



# Reducing Gender Gaps for the Digital GENERATION

PROJECT PARTNERS:





## Project Background:

Rapid technological advancements and digitalization are transforming the world of work and how we live our day-to-day lives. It is estimated by European Institute for Gender Equality that attracting more women to the science, technology, engineering and mathematics (STEM) sector would lead to economic growth, with more jobs (up to 1.2 million by 2050) and increased gross domestic product over the long term (up to EUR 820 billion by 2050). However, women are still only around 17% of all the workforce in ICT field, on EU average.

The main factors for gender gaps in ICT are related to the negative perceptions that this is a male-dominated sector. Such stereotypes influence the career choices of young women and thus have an effect on the gender gap and the composition of the labor market. Therefore, the main objective of the GenGaps-Digi project is to contribute to a much-needed change of mindset and thus transform the Bulgarian and Cyprus environment to support and encourage girls and young women to be confident about building a career in ICT.



Cleantech Bulgaria is a business network for clean technology, innovation and sustainable development. The organization is working actively to introduce resource-efficient solutions leading to a shift to new business models, such as the low carbon and circular economy. Cleantech Bulgaria is a catalyst for innovative solutions and a trusted partner of the business, public administration, science and education.



Cyprus University of Technology (CUT) is a state university in Cyprus with a strategic target to design and develop research activities both within the University and in cooperation with other research institutes and organisations across Cyprus and abroad. This project is led by the Sustainable Energy Laboratory of CUT.



Bulgarian Consultancy Organization is the leading consulting company that has built a broad portfolio of successfully implemented contracts and projects in both public and private sectors. The organization has a strong team of professionals with extensive experience and expertise in various business and educational fields including a licensed Vocational training and education center.

## Main objectives of the GenGapsDigi Project:

- To challenge gender stereotypes surrounding ICT-related sectors and thus reach equality in decision-making, specifically career choice;
- To provide formats for the training of digital skills in geographic regions where these are less developed;
- To enhance young women's digital entrepreneurship and thus build confidence in the female digital workforce of the future
- To generate a sustainable model where key stakeholders (job and education providers) act in a positive feedback loop by applying behavioral levers;
- To reduce gender and labor market inequalities in areas outside of large cities.

## Expected outcomes from the implementation of the GenGapsDigi Project:

- **Increase the knowledge and capacity** of school teachers to apply new teaching methods for digital gender skills.
- **Connect ICT** students to companies – 60 ICT students connected to 20 ICT companies;
- **Connect** prospective university students to ICT faculties - 100 prospective university students from semi-urban areas in CY and BG connected to 10 university faculties;
- **Inform** school and university students to take an alternative career path - 2000 school and university students informed and motivated to take alternative career paths and decreased stereotypes about gender in ICT;
- **Provide** knowledge to school and university teachers on how to motivate gender unbiased career choices - 60 teachers/lecturers received the knowledge and materials to motivate gender-unbiased career choices in ICT

## PARTNER CONTACTS:

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