



September 2024

Femme Forward

Fast-tracking women into new tech careers and supporting successful female-led start-up

Deliverable 7.2. Participating in a European Women in Tech Stakeholder Conference



Co-funded by
the European Union

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About Femme Forward

Femme Forward - *Fast-tracking women into new tech careers and supporting successful female-led start-ups* - is a two-year transnational project funded under the Erasmus+ Programme.

Through an innovative and comprehensive training programme, women with various backgrounds will be empowered to either start a career in tech or employ their experience and knowledge to set up a tech start-up.

Femme Forward will identify, develop and pilot high-quality digital education content that will tackle the current gender gap in the digital economy, enabling at least 500 women to start on the track to tech employment or entrepreneurship.

Femme Forward will offer an easy to use and extensive repository of tested, high-quality educational materials, available in multiple languages, and on a multi-device compatible learning platform: femmeforward.eu

Project partners

The Femme Forward consortium is composed of 14 partners led by SIMPLON.co bringing together key industry, technology and education stakeholders in Europe.

Full partners

1. SIMPLON.CO (France)
2. TOP-IX (Italy)
3. ENGIM PIEMONTE (Italy)
4. Tech and Teach GmbH (Germany)
5. BeCode (Belgium)
6. Big Blue Data Academy (Greece)
7. CYPRUS COMPUTER SOCIETY (Cyprus)
8. Asociatia ETIC (Romania)
9. Le Techspace (Belgium)
10. HOCHSCHULE HANNOVER (Germany)
11. Factoría F5

Associated partners

1. AMAZON WEB SERVICES EMEA SARL
2. RANDSTAD NEDERLAND BV
3. FUJITSU SERVICES LTD
4. DIGITALEUROPE AISBL

Subcontractors

Schuman SA

Revision History			
Version	Date	Modified by	Comments
1	20/08/2024	Factoría F5	Initial version
2			After partners' feedback

Disclaimer

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Executive Summary

This deliverable, D7.2, documents the participation of the Femme Forward project in two significant European Women in Tech stakeholder conferences held in 2024. These conferences, one in Madrid and the other in Brussels, served as pivotal platforms for advancing the project's objectives of promoting gender equity in the technology sector through strategic stakeholder engagement.

The primary goal of this deliverable is to detail the significance of Femme Forward's involvement in these high-profile events, analyze the outcomes of the stakeholder interactions, and evaluate how the insights gained align with the broader project objectives.

Key outcomes from both European Women in Tech Stakeholder Conferences include:

- **Raising awareness about Femme Forward's value** propositions towards key stakeholder groups
- **Ensuring the adoption and further dissemination of the project** outputs by the identified beneficiaries and beyond.
- **Amplify the visibility of the Femme Forward's training programs** among European actors.
- **Contributing to policy discussions on gender equity in tech** in Europe.

These achievements are essential for reinforcing Femme Forward's mission to empower women across Europe through advanced digital skills training and support for female-led start-ups.

The deliverable also outlines the next steps, focusing on leveraging the outcomes of these conferences to further the project's goals, particularly in terms of expanding its impact and ensuring long-term sustainability.

1. Introduction

Femme Forward is a transnational initiative co-funded by the Erasmus+ Programme, designed to address the underrepresentation of women in technology careers and entrepreneurship. By providing high-quality digital education, fostering an inclusive environment for female entrepreneurs, and supporting the growth of female-led start-ups, the project empowers women across Europe to enter and excel in the tech industry.

This deliverable, D7.2, forms part of Work Package 7, which focuses on dissemination and stakeholder engagement. It documents the project's participation in two significant conferences: the 20x30: Europe's Advanced Digital Skills Summit in Madrid and the [Name of Conference] in Brussels. Both events played a crucial role in advancing Femme Forward's objectives by facilitating key engagements with stakeholders, sharing best practices, and advocating for policies that support women in tech.

The following sections provide detailed overviews of the events, including the topics covered, the stakeholders involved, and the specific contributions made by Femme Forward. The impact of these engagements on the project's goals is analyzed, and the next steps for capitalizing on the outcomes are outlined.

2. Event overview

2.1. Overview of the conferences

Femme Forward actively participated in two key conferences in 2024, both focused on advancing digital skills and promoting gender equity in the technology sector.

- **20x30: Europe's Advanced Digital Skills Summit (Madrid, May 16th):**
This international summit brought together leaders from education, public policy, and the technology industry to discuss the future of digital skills in Europe. A central theme was the role of women in addressing the advanced digital skills gap. Femme Forward was represented by Noelia Torres, CEO of Factoría F5, who participated in the panel "Leveraging the Potential of Women to Address the Advanced Digital Skills Gap."

- **[Name of Conference] (Brussels, [Date]):**
Held in Brussels, this conference focused on the intersection of technology and gender equity, with particular emphasis on policy development and implementation. The event featured discussions on best practices for integrating women into the tech workforce and showcased successful initiatives across Europe. Femme Forward representatives engaged in various panels and discussions, sharing insights from the project and highlighting its impact on empowering women through digital skills training.

2.2. Key topics and discussions

- **Gender Equity in Digital Skills:** Both conferences underscored the importance of addressing gender disparities in the digital economy, with discussions centered on strategies for increasing female participation in tech.
- **Policy and Practice:** The events provided platforms for dialogue on the need for policies that support gender equity in digital skills training and the role of educational institutions in implementing these policies.

2.3. Participation and contributions

- **Madrid Summit:** Noelia Torres highlighted Femme Forward's successes, particularly the AWS Re/Start program, which equips women in vulnerable situations with cloud computing skills. Her contributions underscored the importance of targeted training programs that foster a supportive community for women in tech.
- **Brussels Conference:** Femme Forward representatives participated in several panels, advocating for the broader adoption of gender-focused digital skills policies across Europe and discussing the project's achievements

2.4. Key outcomes

- **Increased Program Visibility:** Both conferences facilitated communication with key industry players and educational institutions, essential for the expansion and sustainability of Femme Forward's training programs.
- **Commitments to action:** Educational institutions and policymakers expressed interest in programs that foster women's inclusion in the tech industry into their policy frameworks.

3. Promotional strategy

The promotional strategy for the Femme Forward project is designed to maximize visibility, engagement, and impact across diverse target audiences, including women aspiring to enter the tech sector, educational institutions, industry partners, policymakers, and the general public. This strategy is to disseminate the project's messages, promote its training programs, and highlight the successes of women empowered through Femme Forward initiatives.

4. Stakeholder engagement

Engagement with stakeholders at both conferences was a cornerstone of Femme Forward's strategy to advance its objectives through strategic partnerships and policy advocacy.

4.1. Stakeholders involved

- **Industry leaders:** Representatives from major tech companies, such as AWS and local European tech firms, were key participants at both conferences, bringing valuable insights and opportunities for collaboration.
- **Educational institutions:** Universities and vocational training centers across Europe engaged the conferences to explore the programs impact.
- **Policy makers:** European and national policymakers attended both conferences, providing critical perspectives on the role of government in promoting gender equity in tech.

4.2. Significance of stakeholder engagement

- **Collaborative opportunities:** The conferences provided a platform for Femme Forward to develop collaborative potential partnerships, particularly in delivery of digital skills training.
- **Policy influence:** The presence of policymakers at both events allowed Femme Forward to advocate for the inclusion of gender perspectives in digital skills policies, which is crucial for the project's long-term sustainability.
- **Feedback and insights:** Stakeholder feedback obtained during these conferences will inform future iterations of the project's training programs, ensuring they remain relevant and impactful.

4.3. Outcomes of engagement

- **Program visibility among potential partners:** The conferences were an opportunity to explore partnerships aimed at expanding the reach of Femme Forward's training programs across Europe.
- **Program visibility among institutions:** Dissemination of activities and impact among representatives from institutions can help to enhance the project's impact and scalability.
- **Strategic insights:** The discussions yielded valuable insights into the challenges and opportunities within the digital skills landscape, which will be instrumental in guiding the next phases of the project.

5. FemmeForward Conference Participation Overview

5.1. 20x30: Europe's Advanced Digital Skills Summit

The event gathered prominent leaders from education, public policy, and the technology industry to discuss the future of digital skills in Europe, with a strong focus on addressing the gender gap in advanced digital competencies.

Noelia Torres, CEO of Factoría F5, represented Femme Forward as a speaker during the panel titled "Leveraging the Potential of Women to Address the Advanced Digital Skills Gap." She shared key insights into the challenges and opportunities in closing this gap, particularly highlighting the impact of Femme Forward's Cloud AWS Re/Start training program for women, an initiative designed to empower women by providing them with critical digital skills and fostering their participation in the tech industry.

The summit served as a platform for Femme Forward to advocate for greater female representation in the digital economy, showcase its successful training initiatives, and strengthen its network by engaging with key stakeholders across Europe. The event reinforced Femme Forward's commitment to promoting gender equity in the tech sector and supporting women in their journey toward digital careers.

5.2. Brussels Event

6. Project impact

Participation in these conferences has positively impacted the Femme Forward project's objectives, above all, in terms of long-term strategic positioning.

6.1. Alignment with project objectives

Both conferences were closely aligned with Femme Forward's mission to empower women in the digital economy. Through participation in these events, Femme Forward was able to:

- **Raise awareness:** Increase visibility of the gender gap in tech and the necessity for targeted interventions.
- **Promote best practices:** Share the successes of Femme Forward's initiatives as models for other organizations.
- **Influence policy:** Advocate for gender-focused digital skills policies at both European and national levels.

6.2. Evaluation of impact

- **Enhanced visibility:** The project gained significant recognition among key stakeholders, which is expected to lead to greater support and collaboration.
- **Policy advocacy:** Femme Forward's contributions to policy discussions have positioned the project as an influencer in the development of gender-focused digital skills policies.

These impacts are vital for ensuring that Femme Forward continues to advance its mission of closing the gender gap in the digital economy. The insights and connections gained from these conferences will guide the next phases of the project, particularly in scaling training programs and advocating for supportive policies.

7. Conclusion and next steps

The participation of Femme Forward in these two European Women in Tech stakeholder conferences has been instrumental in advancing the project's objectives. The outcomes from these engagements have laid the groundwork for further expanding the project's reach and ensuring its long-term sustainability.

The next steps for Femme Forward involve leveraging the potential partnerships established at these conferences, with a particular emphasis on collaborative initiatives and joint training programs. Additionally, efforts will be made to expand the project's training programs by working closely with educational institutions and industry partners to integrate Femme Forward's modules into their curricula.

Finally, the project will continue to advocate for gender-focused digital skills policies at both national and European levels, capitalizing on the momentum gained from these recent engagements.

8. Annexes

8.1. 20x30: Europe's Advanced Digital Skills Summit

8.1.1. Event information



20x30: Europe's Advanced Digital Skills Summit

In an era of rapid technological evolution, Europe's competitive edge hinges on its ability to develop and maintain advanced digital skills. Facing a critical shortage of ICT professionals, the "20x30: Europe's ADS Summit" emerges as a pivotal gathering to propel Europe towards its ambitious goal of adding 20 million new ICT specialists by 2030, underpinning the Digital Decade policy initiative.

This free one-day event in Madrid unites thought leaders from business, academia, and policy-making to chart Europe's journey in advanced digital skills. Featuring roundtables, keynote speeches, workshops, and showcases of best practices, the summit is a crucible for innovative solutions and strategic collaborations aimed at redefining Europe's digital skills landscape.

Image 1: Cover of the event's website.

8.1.2 Steering Board of the event:

- Tanya Suarez - Founder and CEO of BluSpecs and IOT Tribe CHAIR.
- Anne Bajart - Deputy Head at European Commission. BOARD MEMBER.
- Vladimir Deliu - Global Education & Certifications Operations Manager at UiPath. BOARD MEMBER.
- Carsten Johnson - Manager for Germany, Cisco Networking Academy. BOARD MEMBER.
- Anthony McCauley - Technical Advisor for Future in Tech, Chair of the Industry Advisory Board for Quantum Computing and National Masters in AI, Technology Ireland ICT Skillnet. BOARD MEMBER.
- Robert Seidl - Head of AI, ML, Data Analytics and Privacy team at Nokia Bell Labs Network. BOARD MEMBER.
- Araceli Venegas-Gomez - Founder and CEO of QURECA Spain S.L. BOARD MEMBER.
- Stella Voulgaraki - Chief People Officer at KAIZEN Gaming. BOARD MEMBER.

8.1.3. Panel “Leveraging the potential of women to address the advanced digital skills gap”

The participants of this panel, in which FemmeForward was presented and discussed were professionals of the Tech Industry across Europe:

- Stephanie von Behr - CEO, Founderland
- Maria Mezher - HR Consultant
- Noelia Torres - CEO, Factoría F5
- Mark Jordan - Chief Strategy Officer, Skillnet Ireland

Leveraging the potential of women to address the advanced digital skills gap

- **Stephanie von Behr**
CEO, Founderland
- **Maria Mezher**
HR Consultant
- **Noelia Torres**
CEO, Factoría F5
- **Mark Jordan**
Chief Strategy Officer, Skillnet Ireland

Image 2: Speakers at the panel “Leveraging the potential of women to address the advanced digital skills gap”

8.1.4. Media covering

- **Pre-Event social media posts**

🌟 This Thursday, May 16th, our CEO, Noelia Torres, will participate as a speaker in the 20x30: Europe's Advanced Digital Skills Summit. An international event that brings together leaders from education, public policy, and the technology industry to discuss the future of digital skills and the job market in Europe.

Noelia will take part in the panel "Unlocking women's potential to bridge the advanced digital skills gap," alongside Stephanie von Behr, Maria Mezher, and Mark Jordan. She will share her experience and insights on how to close the gap in advanced digital skills among women in Spain and Europe, through impactful initiatives such as our Cloud training for women, part of the FemmeForward program co-financed by the European Union, of which **Factoría F5** is a part.

📅 Register here and join us for this day of inspiration and learning. 🙌🌟
Link: <https://lnkd.in/dukTPR66>

#20x30DigitalSkillsSummit #Madrid



Europe's Advanced Digital Skills Summit

Welcome - 20x30: Europe's Advanced Digital Skills Summit

20x30.advancedskills.eu

Image 3: LinkedIn Post for Factoría F5's participation in the conference.

Link to the LinkedIn post:

<https://www.linkedin.com/feed/update/urn:li:activity:7195725864439865346>



Image 4: X Post for Factoría F5's participation in the conference.

Link to the X post: <https://twitter.com/FactoriaF5/status/1789959219203944680>

- **Post-Event social media posts**

Yesterday, our CEO **Noelia Torres** participated as a speaker at the 20x30: Europe's Advanced Digital Skills Summit, an international event that brought together leaders from education, public policy, and the tech industry in Madrid. 🌍✴️

In her speech, Noelia highlighted impactful actions taken by **Factoría F5** aimed at reducing the gender digital gap, such as our **#Cloud AWS re/Start** training for women, part of the **#FemmeForward** program co-financed by the **#EuropeanUnion**, of which **#FactoríaF5** is a member in consortium with other European entities and international private agents. Besides reviewing our projects, she explained how we strengthen our impact by promoting female role models, reinforcing the network of women in technology, and integrating a gender perspective into our training programs, achieving nearly 60% participation of women.

The panel "Unlocking women's potential to bridge the advanced digital skills gap" was moderated by **Stephanie von Behr** from **Founderland**, and Noelia participated alongside **Maria Mezher**, Head of TA and BP at **Productsup**, and **Mark Jordan**, Chief Strategy Officer at **Skillnet Ireland**.

#20x30ADSSummit, **#20x30DigitalSkillsSummit**, **#SmartTechEurope**, **#AdvancedSkillsSummit**, **#EUDigitalSkillsSummit LeADS**

Ver traducción



Image 5: LinkedIn Post about Factoría F5's participation in the conference.

Link to the LinkedIn post:

https://www.linkedin.com/posts/factor%C3%ADaF5_cloud-femmeforward-uniaejneuropea-activity-71971785267157248-Tbeh?utm_source=share&utm_medium=member_desktop

8.1.5. Images of the conference



Image 6: Speakers at the panel "Unlocking women's potential to bridge the advanced digital skills gap"



Image 7: Speakers at the panel "Unlocking women's potential to bridge the advanced digital skills gap"

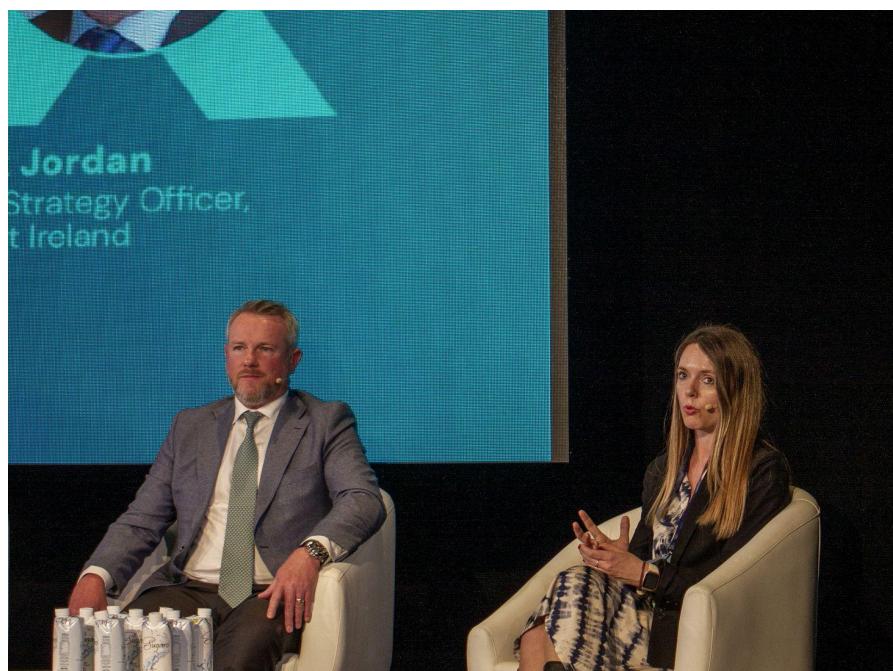


Image 8: Noelia Torres speaking about FemmeForward at the panel.



Image 9: Noelia Torres from Factoría F5 at the 20x30: Europe's Advanced Digital Skills Summit.

Table 1: Core panels and speakers from the 20x30: Europe's Advanced Digital Skills Summit:

Panel/Session	Speakers
Healthcare and the Data Revolution	Ernestina Menasalvas (UPM), Miguel Angel Sicilia (Ramon y Cajal Hospital), Zheshen Jiang (CHU de Liège), Christoph Thümmeler (6G Health Institute)
Organisational Change and Skills-Based Profiles	Na Fu (Trinity Business School), Nadya Semenova (Digital Transformation Expert), Kelly Gamble (SAP), Sofia Platias (Uni Systems), Miguel Valdivieso (IBM)
Industry Perspectives: Acquiring Talent in a Fast-Changing Environment	Ana Garcia Robles (BDVA), Araceli Venegas-Gomez (QURECA), Michael Barngrover (XR4Europe), Nina Olesen (ECSO), Daniel Saez (ITI), Kristen Doran (SAP)
Specialised Project Showcase: Cloud-Powered SME Digital Transformation	Irina Frigioiu (Funding Box)
20 Key Learnings for SME Digital Transformation	Horacio González-Vélez (National College of Ireland)
Making the Business Case for Skills Investments	Laurent Muzellac (Trinity Business School), Alejandra Blázquez (Cisco), Kamil Svec (Telefónica Tech), Salvatore Moccia (EIT Digital)
Digital Society & Human Values	Anna Bon (EURIDICE)
Leveraging the Potential of Women to Address the Digital Skills Gap	Stephanie von Behr (Founderland), Maria Mezher (HR Consultant), Noelia Torres (Factoría F5),
Financial Risk and Compliance in the Age of AI	Helen Packard (Financial Conduct Authority, UK), Javier Tarancón (Bank of Spain), Matteo Falsetta (GFT Technologies)
Unlocking the Power of Data: 1st European Data Space for Skills	Daniella Manassero (DIGITALEUROPE), Matthias De Bièvre (Visions), Anu Passi-Rauste (HeadAI), Daniel Alonso (BDVA)

Exploring Gen AI's Impact on Legal Services	Teresa Martín (Mavens), Ciara O'Buachalla (DonnaAI), Giovanni Maria Riccio (E-lex), Risteard de Paor (Herbert Smith Freehills)
Fireside Chat: Sustainable Growth Through Advanced Digital Skills	Monique Calisti (Martel Innovate), Yiannis Loumakis (Uni Systems)

