

GENDER EQUITY TOOLS FOR DIGITAL INCLUSION WORKSHOP



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101006396. The sole responsibility for the content of this document lies with the author and in no way reflects the views of the European Union.



A 4-STEP PLAN FOR GENDER EQUITY

1. ANALYSIS:

Mapping gender-inclusive innovation ecosystems in 22 countries:

- ✓ Policy Brief
- ✓ Country factsheets
- ✓ Lexicon of gender equity terminology



2. CO-CREATION

Hosting innovation camps and hackathons in 19 countries during 2022:

- ✓ New solutions for the digital inclusion of women and girls
- ✓ New ICT products & services for gender equity



4. KNOWLEDGE EXCHANGE

Professional development of future leaders and advocates in gender equity and digital inclusion:

- ✓ 3-week summer school in Valencia, Geneva, Riga during Summer 2023




3. MENTORING

Running a six-month incubator program on gender-inclusive entrepreneurship for hackathon and innovation camp winners:

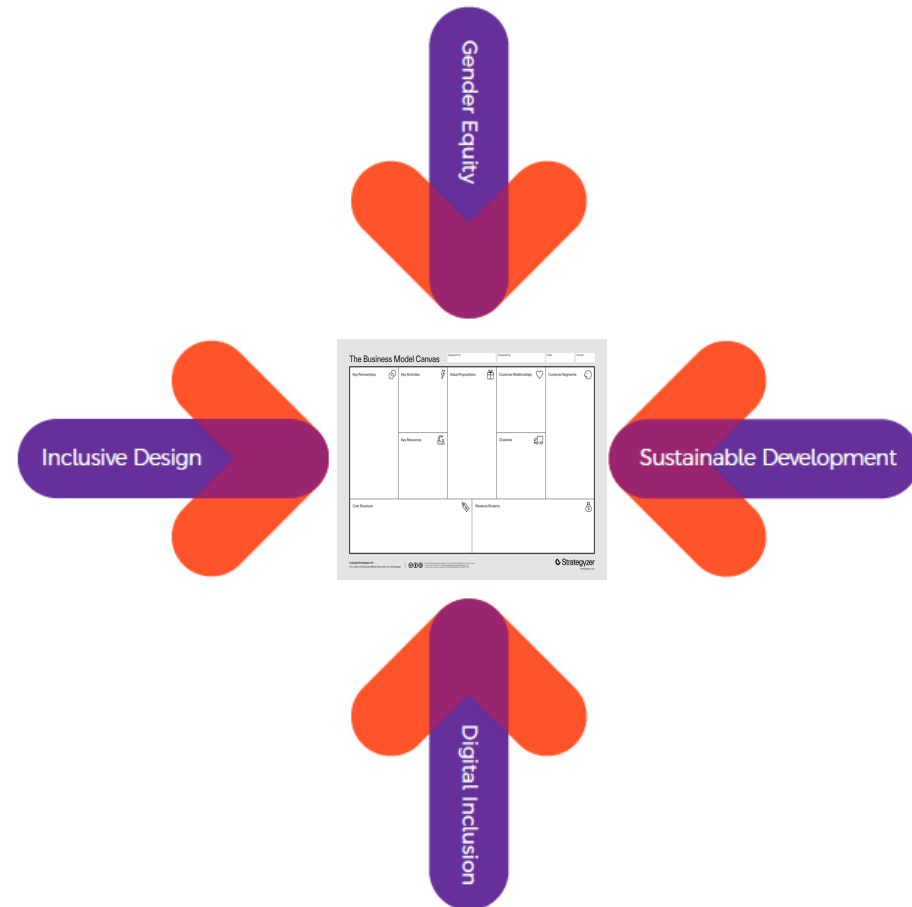
- ✓ Lead new start-ups led by women
- ✓ Two gender equity tools for digital inclusion

TWO GENDER EQUITY BUSINESS TOOLS

SUSTAINABLE SOCIAL IMPACT MODEL

 Sustainable Social Impact Model	Value creation	Social impact	Sustainable commercial growth	Applies to them all
What question(s) can you ask to ensure gender-inclusive impact and digital inclusion?				
What research is needed to ensure gender-inclusive impact and digital inclusion?				
What activities/initiatives are needed to implement the above?				
How can you measure/verify the impact of the initiatives/activities?				

VALUE CREATION MODEL CANVAS



Why are the tools necessary?

- 17% of the almost 8 million ICT specialists in Europe are women
- In 2022 women only held about 25% of the leadership positions in tech and only 14% of the software engineering positions worldwide
- Diversity, Equity, and Inclusion (DEI) in businesses can lead to:
 - Improved financial performance
 - Increased innovation
 - Enhanced employee satisfaction
 - Positive company reputation



SUSTAINABLE SOCIAL IMPACT MODEL



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101006396. The sole responsibility for the content of this document lies with the author and in no way reflects the views of the European Union.

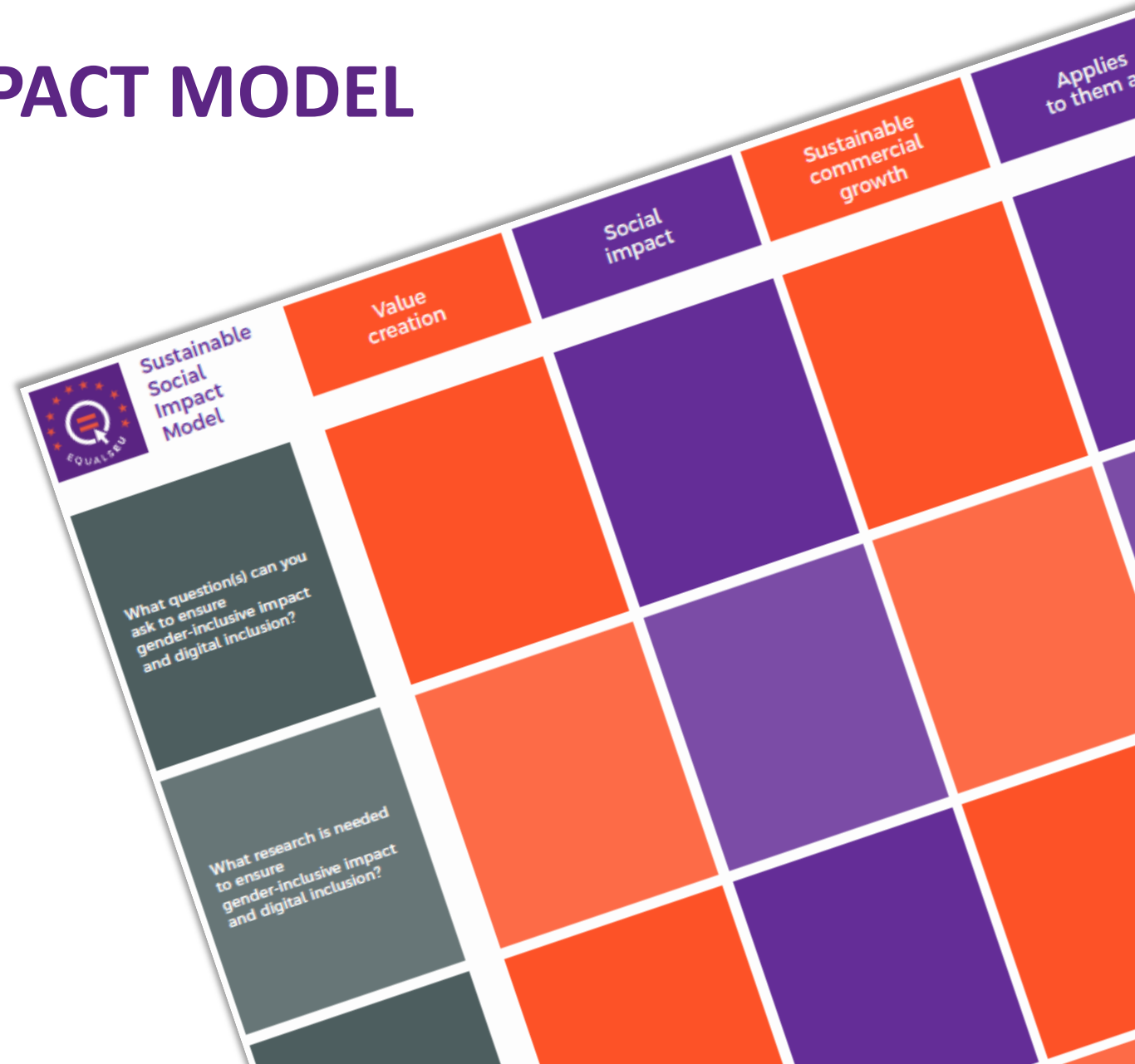
Workshop Implementation plan

- Gather diverse groups
- Provide empty work sheets
- One facilitator
- Early start-ups or businesses that wish to make a change
- Ensure decision makers are onboard



SUSTAINABLE SOCIAL IMPACT MODEL

- A workshop tool to identify and actively manage the effects the business has on employees, workers throughout the value chain, customers, and local communities.
- Business development focus areas value creation, social impact, and sustainable commercial growth.
- Aims to ensure that a new idea, product, or service has a positive gender-inclusive impact.



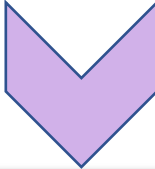
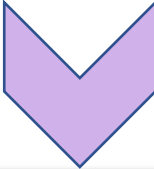
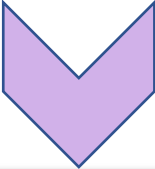
What is sustainable social impact?

From the UN definition of social sustainability:

“Social sustainability is about identifying and managing business impacts, both positive and negative, on people. The quality of a company’s relationships and engagement with its stakeholders is critical. Directly or indirectly, companies affect what happens to employees, workers in the value chain, customers and local communities, and it is important to manage impacts proactively.”



SUSTAINABLE SOCIAL IMPACT MODEL



Sustainable Social Impact Model

Value creation

Social impact

Sustainable commercial growth

Applies to them all

What question(s) can you ask to ensure gender-inclusive impact and digital inclusion?



What research is needed to ensure gender-inclusive impact



SUSTAINABLE SOCIAL IMPACT MODEL

Value Creation

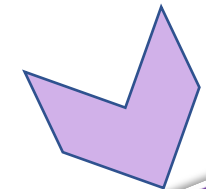
The performance of actions that increase the worth of goods, services, or even a business. (United Nations)

Social Impact

Transformations that tackle or, at the very least, acknowledge issues of social injustice.

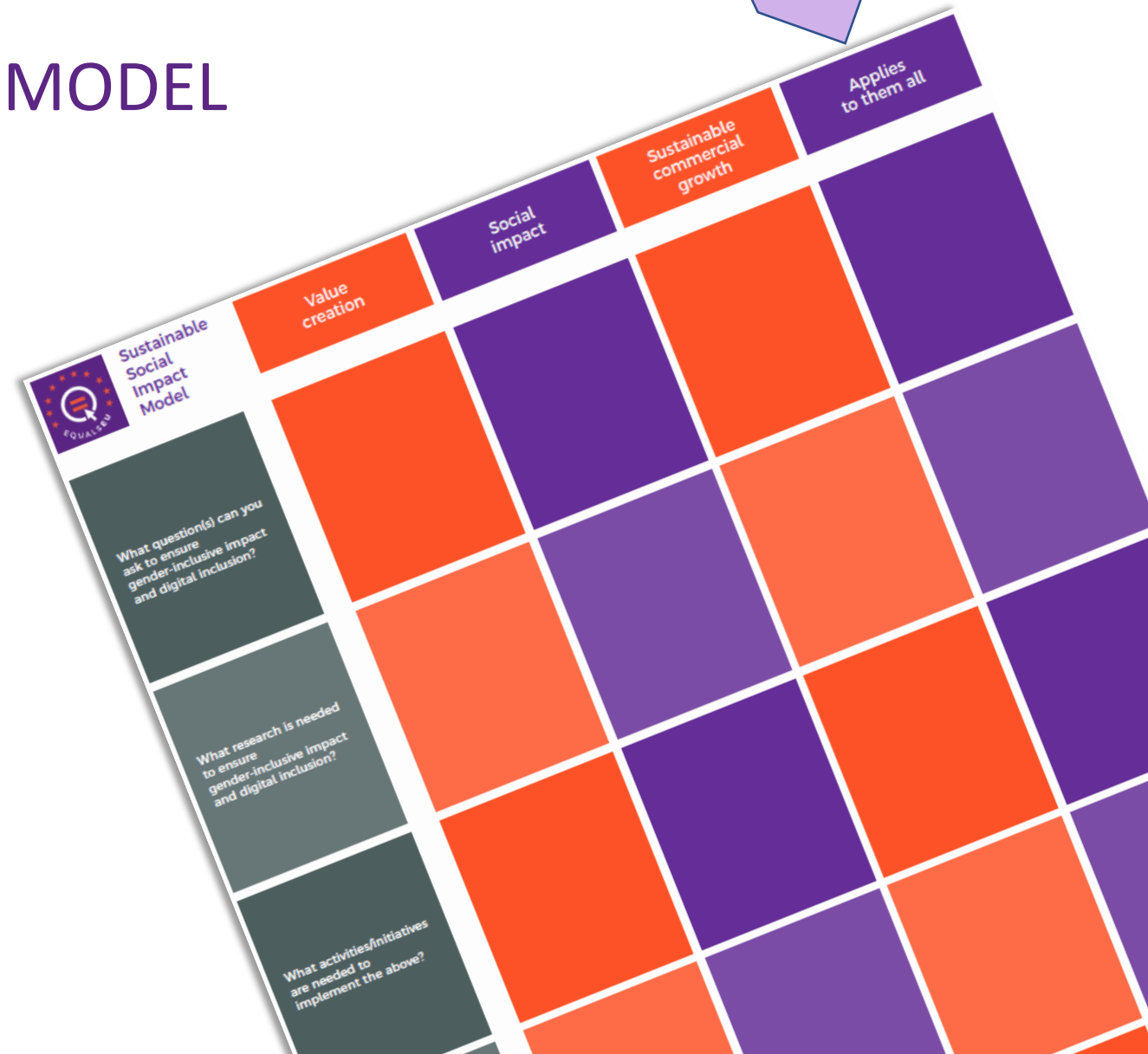
Sustainable Commercial Growth

Growth that is both replicable and encompasses ethical and responsible practices towards current and future communities. (Rick Miller, Forbes)



SUSTAINABLE SOCIAL IMPACT MODEL

- Three areas, but four columns?
 - One that applies to all
- The six questions prompts assist the organization in developing a strategy for how their idea, product, or service can ensure that the organization is working towards improved digital inclusion and gender equity.
- Workshop with diverse teams



Workshop Methods

Recommended ways of working with the model in staff teams:

- Split a big group into smaller teams and choose one of the below:
- Each team runs through all prompts and all three areas (value creation, social impact, sustainable commercial growth), then all teams discuss their findings afterwards to compile a joint plan of action..
- Each team tackles one prompt in all three areas, then present their ideas to the other teams for feedback and the possibility to improve on each prompt.
- Each team works through all prompts, focusing on one pre-assigned area. This option might be useful in organizations where personnel are specialized within the specific areas.



SUSTAINABLE SOCIAL IMPACT MODEL



SUSTAINABLE SOCIAL IMPACT MODEL

What research is needed to ensure gender inclusive impact and digital inclusion

Value Creation

"A user survey can be essential to target the right audience. Learn from best practices and existing research, especially in addressing digital inclusion barriers."

Social Impact

"Research gender-specific challenges and local/regional factors, including culture, language, legislation, digital skills, and gender equality, to impact gender inclusion."

Sustainable Commercial Growth

"Research the latest tech for sustainable growth and identify barriers to digital inclusion, like compatibility issues."

Applies to all

"A study on Systemic design and social sustainability of projects and how gender inclusion plays a role in it."

SUSTAINABLE SOCIAL IMPACT MODEL

What initiatives/ activities are needed to ensure gender inclusive impact and digital inclusion

Value Creation

“Implement user testing to uncover biases and challenges across different backgrounds and preferences, to address the diverse needs of both male and female users.”

Social Impact

“Refer to existing research to develop a plan to reduce negative social impacts, then devise an internal plan for positive social impact.”

Sustainable Commercial Growth

"Bring in external expert(s) to audit your organization's sustainable growth, digital inclusion, and positive gender impact."

Applies to all

“Women Resource Groups - that meet monthly / yearly to discuss challenges and solutions to digital inclusion.”

SUSTAINABLE SOCIAL IMPACT MODEL

How can you measure/ verify the impact of the initiatives/ activities?

Value Creation

“Conduct a survey as well as focus group discussion to collect/measure and verify the action layout.”

Social Impact

“Establish an inclusive data collection system to measure activity impact. Share best practices to promote positive examples”

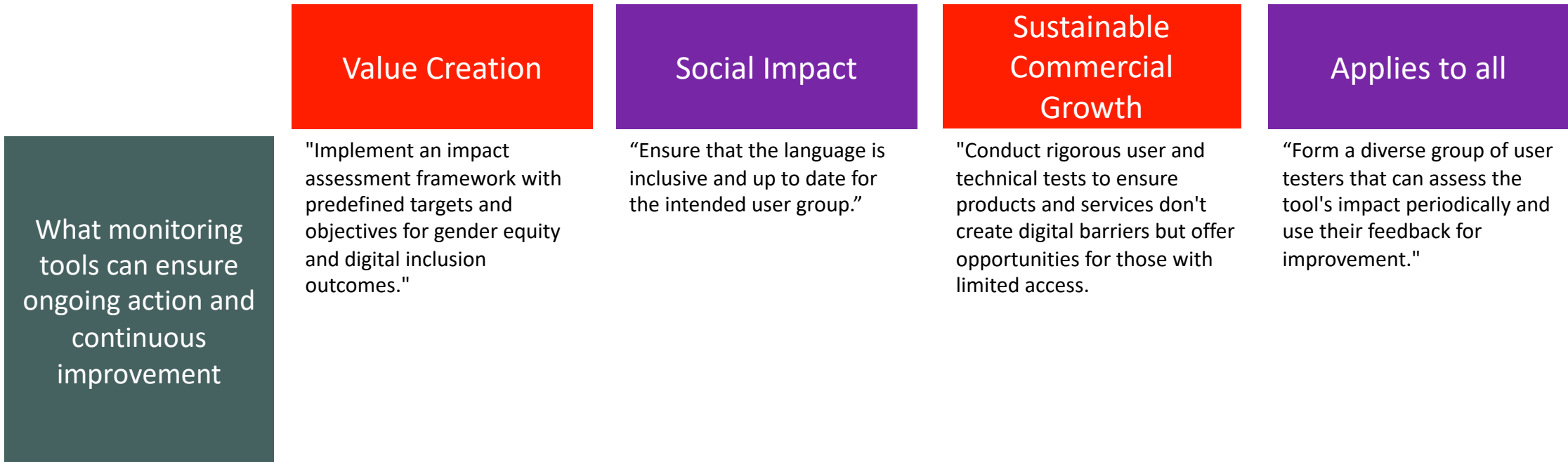
Sustainable Commercial Growth

“Create networking platforms that link user groups to private and public companies.”

Applies to all

“Begin by collecting data from past projects or surveys. Adjust ideas if a gender gap is found. Continuously monitor and compare progress as you implement plans.”

SUSTAINABLE SOCIAL IMPACT MODEL



SUSTAINABLE SOCIAL IMPACT MODEL



FROM IDEAS TO ACTION

A critical reflection tool to assess core values, action and impacts.

Develop an action plan from the workshop outcomes

1. How should the work continue?
2. Assign responsibility (teams, departments, individuals)?
3. Establish processes and timelines for implementation
4. Establish processes and timelines for monitoring

	Value creation	Social impact	Sustainable commercial growth	Applies to them all
What question(s) can you ask to ensure gender-inclusive impact and digital inclusion?	"Have we checked the effect of this idea on different users in different context?"	"Have we engaged diverse stakeholders in designing and implementing this idea?"	"How does the idea support sustainable growth and ensure environmental and social responsibility?"	"Invite end users to join Co-design sessions to get feedback from the beginning."
What research is needed to ensure gender-inclusive impact and digital inclusion?	"A user survey can be essential to target the right audience. Learn from best practices and existing research, especially in addressing digital inclusion barriers."	"Research gender-specific challenges and local/regional factors, including culture, language, legislation, digital skills, and gender equality, to impact gender inclusion."	"Research the latest tech for sustainable growth and identify barriers to digital inclusion, like compatibility issues."	"A study on Systemic design and social sustainability of projects and how gender inclusion plays a role in it."
What activities/initiatives are needed to implement the above?	"Address the diverse needs of both male and female users through user testing to uncover biases and challenges across different backgrounds and preferences."	"Craft a mitigation plan from prior research to reduce negative social impacts and devise an internal plan for positive social impact."	"Bring in external expert(s) to audit your organization's sustainable growth, digital inclusion, and positive gender impact."	"Women Resource Groups - that meet monthly / yearly to discuss challenges and solutions to digital inclusion."
How can you measure/verify the impact of the initiatives/activities?	"Conduct a survey as well as focus group discussion to collect/measure and verify the action layout."	"Establish an inclusive data collection system to measure activity impact. Share best practices to promote positive examples"	"Create networking platforms that link user groups to private and public companies."	"Begin by collecting data from past projects or surveys. Adjust ideas if a gender gap is found. Continuously monitor and compare progress as you implement plans."
What monitoring tools can ensure ongoing action and continuous improvement?	"Implement an impact assessment framework with predefined targets and objectives for gender equity and digital inclusion outcomes."	"Ensure that the language is inclusive and up to date for the intended user group."	"Conduct rigorous user and technical tests to ensure products and services don't create digital barriers but offer opportunities for those with limited access."	"Form a diverse group of user testers that can assess the tool's impact periodically and use their feedback for improvement."
How does the emerging gender equity and digital inclusion strategy align with the UN SDGs	"Include Sustainable Development Goals (SDG) indicators to measure gender inclusivity and alignment with SDGs, particularly SDG5."	"Annually host a co-creation workshop with stakeholders to identify measures and SDGs alignment."	"Have a critical approach when developing new businesses without harming society and the planet. Actively seeking sustainable solutions."	"Have a process template that the board or administrators can utilize and have a check-in either yearly or every sixth month."

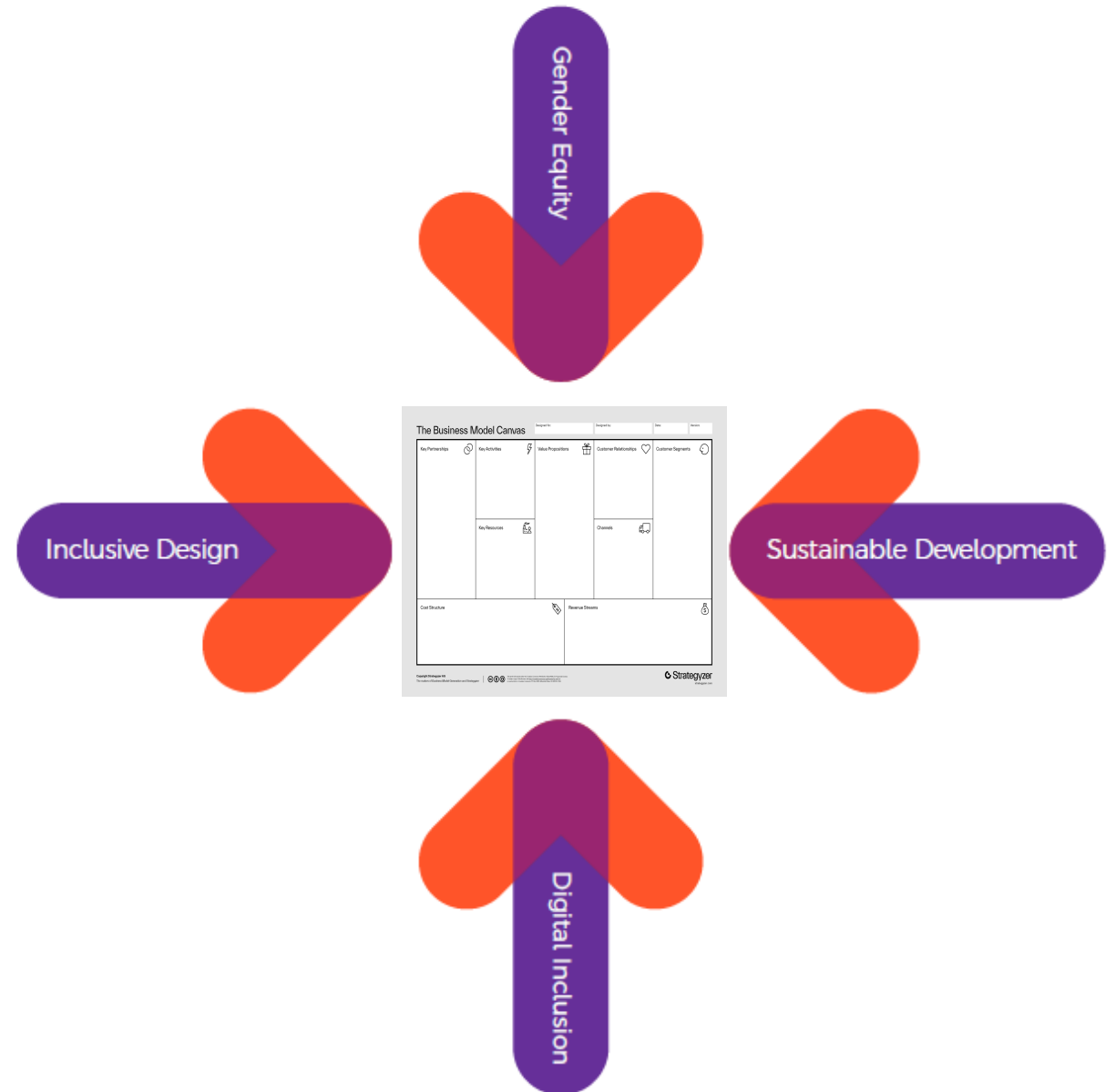
VALUE CREATION MODEL CANVAS



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101006396. The sole responsibility for the content of this document lies with the author and in no way reflects the views of the European Union.

VALUE CREATION MODEL CANVAS

- A value creation overlay for the Business Model Canvas (Strategyzer)
- The four lenses
 1. Gender equity
 2. Sustainable Development
 3. Digital Inclusion
 4. Inclusive Design
- A series of questions for each lens guides a business to create values alongside business development.

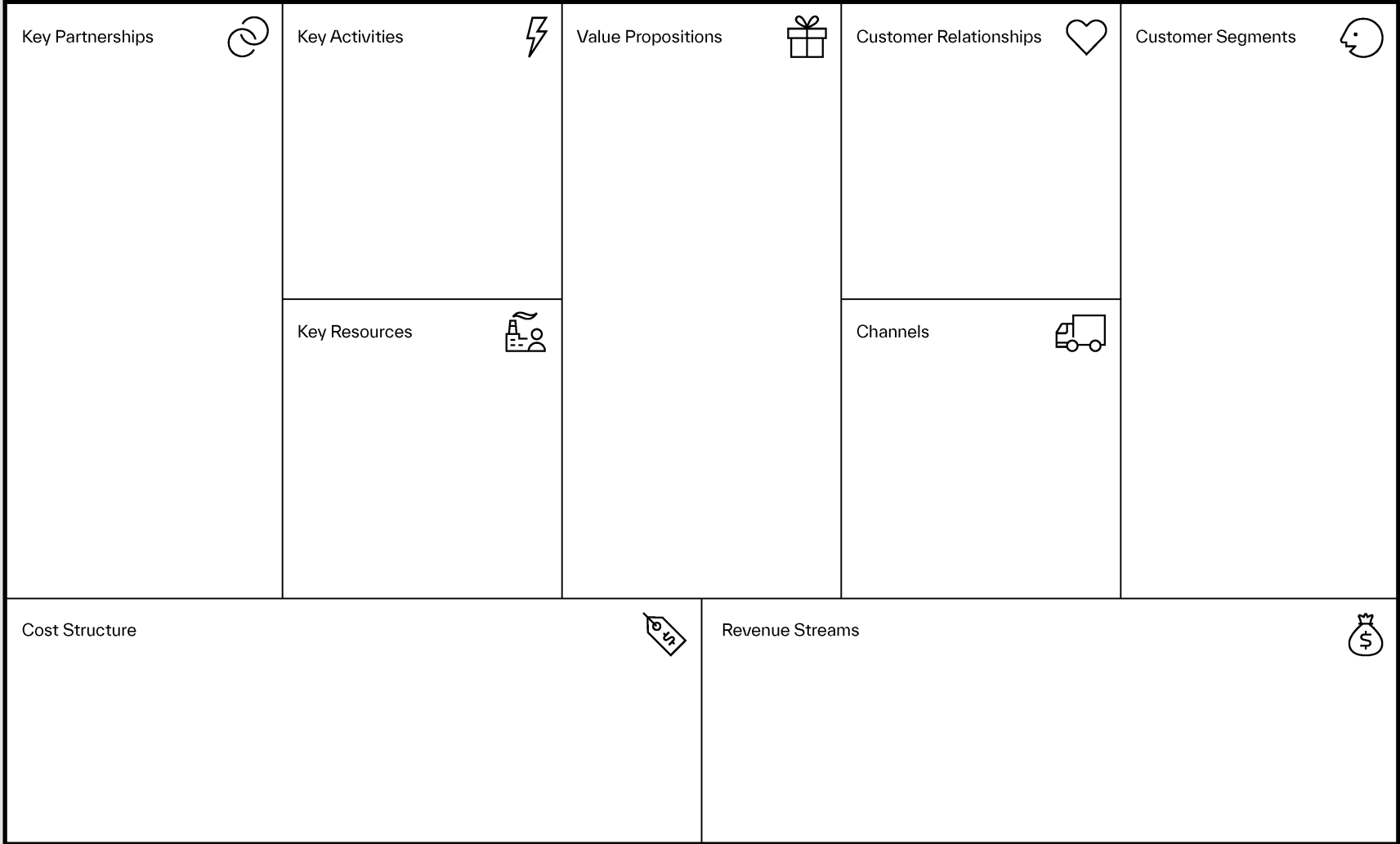


Overlays the Business Model Canvas

Addresses oversights in value creation.

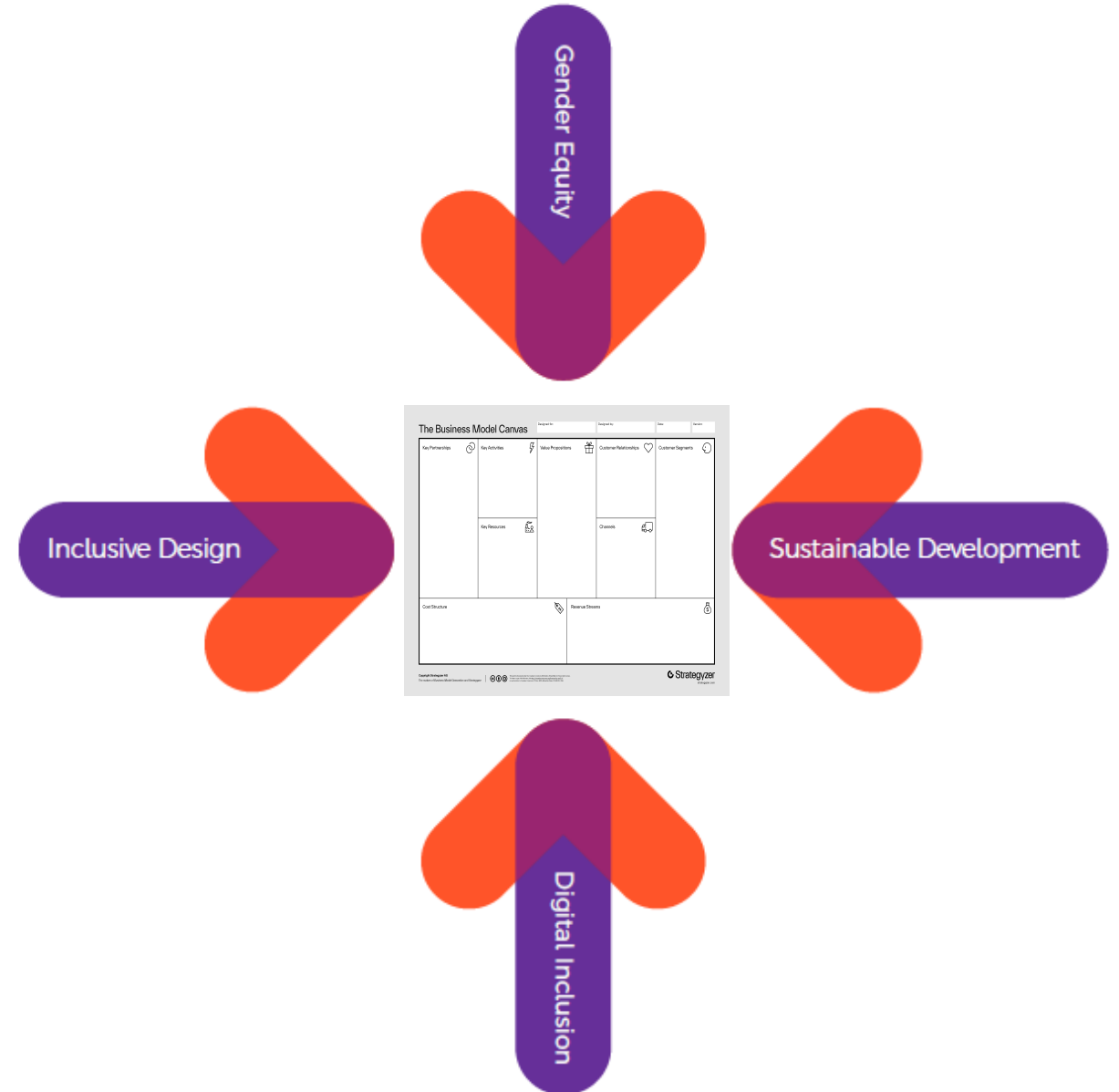
The Business Model Canvas

Designed for: Designed by: Date: Version:



VALUE CREATION MODEL CANVAS

- A value creation overlay for the Business Model Canvas (Strategyzer)
- The four lenses
 1. Gender equity
 2. Sustainable Development
 3. Digital Inclusion
 4. Inclusive Design
- A series of questions for each lens guides a business to create values alongside business development.



Workshop Implementation plan

- Gather diverse groups
- Provide empty work sheets
- Ensure that the business model canvas are already used or wanting to be used in the business
- One facilitator
- Early start-ups or businesses that wish to make a change
- Ensure decision makers are onboard



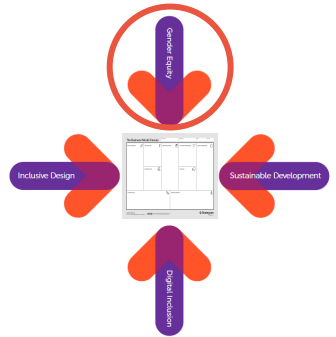
Value Creation Model Canvas

Gender Equity

Definition:

“Provision of fairness and justice in the distribution of benefits and responsibilities between women and men.”

(European Institute
for Gender Equality)



The prompts – lens one – Gender equity

- How do you define gender equity?
 1. What is the gender balance?
 2. At the bottom of the supply chain/supply web (external)
 3. In the leadership of the supply chain/supply web (external)
 4. In your organisation's leadership positions - (internal)
 5. At the bottom of your organisation's hierarchy - (internal)
- What policies and procedures should be adopted to promote gender equity?
- How do you consider a team member's unique perspectives (good add) in addition to their qualifications (good fit)?
- How can you implement and ensure accountability for those policies and procedures?
- How can you monitor current trends in gender equity and ensure your organisation's public profile is inclusive?
- Have you considered the role of gender equity in occupational health and well-being?
- How do you encourage or promote the use of inclusive language in your organisation (e.g., leadership communications, marketing materials, or mission statements)?
- How does your organisation define gender equity and how does it connect to other social programs at your organisations (e.g., ESG, CSR, DEI)?
- Does the language used in your recruiting materials "leave anyone out"? How can you use recruiting tools to make your company more inclusive?
- Are there opportunities for young people of different genders and backgrounds to join the business? If there are, how will you make them feel included? Would their opinions count? Would they be given incentives? Would there be career progression? How would you ensure that?
- What actions have you taken towards hiring candidates from underrepresented groups?
- How safe do your employees feel communicating their opinions and concerns at work?
- How does your organisation celebrate diverse ideas and people?

The prompts – lens one – Gender equity

- How do you define gender equity?
 1. What is the gender balance?
 2. At the bottom of the supply chain/supply web (external)
 3. In the leadership of the supply chain/supply web (external)
 4. In your organisation's leadership positions - (internal)
 5. At the bottom of your organisation's hierarchy - (internal)
- **What policies and procedures should be adopted to promote gender equity?**
- **How can you implement and ensure accountability for those policies and procedures?**
- How do you consider a team member's unique perspectives (good add) in addition to their qualifications (good fit)?
- How can you monitor current trends in gender equity and ensure your organisation's public profile is inclusive?
- Have you considered the role of gender equity in occupational health and well-being?
- How do you encourage or promote the use of inclusive language in your organisation (e.g., leadership communications, marketing materials, or mission statements)
- How does your organisation define gender equity and how does it connect to other social programs at your organisations (e.g., ESG, CSR, DEI)?
- Does the language used in your recruiting materials "leave anyone out"? How can you use recruiting tools to make your company more inclusive?
- Are there opportunities for young people of different genders and backgrounds to join the business? If there are, how will you make them feel included? Would their opinions count? Would they be given incentives? Would there be career progression? How would you ensure that?
- What actions have you taken towards hiring candidates from underrepresented groups?
- How safe do your employees feel communicating their opinions and concerns at work?
- How does your organisation celebrate diverse ideas and people?

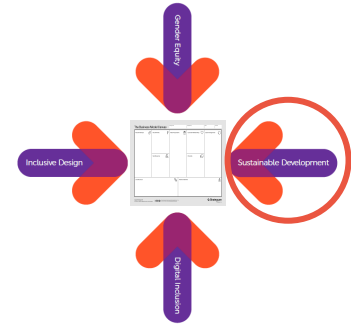
The prompts – lens one – Gender equity

- How do you define gender equity?
 1. What is the gender balance?
 2. At the bottom of the supply chain/supply web (external)
 3. In the leadership of the supply chain/supply web (external)
 4. In your organisation’s leadership positions - (internal)
- At the bottom of your organisation’s hierarchy - (internal)
- What policies and procedures should be adopted to promote gender equity?
- How do you consider a team member’s unique perspectives (good add) in addition to their qualifications (good fit)?
- How can you implement and ensure accountability for those policies and procedures?
- How can you monitor current trends in gender equity and ensure your organisation’s public profile is inclusive?
- Have you considered the role of gender equity in occupational health and well-being?
- How do you encourage or promote the use of inclusive language in your organisation (e.g., leadership communications, marketing materials, or mission statements)
- How does your organisation define gender equity and how does it connect to other social programs at your organisations (e.g., ESG, CSR, DEI)?
- **Does the language used in your recruiting materials "leave anyone out"? How can you use recruiting tools to make your company more inclusive?**
- Are there opportunities for young people of different genders and backgrounds to join the business? If there are, how will you make them feel included? Would their opinions count? Would they be given incentives? Would there be career progression? How would you ensure that?
- What actions have you taken towards hiring candidates from underrepresented groups?
- How safe do your employees feel communicating their opinions and concerns at work?
- How does your organisation celebrate diverse ideas and people?

Value Creation Model Canvas

Sustainable Development

- Definition:
“... development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” (UN)



The prompts – lens two – Sustainable development

- How can you contribute to the well-being of local communities and support social and economic development while maintaining environmental sustainability?
- Are there any aspects of the business that have a negative impact on the environment and is there a way to reduce the impact? Or alternative ways of achieving the same result without the negative impact?
- What do you perceive as the main challenges or barriers for your organisation to promote sustainable development?
- How can you minimize your environmental impact and promote sustainable practices throughout your business operations, including sourcing, production, and distribution?
- How do you know whether your supply chain uses ethical labour practices and sustainable sourcing, including fair wages, banning child labour, and ensuring safe working conditions, Fair Trade, cruelty-free, etc.? Are there any other providers that can deliver the same without affecting the result in a bad way?
- What evidence or indicators do you look for to ensure that sourcing practices are sustainable? Are there any certifications or labels related to sustainable sourcing that you trust or look for when making purchasing decisions? Can you trace your resources back to their source?

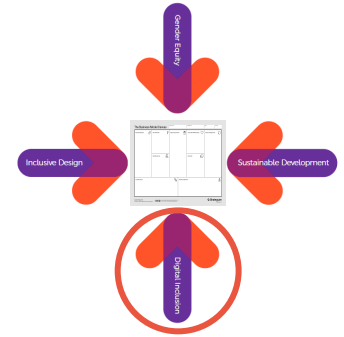
The prompts – lens two – Sustainable development

- How can you contribute to the well-being of local communities and support social and economic development while maintaining environmental sustainability?
- Are there any aspects of the business that have a negative impact on the environment and is there a way to reduce the impact? Or alternative ways of achieving the same result without the negative impact?
- **What do you perceive as the main challenges or barriers for your organisation to promote sustainable development?**
- How can you minimize your environmental impact and promote sustainable practices throughout your business operations, including sourcing, production, and distribution?
- How do you know whether your supply chain uses ethical labour practices and sustainable sourcing, including fair wages, banning child labour, and ensuring safe working conditions, Fair Trade, cruelty-free, etc.? Are there any other providers that can deliver the same without affecting the end result in a bad way?
- What evidence or indicators do you look for to ensure that sourcing practices are sustainable? Are there any certifications or labels related to sustainable sourcing that you trust or look for when making purchasing decisions? Can you trace your resources back to their source?

Value Creation Model Canvas

Digital inclusion, defined by the United Nations as

“...equitable, meaningful, and safe access to use, lead, and design of digital technologies, services, and associated opportunities for everyone, everywhere.”



The prompts – lens three – Digital Inclusion

- If the idea is tech-based: will the idea work in areas with low/unstable connectivity? Is there a way of ensuring that it works both online and offline?
- Does your organisation have any policies, or initiatives (i.e., no access to internet) preventing people in a particular area from having access to this product? And how can that be worked around?
- How does your organisation go beyond compliance with national and international law for inclusive design?
- What are the main barriers women face when accessing or using your product or service?
- Are there alternative communication channels or methods incorporated within the tech-based solution to reach users in areas with limited internet connectivity?
- How does the product promote and ensure a safe and inclusive environment for all users? Are there features or moderation systems in place to prevent harassment, discrimination, or other forms of harmful behaviour?
- If external providers of technology are used: Are the contracts highlighting accessibility features needed to make it work for the greatest number of users? Is Universal Design catered for?
- How are you ensuring that the final product is usable i.e., effective, efficient, and satisfying?
- How does your company add value to the lives of underrepresented or marginalised communities?

The prompts – lens three

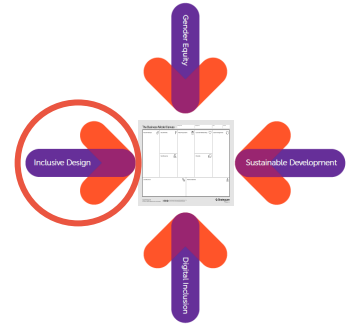
– Digital Inclusion

- If the idea is tech-based: will the idea work in areas with low/unstable connectivity? Is there a way of ensuring that it works both online and offline?
- Does your organisation have any policies, or initiatives (i.e., no access to internet) preventing people in a particular area from having access to this product? And how can that be worked around?
- **How does your organisation go beyond compliance with national and international law for inclusive design?**
- What are the main barriers women face when accessing or using your product or service?
- Are there alternative communication channels or methods incorporated within the tech-based solution to reach users in areas with limited internet connectivity?
- How does the product promote and ensure a safe and inclusive environment for all users? Are there features or moderation systems in place to prevent harassment, discrimination, or other forms of harmful behaviour?
- **If external providers of technology are used: Are the contracts highlighting accessibility features needed to make it work for the greatest number of users? Is Universal Design catered for?**
- How are you ensuring that the final product is usable i.e., effective, efficient, and satisfying?
- How does your company add value to the lives of underrepresented or marginalised communities?

Value Creation Model Canvas

Inclusive Design

- Definition:
“Inclusive design, also known as universal design or design for all, is an approach to creating products, environments, and systems that are accessible and usable by the widest range of people, regardless of their age, abilities, or disabilities.”



The prompts – lens four

- Inclusive Design

- How are you fostering diversity and representation within your development team or stakeholders to ensure that diverse perspectives are considered during the product's creation and evolution? And how can you involve users from diverse backgrounds, gender identities and abilities in the design and development process to ensure inclusivity?
- What are you doing to ensure that your customer engagements are accessible for people with disabilities (e.g., Tele Typewriter, calling for support)
- What types of channels will you need to engage in order to communicate and meet the needs of hard-to-reach populations?
- How will you ensure members of your team feel like their opinions are valid?
- What structural, informational, or socio-cultural factors might prevent people from working for you/using your product/service?
- How do you address complaints from your clients if they don't feel included when using your product?
- Would you be open to putting out strategic parts of the work you do on social media channels to get feedback and ideas on how to be more gender inclusive from a larger audience?
- Do you have avatars, personas that have a range of design options? Gender is not just binary in forms/surveys), etc.
- How can you incorporate inclusive design principles to ensure your products/services are accessible and usable by a diverse range of users, including people with disabilities?

The prompts – lens four

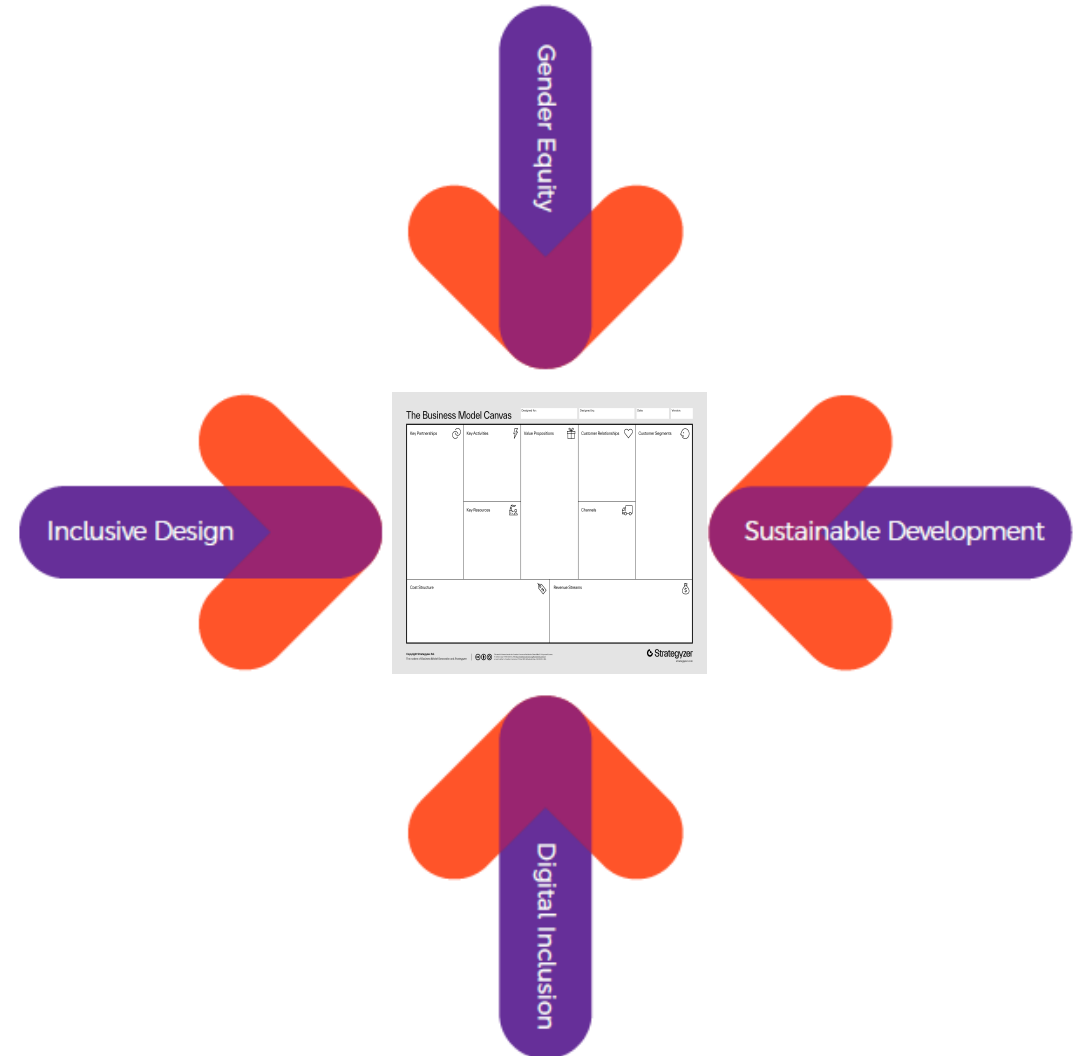
- Inclusive Design

- How are you fostering diversity and representation within your development team or stakeholders to ensure that diverse perspectives are considered during the product's creation and evolution? And how can you involve users from diverse backgrounds, gender identities and abilities in the design and development process to ensure inclusivity?
- **What are you doing to ensure that your customer engagements are accessible for people with disabilities (e.g., Tele Typewriter, calling for support)**
- What types of channels will you need to engage in order to communicate and meet the needs of hard-to-reach populations?
- How will you ensure members of your team feel like their opinions are valid?
- What structural, informational, or socio-cultural factors might prevent people from working for you/using your product/service?
- **How do you address complaints from your clients if they don't feel included when using your product?**
- Would you be open to putting out strategic parts of the work you do on social media channels to get feedback and ideas on how to be more gender inclusive from a larger audience?
- Do you have avatars, personas that have a range of design options? Gender is not just binary in forms/surveys), etc.
- How can you incorporate inclusive design principles to ensure your products/services are accessible and usable by a diverse range of users, including people with disabilities?

FROM IDEAS TO ACTION

Develop an action plan from the workshop outcomes

1. How should the work continue?
2. Assign responsibility (teams, departments, individuals)?
3. Establish processes and timelines for implementation
4. Establish processes and timelines for monitoring



Prototype piloting

- The tools represent the cumulative knowledge of the EQUALS-EU project
- They are developed as prototypes for uptake and to be further developed by interested parties
- Currently in testing
- Release date: December 2023



EQUALS-EU

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



<https://equals-eu.org/>