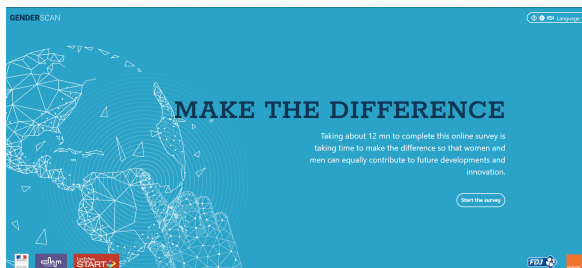


## Gender Scan 2019

### Gender balance in the high-tech sector

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## 1 - Presentation of the online survey



*Sustainable growth involves innovation and therefore diversity. In 2019, the survey focuses on the added value of gender balance at work and the impact of gender equality policies.*

### 1-1 Goals:

Gender Scan is focused on demonstrating the added value of gender balance and producing data to leverage it's potential. Annual reports are produced to monitor evolution and identifying solutions to improve gender balance in STEM. In 2019, the survey is mainly focused on the following topics:

- **The impact of gender balance in organizations:** measure the added value of gender balance in terms of performance and quality of the well-being in the workplace
- **The impact of gender equality policies in the workplace:** employees' perception of professional gender equality at work on the three pillars of gender balance (organization of work, career management and support to parenthood)
- **Retention of the workforce:** this topic will be more developed since the "war for talent" is especially present in the fields of innovation, high-tech and STEM. Gender Scan 2019's priority is to assess explanations and identify solutions.
- **Women entrepreneur profiles:** a specific research about women entrepreneurs, in particular in the digital field will be conducted in partnership with the newspaper *Les Echo* and the results will be published during Vivatech in May 2019.

### 1-2 Process:

Gender Scan is a dynamically generated questionnaire, i.e.: instantly adjusted to reach respondents' profile. The online survey is accessible on smartphone, tablet, or PC on [genderscan.org](http://genderscan.org) in four different languages. The objective of the online survey is to collect responses from women and men (over 18 years old), representing different social and work backgrounds. It was designed with the help of experts and sociologists.

### 1-3 Schedule:

The survey will be accessible from February until June 2019.

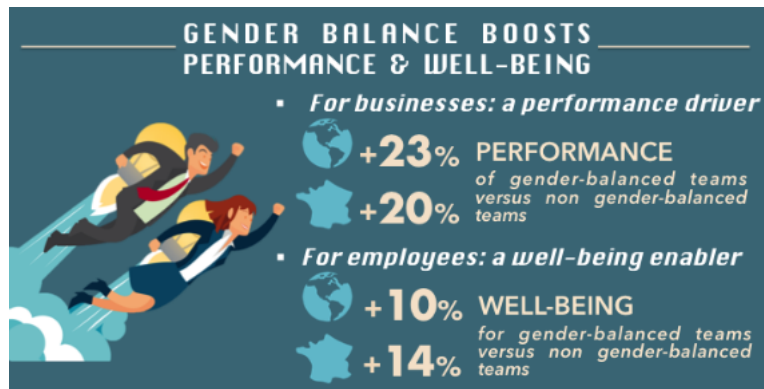
## 2 - Presentation of the Gender Scan report

The Gender Scan™ report demonstrates that gender balance generates better performance and improves well-being in STEM-based innovation fields.

It is the first survey that shows in percentage the impact of gender balance<sup>1</sup> on performance and well-being in the workplace. The report also studies the evolution of the number of women in ITS trainings.

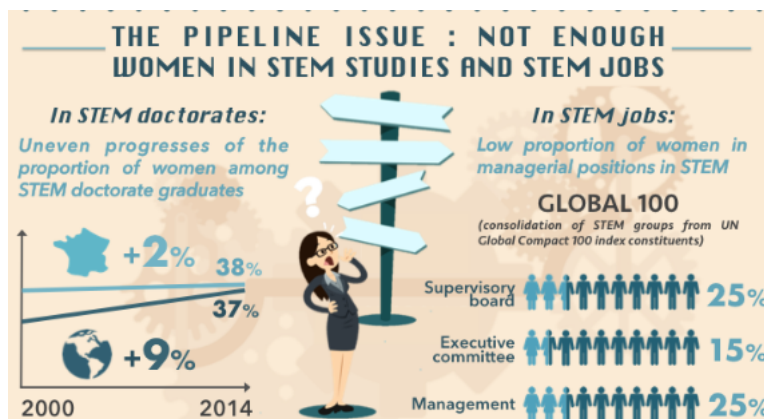
The main results of the survey are:

- **Sci-tech gender diverse teams deliver better performances and increase well-being in the workplace**



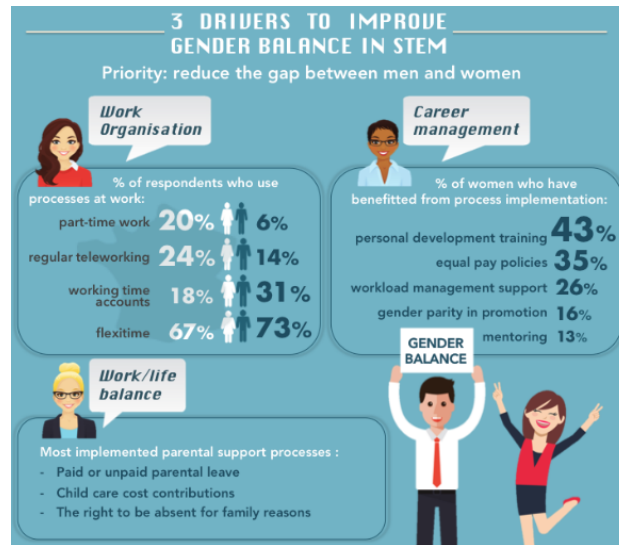
\* Managers working in STEM who lead teams of at least 10 persons evaluated the performance of their team over the past 12 months with a rating system (scale of rating: not as good as expected, slightly less than expected, better than expected, much better than expected).

- **The presence of women in ITS studies as well as in managerial positions in STEM remains low**



<sup>1</sup> Gender Scan™ qualifies as « gender balanced teams » the ones that include 40 to 60 % women.

- 3 levers have been identified to increase employee satisfaction and therefore strengthen gender balance in STEM fields: work organization, career management and support to parenthood



### 3 - Promotion campaign

The survey's promotion campaign is built around a key message:

**Make a difference for gender balance in the high-tech sector**

#### 3-1 E-mailing campaign

Email example:



Did you know that both women AND men benefit from gender balance at work? It actually boosts performance and well-being in the workplace for everybody! Data from Gender Scan's 2017 report has proven it!

Taking 12mn' to answer the questionnaire is taking time to improve gender balance at work and enable more women and men to benefit from it.

Make a difference by participating to the survey and gain the chance to be invited to one of the 2019 result's presentation:

- Spring report on women entrepreneurs at the world's rendezvous for startups and leaders at Vivatech in Paris
- Autumn global report on Gender in STEM while the G7 will be held

*Gender Scan is an initiative of Global Contact, with the support of 60 NGO's worldwide. The survey is accessible online from February to June 2019 on [genderscan.org](http://genderscan.org)*

## 3-2 Social media campaign

### 3-2-1 List of suggested hashtags and tags:

**Hashtags:** #genderscan2019 #makeadifference

**Tag:** @genderscan

### 3-2-2 Facebook/LinkedIn campaign

#### Example for Facebook /Linked in/ Instagram

Did you know that both women AND men benefit from **gender balance at work? It actually boosts performance and well-being in the workplace for everybody!** Make a difference by participating to the [Gender Scan survey](http://genderscan.org) and help improve gender balance at work and enable more women and men to benefit from it.

**Participate:** [www.genderscan.org](http://www.genderscan.org)

### 3-2-3 Twitter campaign

Generic tweet examples:

Let's complete the #genderscan2019 survey! Participate to see more women in #innovation #tech [URL](http://www.genderscan.org)



Can #innovation still thrive without women? #makeadifference, participate to #genderscan2019 :

[URL](#)

