

## EQUALS-EU - Europe's Regional Partnership for Gender Equality in the Digital Age

### D2.2: COMPILATION OF PRESENTATIONS AND RESULTS

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## EXECUTIVE SUMMARY

As EQUALS-EU reached M24 of 36, Work Package 2 is wrapping up the year and its activities after successfully organising 8 hackathons and 11 innovation camps and engaging with almost 400 young entrepreneurs-to-be, across three continents, despite significant challenges to the project's successful implementation. With two more hackathons to come in January 2023, two Chinese teams will soon join the Incubator Programme (WP3) and International Summer School (WP4), officially closing the first stage of the EQUALS-EU coordination and support action. This deliverable report presents the 19 events carried out in 19 European and non-European countries by month 24 (December 2022), as well as their respective winning teams and solutions. It concludes by sharing some of the project's key lessons in designing, implementing, communicating, and evaluating hackathons and innovations camps to create new solutions for Gender Equity and Digital Solutions.

## LIST OF ABBREVIATIONS

<b>DoA</b>	Description of Action
<b>EU</b>	European Union
<b>GA</b>	Grant Agreement
<b>GDPR</b>	General Data Protection Regulation



# I. INTRODUCTION

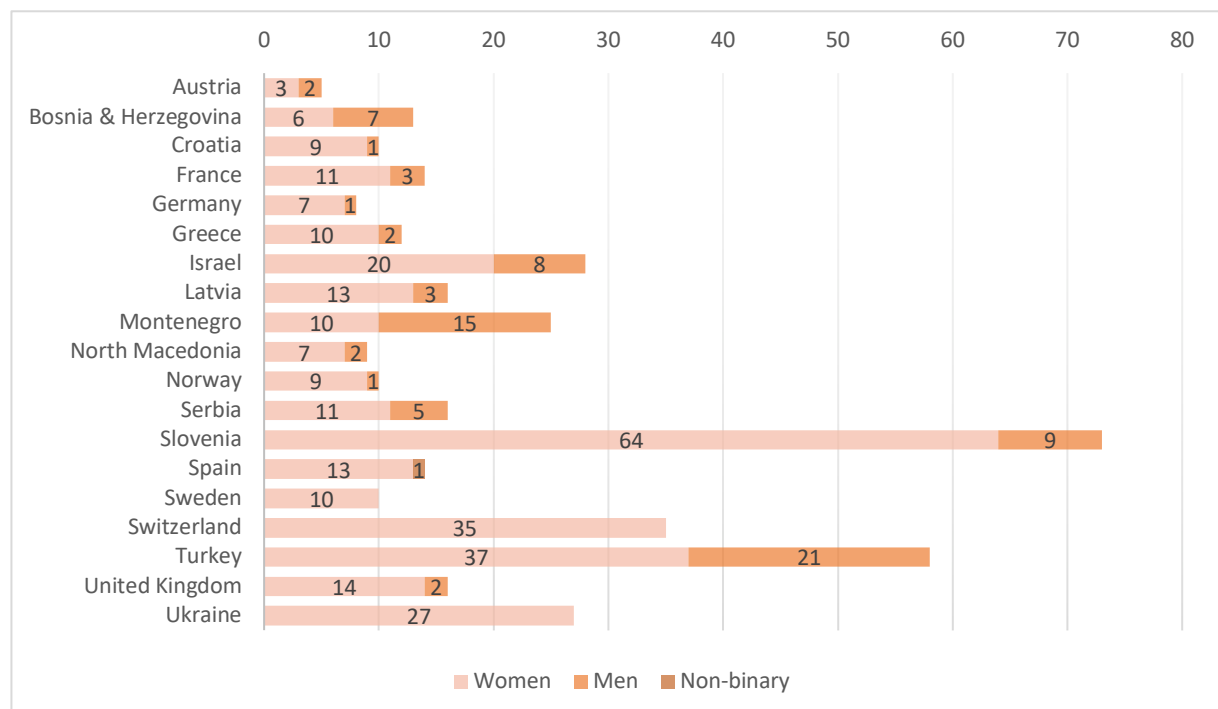
As EQUALS-EU reached the halfway mark of the project lifetime, Work Package 2 is wrapping up the year and its activities after successfully organising 8 hackathons and 11 innovation camps and engaging with almost 400 young entrepreneurs-to-be, across three continents. With two more hackathons to come in January 2023, two Chinese teams will soon join WP3 Incubator Programme and WP4 Summer School, and officially close the first stage of the EQUALS-EU coordination and support action.

The DoA describes the deliverable as follows:

**D2.2 relates to T2.2 and T2.3 · Host series of 12, one-day innovation camps in collaboration with local public, private, civil society, and academic sector organizations in 12 countries to create new gender equity policy and process solutions · Host series of 12, 24-hour hackathons in 12 countries to develop feasible and realistic ICT products and services for digital inclusion ·**

For over 2 years, EQUALS-EU and its partners have collaborated closely to share best practices and experiences, to co-design the format, events' agenda, recruitment strategy, and communication campaign, for the hackathons and innovation camps. At the same time, building new partnerships with local public, private, civil society, and academic organisations.

around discussions of what it means to be inclusive, and how to handle and make the most of the concept of **intersectionality** across their different national and local contexts. From the outset, Work Package 2 opted to go beyond gender equity and gender balance requirements of the project brief, to reach out to **'hard-to-reach' and marginalised women**: single and/or young mothers, racialised, religious minorities, ethnic minorities, binary citizens, LGBTQI+, women with disabilities. Without excluding the participation of majority populations and non-marginalised communities, one key objective was to ensure the meaningful engagement and safe and equal spaces for participation in WP2 events for all.



*Graphic 1: Participants to EQUALS-EU hackathons and innovation camps by gender (2022)*

During the first 18 months of the project, EQUALS-EU was impacted by several unforeseen events, which hampered the implementation of some of WP2 activities. The **COVID-19 crisis** forced many partners to move their events to online and/or hybrid formats, with local and national situations varying significantly from one partner to another. The case of the United Nations University in Macau, China was particularly impacted. **The war in Ukraine** naturally shifted priorities radically for the local partner. Forced to evacuate and postpone the event, the Kharkiv National University of Internal Affairs nevertheless pulled off a very successful event in July 2022 and deserves much commendation and respect for its continuous engagement in EQUALS-EU, and in this Work Package in particular.

Despite these challenges, the overall objectives were not only met, but some were exceeded. While the Grant Agreement specifies that “each event will require gender balance in the participants and speakers and will involve approximately 20 participants with a minimum of ten participants per event”, thus expecting a minimum number of 240 participants engaged, Work Package 2 engaged no less than **399** young participants.

- » **399** young participants engaged
- » **316** young women, **82** young men and **1** young non-binary participant
- » **19** countries in 2022, **20** by 2023



# GOOD BEHAVIOR CHART

Equals EU Project

**1 BE KIND TO OTHERS**  
Working together means that we have to be kind to each other, to encourage everyone and to value their opinions even if we disagree.

**2 PRONOUNS**  
Ask the other participants pronouns to make sure that you don't misgender anybody. Moreover, asking pronouns doesn't not mean you can ask them for their gender if they don't bring it up to you. Any wrong behavior may led to an exclusion.

**3 NO TO SEXISM**  
No women should feel not safe because of comments, mansplanning or bad behaviors. We have you to reflect on the impact that your discourse can have on the other. Any wrong behavior may led to an exclusion.

**4 NO TO RACISM**  
No people of color should feel not safe because of comment, fetishism, micro aggressions or bad behaviors. We have you to reflect on the impact that your discourse can have on the other. Any wrong behavior may led to an exclusion.

**5 NO TO LGBTQ+PHOBIE**  
No LGBTQ+ person should not feel safe because of homophobia, transphobia or fetishism. We have you to reflect on the impact that your discourse can have on the other. Any wrong behavior may led to an exclusion.

**6 SAFE SPACE**  
To ensure the well-being of the others, we ask you not to go into space space if you are not concerned. Any wrong behavior may led to an exclusion.

Across those 399 participants, some knew each other prior the hackathons or innovation camps, and came together as a team. Others met on the day and formed groups. Some already had advanced ideas or proof of concept in mind, others co-created on the spot. Prior to the start of the event, all participants signed a contract that equally distributes ownership of the team's work and includes an agreement to license the presentations under a creative commons' attribution license (CC BY). This results in an **important diversity**, which WP3 inherits, in terms of the groups' profile, desire, and advancement (both in technical and business term) of their entrepreneurial project.

While each local event's host was left free to adapt the event's duration, date and to choose between hosting a hackathon or an innovation camp, all events have in common a certain number of features:

1. Safe and inclusive place: to come, to talk, to be yourself, for example by providing on-site childcare facilities, a menstrual box, gender-free bathrooms, venue accessible to persons with disabilities.
2. A minimum of 50% of women to each event, and in each team
3. Experts and peer mentors: to provide support and

advise the teams on their work

4. At least three jury members: to evaluate each team according to a predefined set of criteria.
5. Predefined set of evaluation criteria:
  - a. Team Spirit: Compliance with the gender minority criterion as team captain (obligation mentioned in the rules); The speaker is a gender minority (bonus point); Unity among the team members; Motivation; Quality of the pitch
  - b. Choice of topic: Relevance of the idea to gender inclusion; Originality of the idea; Radicality of the idea in relation to the hackathon theme; Practicality in terms of decision making; Innovative nature in terms of decision-making
  - c. Gender Inclusion: Inclusiveness of the product; Usefulness of the product/service for gender inclusion; Intersectionality in the product; Absence of bias in the idea
  - d. Digital Aspect: Innovative product/service; Quality of the product/service; Functional product/service; Intuitive product/service for the user
  - e. Marketing and Communication aspect: Innovation of the product/service; Capacity to disseminate the product/service; Response to a marketing/business/communication need; Quality of the product/service



A list of the events held is given in the table below.

Partner	Country	Event	Date
MP	France	Hackathon "Gender inclusion in decision-making"	5-8 March 2022
BLITAB	Austria	Hackathon "ICT accessibility for women with disabilities "	23-25 March 2022
UHC	Germany	Hackathon "ICT in women's health promotion"	22-23 April 2022
UVEG x FEUGA	Spain	Innovation Camp "Women as entrepreneurs and leaders in science communication"	28 April 2022
IHEID	Switzerland	Innovation Camp "Feminism and women's leadership in international law and policy"	28-30 April
KMOP	Greece	Hackathon "ICT for social equality, welfare and active citizenship"	3-5 May 2022
UH	Israël	Hackathon "Public health and health promotion"	12 May 2022
HS	Turkey	Innovation Camp "Women in defence and security"	12-13 May 2022
IE LAS	Latvia	Innovation Camp "Gender-inclusive social entrepreneurship"	13 May 2022
SPIDER	Sweden	Innovation Camp "safer and more accessible cities for all"	21 May 2022
GUDC-EU x OsloMet	Norway	Innovation Camp "Universal Design of ICT"	23 May 2022
Intersection x Sarajevo School of Science and technology	Bosnia and Herzegovina	Hackathon "Bias Hacked"	13 June 2022
Intersection	Serbia	Innovation Camp "Responsible, research and innovation"	24 June 2022



<b>KhNUIA</b>	Ukraine	Innovation Camp "Gender in Science and Security"	1 - 3 July 2022
<b>GSMA</b>	United Kingdom	Hackathon "Financial inclusion for women"	8 - 9 July 2022
<b>Intersection</b>	Montenegro	Innovation "Gender-sensitive science"	15 August 2022
<b>Intersection</b>	North Macedonia	Innovation Camp "Inclusive education for sustainable development"	25 August 2022
<b>Intersection</b>	Slovenia	Hackathon "Women's leadership in biotechnology"	1st part: 20 May 2022 2nd part: 26 August 2022
<b>Intersection</b>	Croatia	Innovation Camp "Women as role models and active citizen"	30 September 2022
<b>All Digital/CANCELLED</b>	Belgium	Innovation Camp 'Gender Equality in STEM Education and Lifelong Learning'	15 December 2022
<b>United Nations University in Macau/UPCOMING</b>	China	Hackathon 1 'data-driven solutions to effective consultations during climate-related goal-setting events' Innovation Track	January 2023
<b>United Nations University in Macau/UPCOMING</b>	China	Hackathon 2 ' data-driven solutions to effective consultations during climate-related goal-setting events' Tech Track	January 2023
<b>ITU/CANCELLED</b>	Tunisia	CANCELLED	CANCELLED
<b>ITU/CANCELLED</b>	N/A	CANCELLED	CANCELLED

*Table 1: Overview of all events held in 2022 - in chronological order*

One team from each country with the best evaluation received the opportunity to further develop their work into a start-up by joining EQUALS-EU Incubator Programme (WP3), while one member of each team will soon receive travel support to attend the international summer school (WP4). This deliverable presents the 19 events held by Month 24 (December 2022) as well as their respective winning team and solution.



## II. COUNTRY EVENTS REPORTS



## A/ AUSTRIA - BLITAB TECHNOLOGY GMBH

### Overall perspective

The Hackathon was organized and conducted online. Initially, it was intended to host it in a hybrid setting, in partnership with the Zero Project Conference in Vienna in February. However, due to COVID restrictions in Austria and Vienna at the time, zero could no longer host the live event in the United Nations building in Vienna as originally planned. Therefore, the event moved fully online, using MURAL as a collaboration digital tool to facilitate engagement with participants. In total, 5 participants attended the event.

### Topic, format, and dates

Participants worked upon “ICT accessibility for women with disabilities” on March 23 until March 25th. The event was hosted on the online platform MURAL.

### Recruitment Strategy

The online Hackathon has been promoted via several communication channels:

- direct outreach to network: universities, non-profit organizations, friends, and partners
- sponsored LinkedIn campaign for 1 month
- weekly posts on LinkedIn promoting the Hackathon

### Experts, members of jury, facilitators

Experts were recruited based on the specifics of the Hackathon – developing and presenting an accessibility solution for women with disabilities. The solution or service had to target and help women and those with special needs which narrowed down to topics like social impact, accessibility, and innovation towards diversity.

Name	Field(s) of expertise	Occupation
Ana Janosev	Social Impact, Entrepreneurship, Acceleration, Impact Investing	Managing Director of Social Impact Award ( Global)
Sumita Kunashakaran	Disability, Policy, Innovation, Gender Equality	Manager, Civil Society at Zero project
Dita Formankova	Social Impact, Entrepreneurship, Scale ups	Founder and Director, Czechitas Director Diversity & Inclusion and Communities, Avast Software
Margareta Sailer	Talent finding, Scaleup Strategy, Innovation, Gender diversity (HR)	Founder, mondaysquares Ex-Tesla, Liliun, Blackberry/RIM   Author / Speaker

Table 2: Experts/Jury – Austria

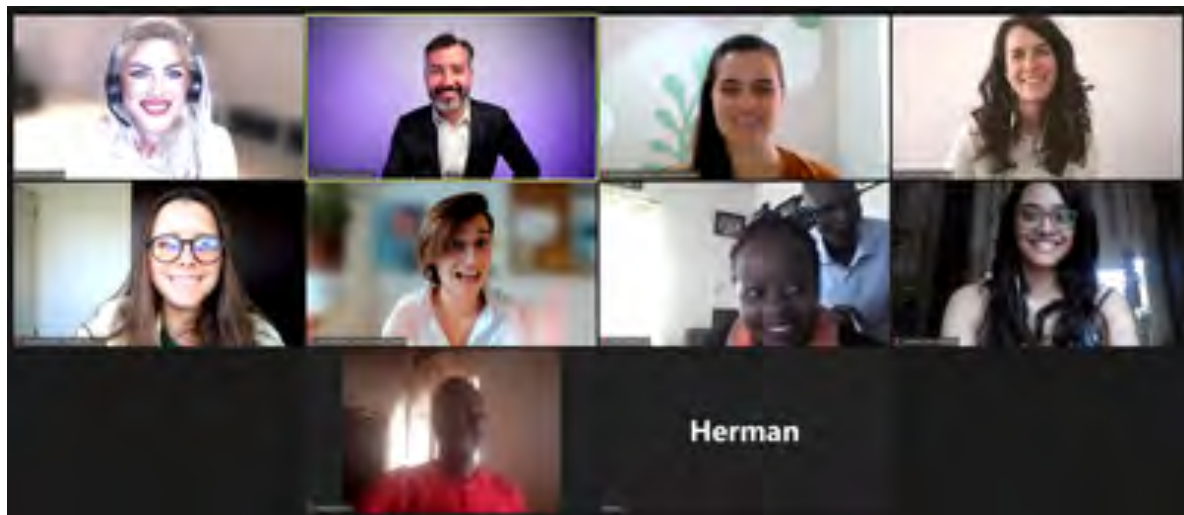


**Winning solution**

The winning solution was KHWELA WOMXN<sup>1</sup> (Home - Khwela Womxn). A program that changes communities by facilitating experiential learning and helping womxn to equip themselves with such opportunities. The objective is to establish a virtual community of 100,000 self-empowered womxn, who can act as multiplier and inspire others. In the first two years, 80% of the Khwela participants on average went from being unemployed to finding work in the tourism industry.

Khwela means “to climb” in isiXhosa, one of the widely spoken languages of South Africa, and the mother tongue of one of Khwela’s co-founders, Asanda Daraza. Travelling is truly transformative, and through travel women from under-resourced communities in Cape Town can shift their world view, embrace a growth mindset, learn from experience, and gain the skills to work in the tourism industry.

A dedicated internet site was created by the team: [Home - Khwela Womxn](#)



<sup>1</sup> Womxn is an alternative spelling of the English word woman. Womxn has been found in writing since the 1970s, along with the term womyn, to avoid perceived sexism in the standard spelling, which contains the word "man" <https://en.wikipedia.org/wiki/Womxn>

## B/ BELGIUM - ALL DIGITAL

ALL DIGITAL organised an Innovation Camp on “Gender Equality in STEM Education and Lifelong Learning” on two different dates during 2022: The first event was scheduled for 24 June 2022 and the second event was scheduled for 15 December 2022. Both events were cancelled due to the low number of registered participants. The experience of All Digital is consistent with that of other partners who faced similar challenges in recruiting participants to their events. ALL DIGITAL’s experience is elaborated here as guidance for others considering engaging in similar types of activities.

The announcements for the innovation camps were launched a month before the events with online registration forms. The first event was disseminated widely in the ALL-DIGITAL communication channels and network, including direct emailing with ALL DIGITAL member organisations based in Brussels and involving other networks like the Lifelong Learning Platform (LLLP) to widely disseminate. A total number of 2 registrations were received.

Based on the learnings of the first event and taking into consideration key learnings from other project partners, ALL DIGITAL adopted a more proactive approach for the promotion of the second event. The announcement text was revised to highlight that no prior skills or experience is needed to join the event and that the event is open to all. The announcement was targeted at universities and organisations based in Brussels, as well as the ALL-DIGITAL network. The event announcement was displayed over 20 announcement boards at Vrije Universiteit Brussel (VUB) and was also shared on several online student groups of this university on Facebook. The event announcement was also circulated in the internal networks covering the commissions working for gender related issues at Université libre de Bruxelles (ULB), the Belgian partner of the CALIPER project, and the language school EPFC. ALL DIGITAL also circulated the information among its members in Belgium as well as various local women’s associations based in Brussels, such as Women in Tech, Belgian Women in Science, JUMP Brussels, Womenpreneur Initiative and Singa. The event was also published on EU Agenda, Eventbrite, Digital Skills & Jobs Platform to reach a wider audience. The event was shared on social media channels and newsletters of ALL DIGITAL, as well as LLLP. It was shared by Digital Skills Twitter account with over 19k followers. Despite this extensive program of marketing, a total of 5 registrations were initially received, with 3 of them either subsequently withdrawing due to change of their schedules or failing to confirm their attendance in follow up emails a week prior to the event.

While the innovation camp organisation faced challenges in terms of attracting participants, it was strongly supported by stakeholder organisations. ALL DIGITAL had jury members and experts on board from LLLP, CEPIS, European Schoolnet, EfVET and Diesis Network. During the promotion efforts, ALL DIGITAL also set up contacts with the ULB, Belgian partner of the CALIPER project, and DIGITALEUROPE’s project manager responsible for projects on Digital Education and Women in Tech. ALL DIGITAL will make the best use of these contacts set up during the promotion efforts of the innovation camp later at the dissemination and exploitation activities in the final stage of the project. Therefore, the time spent for the promotion created some added value for the future of the project, even if the event itself is cancelled.

Reflections of the lack of success for this event have identified several contributing factors. During the face-to-face promotion of the event, one of the main reasons given for not being able to participate was the lack of time to join a full-day event on a weekday. Brussels is a city with a lot of ongoing events, where attracting participants and especially young people to full-day events is known to be challenging. ALL DIGITAL organised the event in English, the official language of the organisation, and this has also affected local participation as per the feedback received from the supporting ALL DIGITAL members and partners.

## C/ BOSNIA AND HERZEGOVINA - INTERSECTION

### Overall perspective

The Hackathon for Gender Equality, named “Bias Hacked” has been among the first hackathons in Bosnia and Herzegovina to focus on gender equality and gender bias. On the day of hackathon there were 13 students who participated.

### Topic, date, and format

The term “bias” was key to participants’ main problem-solving. Teams were asked to find the solution to bias and on how to reach equality, when it comes to employment, recruiting processes, daily-life activities, etc. The event was organized onsite and hybrid format on June 13<sup>th</sup> in Homework HUB, the first university innovation hub in Bosnia and Herzegovina.

### Recruitment strategy

The Hackathon organising team invited all students from 4 universities in the Canton of Sarajevo (which means approximately 30.000 students) to take part in the Hackathon: Bias Hacked! Communication materials included promo posters, statements from relevant sources on the importance of this topic and videos. Call for the Hackathon was published in the local portals such as: MrezaMira, Hocu.ba and STUDOMAT. These portals are very popular for public calls and opportunities for youth and students. Homework HUB, as the first university innovation hub in Bosnia and Herzegovina communicated with HUB members on this event and invited them to take part in the Hackathon.

A Public Call was sent to all universities and faculties in Canton of Sarajevo via social media, portals, the university management network.

### Experts, members of the jury, facilitators

Experts from different fields were invited via the universities and the URONI network, also via the Intersection network, by emails and messages to the groups.

Name	Field(s) of expertise	Occupation
Jasminka Hasić Telalović	Computer Science	Professor
Mirza Rastoder	Management/ marketing	Entrepreneur

Table 3: Experts – Bosnia & Herzegovina

The Jury was composed of 4 members:

Name	Field(s) of expertise	Occupation	Company
Adnan Kadribašić	Law	Special Advisor to Gender Policies in BiH	Gender Center Federation of BiH
Merima Rastoder	Marketing	IT Community Manager	Symphony
Erna Šošević	Marketing/IT	CEO of Bizbook.ba	Bizbook.ba
Zerina Ramović	Management	Women Entrepreneur	Foundation787

Table 4: Jury - Bosnia & Herzegovina

The main moderator was Mirza Rastoder, who is a general manager of the Homework Ltd and the Homework HUB at the university, with large experience in management and communication with the students and start-ups

**Winning solution**

Motivated by the fact that in 80.8% of families in Bosnia and Herzegovina, only women take care of the children, the winning team decided to make an app that promotes equality in parenting. eParent is the first game for parenting that promotes gender equality, but not only that. By crossing levels of the game, users are one step closer to easier, more economical, healthier, and more efficient parenting.

The purpose of the app is to encourage young parents to take part equally in raising their children. Secondly its goal is to make parenthood more efficient and economically achievable. Also, it promotes a healthy, safe, and fulfilled childhood. The goal is also to show examples to children about the importance of gender equality at an early age.

This is the first app that combines everything each parent needs in an online form. The app includes a time management segment, advice from professionals, nutrition plans, grocery lists, forums, and calendars. Another goal for the app is to connect it with private schools and kindergartens, so parents have complete insight in all activities of their children.

The Jury welcome this innovation, sharing some advice on how to improve the marketing plan, notably through communication campaigns and influencer collaborations, etc. They also recommended to design the app in such a way that it also reaches out to single fathers.



## D/ CHINA - UNITED NATIONS UNIVERSITY INSTITUTE IN MACAU

The on-going COVID-19 health crisis has prevented the United Nations University Institute (UNU) in Macau from hosting an event within the original timeframe of the project. Therefore, the results of their planned events cannot be included in this report. However, UNU plans to host an event in January 2023 which will contribute to the ongoing work of the EQUALS-EU project.





## E/ CROATIA - INTERSECTION

### Overall perspective

There were 10 participants in total, 9 women and 1 man. 4 teams pitched their story to the jury.

### Topic, date, and format

The innovation camp “Women as role models and active citizens’ took place in Croatia in the Faculty of Health Studies University of Rijeka on September 30th, 2022. It was onsite. In each team the leader was a woman. Teams were composed of participants with different expertise, topics of interest and age. Each team was consisted of two or three members. Participants were from different age groups, from students to senior professionals (“older women”).

### Recruitment strategy

A public call was sent to all faculties of the University of Rijeka. The call was also sent to the local and national media and specialized magazines dealing with the topic of gender equality. Local NGOs and students’ organizations in the field of the LGBTQIA+ and women rights, non-violence, ICT, and tech were contacted to disseminate the message on their web and social networks. The event was also promoted online on a Facebook page of the faculty with the moto: “Propose digital and innovative solutions for a gender equal society! #EqualsEuInnovationCamps”.

### Jury members, experts, and facilitators

An analysis successful female role models in the local and university community was done prior to the event. Three experts were selected whose work in the field of gender equality is inspiring and influential, but also, their position can ensure potential implementation of the innovation camp solutions.

Name	Field(s) of expertise	Occupation
<b>Daria Glavan Šćulac</b>	Law	Diversity officer
<b>Tina Kovačić</b>	Social policies	Program coordinator
<b>Ana Marija Sikirić Simić</b>	Economics	Assistant professor

Table 5: Experts and Jury – Croatia

The facilitator and main moderator was professor Iva Rinčić, representative of the Faculty of Health studies.

### Winning solution

The best solution from the Croatian innovation camp is called “UNIRI for Kids”. The solution is a mobile app to support student parents with young children (under the age of 3) in the academic sector. It has three main goals: awareness raising through real experiences of parents, support and communication with the university and an informational desk for changing a baby, breastfeeding, half-day working arrangements, available parking spaces, online classes etc. The objective is to promote studies for parents who are also students and

empower universities to provide equal opportunities for young mothers and parents. It also aims at integrating young student parents into the labour market.



## F/ FRANCE - MISSIONS PUBLIQUES

### Overall perspective

This hackathon was the first held within the consortium. The event was hosted by Missions Publiques' team working on the Equals EU Project: Marie Adèle Elebe and Maria Tazi. Moderators also played a role of facilitators when needed, supported by Missions Publiques colleagues: Théa Disdier-Haumesser and Ariane Ioannides. It took place in Paris.

The event engaged 14 participants in three teams competed against each other to propose the best pitch to a highly qualified jury composed of female experts from the French ecosystem of innovation, public affairs, computer science and entrepreneurship. The prize ceremony took place on a symbolic day for women and gender minorities: the 8th of March, International Women's Rights day, which was a strategic way to gain maximum outreach for our event.

### Topic, format, and date

From 5-7 March 2022, participants hacked for 48 hours on the topic: "Gender inclusion in decision-making". The winner was purposely announced the following day, so that the prize ceremony could be held on March 8<sup>th</sup>, International Women's Rights Day. The event was hybrid, both online and face-to-face, enabling maximum inclusion for all interested participants.

### Recruitment strategy

The strategy for successful recruitment could rely on two strong assets:

- The strength and broad coverage of the entire EQUALS-EU consortium, added to the personal network of the experts and hackathon's jury members, and cooperation with specialized agencies.
- The flexible hours of the A 48-hours-hackathon, to increase the attractiveness of the event and accommodate potential participants' timetable

Our most important criteria of recruitment was gender. We aimed to include the widest possible range of gender minorities: lesbian, gay, bisexual, transgender and intersex. However, no non-binary people answered our invitation though we reached out to associations and groups who were made up of these minorities. Out of the 14 participants, three identified as male and 11 as female. Our second most important criteria was to recruit from racial minorities.

We partnered with two agencies to carry out our recruitment strategy through communication tools. First was Willa, the French incubator which specializes in women's entrepreneurship and accelerates gender inclusion in the technology sector. In exchange, Willa was an official partner of the French hackathon and was acknowledged on all communication materials. Willa also welcomed participants on the day of the event with a few words. The second agency was Maddyness, a French magazine specialising in innovation. Through their online calendar, newsletter, and social media posts, Maddyness helped us reach women who fitted the target recruitment groups.

Most importantly, we activated our experts' and jury's communications channels to leverage on their online communities to assist us reach racially diverse audiences. This was carried out by interviewing the experts, posting their interview on Missions Publiques' website and social media, and inviting them to share the article with their community. Shared on LinkedIn, these two interviews created valuable engagement with women who could identify themselves with both racially visible women who occupy high-levels positions.

The invitation to the hackathon was published in more than 40 online communities, including Facebook groups such as “Promotion 2018-2019 in gender studies of Paris La Sorbonne”, and LinkedIn groups such as “Women in digital”, “LGBT people in tech” and “non-binary people in innovation”.

Additionally, we searched for participants who were interested in gender, intersectional feminism, innovation, computer science, inclusion and diversity, innovation and entrepreneurship and messaged them directly through LinkedIn, Twitter. This turned out to be more effective than email, as LinkedIn and Twitter messaging enables the sender to include an invitation card. In total, around 200 messages were sent out through this channel.

**Experts, jury, and facilitators**

Our experts constituted a multidisciplinary team of women from diverse backgrounds, each with insightful stories to share around inclusion, entrepreneurship, leadership, and women empowerment.

The below questions provided the framework for the for the Q&A session with the experts:

- How do you understand the idea of decision-making or notions like governance in relation to your fields? To convey to participants the scope of their work, how far can this notion of "decision-making" go?
- How is the idea of gender inclusion understood in your fields? What is missing in your fields to make them more gender inclusive?
- How does decision-making relate to gender inclusion?
- How can tech help with gender inclusion and decision making?
- What do you think of measures advocating for affirmative action or "quotas"?
- What are the levers you consider most urgent for inclusion in decision-making?

Name	Field(s) of expertise	Occupation
Elodie Freitag	Entrepreneurship	Head of people and culture at Ulysse
Nolwen Le Chevalier	Inclusion and decision-making	PHD
Lauren Lolo	Decision-making and inclusion	Elected representative of a French department and Founder
Lina Olivares	Innovation and business	Incubator programme manager
Xuan-Vi Tran	Computer science and entrepreneurship	Founder and CEO

Table 6: Experts - France

Name	Field(s) of expertise	Occupation	Company
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Aurélie Mulowa	Communications, entrepreneurship, and inclusion	Communication manager at Start Lab ICHEC and founder of the Belgian network of Entrepreneures network	Start Lab ICHEC
Audrey Saunion	Customer and user experience	Director of User Relations and Logistics and logistics at Est Ensemble	Est Ensemble
Imen Ghedhioui	Technology and Communication	Former consultant in Behavioral Economics advisor to the Cabinet of the of the Ministry of Technology and Communication in Tunisia	UNU, E-gov-Advisor
Xian -Vi Tran		Founder and CEO	VIBZ
Nathalie Coulibeuf	Tech and business	Digital consultant	La vie rêvée
Elodie Freitag	Entrepreneurship	Head of people & culture	Ulysse
Lina Olivares	Innovation and business	Incubator programme manager	
Lauren Lolo	Political affairs, decision-making	Co-founder of Cité des Chances and elected municipal official	
Nolwen Le Chevalier	Inclusion and decision-making	PHD	

Table 7: Jury – France



The jury teams were named after three women who made history. Marsha P. Johnson (the revolutionary Afro-American transactivist), Gisèle Halimi (Frenco-Tunisian activist for women rights) and Claude Cahun (French writer and LGBT activists).

**Winning solution**

The winning solution was “IA Ethique”, a non-discriminating algorithm, without cognitive bias, to promote access to employment for gender minorities. "Algorithms are not to blame; the only ones responsible are those who design them." Algorithms, like decisions made by humans, generate discriminatory practices. The results of algorithms depend on how programmers write them. Developers are predominantly white, cis-gender males: the AI they create reflects their cognitive, statistical, and economic biases.

The solution aims to ensure that the AI used to assist in decision making does not replicate our biases. Because employment is an engine of upward mobility, IA Ethique was designed to encompass a broad understanding of modern employment and to suit different realities. Ultimately, its objective is to allow people from minority backgrounds to access positions, in which they will be able to inform and implement inclusive decision-making. The AI solution proposed optimizes the search engine algorithm to increase the relevance of results and enable informed decision-making through a linguistic configuration for gender inclusion.

Regrettably, despite winning the event, conflicts between participants in the team resulted in the team declining their prize: the invitation to attend the EQUALS-EU incubator program and summer school.



## G/ GERMANY - UHC

### Overall perspective

There were 8 participants on the day of the event. The University Hospital of Cologne, EIT Health Alumni Network and MARMAS GmbH collaborated to implement the hackathon. Being online, the hackathon brought together participants with different backgrounds living in Germany, Norway, Sweden, India, Austria, and Indonesia. There were 7 women and 1 man.

### Topic, date, format

The Hackathon for ICT in Women's Health' was held on April 22-23, 2022, virtually. The hackathon was a two-day event with over 24h intensive work by the participation teams, held by the University of Cologne in collaboration with EIT Health Alumni Network and MARMAS GmbH. 6 dedicated jury members attended and gave constructive feedback to participants. The agenda included an opening speech from Dr Plamper, Head of Corporate Development, representing University Hospital of Cologne, followed by an introductory talk by Dr Masia about how to prepare a hackathon. Afterwards Dr Giannoumis gave the participants a lecture about universal design and well-being in healthcare. The participants were randomly teamed up into two groups, to brainstorm ideas with feedback and suggestions from the organizers/facilitators, following which they continued to work on their pitch during the two days process. In between, female experts also shared their successful experience. Dr Fei Tian from Yabeo gave a talk about venture capital investment in women's health. Dr Isabelle Schiffer, from Gateway Excellent Start-up Centre, University of Cologne had shared the valuable experience on Bridging ideas to transfer. Audry Zoncsich MSc, MPM, GPM, Sr. Manager Research, Development & Innovation at Establishment Labs: My story in women health promotion.

Based on the two days interaction, training and exploration, the pitches were presented on the second day, facilitated by Dr. Masia, and the jury asked the teams questions after each pitch, scoring the teams among all the jury team, and then choosing the winning teams based on the overall ranking and scores. In the end, Prof Dr Marianne Legato, The Foundation for Gender-Specific Medicine, Inc., USA., a world leading gender medicine expert, announced the winning team, providing advice and guidance and made closing remarks to finalize the event.

### Recruitment strategy

The recruitment criteria emphasized the importance of diversity within the teams and with supplementary expertise (communication, technology, business/entrepreneurism, healthcare, sociology, humanities) and invited participants who were strongly motivated to work together to find an innovative new ICT solution for women's health.

An Eventbrite invitation page was sent out on social media (Eventbrite, LinkedIn, Facebook, and Twitter) to target students at the University of Cologne and the members from EIT health alumni network and Foundation for Gender-Specific Medicine to participate. Faculty newsletters direct emailing worked also.

### Jury members, experts, and facilitators

6 jury members attended the event, all have strong impact in their expertise worldwide. The jury offered diverse perspectives and a full range of experience that were highly relevant to the focus of the hackathon and worked well together to assess the team pitches and evaluate the winning team.

For moderation, partners chose Dr. Marco Masia for his full experience in planning and implementing hackathons and innovation events and works at the intersection between research, innovation, and policy. He is also a former tenured professor at the University of

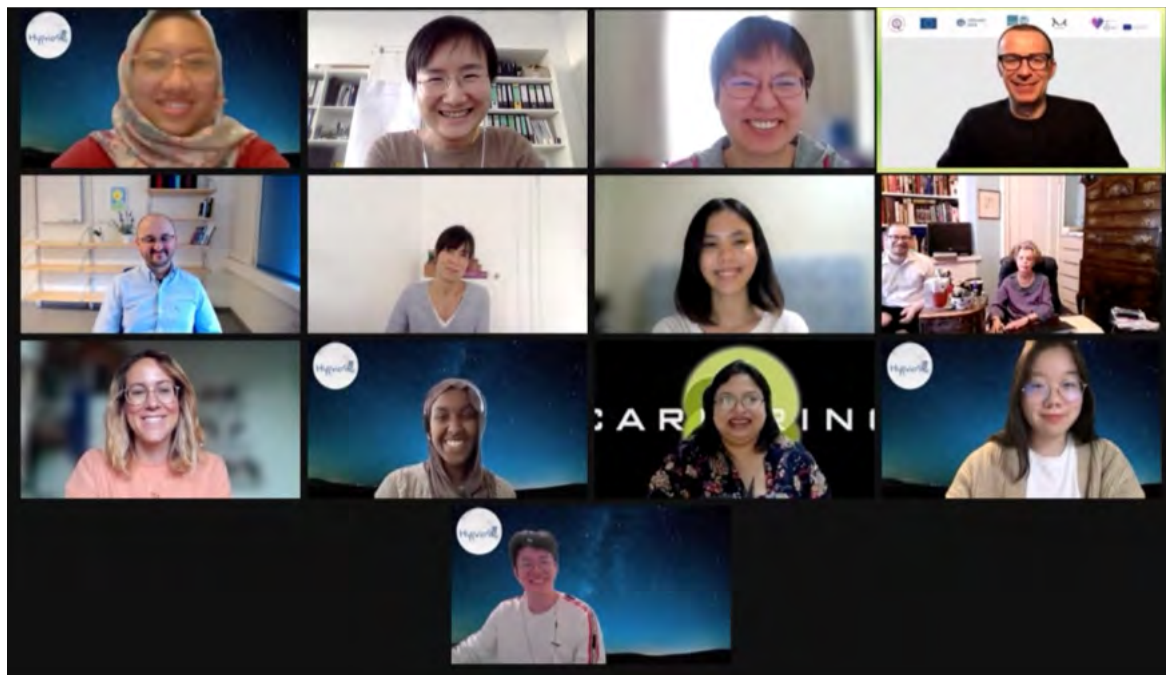
Sassari, a former board member of the Marie Curie Alumni Association, and is now working as Technology Transfer Manager at the University of Vienna. His has expertise in academic research and in innovation/technology, including an M.B.A. from the Frankfurt Business School, and was well suited to the role of facilitator for this event, which brought together a diverse range of students at an early career stage.

**Winning solution**

There is growing awareness of the gender health gap and the need for more adaptive information and care – and digital health has a key role to play.

The winning team is made up by Haifa Mayang, medical student from Indonesia; Yuhui Gan, Game designer, living in Sweden; Salma Ali Addo, studying medicine in Sweden; Yinan Xu, AI Engineer currently studying in Germany. Hypnose is an app that integrates AI with exclusive wireless health trackers for pregnant women with insomnia, looking for a solution without the use of medication. *Hypnose* is designed to provide useful tools for future mothers, allowing them to connect with experts and keeping them in touch with a scientific expert community.

**ICT in women’s Health Group Photos**





## H/ GREECE – KMOP

### Overall perspective

KMOP organized a successful hackathon based on its principles of inclusion and non-discrimination. The participants of the hackathon came from various education and social backgrounds as well as from a wide age range. The four days focused on women's empowerment and inclusion. For both participants and KMOP, the discussions, activities and ideas shared were both insightful and constructive.

### Topic, format, and date

Participants worked on the topic "ICT for Social Equality". The Greek hackathon comprised four days:

- Online Conference: 03/05/2022
- Hackathon 1<sup>st</sup> day Physical: 04/05/2022
- Hackathon 2<sup>nd</sup> day online: 05/05/2022
- Hackathon 3<sup>rd</sup> day online: 05/05/2022

### Recruitment strategy

KMOP, in the framework of WP2 and the EQUALS-EU Project organized a 4-day series of events. First an online conference brought together ICT experts, women entrepreneurship experts and members of the Greek and European Parliaments to discuss "Women's emancipation in the digital age". The discussion was a valuable source of inspiration for both hackathon members who actively asked questions to experts, but also for the public as the first day of the event was open to everyone and eventually attracted more than 200 participants. This event was placed in the beginning of KMOP events to give inspiration to participants and in parallel to raise awareness for the project.

The second day was dedicated to the beginning of the main hackathon event and took place physically at KMOP's day centre in Piraeus, Attica. In parallel and considering that partners wanted to have an event of national scale, their colleagues from KMOP in Thessaloniki facilitated the participation of another team from the northern part of Greece.

The third and fourth day of the hackathon, participants had the chance to work together online in designated online meeting rooms. During the last day, each team submitted their idea and after two days of evaluation by our in-house experts and external jury members decided on the winning team and organised an online awarding ceremony for them. The awarding ceremony for the Hackathon winning team was online.

KMOP followed multiple ways for recruiting the participants. These include:

- Email campaign focused on universities, VET centres and education providers
- Press releases and social media posts
- Sponsored communications in journals, news websites and organisations of the experts

The recruitment criteria selected are the following:

- English literacy
- Vulnerable groups
- Interest on gender equality and ICT
- Age group 18+
- Cover letter and cv (evaluated and selected based on that as well)
- 80% women / 20% men
- LGBTQIAPK+ groups

### Experts, jury, and facilitators

Based on the topic of the first event, KMOP decided to bring together female experts from the fields of Policy, Innovation and Entrepreneurship and technology. It is important to stress that the experts constitute the leading professionals in their field in Greece and beyond. KMOP is an NGO focusing primarily on social action, therefore they wanted to connect social equality and welfare with entrepreneurship and technology.

Name	Field(s) of expertise	Occupation
<b>Maria Samolada</b> Journalist	Journalism and Politics	General Director in the Economic and Political e-journal, Grtimes.gr
<b>Dr. Antonia Torrens</b>	Educational Psychology	General Director at KMOP and Vice-President of COFACE Europe
<b>Calypso Goula</b>	Law, politics, and public administration	General Secretary of Demographic and Family Policy and Gender Equality
<b>Stela Kasdagli</b>	Women empowerment, business mentoring and counselling	Co-founder of the non-profit organisation <a href="#">Women on Top</a>
<b>Mai Zanni</b>	Political analyst and expert on strategic planning. Expertise on women empowerment in the social sphere	Co-founder and President of <a href="#">Women Act</a>
<b>Dimitra Letsa</b>	ICT management and Journalist	CEO & Publisher, <a href="#">Moonshot.news</a> and Manager at Google
<b>Eri Paulaki</b>	Marketing, counselling, and mentoring on business management and personal development	Co-founder of Women Do Business
<b>Natasa Grigoraki</b>	Education and training	Co-founder of Women Do Business and CEO of Telecommunications Store
<b>Daphne Tsevreni</b>	Digital platforms management	Co-founder and COO, <a href="#">Clio Muse Tours</a>
<b>Christina Alexopoulou</b>	Politics, Public Administration and Construction sector	Member of Parliament for Achaia on behalf of the Political Party/Government "New Democracy"

<b>Eva Kaili</b>	Politics, Public Administration, EU policies for gender equality and ICT	Vice-President of the European Parliament
<b>Rania Svigkou</b>	Public Administration, Sociology of Work, Feminism, and gender equality	Secretary of the Central Committee of the Political Party "SYRIZA"

Table 8 – Experts and Jury members - Greece

Based on the topic of the hackathon KMOP decided to combine expertise from external and internal experts. They created a collaborative jury scheme where KMOP professionals and experts found below evaluated and discussed each topic and idea. The external jury members provided their expertise and insights on the topics and ideas provided by the participants, while KMOP members tried to incorporate into the evaluation process the principles and ethics of KMOP in relation to social inclusion and support of vulnerable and marginalized groups.

The facilitation and moderation of the first day event was performed by Ms. Maria Samolada. Ms Samolada is a highly experienced journalist, she has been moderating discussions, dialogues and debates in Greek television and Greek radio for more than two decades and has a great interest and has been active on promoting gender equality topics. As regards the rest of the days and the main hackathon events, the main coordinator was Apostolos Altiparmakis considering that he is the project manager of the EQUALS-EU project. Mr Altiparmakis was supported throughout the whole procedure by Ms Dimitra Bofylatou. Ms Bofylatou and her team carried out all communications and managed the logistics of the hackathon.

**Winning solution**

The solution ranked first was the following: Safeguarding cultural heritage, boosting women professional inclusion and circular economy policies via digital sewing seminars and education programs, and developing marketized recycled products made of fabric. The project proposed includes the following actions:

- Sewing seminars with state-of-the-art machines with features that allow users to really use their creativity as they will be equipped with a large interactive touch screen, with the possibility of direct embroidery processing, with adjustment of settings, change in any of the 13 built-in languages, clock, built-in video tutorials and help guides for perfect results and ease of use.
- Design program - compatible with the electronic machine. The latter allows the user to create, edit and modify sewing patterns for electronic sewing machines, using a personal computer without the need for special skill, creating sewing patterns.
- Sewing pattern data can be modified, which will reduce the time required for resizing and correction.
- Repair, reuse & recycling of clothes, fabrics & materials) in a new life cycle.
- Creation from processing of clothes with artistic intervention.
- Online shop and marketing campaign so to be able to sell the items
- Digital art exhibition fair via an online collaborative platform

Their vision is the revival of art together with tradition, combined with a return to the roots. To create cradles of culture by learning sewing, embroidery and recycling of clothes and fabrics. Sewing lessons, so that we can teach vulnerable groups how they can use the existing ones, but also to transform them, giving them a second chance. Maybe it could be called "manual activism", maybe zero waste because even with rags we make patchwork throws, even better "back to the roots", supporting cultural heritage protection and maintenance.



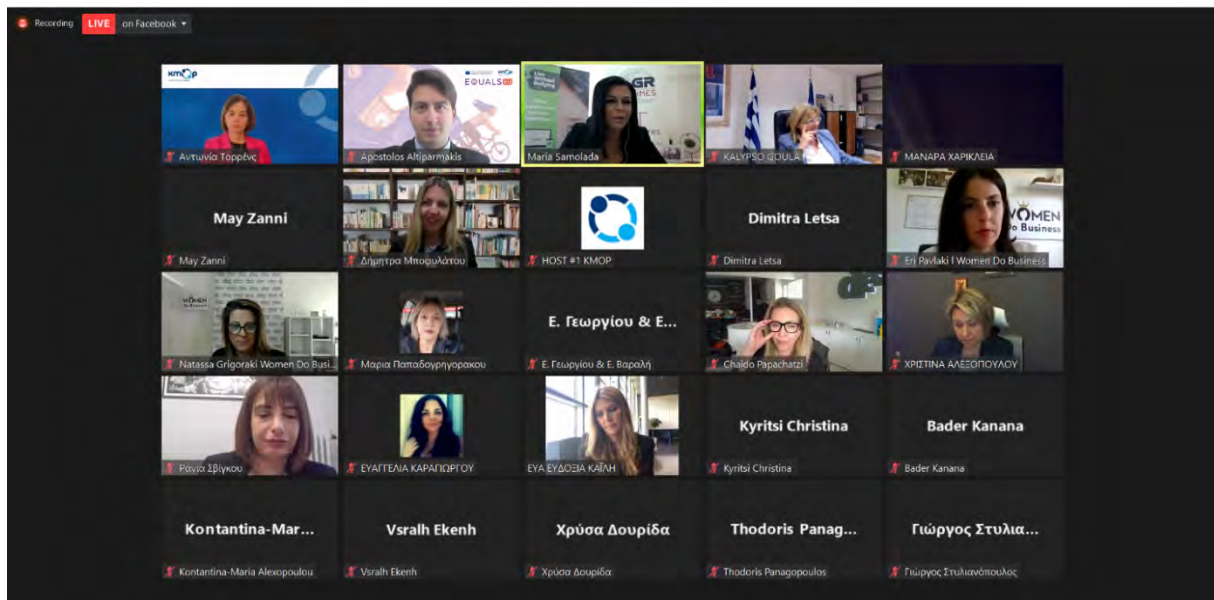
Furthermore, there will be a permanent showroom at the premises of ENENON, strengthening the local community through the organization and hosting of events with invited local actors, merchants, who could channel the creations. The beneficiaries will be single-parent families, people who have experienced or are experiencing social exclusion and abuse. The pool from which we will draw beneficiaries is through the Association, the local community of Kallithea and the wider area and will be implemented by the group of volunteers of ENEON. The program aspires to be a cradle of learning, know-how and transmission of knowledge.

Finally, it is important that ENEON Association, operating in the Municipality of Kallithea (Attica, Greece) has already close collaboration with local public bodies and authorities and aims to even strengthen these strategic partnerships through this project and include also two local Public Universities and their schools of economics and social sciences to support the objectives of the project and contribute to having greater impact.

The innovation in this project is the technology that with modern means such as software and the electronic sewing machine in combination with the human factor produce work that is beneficial for everyone but also for the environment. The latter would require advanced AI software development and prototyping so to achieve the desired outcome.

This new life cycle gives value to fabrics, to handicrafts, by reusing them and transforming them. We utilize technology, minimize costs, save resources and goods, promoting solidarity and volunteerism.

Furthermore, the project and the start-up to be created to collaborate with ENEON will develop a digital collaborative art platform to host and showcase the creative designs developed by the women at ENEON. In addition, online shopping infrastructures and digital marketing solutions will be employed to develop a marketized product able to support women from vulnerable groups and local communities.



## I/ ISRAEL - UNIVERSITY OF HAIFA

### Overall perspective

There were 28 participants in six teams that competed in the hackathon, with 4 to 6 members in each team. All teams were led by a woman, and included people from diverse backgrounds (nationality, gender, expertise, socio-economic background). The teams were supervised by a professional facilitator (Dr. Masia, University of Vienna) and were provided with feedback throughout the day by experts in health promotion and communication, and in business/entrepreneurship. The jury included 4 women in leading positions in Israel's healthcare, technology, and entrepreneurial sectors, who evaluated the pitches, choosing the winning teams and providing valuable feedback to all teams. The event was highly successful collaboration between the University of Haifa, Reichman University, and the Clalit Health Services, working together to implement the hackathon as part of the EQUALS-EU project. The winning teams will now take part in the EQUALS-EU mentoring program.

### Topic, format, date

'Gender equity in public health' hackathon was held on May 12th, 2022, at Reichman University. The event was coordinated by Dr. Nehama Lewis from the University of Haifa (beneficiary, EQUALS-EU), in partnership with Ofir Richman at the Adelson School of Entrepreneurship at Reichman University. The hackathon was organized around a challenge offered by Israel's Clalit Health Services (see Appendix, pages 25-27), aimed at offering tech solutions to promote physical activity among young girls and teens in Israel.

### Recruitment strategy

The day was planned to be intensive but well organized, to allow the teams to quickly understand the challenge, and work collaboratively toward a proposed solution and pitch. The agenda included an interim presentation, where teams were invited independently to present their best two ideas to the organizers. They had 5 minutes to present and then received feedback and suggestions from the organizers, and then continued to work on their pitch during the afternoon. The pitches were presented in random order, facilitated by Mr. Richman, and the jury asked the teams questions after each pitch, scoring the teams, and then choosing the winning teams based on the overall ranking and scores.

In the dissemination materials (please see Appendix, pages 28-29) it was stipulated that only participants who apply as a team of 4-5 motivated individuals would be accepted. It was further specified that all teams must designate a women team leader and include at least 2-3 female members. The recruitment criteria emphasized the importance of diversity within the teams, when members offer supplementary expertise (technology, business/entrepreneurism, health promotion, sociology, humanities) and want to work together to find an innovative new ICT solution. Participants were recruited through a link created for the event (<https://airtable.com/shrJgiGNTGJUpdQSR>)

Participants were recruited: 1. By posting the event call on social media (LinkedIn, Facebook, and Twitter) 2. By encouraging students at the University of Haifa and Reichman University to participate. The students were enrolled in courses directly related to the event challenge (health promotion and health campaigns). 3. Through faculty newsletters and by directly emailing colleagues working on related topics.

### Experts, jury, facilitators

The event was conducted in collaboration with experts in health promotion, including the organizers, who offered relevant expertise in health communication and health promotion. 1. Mr. Ofir Reichman - Head of ASE Extracurricular and International Programs, Adelson School of Entrepreneurship, Reichman University 2. Dr. Nehama Lewis - Department of

Communication, University of Haifa (Beneficiary - EQUALS-EU) 3. Prof. Diane Levin-Zamir, Revital Koren, & Idit Tugendreich - Department of Health Education and Promotion, Clalit Health Services. The event was managed and coordinated by Ms. Dana Barda, Executive Assistant & Head of operations. Adelson School of Entrepreneurship, Reichman University.

They recruited a jury of 4 women who hold prominent positions in the public and private sector. The jury members included senior faculty at the University of Haifa and at Reichman University, and leading figures in the Israeli health system, and in the technology sector. The jury offered diverse perspectives and experience that were directly relevant to the challenge and focus of the hackathon and worked well together to assess the team pitches and choose the winning teams.

Name	Field(s) of expertise	Occupation	Company
Prof. Diane Levin-Zamir	Health Promotion	Professor, Head of Health Promotion	Clalit Health Services & University of Haifa School of Public Health
Prof. Dafna Schwartz	Entrepreneurship, Innovation	Head of the University Research Authority, Faculty	Adelson School of Entrepreneurship, Reichman University
Nili Goldberg	Marketing (product, growth and brand)	Founder, CEO and chief strategist of FAASTR	FAASTR
Adi Diker	Product Design and healthcare technology	Healthcare Saas product design	MedOrion

Table 9: Jury - Israel

Partners chose a facilitator for the event who had experience in planning and implementing hackathons and innovation events and works at the intersection between research, innovation, and policy. The facilitator, Dr. Marco Masia, was a former tenured professor at the University of Sassari, a former board member of the Marie Curie Alumni Association, and is now working as Technology Transfer Manager at the University of Vienna. Dr. Masia has expertise in academic research and in innovation/technology, including an M.B.A. from the Frankfurt Business School, and was well suited to the role of facilitator for this event, which brought together a diverse range of students at an early career stage.

**Winning solution**

Female athletes may underperform at an athletic task if prompted to think about gender stereotypes of athleticism. Also, gender stereotypes contribute to young women dropping out of sport participation because women in sport are often seen as being non-feminine. 'Eq=al' Solution = 'Metletes' - 'We are all athletes' is a virtual exercising platform featuring personal avatars using wearable sensors for girls and gender minorities. The app enables to break gender and body stereotypes through sport while being a girl-driven and women-centred platform.



## J/ LATVIA - EILZA

### Overall perspective

The innovation camp from Latvia brought together active young people, as well as other stakeholders. Participants worked with experts on innovative solutions to create a more gender-inclusive social business ecosystem in Latvia. The discussions took place in a lively, interesting, and friendly atmosphere. The experts shared their experience, knowledge, and practical advice on how to create, register and develop a successful social enterprise. In total, 22 people participated in the event - 16 participants and 6 experts.

### Topic, date, format

The innovation camp “GENDER-INCLUSIVE SOCIAL ENTREPRENEURSHIP” was held on May 6, 2022, at the Latvian Academy of Sciences in Riga.

### Recruitment strategy

The target audience was female and youth to engage more young women in entrepreneurship. Partners here put-up posters in universities and sent out email invitations to universities and learning institutions, as well as oriented social media campaigns. In the end, they had most female students on board.

### Experts, jury members, and facilitators

The expert panel was exclusively feminine with 3 leading experts in social entrepreneurship:

Name	Field(s) of expertise	Occupation
Aija Sannikova	Social entrepreneurship	Member of the Social Entrepreneurship Commission at the Ministry of Welfare of the Republic of Latvia
Kate Priede-Trauberga	Social entrepreneurship, gender equality	Director of the MBA programme at Riga Business School (Stockholm School of Economics)
Vita Brakovska	Gender Equality	Association »Zinis« Chairman of the Board

Table 10: Experts - Latvia

The recruitment of the jury was conducted by inviting academically and practically experienced people that could evaluate the results of the IC due to their knowledge on the topic of the IC as well as their ability to evaluate the results presented by the participants of the IC without any bias.

The main moderator for the event was Dr. Jeļena Titko.



Name	Field(s) of expertise	Occupation	Company
Jeļena Titko	Gender equality, cultural integration	Researcher of the Institute of Economics of the Latvian Academy of Sciences; Science Vice-Rector of the University College of Economics and Culture	University College of Economics and Culture, Institute of Economics of the Latvian Academy of Sciences
Edgars Čerkovskis	Social entrepreneurship	Director of study programme “Circular Economy and Social Entrepreneurship” of the University College of Economics and Culture	University College of Economics and Culture
Nina Linde	Gender equality, psychology	Director and Lead Researcher of the Institute of Economics of the Latvian Academy of Sciences	Institute of Economics of the Latvian Academy of Sciences

Table 11: Jury - Latvia

**Winning solution**

Many pregnant women and young mothers experience significant stress and negative emotions that can be caused by feeling sick while pregnant and/or lack of interaction with other people while on maternity leave. To create a social space for pregnant women and young mothers where they can acquire experience, up-to-date knowledge, and feel accepted and be heard, the team conceived a program for these women that would help them gain experience while on maternity leave or keep up with the newest knowledge. This idea promotes the creation of such support programs as well as other well-being programs and mental support. The jury favoured this concept because it was qualitative and easily implemented.





## K/ MONTENEGRO – INTERSECTION

### Overall perspective

The innovation camp gathered 25 young people: 15 high school pupils and 10 university students, who developed their own start-up ideas and pitched them to a jury of 3 experts.

### Topic, date, format

The Montenegrin event was a research and innovation camp “From Science to High technologies and Gender Sensitive Science Communication” held in the Montenegrin science promotion foundation PRONA Marka Radovica in the Ivanova Korita area (Old capital Cetinje) on August 13-15<sup>th</sup>, 2022. The camp lasted 3 days and was face-to-face. Participants had the opportunity to hear the importance of the synergy of scientific knowledge and economic and media activities through interactive lectures by experts in the field of natural sciences and technological innovations, as well as in gender. The first segment of the camp, dedicated to the development of start-up ideas, resulted in the presentation of ten business plans with the tendency of exponential development on the national and regional market. Under the mentorship of experts, high school students created new ideas, pointing out the importance of the joint action of scientists, media, and businesspeople in improving the quality of life of the entire community. Lectures at the Innovation Camp were also given by students who, in this way, introduced the other participants to their scientific research work in laboratories and scientific institutions around the world.

### Recruitment strategy

An invitation was published where all interested high school and university students could apply, as well as the broader innovation community. The registration was open for 2 weeks and was published on social networks. All those who had an original idea were invited to apply and submit their ideas, which were submitted to the first round of evaluation.

The camp was organized with the aim of promoting young future start-ups and entrepreneurs who can contribute to areas crucial for the further development of society. The basic criteria for application were:

- Age (from 16 to 36 years old),
- Participants already had an idea to develop,
- Participants roughly knew what he/she want to achieve with the idea, which questions / problems / it solves.

The project team designed posters and flyers for the promotional campaign. Specially designed T-shirts, ID cards, stickers, and handouts with materials for participants and lecturers were prepared. A notification about the Camp was distributed to the media, a campaign was carried out on social networks and the organizer's website.

### Jury members, experts, and facilitators

A total of 25 ideas were submitted and all were invited to participate in the event. Participants were required to prepare a presentation of their idea lasting up to 10 minutes, and to answer the jury's questions for up to 5 minutes.

In addition to the participants of the camp, a special selection was made for the members of the jury. One jury member was the President of the Board of the PRONA Foundation, while the other two members were initiators of successful start-ups from Montenegro and Serbia.

5 experts were selected because they could transfer valuable experience to future start-ups and were able to orient them in their choices.

Name	Field(s) of expertise
MSc Nikola Subotic	Physicist
MSc Vladimir Pejovic	Engineer
MSc Tijana Lopicic	Engineer

Table 12: Experts - Montenegro

The jury comprised one of the most famous start-ups in Montenegro and a woman who is known to have had some of the very best innovative ideas in the region.

Name	Field(s) of expertise	Occupation	Company
Djuro Stojanovic	IT engineer	Full professor and one of the famous start-ups in Montenegro	Uhura Solutions (start-up)
Prof. Silvana Andric	Microbiologist	Full professor and a startup founder	University of Novi Sad and start-up owner
Prof. Jovan Mirkovic	Physicist	Full professor and the President of the board	University of Montenegro and of PRONA

Table 13: Jury - Montenegro

**Winning solution**

“Be Heard” is a mobile app that enables women to report gender-based discrimination anonymously. There are 4 different features: gender inequality at the workplace, in family, in public spaces or in institutions. It is a space where women can feel comfortable to share their stories and can feed non-governmental organisations with their action plan towards gender equality. The app is also about awareness raising towards cis-gender men who, while reading, will understand how their actions and words can affect women.

The team shared an open question survey through social media and concluded that young people are more willing to learn about gender issues on an app rather than forums.



## L/ NORTH MACEDONIA - INTERSECTION

### Overall perspective

9 students participated in the North Macedonian event.

### Topic, date, format

The North Macedonian innovation camp “Towards balanced gender approach in social media and Internet” took place in the Ss. Cyril and Methodius university in Skopje on October 7th, 2022. The event was hybrid, generally onsite with 1 online input from one of the experts. The event was arranged to host up to 15 students from the Ss. Cyril and Methodius University in Skopje. Information for the event and call for participation were sent by email through local Moodle service.

### Recruitment strategy

An open call was sent to all students at the Ss. Cyril and Methodius University in Skopje via the local FEEIT Moodle platform, a Google forms call, and a poster announcement was made. Everyone who is eager to discuss and improve the awareness about gender inequalities in social media and in engineering, was welcome to participate in the event.

### Jury members, experts, and facilitators

Experts were selected considering their past work and their advocacy for gender equality in the modern technology and engineering professions.

Name	Field(s) of expertise	Occupation
Aleksandra Drecun	Gendered innovations	President, Intersection
Marija Poposka	Telecommunications and IT	Teaching assistant at FEEIT
Maja Celeska Krstevska	Power engineering and RES	Assistant professor at FEEIT

Table 14: Experts - North Macedonia

Regarding the two members of the jury, Zivko Kokolanski is an associate professor who has extensive entrepreneurial experience as a director of several start-up and spinoff companies. In his rich entrepreneurial and scientific research career, he advocates for balanced gender approach in science and technology. Vladimir Atanasovski is the vice dean for finance and international cooperation at FEEIT. He is the head of the Centre for Technology Transfer and Innovations (INNOFEIT) with extensive experience in the field of innovation and intellectual property protection.

Name	Field(s) of expertise	Occupation	Company
Zivko Kokolanski	Electrical measurements, electronics and IT	Associate professor	FEEIT
Vladimir Atanasovski	Telecommunications and IT	Associate professor	FEEIT

Table 15: Jury - North Macedonia

The main moderator was prof. Zivko Kokolanski, who has an extensive experience in management and communication with the students and start-ups.

**Winning solution**

The team started off with a basic observation: parents have dominant patriarchal upbringing in the Balkan countries. The main prejudice goes to girls and their household responsibilities and future job careers.

The proposed app is intended for children from the age of four and would consist of performing various duties with varying levels of difficulty: recognizing tools and their use, recognizing household appliances, cooking, parental duties, cleaning, gardening duties, repairing broken appliances, etc. The child and user would not decide the duty that they want to perform, with levels being randomly generated from the variety of tasks. Obligations will not be imposed according to the child's gender, which will avoid the division according to gender and every child will feel competent to perform any duty regardless of their gender. The team stated that "this will further affect their career choices in their future, since the performance of the tasks itself, would not depend on gender." The purpose of this app would be to equalize and remove the traditional classifications of "female" and "male" daily responsibilities and professions that are imposed on children from the earliest age. It brings gender balanced approach to children at a young age by a simple mobile application ± game.



## M/ NORWAY - GUDC-FU & OSLOMET

### Overall perspective

The innovation camp took place in the framework of the annual Universal Design Day event. Universal Design Day was founded by Global Universal Design Commission Europe (GUDC-EU) and the Norwegian Labour and Welfare Administration (NAV) in 2020. It brings together the world's leading experts on universal design, representatives from small- and medium-sized enterprises, and international institutions to raise awareness on universal design and its application in all areas of society. The aim of this innovation camp is to find solutions to make the technology and digital field more inclusive, especially for women. Focus was put on creating new policies, business processes, practices, or products and services that solve complex challenges. All participants were presented with a code of conduct which was followed according to regulation. All activities were held in English.

### Topic, format, date

The topic of the innovation camp was Universal Design of information and communication technology (ICT) and was hosted in collaboration with Oslo Metropolitan University (OsloMet) on the 23rd and 24th of May 2022 at OsloMet campus in Oslo.

This program format was compressed in response to the needs of the participants which comprised largely university students and employees at NAV, who have limited capacity to take part in multi-day events, owing to work and study commitments. Despite the relatively shorter format of this innovation camp compared to others, innovative, high-quality outcomes were produced.

### Recruitment strategy

The Universal Design Day Innovation Camp was a part the annual Universal Design Day event since both events share similar values. The concurrent timing of both these events provided additional value to attendees of the UD Day, while providing the start-ups with visibility among the institutions and companies who were present at UD Day. Further, codelivery of the events disseminated the work of the EQUALS-EU project to a highly relevant audience.

The EQUALS-EU partners facilitated the event by getting the word out for the innovation camp and provided help when needed. They incorporated the marketing strategy of our UD Day event for the innovation camp. They created social media campaigns that ran for two weeks prior to the event.

The targeted participants were women, men, and non-binary people with a background in computer science, information technology, UI/UX design, digital marketing, entrepreneurship, business, gender studies and equality work.

The method that gave the best results was to directly reach out to companies and institutions with information about the event. Jannicke Hølen, one of the experts, sent an email to Kristiania University College on our behalf, which led to a high signup rate. Same did the recruitment that the Norwegian Labour and Welfare Administration (NAV) had on their website. In short, most signups were gathered through emails, some signed up through NAV's website marketing their series of events in May focusing on inclusion and diversity. The Innovation Camp signup link was also posted on this site. The day prior to the event we counted 22 signups in total – but only 9 people showed up on the day itself. Some were unable to join because of final exams and others were out on sick leave.

### Experts, jury, facilitators

The experts were selected based on their background and interest in these types of events. Jannicke Hølen and Knut Bang both work at Design and Architecture Norway (DOGA) which



is working for sustainable value creation through design. Their expertise guided the groups to ensure that their ideas were sustainable and inclusive. Freyja Jørgensen is working for Simula Research Laboratory as the director of innovation, and her resume made her a perfect candidate to add on to the expert team. Her expertise in entrepreneurship, business development and pitching ensured that the groups had support when they made their presentations and pitches. Trust Saidi, with his competence in technology and ethics asked critical questions and helped the teams see the bigger picture on how their ideas impact users and society. Lastly, a jurist at NAV ensures that ideas were within the law and regulations that exist in Norway.

Name	Field(s) of expertise	Occupation
Jannicke Hølen	Inclusive Design	Senior Advisor
Knut Bang	Design driven business development	Senior Advisor
Freyja Jørgensen	Innovation and entrepreneurship	Innovation Manager
Trust Saidi	Innovation, technology, and ethics	Postdoctoral Researcher
Victoria	Law	Jurist at NAV

Table 16: Experts - Norway

Like the experts, partners picked the jury based on their background and interest in the event. Joyce Ndalaye was chosen since she has a master's in Universal Design of ICT, which was the topic of the innovation camp. Liam Flood has experience in business and product development – which is crucial when deciding which idea has the most potential. Ranveig Strøm is the director of innovation at Simula research laboratory, making her a good jury member to spot potential amongst the teams that presented their idea. Lastly, the head of design at NAV, Fredrik Scheide, was added to bring the design perspective to the jury team. The jury team then had relevant competencies while also providing interdisciplinarity to cover more ground in their decision-making.

Since Anne Igeltjørn has taken part in more than 10 different innovation camps and hackathons over the past five years, she led the logistics prior, during and after the event. This was done in collaboration with colleague Regont Kurtishi and with support from Joyce Ndalaye.

Dr. Giannoumis was the main moderator of the event since he has a long experience in moderating innovation camps and hackathons for the past decade. His expertise also connects to the topic of the innovation camp which was “Universal Design of ICT and the digital divide”.

**Winning team**

The winning solution is entitled MAD – Making A Difference, a platform that aims to connect Thai women in a network while also providing curated information that they need to get their dream job. This information can comprise, for example, courses to improve technical skills or job opportunities, as well as information on employee rights. The purpose of the solution is to help Thai women build their confidence and get into the job market in Norway. The jury thought the idea was well developed and tackled a challenge that NAV (the official Norwegian platform for jobs) deals with daily. The proposed solution has a specific user group,



which tackles the problem the user group experiences efficiently. When they considered the time constrictions, the jury was impressed by the team's ability to develop such a well-resolved solution to the problem.



## N/ SERBIA - INTERSECTION

### Overall perspective

The Serbian event attracted individuals who are looking for a stage to express their innovative spirit. In total, 16 people participated among whom were 11 women.

### Topic, date, format

The Serbian innovation camp called “Responsible research and innovation: towards a full image of (in)equality” took place on August 12th at the premises of the RTS Media Lab, Kralja Milana 11, in Belgrade. The event was onsite. Participants were presented with one question on Gender (in)Equality in the Digital Era. They were then instructed to generate ideas using structured brainstorming techniques. After narrowing down their ideas for a proposal, teams were instructed to work on quick concepts, prototypes, which would test their assumptions and synthesize findings to present them to the jury.

### Recruitment strategy

The most important criteria of recruitment was gender, but partners also aimed at including the widest possible range of gender and ethnic minorities. They invited chiefs of staff in campuses to share the announcement through their networks. Formal invitations were distributed to contacts in the Intersection network and Intersection Youth participants. The invitation was also sent to the University of Belgrade, the Chamber of Commerce of Serbia, and the Serbian Academy of Science and Arts communication channels. Organisers partnered up with the Women’s Government of Serbia, an organization dedicated to promoting women’s expert potential and invited, through direct contact via emails, phone calls, and messaging, the potential participants interested in digital society, innovation, gender equality and inclusion, which proved to be the most effective way of recruitment.

### Jury members, experts, and facilitators

Experts were chosen with multidisciplinary in mind (engineering, STEM, Gender, community building) and with diverse backgrounds – from academic, research, gender mainstreaming, inclusion, entrepreneurship, and women empowerment. To give extensive feedback to the participants, experts came from diverse fields of research, activism, and business. The jury was chosen from and through the Intersection’s expert network.





Boris Delibašić	Data Science, AI, Machine Learning	Full Professor	University of Belgrade
Mirjana Nikolić	Marketing and Project Management	General Manager	Mipetal Ltd.
Milena Inić	Design, Art, and Urban Planning	Creative Director	Enich Art
Divna Vučković	Engineering, ICT, and Gender	Vice President	CSI Intersection
Svetlana Kisić	Business, Entrepreneurship, Gender	President	Women's Government of Serbia
Vladimir Vukmirović	Ethics, Social Sciences and Human Rights	Lawyer	VV Law Firm
Branislav Antović	Media and Communications	Director	RTS Media Lab
Aleksandra Drecun	Gender, Law, STEM Engagement, Innovation, Good Governance	President	Intersection

Table 17: Experts - Serbia

Name	Field(s) of expertise	Occupation
Dr Kosta Jovanović	Engineering	Professor at the University of Belgrade
Dr Djordje Baralić	Mathematics, Gender in STEM	Deputy Director of the Mathematical Institute of the Serbian Academy of Sciences and Arts
Mila Mirković	Gender, Inclusion, and Entrepreneurship Expert	Member of the Women's Government of Serbia

Table 18: Jury - Serbia

The facilitators were selected based on their vast experience in communication, education and event management, and their specific interest in and focus on science and education. They are a part of the Intersection network, and have already organized and facilitated multiple national and international events - hackathons, seminars, conferences, presentations, project dissemination events, etc.

**Winning solution**

The best solution put forth was I GENDER. Social media and blogs, and even mainstream media, are not free from gender bias. Cyber violence against women regularly occurs on these platforms. The additional problem is that there is currently no agreed definition of cyber violence against women at national level and only a few countries cover some forms of cyber violence against women in their national laws. The solution aims to draw attention to this behaviour and to provide evidence and tools for fighting online gender-based violence. It has two components: a Spider that collects texts from the Internet, and a natural language processing (NLP) software that analyses data and conducts sentiment analysis of texts. The Spider finds various texts on the Internet. Search is conducted on the entire Internet, and Spider therefore collects a huge amount of data. Texts are transferred to the Natural Learning Processing (NLP) engine, that is using neural networks to analyse content to determine general sentiment in texts and if there is negative sentiment toward women. The long-term goal of the solution is to assist data providers, but also law agencies, in detecting cyber violence content against women.

The project should result in reduced cyber violence against women and content presenting Gender Inequality on the Internet. It should also help law enforcement and preventative actions in fighting various kinds of harassment and violence based on gender and intersectionality. The approach using NLP for securing evidence and providing tools for fighting online gender-based violence and bullying is novel and innovative and could be used both for preventing aggressive and violent behaviour in the digital sphere and collecting and documenting proofs for law enforcement, where needed.



» “As a researcher, an engineer, but also an activist, and a father, I am glad to see that the use of digital technologies has substantial potential for economic empowerment of women and for increasing Gender Equality. This innovation camp offered knowledge, ensured awareness raising on importance of inclusion of gender aspect in innovation, provided perspective for additional employment

opportunities for women, and called for the change of the roles of women in society, for enabling both women and men to gain a stronger voice in their communities, their companies, their universities, and their governments. The time has come for fast forward in decreasing the Gender gap.” Kosta Jovanović, PhD, professor at the University of Belgrade School of Electrical Engineering



## O/ SLOVENIA - INTERSECTION

### Overall perspective

This hackathon covered three objectives:

- Providing feedback on critical topics for women in biotechnology
- Endorsing a far-reaching solution to develop and incubate.
- Generating a video, available on YouTube (“Perspectives on women in biotechnology”) for a general audience to raise awareness on gender equality related topics in the field of biotechnology.

### Topic, date, format

The Slovenian hackathon was about “Women in biotechnology” and took place on August 26<sup>th</sup>-31<sup>st</sup>, 2022 at the National Institute of Biology. 72 participants joined the hackathon, and each of 5 teams tackled their own topic, following workshops and team buildings in the morning:

- **TEAM 1:** Equal opportunities and involvement
- **TEAM 2:** Awareness raising and funding
- **TEAM 3:** Better support for transitioning between research/academia and industry
- **TEAM 4:** Higher leadership proactivity
- **TEAM 5:** Data monitoring

### Recruitment strategy

An inclusive recruitment strategy enabled partners to select a representation of NIB’s researchers, NIB employees, as well as other participants from the biotech sector interested in the topic, and participants from the partnering institutions from other international projects in which the NIB has an active role. Participants were encouraged to join, regardless on their position (senior-junior), gender, type of employment (precarious, indeterminate contract), education level, position (researcher/administration/technician) or leadership status. Participants were recruited via a series of e-mail invitations in the months of July and August 2022.

### Jury members, experts, and facilitators

The experts that participated in organization of the joint activities (portfolio, hackathon, video creation) and provided overall instructions were selected from a pool of NIB experts and the mentioned international projects that have a focus on gender equality and/or biotechnology.

Name	Field(s) of expertise	Occupation
Ana Rotter	Marine biotechnology, gender equality	Researcher
Ernesta Grigalionyte-Bembič	Law, project management, gender equality	Project associate

Table 19: Experts - Slovenia

The jury was selected from the NIB (employees with good knowledge of the institutional culture, gender equality topic, project participation) and Intersection (to provide an external viewpoint).



Name	Field(s) of expertise	Occupation	Company
Ana Rotter	Marine biotechnology, gender equality	Researcher	NIB
Anja Sergaš	Economy	Project associate	NIB
Aleksandra Drecun	Law, Science Engagement, gender equality	President	Intersection

Table 20: Jury - Slovenia

Dr. Ana Rotter was selected as the main facilitator, due to her proven expertise in marine biotechnology leadership (national research programme and international network of marine biotechnologists – COST Action [Ocean4Biotech](#)). As a trade union representative, she is also proactively involved in science policy (nationally and organizationally) and knows well the organization itself and its employees and partnering institutions, which facilitated the open discussions.

**Winning solution**

The winning solution here is additional funding schemes for women to promote their future leadership. Women in biotechnology are just as capable as their male colleagues, but they often must prove themselves by working harder and performing better. The fact is women must show more than their male colleagues do to reach a leadership position. With the possibility of additional funding and visibility through funding schemes and awards for women in biotechnology in leadership positions, they could prove themselves with their work and compete with their male colleagues. This is because funding is the main obstacle, especially in science, for researchers to achieve excellent and innovative ideas and skills, regardless of gender. With dedicated funding, women would have the opportunity to realize their own ideas and pursue their visions in biotechnology.

In addition to funding and recognition of women, it is necessary to work on raising awareness of "the impostor syndrome" and "the Cinderella syndrome" that are consequence of upbringing and social views about the role of women in society that is ingrained in society. Ursula von der Leyen in Gender Equality strategy for 2020-2025 said: "We should not be shy about being proud of where we are or ambitious about where we want to go."

Even though raising awareness is a crucial step in enabling better career progression and better representation of women in top management, the process is usually painfully slow. It's hard to raise awareness when there's nothing to show, and it's even harder to show something when you do not have the opportunity or have different criteria from the start. Therefore, the introduction of fundings or awards specifically for women can be an important steppingstone that gives women in science the opportunity to show their abilities. The first step could be a crowdfunding platform that would specifically target biotech seed funding for female entrepreneurs as well as female led research teams with innovative ideas.

The results of such funding/awards would show the undeniable competence of women in science and could open the doors to leadership positions are more research and business ideas funding. This could then influence and accelerate awareness and improvement of the overall status of women in science.

» YouTube Video of the event: <https://www.youtube.com/channel/UCXgDf6PXJsLVuUMWgJT6wZA>.



## P/ SPAIN - FEUGA (FUNDACIÓN EMPRESA-UNIVERSIDAD GALLEGA)

### Overall perspective

The innovation camp held by FEUGA under the title “women entrepreneurship and leadership on science communication” comprised 14 participants from different backgrounds competing in 3 teams.

### Topic, format, date

The physical event was held on April 28, 2022, at the Galician Enterprise-University Foundation (FEUGA), which is in the Campus Vida of the University of Santiago. FEUGA decided to organize a one-day, onsite innovation camp. This format was chosen because partners wanted to enjoy a networking and friendly event with participants, to create a supportive space for them to work in comfortable conditions. Two experts kicked started the day by discussing new communication formats and introducing a communication roadmap from a researchers’ use to an entrepreneur’ use of communication tools.

### Recruitment strategy

The method used was a lean canvas with gender perspective adapted from the methodology used at Innovatia 8.3, a project born in 2011 with the collaboration between the Spanish Women's Institute and the University of Santiago de Compostela. All content was addressed to introduce the gender perspective in knowledge transfer processes and in the creation of companies. With these aspects in mind, participants proposed their innovative solutions to the jury. The jury used an evaluation grid to select the best solution and gave feedback to teams to improve their proposals.

The recruitment of participants was made through social media post, press release, and mainly FEUGA networks with Innovation Ecosystem, contacted by phone explaining the objective of the event and the target group needed to participate. After registration, personal calls were made to participants to explain again the project, the event, the objectives, and to know more details about their background, if they have an existing idea and team, or if they wanted to develop an entirely new solution.

The experts were selected for their complementary expertise: a researcher turned entrepreneur and a science teacher who is also an expert on new communication formats. Both perspectives were keenly appreciated by participants because they provided concepts that they could apply directly to their solution and presentation.

### Experts, jury, and facilitators

The experts were selected considering two different angles, first from the point of view of a researcher turned into an entrepreneur and a science teacher expert on new communication formats. Both pitches were strongly appreciated by participants because they arise some key aspects that they could apply later their solution and presentation.

Name	Field(s) of expertise	Occupation
Eva Cabanelas Dopazo	Ph.D. Veterinary	Science teacher
María de la Fuente	Ph.D. in pharmaceutical technology, nanotechnology, and drug administration.	CEO DIVERSA



Table 21: Experts and Jury – Spanish event

Members of the jury had to represent the entrepreneur ecosystem related to communication but also to gender. In that sense, the FEUGA network was fundamental to easily contact the three jury members: a Communication Manager from the Galicia Innovation Agency, the Coordinator of the Innovatia 8.3 at the University of Santiago de Compostela (USC), which is a programme focused on gender entrepreneurship and formed by several universities and an entrepreneur specialized in gender perspective.

**Winning team**

Skeirrum is the creation of personalised and gamified urban walks through a gender perspective, taking inspiration from the concept of “escape room” and transferring it to the scale of streets and neighbourhoods. The main objective of Skeirrum is to promote tourism and heritage mindful, while acknowledging the different legacies, uses, and perspectives of all genders on urban areas, and by debunking women’s stereotypes. To date, there are few such gamified urban walks taking place. Not only does Skeirrum aims at expanding this concept, but it also proposes a model of “street escapes” that differs from the classic “espace streets” that exist so far. Indeed, its model seeks to promote team building but always from a gender perspective and taking care of including minorities.



## Q/ SWEDEN - SPIDER, UNIVERSITY OF STOCKHOLM

### Overall perspective

The Swedish Programme for ICT in Developing Regions (SPIDER) struggled through this project. A first hackathon was held by SPIDER in March, however, it failed to recruit enough participants. The decision was taken to try a second time, this time with the label “innovation camp”. As a result, on Saturday 21 May 2022, SPIDER successfully run the innovation camp with 10 participants.

### Topic, Date, format

The hackathon “safer and more accessible cities for all”, was supposed to attract the interest of women and non-binary persons and was originally scheduled to take place at Stockholm University, 30-31 March 2022. Their first strategy had been to launch a website with a social media campaign to bring people on the website and to sign-up. Because this did not work well enough, partners printed posters and flyers and took to the streets of Stockholm to spread the word, before deciding on a hybrid event to bring in more people living outside Stockholm.

SPIDER also decided to hold focus groups discussion with young women, to understand why they were not signing up despite their interest in the event. Their response was very revealing, illustrating all the insecurities that young women face when it comes to their ideas or innovations being taken seriously. They informed SPIDER about their self-doubt and whether the ideas they had would be of interest to anyone, after all “all I have is just an idea”. This statement alone really helped reinforce why EQUALS-EU is important in ensuring representation and inclusion for minority groups. This feedback also reinforced our choice to ensuring that women, and non-binary persons were the target audience we needed to support in this activity.

### Recruitment strategy

SPIDER changed course in February 2022 because participants weren't signing up to the event. Although SPIDER went to great lengths to pull the hackathon off, it faced important difficulties in embarking the right people through their social media campaigns, despite the help of the Consortium members and WP coordinators. Despite their best efforts, SPIDER yielded 10 registrations, but only 2 participants showed up on day 1 of the hackathon.

The timing of the event was off, as it was during an exam period. Building on this learning, and the feedback from people who had registered but did not attend, SPIDER concluded that labelling the event a hackathon might be a deterrent for its target group, as many young women felt intimidated with what they perceived as a complex and difficult undertaking. There were many that thought that at the end of the hackathon they would have to have a code or develop an application. The recommendation was to consider using innovation camp as that title implied opportunity to ideate.

SPIDER took this feedback and rebranded their entire event and started planning again. The approach took a different direction as SPIDER collaborated with a community organisation: Rinkeby Folkets Hus (RFH). RFU agreed to host the event and to rally community engagement.

Communication materials were revised, and with the approval of RFH, an intense social media outreach campaign was launched. Posters were shared and hung all over the city. SPIDER also opted to have the event on a Saturday with the hopes of attracting more participation. They condensed their program into one day of activities. Both partners promoted the event in their social media channels and implemented some of the key tips shared during the training sessions.



SPIDER drew on the [Design Council's](#) framework for innovation “the double diamond” to support the participants in developing problems and finding solutions.

SPIDER took a targeted approach by choosing to focus on women and girls who have emerged from their work as the underserved commuters not only in our projects but also based on research. They hoped to provide space for ideas around how cities can be smarter, safer, and more accessible for women and other minority groups. With this theme in mind, they promoted the event as inviting participation from anyone who identified as a woman, and those who were non-binary to sign up for the innovation camp.

**Jury members, experts, and facilitators**

The judges took on the position of experts in supporting the ideation process. All the SPIDER colleagues who were on hand to support the innovation camp had responsibilities. Some of them were supporting the mothers with child-minding services, three of them were facilitators, the other was registering participants as they came in, and explaining all the consent forms that needed to be signed. Caroline Wamala, leader of the event and official partner of the EQUALS EU project at SPIDER, assumed the role of the third judge in her capacity as the gender expert at SPIDER, and therefore discussed the gender aspects of their solutions

**Meet the Judges/Experts**

- Catarina Nilsson**  
Samordnare trafiksäkerhet och tillgänglighet, Trafikkontoret, Trafikplanering, Investering  
Catarina arbetar på trafikkontoret i Stockholm och är samordnare för trafiksäkerhet samt tillgänglighet för personer med funktionsnedsättning.  
#EqualsEuHackathons
- Peter Mestam-Aimqvist**  
Docent, Inst. f Data och Systemvetenskap, Stockholms universitet  
Han är en seriell entreprenör som har varit med och grundat och byggt upp dessa tre företag till ett värde om mer än +100 MSEK: SITE Scandinavian Internet Technology, Konsultmarknaden/Ölev erGroup och Starcounter
- Thrashmee Karunaratne**  
Associate Professor, Dept. of Computer and Systems Science, Stockholm university  
She has a research profile in the field of Learning analytics and educational data mining and also within the ICT for Development group.
- Fredrik Blix**  
Cybersecurity Expert  
Fredrik is certified security engineer for both Amazon (AWS) and Google (GCP) cloud platforms. Fredrik is Director at Knowit. Cybersecurity & Law and an experienced entrepreneur and business developer in the cybersecurity and data protection arena.
- Lill Larsson**  
Capacity Building, and Collaborations  
LIF has led the formation of a strong multi-stakeholder collaboration of Swedish government authorities, municipal agencies, and business companies, to form a mix of regulatory support for the capacity building programme: "ICT Regulation – Policy and Practice"

**SPIDER**

**Winning solution**

Women feel insecure in urban environments today: harassment, unpredictable behaviour of others surrounding them... Their everyday lives are hence restricted. The winning solution is a consolidated safety app for women and non-binary people in urban areas. To enable users to “get home safely”, the app will be consolidated on one single platform.







## R/ SWITZERLAND - IHEID'S GENDER CENTRE

### Overall perspective

The IHEID's Gender Centre generously co-sponsored this event. This meant that the event was live-streamed and shared with the wider mailing list of the Gender Centre. Thus, beyond the Innovation Camp partners managed to share the unique expertise of select panellists beyond the physical room. And so, we counted an additional twenty-two participants for this opening portion of the Innovation Camp.

### Topic, format, date

Participants worked on the following topic: "Feminism and Women's Leadership in International Law and Policy" from April 28th to 30th. The decision was made to host the Innovation Camp throughout a variety of locations in Geneva. Pauses offered by changing locations would allow participants to periodically pause and exit their problem-finding and ideation processes, thus affording a moment to allow thoughts to "marinate" and be re-assessed with new perspective when re-visited. Doubly, moments of physical movement would offer the time and space for participants to organically mingle and network beyond the confines of their teams. As such, taking a long view, we hoped that in these free spaces, meaningful connections could be built that would go some way to forming the strong network and basis of energy, skills, and solidarity for innovation not only in the days of the Camp, but, beyond, too.

Additionally, it is important to note that each chosen space - with its varied architectures - was imbued with its own idiosyncratic socio-political and emotive overtones. What does it mean to enter a building of glass, and steel such as the Graduate Institute, and to receive an opening panel in a hall which some may or may not have known had hosted Kofi Annan? How would this compare to The Impact Hub, where pictures of social entrepreneurs were stuck to the walls, walls which said: "soyez le changement que vous voulez voir dans le monde" ("be the change you wish to see in the world"). In a way, the tapestry in the United Nations Library and Archives, where the participants had been working before, with its radiant yellows and reds and depictions of (ostensibly white-skinned) people stretching up to the sky said the same, but in a different lexicon... Each space, we hoped, would idiosyncratically touch each participant a little differently, and in so doing, help them to think afresh and anew in each space they entered.

### Recruitment strategy

The Innovation Camp agenda was constructed around an innovation journey. The brief ran: "This discussion will seek to explore and critically unpack the construction of the problems we are looking to solve when we talk about the challenges of digital inclusion: What are the challenges we must be mindful of in identifying and fashioning solutions and pathways for gender equity and digital inclusion? How can intersectional identities be built into new digital tech and how do we ensure inclusive gender norms in ways we design tech?"

In the interests of being as inclusive, and diverse as possible, we did not mandate a strict criterion of recruitment for participation in the Innovation Camp. Indeed, to democratize reach, we noted on our landing page (and in all our communications materials) that "Registration is open to all women and minority genders, and no prior experience is required to register." As noted, the only entry restriction, after much deliberation, was to offer participation in the Innovation Camp to those identifying as women or minority genders. It is clear, of course, that advancing gender equity and digital inclusion is clearly the purchase of all genders, and that sustainable action for achieving these must include all genders, too (a fact that was touched upon during the Innovation Camp, in any case). However, in noting the need for tailored gender equitable processes and with 92% of all investments in European



**Code of Conduct**

**This Innovation Camp is a space to have fun, explore, and enjoy! However, to make sure that everyone is safe and enjoying themselves too, we ask that you please follow of our Code of Conduct!:**

- Please do not misgender anyone
- Especially in a space where we hope that personal stories may be shared if desired, please be respectful both when in and out of the room, and please honour each person's different styles of communication, and expression. Beyond being respectful to all, there is no "right" way to express oneself
- "Participate while acknowledging that everyone deserves to be here — and each of us has the right to enjoy our experience without fear of harassment, discrimination, or condescension, whether blatant or via micro-aggressions. Jokes shouldn't demean others. Consider what you are saying and how it would feel if it were said to or about you" (Women in Voice)
- Have fun!, and don't be afraid to explore!

**And some pointers from the Action Lab:**

<p>→ <b>LET'S ACT IN WAYS THAT FOSTER TRUST</b> Treat each other with respect. Be supportive. Help others be successful.</p>	<p>→ <b>LET'S PRACTICE REFLECTIVE OPENNESS</b> Rather than point fingers or say why someone is wrong, describe where your perspective is coming from. Why do you see situation a certain way. Describe your biases. Doing this will make it easier for people to hear each other's insights.</p>
<p>→ <b>LET'S BE OURSELVES</b> Bring your unique perspective. And speak in ways that people will be willing and eager to listen.</p>	<p>→ <b>LET'S BE OPEN TO FEEDBACK</b> Be receptive to new ideas and come with a willingness to change your thoughts, opinions and behaviors.</p>
<p>→ <b>LET'S BE CURIOUS</b> Be open to having your thinking provoked and expanded. Being willing to be surprised.</p>	<p>→ <b>LET'S NOT BE HELD BACK BY OBSTACLES</b> Focus on what's possible. Don't believe in the power of perceived obstacles. Creative teams find ways around challenges that arise.</p>
<p>→ <b>LET'S BE CAREFUL OF OUR JUDGMENTS</b> We see through our own colored glasses. Be careful of absolute judgments, certainties, assumptions and biases.</p>	<p>→ <b>LET'S HAVE FUN</b> Work hard and let's not take ourselves too seriously. Humour and fun fosters trust and opens up new ways of thinking.</p>
<p>→ <b>LET'S ACKNOWLEDGE AND APPRECIATE</b> Strengthen collaboration through appreciating others contributions and strengths.</p>	

start-ups going toward all-male founding teams in 2019, and 8% founded by all-women teams (though we are mindful of the limited gender binary in these statistics), we felt that it would be an important intervention to prioritise and offer our Innovation Camp and access to experts, and networking to those typically excluded from these (eco-)systems (Statistics: SwissCore / European Innovation Council). The short timeframe of the Innovation Camp meant that this would almost act as a pilot where we could assess the impact of this choice.

Partners used a variety of channels for recruitment. This included a long-term strategy of building partnerships and asking organisations with overlapping interests to invite their networks to join us. As such, we created Innovation Camp synopses and relevant media to advertise the Innovation Camp through the

newsletters of partner organisations such as The Impact Hub, Geneva; Fondation Genevoise pour l'Innovation (FONGIT), and further afield than Geneva, too. These partners put in place their very own code of conduct.

**Experts, jury, facilitators**

With their theme of "Feminism and Women's Leadership in International Law and Policy," it was of the uppermost importance that they had a wide-ranging expert group to inspire and advise the participants in their design and innovation processes. Through varied channels, they were fortunate enough to be joined by a talented, and inspirational collective.

As per their selection of experts, they wished for their jury to not only represent different expertise relevant to the Innovation Camp (International Law, entrepreneurship, etc.), but, that they also be as diverse as possible (and we, as inclusive as possible in our recruitment). As such, they were thankful to be joined with experts with wide-ranging geographical and intersectional expertise.

Partners were joined by and worked with Elaine France as their main facilitator and moderator. Elaine is founder of the "Flow in Action" consultancy through which she "be the leaders, innovators and entrepreneurs creating equitable, flourishing futures for all." Through her work, Elaine had already designed and facilitated multiple innovation and future thinking workshops and had long-standing experience working with audiences of a diverse background. They worked with Elaine for months in the design of the Innovation Camp, with Elaine deftly leading the large group of participants through an exciting, but complex program, such that each produced innovations of note. That Elaine is a successful woman entrepreneur herself with a rich history and stories to tell to and advise participants through



was equally important in our collaboration, as she would exemplify and inspire through her experience and presence.

Name	Field(s) of expertise	Occupation
<b>Ayanna T. Samuels</b>	STEM, ICT, Gender Equitable and Inclusive Innovation Ecosystems, Aerospace Engineer, Technology Policy Specialist, International Development	PhD Fellow and Assistant Professor at Oslo Met
<b>Juliana Cici</b>	European and International Governance, Climate Change, Human Rights, Migration	International Legal Consultant, Nominating Member from Albania for the CEDAW Committee
<b>Rafael Carano Lelis</b>	Human Rights, Production of LGBTI Subjects, Social Movements, Anthropology, Law, Public Policy	International Law PhD Candidate, IHEID
<b>Julietta Saccardi</b>	Sexual Violence, Art, Illustration, Visual Communication	HEAD Visual Communication Graduate, Artist – Illustrator
<b>Irene Manganini</b>	Queer and Feminist Legal Studies, International Migration Law, Critical Political Theory, Global South Approaches to International Law, International Human Rights Law, International Law of the Sea	International Law PhD Candidate, IHEID
<b>Hannah Reinl</b>	International Development, feminist foreign policy, trade, feminist organisational transformation	International Trade Centre, FORAUS
<b>Rebeca Moreno Jimenez</b>	Humanitarian Affairs, Technology Policy, Peacebuilding, International Development Sectors, Data Science	Innovation Officer and Data Scientist at the UNHCR Innovation Service
<b>Catherine Schneider</b>	Innovation, Tech Ethics, Gender, Big Data, A.I. in the Humanitarian Space, Human-Centred Design	Associate Innovation Officer at the UNHCR Innovation Service

<b>Anthony Giannoumis</b>	Universal Design of ICTs, Business, Entrepreneurship, Innovation	Associate Professor of Universal Design of ICT at Oslo Met / ITU Vice Rapporteur for the Subcommittee on Disability Accessibility
<b>Caitlin Kraft Buchman</b>	Business, Feminist Tech and A.I., Systems Change, Democracy	CEO and Founder of Women at the Table / Co-Founder of the A+ Alliance for Inclusive Algorithms / Co-Founder of the International Gender Champions
<b>Samaneh Shabani</b>	Gender and Disability, Transitional Justice, Iran, International Humanitarian Law, International Criminal Law, Rights of Children	Author on Gender and Disability / Advocacy Assistant for Handicap International Suisse
<b>Hannah Bagdasar</b>	International Law, Open-Source Investigations, Disinformation/Misinformation, Human Rights	Lead Investigator for Bellingcat's Global Authentication Project / Investigator in Bellingcat's Justice and Accountability Unit
<b>Reem Alsalem</b>	Human Rights, International Law, Gender Based Violence, International Criminal Investigations	UN Special Rapporteur on Violence Against Women, its Causes and Consequences
<b>Adriana Quiñones</b>	Policy, Elimination of Gender Based Violence, Access to Justice, Women's Economic Empowerment, Economics and Peace Studies	Director a.i., UN Women Liaison Office Geneva
<b>Lili Ben-Ami</b>	Domestic Violence, Innovation, Women's Leadership, Social Entrepreneurship and Gender	Founder and Chairperson of the Michal Sela Forum
<b>Claire Somerville</b>	Gender, Applied Medical Anthropology, International Governance	EQUALS-EU Principal Investigator at the IHEID / Lecturer at the IHEID

Table 22: Experts and Jury - Switzerland

### Winning solution

Revenge Porn as the unbroken chain of shared sensitive content online, stigmatizes and intensifies gender inequality. Young women and gender non-conforming (YWGNC) people are disproportionately affected by it, without realizing and they don't know how to go about it. Revenge porn stays online forever.



- » “Break the Chain is an online toolkit that collects information and templates under one accessible place on how to take down content from social media and messaging apps. After a form has been filled, AI will be able to recognize reshares of the explicit content and take it down every time it is reshared.”



## S/ TURKEY - HAVELSAN

### Overall perspective

27 student teams from all over Turkey competed in the WINNOVATION Innovation Camp. The winners of the Hackathon, Ankara University Computer Engineering senior students Rümeyza Ceylan and Berfin Açıköz, got the chance to become candidate engineers at HAVELSAN and to join the Incubator Programme (WP3). The speakers participating in the camp had the opportunity to try the F16 simulator, accompanied by one of the WINNOVATION panellists, Berna Şen, Turkey's first female F16 Pilot.

The innovation camp took place for over 2 days. On the first day, motivational panels and speakers aimed at inspiring participants to develop and flesh out their ideas. On the second day, participants worked in teams to develop their solutions.

### Topic, date, format

The WINNOVATION innovation camp took place on 12-13 May 2022. The topic of the camp was “women working in the security and defence industries”. The innovation camp was held both onsite and online due to the pandemic conditions in Turkey at the time. This turned out to be an advantage as applications came from all over the country. The onsite session of the camp was held at HAVELSAN Technology Campus Conference Centre. For the online session, Discord was used as the main application to provide communication between teams and mentors.

### Recruitment strategy

To communicate about the innovation camp, the local partner set up a dedicated website: [www.winnovation.havelsan.com.tr](http://www.winnovation.havelsan.com.tr). It included the activity stream, the topic of the innovation camps, the target audience, and resources to be used as a source of inspiration. The innovation camp was also announced on HAVELSAN's official social media accounts. Posters were distributed on campuses to reach university students, one of the main target audiences. The Turkish innovation camp attracted no less than 58 participants, demonstrating the success of the chosen recruitment strategy.

### Experts, members of the jury, facilitators

When selecting experts and jury members, strong focus was put on identifying women working in the defence industry and holding top positions.

Name	Field(s) of expertise	Occupation
Dr. Şaduman Aziz	Panellist	Head of R&D and Technology Management Department, Presidency of Defence Industry
Berna Şen	Panellist	Turkey's first female F16 pilot
Bedriye Çubuk Cicioğlu	Panellist	The Presidency of Defence Industries, Turbine Systems Manager



Ayşegül Pişkin	Panellist	HBT Quality Management Director
Dr. Suzan Koç	Panellist	Roketsan Tapa Director
Gül Meltem Kulalı	Speaker	Simtek Founder of Simulation Technologies
Sibel Cimbar	Speaker	Neon Aviation Founder
Filiz Akkaş	Speaker	Mapsis Founder
Şewal Belkis Dikkaya	Speaker	METU Electrical and Electronics Engineering Department Student
Arzu Aygüneş Ilgaz	Speaker	HAVELSAN Process Specialist

Table 23: Speakers and Panellists - Turkey

Female jurors with the competence to make technical evaluations were selected.

Name	Field(s) of expertise	Occupation	Company
Bengü Bayyurt Çetin	Juror	Entrepreneurship Team Leader	HAVELSAN
Tuğçe Kasap	Juror	R&D Engineer (Entrepreneurship Team)	HAVELSAN
Duygu Ölmez	Juror	Software Engineer	HAVELSAN
İkbal Yorulmaz	Melike Juror	SAP Software Engineer	HAVELSAN
İpek Sonyıldırım	Cemre Juror	Software Engineer	HAVELSAN

Table 24: Jury - Turkey

The event was hosted by corporate communication specialists. Kerem Koçın and Beyza Nur Karaman were the main moderators. Professional TRT presenter, Ayşegül Bıyık Yıldırım moderated the panel.

### Winning team

The winning solution is a platform connecting its users to female-led only start-ups. Through this platform, “women entrepreneurs don't need to prove themselves but to prove their projects and their projects only”. The platform is called DevWomen.





## T/ UNITED KINGDOM - GSMA

### Overall perspective

The goal of the hackathon was for groups to use the 2 days to invent and develop an open-source tool, platform or app which enhances financial and digital literacy for women.

### Topic, date, format

The hackathon “Bridging the Financial Literacy Gap” in the United Kingdom was held in July 2022. It was important to have enough women on board who had an insight on what the current barriers were regarding financial literacy and the relevance of digital finance for women in low- and middle-income countries (LMICs). The focus of proposed solutions needed to be global, but particularly targeting those markets where mobile money is most prevalent (Sub-Saharan Africa and Asia). This included addressing the lack of digital and financial literacy amongst women users and non-users of mobile financial services, particularly mobile money. Accepted applicants were split into groups of 4 people, with 16 participants, 4 groups competed.

These groups needed to consist of individuals from diverse backgrounds with preference given to women, individuals from among the diasporas of London, as well as from vulnerable and minority groups. It was also important that each team brought a diverse set of skills and expertise such as experience of the financial/digital literacy challenges faced by women in an LMICs as well as technical, business and gender expertise.

Groups were advised to work on developing tools that could be used in LMIC’s where mobile money is most prevalent (with Sub-Saharan Africa and South Asia leading this market), and where it could have significant effect for financial inclusion. Groups were advised to develop tools/apps/platforms that were open source, so that they may be integrated seamlessly by organisations wishing to implement them. These tools/apps/platforms had to address the financial literacy gap for women, and more generally work to enhance the financial health of women through digital platforms.

The idea was for the tool to empower women to do some/any of the following:

- Balance their income and expenses.
- Build and maintain financial reserves.
- Manage existing debts and have access to potential financial resources.
- Plan and prioritize their expenditure.
- Manage and recover from financial shocks; and
- Use an effective range of financial tools.

Given the allocated time frame to complete the challenge, solutions’ prototypes were considered sufficient for judging purposes.

EY was a co-host to the Hackathon and provided in kind support to the organisation of the event both from a logistical and from an expert point of view. EY is a close partner of GSMA and is closely involved in several GSMA driven digital inclusion projects within the framework of the EQUALS Global Partnership for Gender Equality in the Digital Age and under whose umbrella the EQUALS EU project is positioned. Other partners to the event included Bloomsbury Institute London and the Commonwealth Businesswomen Network.

### Recruitment strategy

Participants were recruited both via direct outreach and paid social media campaigns. Direct outreach was done via the two main partners to the Hackathon i.e., Bloomsbury Institute and the Commonwealth Businesswomen Network, whose headquarters are based in London. Direct outreach was also done via the London Metropolitan University Accelerator, Hacker



Earth, Global Tech Advocates, as well as via GSMA and EQUALS members and partners. Posters of the event were displayed at the campuses of the London School of Economics, University of London (SOAS) and King's College. The event was also posted on the pages of Eventbrite, Meet Up, Stay Happening, Hackathon.com, and Hackathon UK, while LinkedIn posts were made in targeted groups such as WomenWhoCode, GEN UK, DevelopHerUK, CodeFirstGirls, WWCCodeLondon, and the Raspberry Pi Organisation.

### Jury members, experts, and facilitators

Experts included GSMA employees who work in the field of digital and financial inclusion and literacy:

- Dominica Lindsey, Senior Director, Connected Women, GSMA
- Saad Farooq, Director of Public Policy & Advocacy, Mobile Money, GSMA
- Tamara Dancheva, Senior Manager, International Relations, GSMA
- Pippa Mcdougall, Senior Advocacy Manager, Connected Women, GSMA
- Additionally, the following EY employees were recruited as experts in business plan and strategy development:
  - Basanti Shah, Senior Manager, EY
  - Dee Pulhmann, Senior Manager, EY

A jury consisting of 5 individuals was set up, with a mix of expertise including technical/digital expertise, business expertise, expertise on gender financial inclusion:

- Lena Wojewodzka, Senior Manager, EY AgilityWorks (business and tech expertise)
- Pippa Mcdougall, Senior Advocacy Manager, Connected Women, GSMA (digital and financial inclusion expertise)
- Sarah Bailey, Director of Centre for Student Engagement, Wellbeing and Success, Bloomsbury Institute (business and tech expertise)
- Cal Courtney, Director of Community Engagement and Learning, Bloomsbury Institute (business and tech expertise)
- Thana Sivasambu, Adviser, Commonwealth Businesswomen Network (digital and financial inclusion expertise)

The facilitators were chosen based on their experience moderating and facilitating Hackathons and were recommended by the Commonwealth Businesswomen Network as one of the partners to the event.

### Winning solution

The Amwali mobile app educates women on income, emergency fund and community rebuilding to support their financial journey. It targets specifically women in post conflict areas, and it is envisioned to start with women based in Iraq eventually expanding to the Middle East. This accessible platform enables women to build their financial literacy whilst gaining access to community and investment. The app leverages animated videos to educate women about finances (specifically income generation and emergency fund rebuilding). E.g.: loans, revenue and sales, business finances and emergency fund. The app will also connect women to their community through digital savings pot. This groups women, notifies community for contribution, and distributes upon agreement. Partnerships to enable in-person community events. Its future growth plan involves matching women on the ground with those in the diaspora abroad for mentoring and small business investment.



## U/ UKRAINE - KHARKIV NATIONAL UNIVERSITY OF INTERNAL AFFAIRS

### Overall perspective

Despite the war and dangerous military situation occurring across the country, the innovation camp on “Gender in Science and Security” was successfully held. KHNUIA took all the necessary precautions to guarantee safety and security to participants. The initial date was April 16<sup>th</sup>, and because of the circumstances, it was held later in June. In total, 27 people participated; there was a total of 6 teams, 4 teams pitch their solution as a team. 8 participants pitched their solution individually and did not participate in teams.

### Topic, format, date

The innovation camp was held on June 24, 2022, at the Kharkiv National University of Internal Affairs. The chosen topic was “Gender in Science and Security”. The event was held on site. The Innovation Camp was a one-day event in collaboration with Kamianets-Podilskyi Ivan Ohienko National University and Science Park “Science and Security”. Kharkiv was chosen as the safest city in the country, despite the war, and the premises are equipped with bomb shelters. The agenda of the event included team building sessions, expert sessions, mentoring sessions, dedicated time for assignments and time for pitching to the female jury and their evaluation of teams.

### Recruitment strategy

Ukrainian participants were recruited from October 2021 to June 2022. The promotional communication activities for the event were done through university channels and their associated partners. KhNUIA’s social media channels, as well as paper invitations were sent out to university administrations and directly to potential participants. The information about the event and a link to the registration form was published on the Kamianets-Podilskyi Ivan Ohienko National University official pages and social media. It was an all-girls and women innovation camp.

The event was also promoted in the press:

<https://osvita.mvs.gov.ua/news/kursantka-hnuvs-vitaliya-plis-stala-peremozhniceyu-innovacijnogo-taboru-gender-v-nauci-ta-bezpeci>

### Jury members, experts, and facilitators

The representatives of the jury were chosen based on their level of awareness in the field of gender and professional activity.

Name	Field(s) of expertise	Occupation	Company
Bezpalova Olga	Science	Doctor of legal sciences, Professor, Honoured scientist, Colonel	KhNUIA
Sobchenko Ludmila	Science and Security	Professor,	KhNUIA



			Honoured worker of science and technology Information Security Department Police Major Head of Security department
Rozhko Solomia	Security	Expert	EUAM Ukraine

Table 25: Jury - Ukraine

The main criterion for the selection of expert representatives was their experience in gender and security.

Name	Field(s) of expertise	Occupation
Tatiana Isaeva	Gender equality	Ukrainian gender researcher, feminist historian, founder of the Kharkiv Museum of Women's and Gender History
Natalia BOBRO	Gender and security	Associate Professor of Social and Economic Disciplines Department. Courses: "Sociology", "Tolerance and non-discrimination in police work" (KhNUIA)
Vadym Korshenko	Security	Head of Research Laboratory on the Issues of Information Technologies Development, PhD in Law

Table 26: Experts - Ukraine

The facilitator was a female Master' student.

### Winning solution

The winning pitch was the one proposed by a student named Vitaliya Plys. Their proposal is to find ways to solve the problems of gender discrimination between women and men in Ukraine by countering manifestations of sexism both at the state level and in the public consciousness. According to the results of a study by the World Economic Forum, Ukraine lost 15 positions in the Global Gender Gap Index in 2021. Currently, Ukraine ranks 74th out of 156 in the rating. To overcome gender discrimination, Vitaliya Plys wants to act at the roots, rather than spending a lot of valuable resources to overcome the negative consequences. Vitalya proposed the following solutions: - change established gender stereotypes of society; - inclusion of gender approaches in educational programs in educational institutions; - the introduction of gender theory into all spheres of social life,



which implies a change in social reality, the purpose of which is to ensure gender equality; - improvement of the Legislation of Ukraine; - conducting educational work in all regional and district state authorities aimed at improving gender policy in the relevant region; - cooperation with the countries of the European Union, as she made a strong case about Ukraine having a lot to learn from countries that have been able to achieve more success in gender equality. She won because the problems of gender discrimination were clearly described in her work, each problem revealed, and a possible solution found for each. The Summer School and Incubator programme will give the opportunity to narrow it down to one solution and adjust her proposal to a specific situation, before scaling.



### III. LESSONS LEARNED

2022 marked the highlight of WP2 efforts. At the end of reporting period 1, 19 out of 24 EQUALS-EU events have taken place, with two more in come in January 2023. Organising events targeting hard to reach populations – youth, women, minorities – proved to be a complicated exercise for all the partners involved, yet also a valuable learning experience. The EQUALS-EU General Assembly in Valencia in November 2022 was the opportunity for all partners to look back at the series of events organised and discuss the challenges, failures, and success stories, and draw lessons. Three main lessons have been identified and are detailed below.

#### Lesson 1: Words Matter



Out of the 12 hackathons planned, only 8 were held. With more partners opting to hold Innovation Camps, because of a **semantic issue** hindering recruitment and the strong connotation of “hackathon” to the tech, big data world. Many partners found it easier to recruit female participants while organising “innovation camps”, suggesting that the description of the event as a “hackathon” could be a deterrent to young female students. Indeed, although the methods and aim were ultimately very similar, EQUALS-EU had to contend with strong self-selection, or rather self-limitation and **impostor syndrome** from potential applicants. Words – rooted in cultures, perceptions, and emotions – carry limitations with strong consequences on participatory exercises, which should be considered when choosing

a particular methodology to design, communicate and implement participatory activities. When it comes to the semantics, the appellation ‘ideation camps’ was ultimately preferred by project partners to “hackathons” and “innovation camps”, considered too rooted in a ‘male-dominated’ tech and social innovation culture. This raised interesting questions like: When it comes to methodology, are some practices more appealing to marginalised communities than others? Were hackathons and innovation camp the best methods to reach EQUALS-EU objectives to include not only women, but vulnerable and marginalised groups? For example, it was noted that the duration of these two participatory exercises, typically exceeding one day, particularly hinders the participation of single mothers and low-income participants.



## Lesson 2: Build Partnerships

A key to the successful implementation of the event is the capacity to build partnerships and **partner-up with a local public, private, civil society, and academic sector organizations**. This was notably the case of the Austrian, French, German, Greek, Israeli, Norwegian, Spanish, Swiss, Ukrainian and all events organised in the Western Balkans. Not only did these collaborations help communicate and disseminate the events, thus recruiting the minimum number of participants, they also allowed the exploitation of synergies between local initiatives, increased the outreach of the EQUALS-EU project, and contributed to the creation of new collaborations, resulting in an exchange of best practices between new partners. In the case of the French event, a partnership was made between Missions Publiques and Willa, a female entrepreneur incubator. A series of conditions, brought up by Willa applied to the realisation of this partnership, including gender-neutral bathrooms and accessibility to a menstrual box: these measures were later adopted and still carry on today within the Missions Publiques offices, which has since also developed a Gender Equality Plan and appointed two Gender Equality Officers, following the example laid down by EQUALS-EU academic partners.



## Lesson 3: the Importance of Juries and Mentorships



**Networking opportunities with and tailored advice from leading local experts and professionals is key** to not only to recruit participants, but most importantly to ensure a positive and empowering participants' experiences. For the winning team, hackathons and innovation camps were only the first step towards the Incubator programme (WP3) and the International Summer School (WP4). But for a vast majority of participants, there were a unique opportunity to meet inspiring role-models, overcome self-imposed mental barriers and network with successful women. The results of events' participants satisfaction survey show the importance for participants of being inspired, empowered by aspirational female figures, and being given the opportunity to interact directly and self-identify with them. To have a diversity of profile, both in terms of expertise and in ethnic terms was therefore important to the success of the events.

## IV. ANNEXES

### A/ RECRUITMENT TOOLKIT



[Recruitment Kit-EQUALS EU-Final \(9\).pdf](#)

### B/ COMMUNICATION TEMPLATES

Materials, visuals and social media templates and invitations in our recruitment and communication kit: [Recruitment Kit-EQUALS EU-Final \(9\).pdf](#)

**C/ PARTICIPANTS' CERTIFICATE**

**EUROPE'S REGIONAL PARTNERSHIP FOR GENDER EQUALITY IN THE DIGITAL AGE**

We hereby certify that  
**(NAME OF THE PARTICIPANT)**

has participated in the  
**(TITLE OF THE EVENT)**

on  
**(DATE)**

This event was organized by  
**(PARTNER NAME)**

and the EQUALS EU consortium  
**(Place / Online)**

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**Mr. Antoine Vergne**  
 Co-Director at Missions Publiques

  
**Ms. Marie Adèle Elebe**  
 Coordinator of WP2 in EQUALS EU Project



The logo for EQUALS EU features the word "EQUALS" in white uppercase letters on a dark purple background. The letter "Q" is stylized with a white mouse cursor arrow pointing to its bottom-right corner. To the right of "EQUALS" is the text "EU" in white uppercase letters inside a red rectangular box. A vertical red bar is positioned to the left of the purple background.

EQUALS EU

[WWW.EQUALS-EU.ORG](http://WWW.EQUALS-EU.ORG)



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