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EQUALS EU

EQUALS-EU: Europe's Regional Partnership for Gender Equality in the Digital Age
Newsletter - Special feature: Gender Equity Tools - December 2023



Welcome to the EQUALS-EU newsletter:
Special edition on Gender Equity Tools!

Just before the holiday period and the official conclusion of our project by the end of December, we are delighted to share with you our final set of project results that are available for your use!

One of the main objectives of our project was to generate tools for gender equity and digital inclusion for businesses and organisations. We dedicated this special edition to introduce you the two **EQUALS-EU Gender Equity Tools**:

- **Sustainable Social Impact Model**
- **Value Creation Model Canvas**

Why are these tools necessary? Let the numbers speak: Currently 17% of the almost 8 million ICT specialists in Europe are women* and in 2022, women took only around 25% of the leadership positions in tech and 14% of the software engineering positions worldwide.**

This is a missed opportunity, because Diversity, Equity, and Inclusion (DEI) in businesses can lead to improved financial performance, increased innovation, enhanced employee satisfaction and positive company reputation.***

We hope to contribute to the reversing of this trend with these two gender equity tools, which represent the cumulative knowledge of the EQUALS-EU project and are prototypes available for anyone who wants to test and adapt to their own context.

At the end of the newsletter, you will find two other key outcomes of our project: The glossary and lexicon of gender-related terminologies promote the use of right language to foster the gender equity and digital inclusion process.

We wish you a great end of the year!

* European Institute for Gender Equality
** Women in Tech Network
*** Diversity wins: How inclusion matters, McKinsey report, 2020

[Presentation: EQUALS-EU Gender Equity Tools in a nutshell!](#)

SUSTAINABLE SOCIAL IMPACT MODEL

Sustainable Social Impact Model	Value creation	Social impact	Sustainable commercial growth	Applies to them all
What opportunities are there for my idea, product, or service to create social impact?				
What opportunities are there for my idea, product, or service to create commercial growth?				
What opportunities are there for my idea, product, or service to create social impact and commercial growth?				
What opportunities are there for my idea, product, or service to create social impact, commercial growth, and sustainable commercial growth?				
What opportunities are there for my idea, product, or service to create social impact, commercial growth, and sustainable commercial growth, and to be inclusive?				
What opportunities are there for my idea, product, or service to create social impact, commercial growth, and sustainable commercial growth, and to be inclusive, and to be digital?				
What opportunities are there for my idea, product, or service to create social impact, commercial growth, and sustainable commercial growth, and to be inclusive, and to be digital, and to be sustainable?				

Sustainable Social Impact Model is a framework for anyone with a new or existing idea, product, or service to ensure gender-inclusive impact and digital inclusion.

It's actually a worksheet to be filled in during a workshop with a facilitator and diverse set of participants.

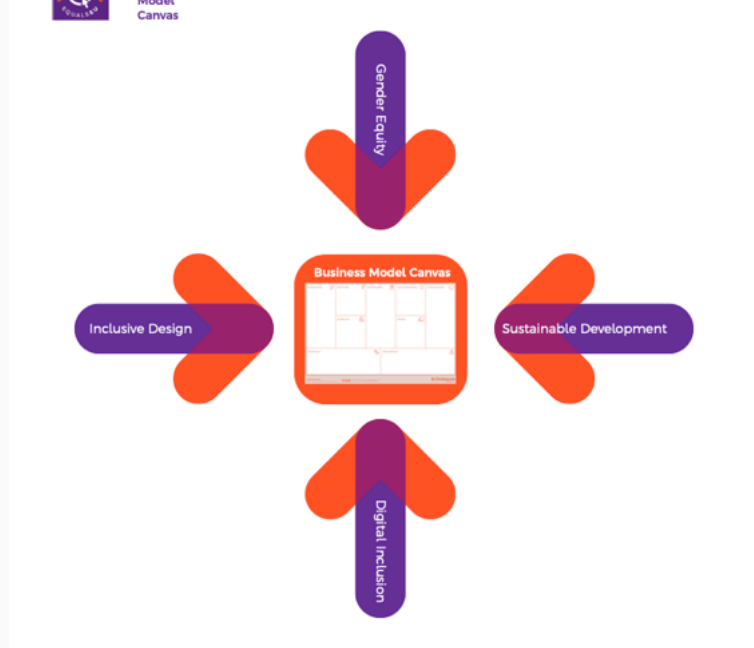
The worksheet contains a matrix of questions to reflect on actions, initiatives, research and monitoring corresponding to:

- **Value creation:** meaningful engagement and positive impact towards user groups
- **Social impact:** addressing social challenges based on geography, culture, language
- **Sustainable commercial growth:** environmental, ethical and responsible practices

The outcome is an action plan where actions are set within a timeline and allocated to team members.

[You can download the worksheet here!](#)

VALUE CREATION MODEL CANVAS



Value Creation Model Canvas is an overlay for the **Business Model Canvas** – a well-established strategic management and entrepreneurial tool to map your business model - adding four lenses for value creation.

Each lens comes with a set of trigger questions to be used in a workshop setting to reflect on how a business/organisation can create values alongside business development:

- **Gender equity:** Prompts on the provision of fairness and justice in the distribution of benefits and opportunities among all genders.
- **Sustainable development:** Prompts about considering sustainability across the whole value chain.
- **Digital inclusion:** Prompts to ensure equitable, meaningful and safe access to digital technologies, services and opportunities for everyone, everywhere.
- **Inclusive design:** Prompts leading to universal design by creating products, environments and systems that are accessible and usable by widest range of people regardless of their age, abilities or disabilities.

This tool aims to assist the businesses and organizations in developing a strategy for how their idea, product, or service can ensure that they are working towards improved digital inclusion and gender equity.

Check out the Instruction Manual to see the prompts and to learn more about how to use the tools.

[Click here for the Instruction Manual: How to use the tools](#)

GENDER-ASSOCIATED TERMINOLOGIES: EQUALS-EU GLOSSARY AND LEXICON

A BRIEF GLOSSARY OF GENDER-ASSOCIATED TERMINOLOGIES

Data collected highlighted the problematic use of some terminology that is used interchangeably or misused (and attempts to socially transforming innovation ecosystems. Gender often precedes the following, but for the meaning to have impact, we must engage with the concepts as they impact work on gender:

THIS	OR	THAT
EQUITY: It is about positioning individuals according to their circumstances and ensuring in their opportunities from a perspective of social justice.		EQUALITY: Equality is the provision of equal opportunities in a society that is neutral. Equity is a process that leads to equal equity.
INCLUSION: A process that leads to a state of a fair and just community, where diversity is regarded as a resource.		INCLUSIVITY: The state of being fair and equal where in the context of this policy brief, all ideas matter!
EXCLUSION: Exclusion can carry both negative and positive connotations when a situation or state has been considered relevant for certain groups and individuals only.		EXCLUSIVE: The consequence of exclusive processes where some actors are not invited to or allowed to participate. This often is related to a person's gender identity.
DIVERSITY: A process that leads about a state or a situation that is multicultural or a variety of social groups.		DIVERSIFICATION: The result of diversity where an innovation ecosystem is seen as embracing a diverse group of people.
MARRIOTTING: Recognizing the presence of gendered minorities in a society requires social justice in the form of targeted and specific assistance through group drives and activities aimed to ensure that they have access to the same opportunities in a mainstream society.		INTEGRATION: Process of empowering, educating and educating for women and under-represented minorities in mainstream society. Integration requires women to dilute themselves in mainstream society.

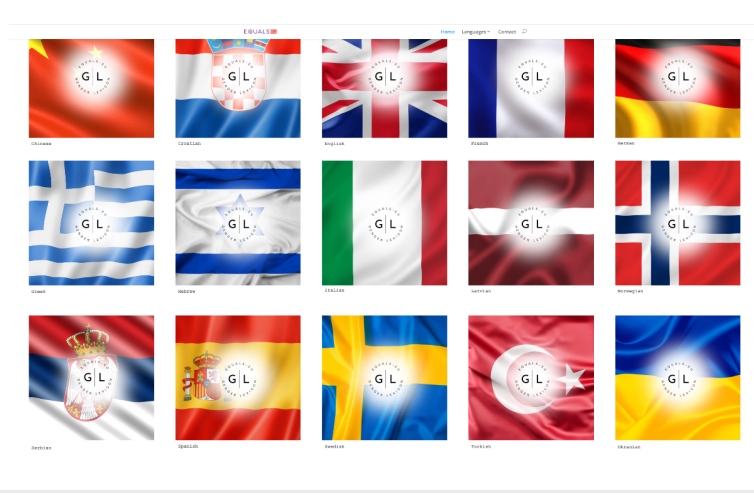
The data collected during our project highlighted a problematic use of gender-associated terminologies. When these terminologies are used interchangeably or misused, this can actually hinder the gender equity and digital inclusion process. Therefore, using the right terminologies is key to achieve gender equality.

EQUALS-EU partners exchanged their key learnings throughout the project and also highlighted the presence of wide range of contextual differences in the use of gender-related language: Gender-related words are used and perceived differently in different countries, cultures and languages and in some cases, even fall under different policies.

To make our project outcomes complete, **SPIDER**, our partner leading the research activities went the extra mile with the support of partners to develop two additional outcomes of our project:

- **A Brief Glossary of Gender-Associated Terminologies** published as a part of our [Policy Brief](#).
- **EQUALS-EU Lexicon of Gender-Related Words** in 15 languages

[EQUALS-EU Lexicon is available here!](#)



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