shetech

EMPOWERING WOMEN IN TECH

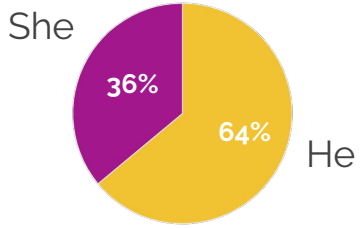
www.shetechitaly.org
hello@shetechitaly.org

2020

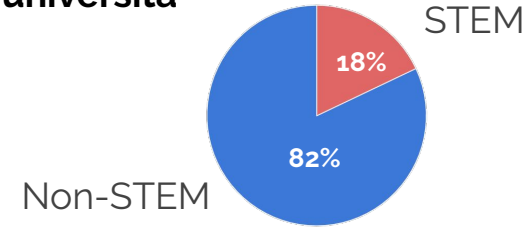
Donne e STEM in Italia: il gender gap

Università

Iscritti STEM



Donne iscritte in università



Mondo del lavoro

Tasso di occupazione

He: 92%
She: 85%

*a 5 anni dalla laurea

Salario

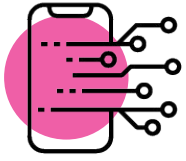
Gli uomini guadagnano circa il 25% in più delle donne

Source: Osservatorio Talents Venture 2019 - Il gender gap nelle lauree STEM

Chi siamo

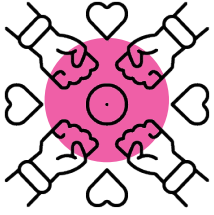
SheTech Italy è un'associazione a promozione sociale nata con l'obiettivo di **supportare le donne** nel mondo della **tecnologia**, del **digital** e dell'**imprenditoria**, attraverso eventi di networking, workshop formativi e opportunità professionali.

Il nostro **DNA**



Tech

Lavoriamo per costruire una **rete** di **competenze in ambito STEM**.



Inclusione

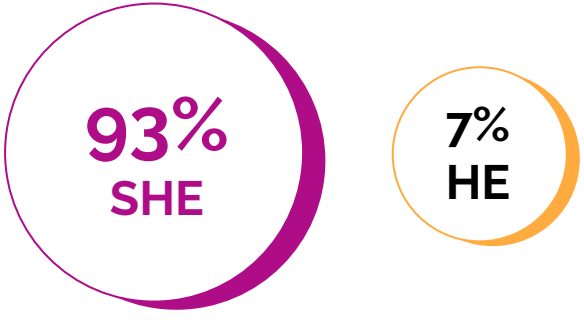
Lavoriamo per far si che il mondo del lavoro in ambito **STEM** diventi un ambiente sempre più **meritocratico e inclusivo**.

Impatto

Lavoriamo per lo sviluppo di un **ecosistema** in grado di connettere **i talenti e creare opportunità.**

La community: associati

Gender



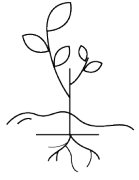
Età

14% Under 26

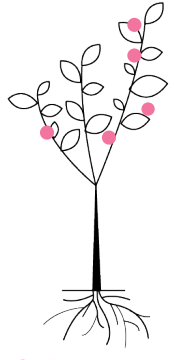
86% From 26+

Seniority

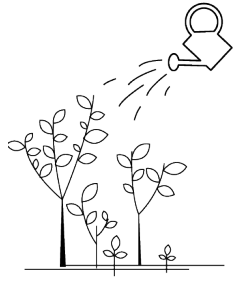
10% Student & Intern



32% Entry level/ junior



38% Manager



20% C-Level

Il nostro impatto

Dal 2015 a oggi

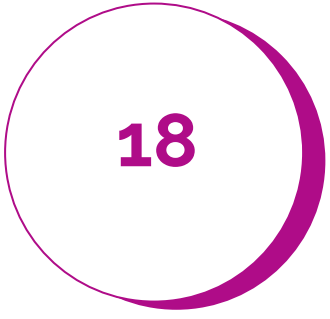
Attività relative a innovazione, entrepreneurship ed empowerment femminile.

Bootcamp e workshop formativi con la consulenza di esperti del settore per l'education e l'empowerment femminile.

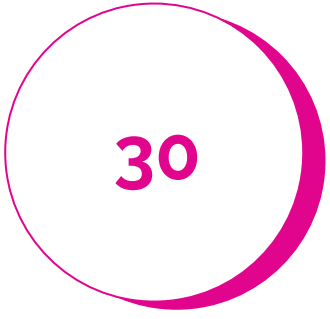
Iniziative sostenute sul tema gender gap.

Capitali raccolti dalle imprese fondate dalle *Female Founders* che abbiamo selezionato.

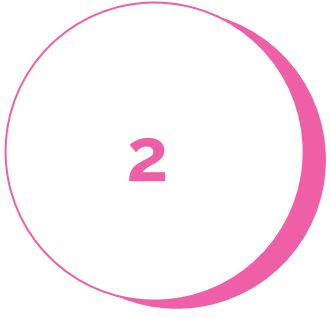
Il nostro impatto: 2019



eventi dedicati al networking



workshop formativi



bootcamp sul coding

persone che hanno partecipato alle nostre iniziative

Il nostro impatto: 2019

One of the most powerful reasons to be optimistic about the possibility of making and accelerating positive change towards a more diverse and inclusive European tech ecosystem is the large and growing number of initiatives working directly to achieve this goal. Last year, we included a list 28 initiatives identified by Diversity VC in just the UK alone. This year, Sifted has been able to identify 100 different initiatives from all across Europe.

European diversity initiatives and organisations by region

DATASET: SOUTHERN EUROPE

	Type of Initiative	Scope	Country	Description
MujeresTech	Community	Online	Spain	This is an initiative devoted to empowering women as leaders and potential founders. It trains kids, teenagers and adults.
AllWomen.tech	Coding school	Local	Spain	This Barcelona-based initiative is an AI training campus dedicated to women in tech. It offers Data Science, UX – UI Design, and Product Management courses for women, by women.
Eje&Con	Community	National	Spain	A Spanish Association of Women Executives, CEOs, and Managing Directors, whose goal is to increase the number of women in Senior Management positions as well as in corporates' Boards of Directors.
Autoempleo Incorpora	Community	Local	Spain	A programme by Obra Social La Caixa that provides free advice to low-income and low-resource entrepreneurs (for example, people with disabilities, long-term unemployed, youth at risk of exclusion, gender violence victims, immigrants, and former prisoners), and accompanies them through the founding process. They analyse the viability of the project and help find funds.
She Tech Italy	Community	Local	Italy	SheTech Italy is a community founded with the aim of supporting women in technology, digital and entrepreneurship, through networking events, workshops and professional opportunities.
#BcnTech4Women	Non-profit	Local	Spain	#BcnTech4Women is a working group to promote the voices of women in the Barcelona tech community, under the umbrella of Barcelona Tech City, a non-profit organisation of more than 800 companies.
Portuguese Women in Tech	Community	National	Portugal	Portuguese Women in Tech is a community and web resource that draws attention to female talent in tech. The group organizes events and has published a booklet to distribute around schools in Portugal.

SOURCE: sifted

La community: digital

Aggiornato ad aprile 2020

Company Page

2.433
mi piace

2.700
followers

Gruppo

930
iscritti

Newsletter

3.000
iscritti

2.774
followers

1.734
followers

La rete: i nostri partner

Con chi abbiamo collaborato

Enti e associazioni

I format

Education & Empowerment

DIGITAL SKILLS
SheTech Master School

SOFT SKILLS
Personal branding, Public Speaking, Personal Style, #IamRemarkable

TECH SKILLS
Javascript, Ruby on Rails, Python

STARTUP ECOSYSTEM

ATTIVITA' PER LE STARTUP

- Female Founders Dinner
- Female Founders List
- Bootcamp dedicati alle female founder

Networking

SHETECH BREAKFAST
Colazioni tematiche presso aziende digital & high-tech

MEETUP & TALK
Eventi di networking con ospiti del settore su verticali specifici

CAREER DAY

COMMUNITY EVENT

SheTech Master School 2020

3

percorsi

15

corsi singoli

CORSI IN AULA da 2 giornate

PERCORSO 1 - Costruire un sito web a regola d'arte (per sé e per i propri clienti)

- **Progettazione e strategia SEO**
- **Sviluppo Wordpress** (da zero a online)
- **UX design. Be mobile!**

PERCORSO 2 - Raccontare e raccontarsi nel digitale: strumenti per una narrazione efficace

- **Visual storytelling** per te il tuo brand
- **Slides power**
- **Brand yourself on Instagram**

PERCORSO 3 - Ideare, creare e far crescere il tuo prodotto digitale

- **Testare, validare e dare forma ad un'idea di business senza sprecare tempo e risorse**
- **Agile Product Delivery and Leadership**
- **Digital Marketing & Growth Hacking**

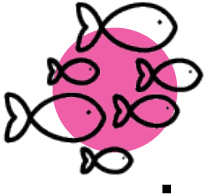
CORSI ONLINE

- **TikTok per il tuo business**
- Come raccontarsi su **Instagram** con **Stories** di successo
- **Social Media Kit**: crea il tuo stile con il Visual Design
- **Personal Branding** su LinkedIn
- **Public Speaking**
- **Style Power**: impara a esprimerti in modo professionale, coerente ed efficace attraverso la tua immagine

SheTech e le aziende

Branding & talent attraction

Employer branding & retention



Formazione

Scopri come associarti:
https://shetechitaly.org/community/

Grazie!

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LinkedIn
Facebook
Twitter
Instagram