADL,**  
**a leading anti-hate organization**





Extended information about inclusive design:



**[Eyeondesign: Decolonizing the design.](#)**

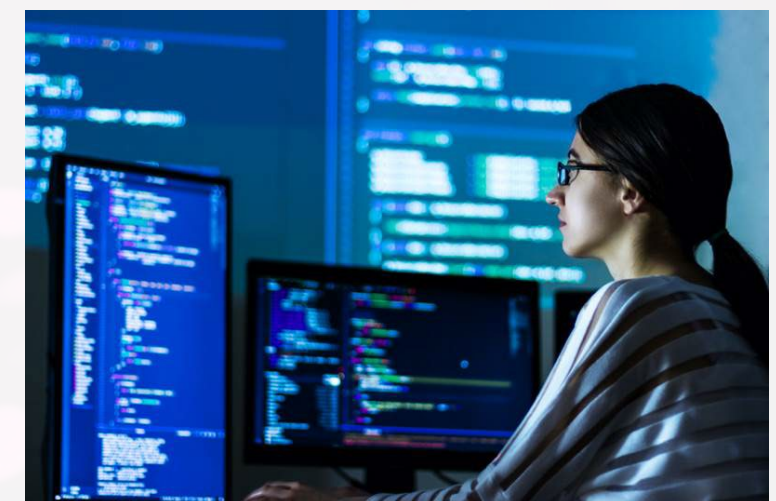
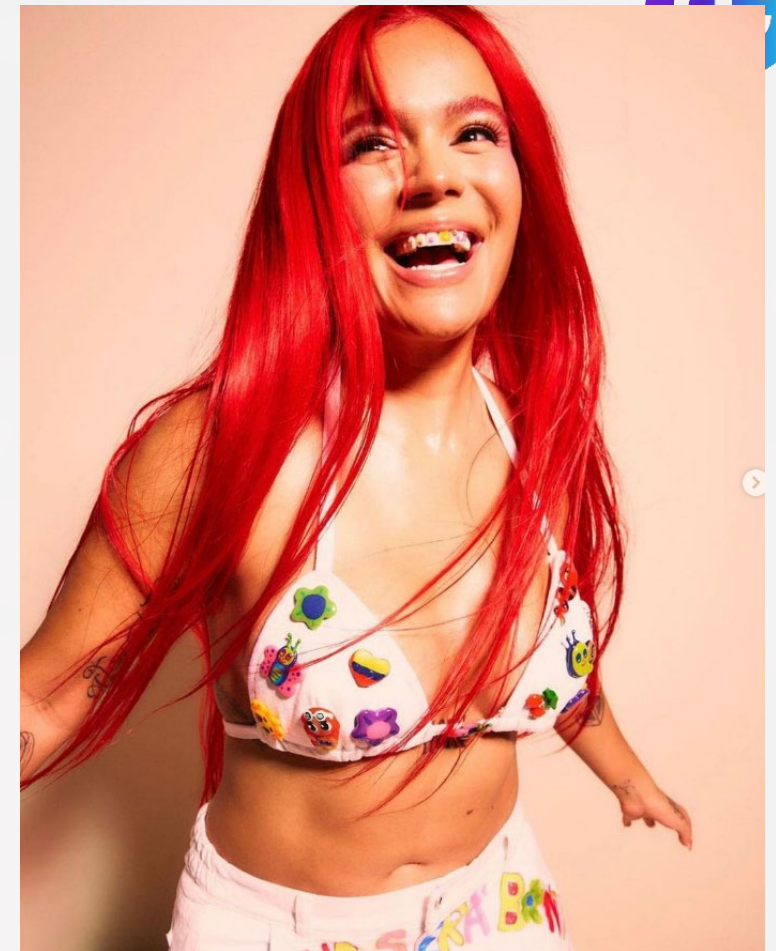
**[AIGA: diversity and inclusion resources.](#)**

**[AIGA: diversity and inclusion initiative in design.](#)**

**[AIGA: diversity and inclusion design research](#)**



# Representation/ Female public figures



Search and find your  
**female references** in  
your areas of interest!







# Thanks!