



# DiversIT

THE EUROPEAN DIGITAL WOMEN DIVERSITY CHARTER

## The European Digital Women Diversity Charter

Sponsored by CEPIS  
Council of European Professional Informatics Societies  
Version V1 Final  
July 2019

---

## EXECUTIVE SUMMARY

Today there are some eight million people working in the technology professions across Europe. All of the major agencies believe that technology is a growing field and that skills are at a premium, and forecast that skills shortages will hit in most countries as we optimise and grow the uses of technology. It is therefore doubly important that we access all parts of the workforce in our search for skills. Currently, across the greater Europe, we see that women make up less than 20% of the workers in the technology and digital professions, and yet are consistently nearly half of the available workforce. If we are to make up the shortfall in skills, there is a need for focus on the numbers of women who are taking up roles in technology and digital careers. This, in turn, is highly dependent on the pipeline of girls and young women who see their careers in the technology field.

CEPIS believes that it is a key part of every IT and Technology association's remit to have a concern for the availability of skills within their country, and consequently, part of the remit to ensure that all parts of the available workforce are accessed. The IT association or organisation has a clear role to play in encouraging members and public or private companies in their efforts to ensure that more females take up and stay in careers in the industry or related academic posts.

The European Digital Women Diversity Charter (The DiversIT Charter) outlined below is a three stage roadmap to help associations achieve leadership in these areas. Bronze, Silver and Gold certifications of the charter will be awarded to associations which can show that they have activities and focus on this area. The levels build upon each other until, at Gold level, associations will be seen as thought leaders in encouraging more women into the field, and as such. We hope that the charter award at 'Gold' level will be seen as a truly aspirational target by many organisations.

Associations (and, subsequently, companies, educational establishments and other bodies) are asked to sign-up to the charter in May 2019 and start their journey through the levels thereafter. CEPIS are looking for as many signatories to the charter as possible at this time in order to demonstrate our total commitment to IT skills in Europe.

Whilst the IT Associations are working to gain Bronze and Silver of the DiversIT charter as outlined below, CEPIS and its women's organisation will be working to ensure that the Charter gets the external recognition and visibility which will add value to the brands of in-country IT Associations.

CEPIS will offer the same ability to sign up to the principles of the charter to companies, educational establishments and to partners. However, since these companies exist in country, it is believed that the associations will become awarding bodies for the DiversIT charter once they reach the Gold standard of the award. In this way, they can credibly support companies, educational bodies and other organisations in their own country to implement plans for gender diversity in IT.

# OVERVIEW OF THE CHARTER STAGES

The European Digital Women Diversity Charter, also known as the DiversIT Charter, is built in three stages, and is a roadmap to increased activity and visibility on the theme of Women in Technology for an organisation or association. It is now accepted that organisations which foster and embrace diversity benefit in terms of profitability, innovation and brand image and many are encouraged to broaden the makeup of their teams.

IT Associations, companies, educational establishments and other organisations (hereafter called 'Organisations'), within country, will be encouraged to sign up to the charter and undertake the stages in the DiversIT Charter in order to build and use all possible means to encourage full diversity in the IT professions.

Organisations awarded the charter are required to submit their case to CEPIS to be judged by a panel of experts who will award charter status of Bronze, Silver or Gold dependent on the levels of activity evidenced. The levels of evidence required are shown below under the Assessment sections below. Associations will be judged to have achieved certification at each of the levels when they can evidence activities in around 60% of that level's requirements. Judging for certification will be sure to take into account the size of the country and IT association. To start, Associations will sign up to the charter declaration as shown on page 5 below and will encourage companies, educational establishments and other bodies to also sign up thereafter.

The levels of activity (Bronze, Silver, Gold) aim to gradually increase awareness, support and visibility for Women in IT whilst offering a framework of ideas for engagement.

Each stage is broken down into the following areas of activity or 'themes':

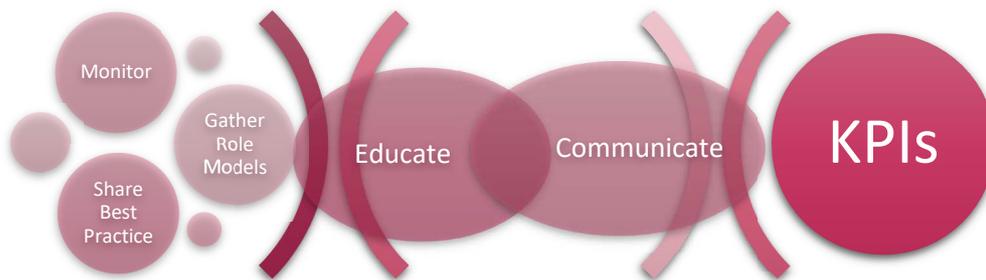
- ◆ **The association or organisation's women's group**
- ◆ **Activity in support of Women in IT across the Association or Organisation**
- ◆ **The actions being taken to increase the number of female role models**
- ◆ **Monitoring Activities which give insight into current and future levels of female participation in IT**
- ◆ **Links to other associations and groups**
- ◆ **Activities to increase the numbers of girls in technology**
- ◆ **Working links with education and academia and education internal to the organisation**
- ◆ **KPIs to drive activity.**

The requirements at each level of attainment are shown in the document below. This document also serves as the guide for associations, companies and other organisations to build their projects on Women in Technology. The CEPIS Women in IT Task Force will be on hand to field questions should associations and organisations have any queries.

---

## ASSESSMENT ALL STAGES

From page 5 below we show the charter stages or ‘themes’ as outlined above and the evidence required for attainment at Bronze, Silver and Gold.



Each of the areas being judged (the ‘Themes’ as listed above) form an iterative project plan which will allow an organisation to establish and progress a structured approach to diversity with activities, goals and ideas for achieving them. The themes of the charter are all aimed at the achievement of a successful Women in Technology project and at helping an association to attain ‘thought leader’ status on the subject over the course of several years.

Judging is completed by a panel of experts on women in technology from across Europe, and where possible, the team will point out issues with a submission at the time of first reading to allow applicants to amend their submission.

### Example

An association or organisation or company (‘organisation’ hereafter) signs up to the charter in May 2020. They do not have a women’s group in the organisation, but are aware that the country records only 9% women in tech. As a result of signing the charter, the organisation sets up a Women in Tech group and invites key women working in technology professions to join the voluntary group. The organisation also elects an individual with executive powers who can oversee the work and the project. The team of women and the executive use the DiversIT charter to start on the Bronze stage of the charter. In this document, every box shown in bronze is a set of activities that the team will want to work on. These can be sized appropriately for the size of the team working on it and on the size of the association, company, or organisation. In year two and three, the association, company, or organisation can see that they have made significant progress with all of the Bronze sections of the charter and now applies to CEPIS for certification at Bronze level. If they have succeeded, then they will be awarded the Bronze DiversIT mark which can be displayed on the organisation website and can run press and communications accordingly.

To support CEPIS, when the Country IT Association has been awarded Silver and Gold level Certifications because they have completed 90% of the tasks shown in the silver and gold coloured boxes shown in the themes below, they will be certified to judge companies and organisations within their own country against the levels of the charter.

## THEMES AND SIGNING UP

On the following pages, the Bronze, Silver and Gold activities for each theme are laid out. Associations, companies, or organisations working on the Bronze level certification will work on activities in the bronze coloured box for each of the themes below.

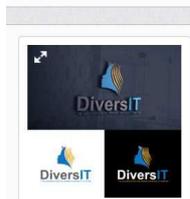
In order to commence with the project, IT Associations will have become a signatory on to the DiversIT charter on the 11<sup>th</sup> May 2019. Alternatively, associations, companies, or other organisations can sign up subsequently via the CEPIS website as follows:

- Sign up to the Charter
- When signing online;
  - List the current women's group with role titles, incumbents, and objectives.
  - Show the name of the executive sponsor within the organisation (but not within the women's group) who will support the projects in the DiversIT Charter work.

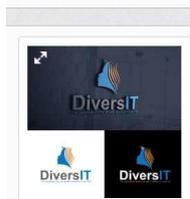
The association will then use this document to select activities from the Bronze category of each theme and will endeavour to work with their team of volunteers to fulfil at least 60% of the activities within the theme at that level. When they believe they have attained this, they will then fill-in the application form (available from the CEPIS team or website), for certification at Bronze level. Once this level is judged to be achieved by the CEPIS Women In IT Taskforce, the Association will be allowed to display the DiversIT Charter Award Badge on their website and commence with the next level.



Silver Logo



Bronze Logo



Gold Logo

Please be aware that there are only two judging sessions in a year January and September, and your timing should be aimed at one of them.

## Womens Group

Associations and Organisations should be able to evidence the items from the Bronze, Silver and Gold awards below at each relevant level.

### Bronze Award Criteria

- List the current women's group with role titles, incumbents, and objectives and KPIs. Also terms of reference of the group would be useful to aid assessment at this level.
- Show evidence of marketing or social media campaigns which evidence the Association's Women's team commitment to increasing and retaining women in technology within the country. For example; twitter campaigns, advertising and articles in the Local Association magazine, on the Local Association website, through member organisations
- Show evidence of activities undertaken in the last year by the women's group which are consistent and have key aims to increase and retain the number of women working in technology roles within the country.

### Silver Award Criteria

- Show evidence of regular activities undertaken by the women's group over the period of 2 years which are consistent and have key aims to increase and retain the number of women working in technology roles within the country. The events should be accessible to all women across the country.
- Show evidence of activities by Role Models and group members to inform and encourage girls to follow a career in technology (for example talking to girls in schools)
- Show evidence of participation in international competitions and programming for girls workshops.
- Show evidence of initiating a pipeline of women who can be leaders in the association.

### Gold Award Criteria

- Show evidence of participation in international competitions and programming for girls workshops and their repetitiveness and consistency over 2 years.
- Show evidence of awareness programs to inform and educate parents to refrain from discouraging and instead guide and support their daughters to follow a career in technology.
- Show evidence of a leading activity for women in Tech within the country or region and winning prizes for their work
- Demonstrate a list of other organizations and their initiatives on women in Tech and a comparison list of aspects to cover and aspects covered across country indicating (participants and leaders)

## Increased Activity for Women in tech within the Association or Organisation

Associations and Organisations should be able to evidence the items from the Bronze, Silver and Gold awards below at each relevant level.

### Bronze Award Criteria

- Show evidence of supporting the events being run for women in technology, possibly by the women's team, and also by the Association.
- Show evidence of ensuring that local events have mixed panels as a standard and that every effort is made to ensure that women and men make up the panels.  
The type of events and activities that can be run are shown here and when completing the assessment form, applicants should give the following:
  - Description of event, objective of event, date of event, number of attendeesThe types of event or activity suggested are:
  - Networking groups
  - Speed networking events
  - Career enhancement sessions and careers events
  - Technology centred sessions
  - Prize winning events (in order to create role models and to give credit to valuable diversity examples)
  - Training sessions for women in tech, or for women returners
  - Video sessions describing the careers of women
  - Booklets outlining the fun/benefit/pleasure of careers in IT for women
  - Girls and Schools events (see below)
- Show evidence of press activities around the value of women in technology roles.
- Show evidence of work with other associations, or with academia on the subject of women in technology.
- Outline the working group the association has for women in technology and the objectives that they are working to achieve.
- Show evidence of the diverse nature of external communications (using pictures of females in IT on web pages, in marketing etc), and outline the rules which guide communications within the interests of addressing a diverse audience.
- Show evidence of plans to increase the numbers of women in the association and in leadership positions within the association

### Silver Award Criteria

- Show evidence of increased press activities around the value of women in technology roles.
- Show evidence of increased work with other associations, or with academia on the subject of women in technology.
- Show the progress which has been made over the period of 2 years with the objectives of the working group the association has for women in technology.
- Focusing on women already in careers in IT, retention and how to keep them.
- Show evidence of organizing career management workshops, (talk to women about contributing equally to men and learn to have a balanced family and career life so they will have the time to pursue a successful career in technology):
  - show evidence of events run to promote the achievements, qualities and benefits gained by Role Models

- show evidence of networks built for women in technology
- show evidence of media campaigns, advertising, article and videos promoting activities taken by the association to increase number of women in technology
- Show evidence of Related events:
  - Career Management Workshop
  - Speed Networking Sessions
  - Flexible Working Sessions (Talk to industry and academia about benefits of flexible working (incl. Job share, part time working, remote working, term time working, shifted hours))
- Concrete data to be collected on the benefits of retaining women and on flexible and remote working.
- Lifelong learning (to keep up to date with new technologies)
- Equal Pay - Challenge industry and academia to pay equally for technology roles and encourage members to run equal pay audits. Acquire statistics on equal pay across IT roles.
- Show evidence of having made statistics available about the numbers of senior women in IT in industry and academia and should suggest ways to increase numbers of senior women with rankings - and these should be published
- Training about bias at assessment and training on advertising for professional hires which excludes bias and interviewing for professional hires. Advocating SMART Objectives at assessment and Bias training for middle
- Show evidence of women's participation in panels of local events
- Evidence greater numbers of women members and progress of women members to senior roles within the association

### Gold Award Criteria

- Show evidence of inspiring other groups to work on women in Tech
- Demonstrate results of company's and organization's initiatives on women in Tech
- Demonstrate a diversity strategy for members, organizational members and association employees
- Show evidence of actions taken by active and inspirational Role Models who are working across the sector providing details such as Role Model, action, place participations, results if it is measurable or leading to another action etc.
- Show evidence of men in tech within the region with signatories to a pledge to support, for example sign a Code of Conduct
- Show evidence of lobbying governmental organizations to ensure that this is seen as a key strategic interest of the county for example initiatives taken by the Digital Champion etc.
- Show evidence of ensuring women are speakers within the country as IT Special disciplines providing events details
- Signpost to excellent activity from other organizations on women in tech, for example acknowledge an organization publicizing its excellent activity and the name of the organization
- Show evidence of support for diversity concerns in AI and propagating this across the country (preventing racial, age, gender, disability and other discrimination by humans using the latest advances in Artificial Intelligence)
- Name the senior women in the association or organisation and the seniority of their roles. This should be at executive, director and board level.

## Role Models

### Bronze Award Criteria

- Show evidence of setting up a group of female role models of all types
- Give details of how role models would be used to good effect.
- Outline the methods currently in use by the association to acquire and retain female role models.

### Silver Award Criteria

- Show evidence and keep track of school visits identifying each school visited each year by each Role Model.
- Give details of how role models are used to good effect and how they have been used in various different ways (business, academia, on the website, media campaigns).
- Outline the benefits, to the Association and to the Country of using female role models so far.

### Gold Award Criteria

- Show evidence of increased and consistent publicity for role models of women in tech.
- Show evidence of established list of senior women in technology who can talk about latest technologies (AI, Blockchain, Ethical hacking, blockchain, Robotics, Ethics)
- Show evidence of making the list of role models available to press associations in the country. The women need to be compliant with GDPR and give their consent that their information will be shared with Radio and TV stations. Identify Role models from companies, government institutions, universities and their specific subject they can talk about.

## Monitoring

Associations and Organisations should be able to evidence the items from the Bronze, Silver and Gold awards below at each relevant level.

### Bronze Award Criteria

- Show evidence that the following data are collected and/or linked by the Women's Group:
  1. How many women are working in technology in the country
  2. How many managers in technology roles are women
  3. How many women in tech initiatives are happening in the country
  4. How many women are on IT/ICT courses at Universities and colleges (what is the pipeline)
  5. Which IT companies (or heavily dependent IT users like the banks) have women in tech initiatives
  6. What % of the Local Association members are women
- Show the provenance and accuracy of the statistics.
- Give evidence to what the association aims to do to improve the statistics with timeframes and activities.

### Silver Award Criteria

- Give details of the following:
  1. What are the roles people are in today, how roles will evolve, how training will be required.
  2. Lifelong learning programmes available for women (and men)
  3. Check & publish annually the annual increase for women in tech (in universities, in technical schools, in industry, in academia)
  4. Monitor equal pay in the industry
  5. Encourage companies and academia to monitor career progression for women through campaigning
  6. Publish figures on women on boards annually (or link to an organisation which does!)
  7. Monitor the unemployment rates for women
  8. Monitor numbers of women with IT/ICT/Digital qualifications who are NOT in work.
  9. Monitor the number of women working part time.
- Show where are these figures from and expected accuracy of the statistics.
- Give evidence of showing that this is a concern of the Association website and clearly indicate what the if the association aims to do something about it by defining the activities and the timeframes.

### Gold Award Criteria

- The association to be the trusted supplier of statistics or show evidence of working towards becoming so.
- The association to show evidence of leading or collaborating monitoring efforts for the country or region with annual statistics produced which track the change in numbers of women in tech. The association to play the role of trusted supplier of statistics and show such evidence.

## Links to Other Associations and or Organisations

Associations and Organisations should be able to evidence the items from the Bronze, Silver and Gold awards below at each relevant level.

### Bronze Award Criteria

- Show evidence of having undertaken analysis of what is currently happening for women in Tech and women in STEM inside the country and having established links with those bodies.
- Evidence the understanding of, and sharing of, best practice on women in technology from other associations.

### Silver Award Criteria

- Evidence the items from the Bronze award above PLUS:
  - Identify other associations and list the local Association's suggestions for enhancing their programmes
  - Identify common events and activities
  - Identify duplication of women in technology activities through networking
  - Show evidence of efforts to consolidate activities in order to get critical size of effort and impact on women in tech programmes and offer a single link to women in tech initiatives
  - identify co-operations with other associations on research initiatives

### Gold Award Criteria

- The association to show evidence of actively working within other associations to link engineering, physics, institute of personnel management etc. to increase the numbers of women in tech.
- The association to be actively working with academic institutions to drive up the numbers of women in technology and would have a leading role in this work and show such evidence.
- The association to have common activities with engineering and other associations promoting Women in Tech

## Girls in Tech Programme Work

Associations and Organisations should be able to evidence the items from the Bronze, Silver and Gold awards below at each relevant level.

### Bronze Award Criteria

- Show evidence (perhaps through the work of the women's group or others ) that a programme of activities is taking place to encourage girls to undertake studies in IT or ICT at school.
- Evidence events to increase the awareness of technology careers for girls and parents, for example:
  - Run a 'Bring your daughter to work day' to show girls what is involved in a tech career
  - Women who work in tech going into schools locally to talk about what it is like to work in technology roles (this should be upbeat and fun)
  - The Local Association advertises through its members that there are some women who will come to talk to local schools about what working in IT is like.
  - Work with local Brownies/Girl Guides/ Jeannettes / BdP / Wölflinge to ensure that there are badges and awards for girls doing technology projects.
  - Open days at employers for school children with an emphasis on girls

### Silver Award Criteria

- Organize programmes to teach girls
  - show evidence of efforts to increased courses in education and government on technology and uptake for girls
  - show evidence of defining and piloting training programmes for women returning to the workforce after childcare breaks

### Gold Award Criteria

- Show evidence that the Association has adopted a programme for Girls in Tech and taken measures to promote it countrywide.
- Show evidence that the Association has established a training programme for women returning to the workforce after childcare breaks.

## Education and Academia

Associations and Organisations should be able to evidence the items from the Bronze, Silver and Gold awards below at each relevant level.

### Bronze Award Criteria

- Evidence the leadership of the association having undertaken education on bias and on the business case for diversity within IT Skills. (CEPIS Women in Tech Taskforce will undertake this education which will take approximately 3-4 hours.)
- Show evidence of work to understand the makeup of the academic cohort within IT. What is the diversity across the colleges and Universities and what female role models are available. Understand what initiatives are underway to improve this where necessary.
- Outline the provision for education in ICT/IT within the school age groups and understand the take-up of technical subjects by boys vs. girls.

### Silver Award Criteria

- Demonstrate that the association embarked on awareness raising and training for Unconscious or implicit Bias for senior members of the organization and assure non-biased decision making about new senior members of the association.
- Show evidence of workshops run for girls to learn programming

### Gold Award Criteria

- The association to show evidence of embarking on training for Unconscious or Implicit bias for senior members of the organization. This is in order to assure non-biased decision making about new senior member of the association.
- Show evidence of similar trainings promoted to other organizations
- Show evidence of efforts towards ministry of education on establishment an engineering programme for girls in tech at high school or senior school.
- Show evidence of parents awareness programme to help them understand that technology can be a good career for their daughters.

## Set KPIs

**Associations and Organisations should be able to evidence the items from the Bronze, Silver and Gold awards below at each relevant level.**

### Bronze Award Criteria

- Show evidence of targets and KPIs for where the Association wants to be within the next 2 years:
  - When are female members of the Local Association expected to be represented at board level and what percentage will they make up
  - What agreement is being sought from academia regarding additional numbers of women on IT/ICT/Digital courses at Universities within the country
- How many role models is the association going to achieve within the next 2 years

### Silver Award Criteria

- Show evidence of targets and KPIs for where the Association wants to be within the next 4 years. Targets and KPIs should be SMART based.
- Demonstrate that the commitment for diversity or women in technology is added to the local Association “terms of reference”
- Link to a statement on diversity and member behaviour to any “ethical code of conduct”.
- Show evidence of targets and KPIs for where the Association wants to be within the next 4 years:
  1. What percentage growth in the numbers of women working in tech at country level are expected
  2. When are female members of the Local Association expected to be represented at board level and what percentage will they make up
  3. What agreement is being sought from academia regarding additional numbers of women on IT/ICT/Digital courses at Universities within the country
  4. What number of managers are to be expected to be women in tech roles within the country

### Gold Award Criteria

- The association should demonstrate the addition in their ‘terms of reference’ or statutes their commitment to diversity of women in technology
- Demonstrate that the diversity statement is extended and linked to a statement in diversity and member behaviour in any ethical code of conduct.
- Give details on statistics:
  1. What percentage growth in the numbers of women working in tech at country level are expected
  2. When are female members of the Local Association expected to be represented at board level and what percentage will they make up
  3. What agreement is being sought from academia regarding additional numbers of women on IT/ICT/Digital courses at Universities within the country
  4. What number of managers are to be expected to be women in tech roles within the country
  5. How many role models is the association going to achieve within the next 2/4 years

