



DiversIT

THE EUROPEAN DIGITAL WOMEN DIVERSITY CHARTER

The European Digital Women Diversity Charter

Sponsored by CEPIS
Council of European Professional Informatics Societies
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EXECUTIVE SUMMARY

Today there are nearly 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. In fact, it is important that diversity as a whole is embraced, to ensure that all individuals have equal opportunity to work and succeed in the IT and Digital professions.

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

Whilst all organisations can be holders of the DiversIT Charter at all levels, Country IT Associations and Societies will be working to gain Gold level of the DiversIT charter. Eventually, gold standard IT associations will become 'awarding bodies' for the DiversIT charter in their own countries when approved and agreed by CEPIS. In this way, they can credibly support companies, educational bodies and other organisations locally, share best practice, and offer guidance to implement plans for gender diversity in IT nationally.

CEPIS and its not-for-profit women's organisation will offer similar support to those organisations in countries where no IT association is an awarding body. Awards will be managed centrally initially, and for the companies where no local body exists in the future. The CEPIS group will be gathering best practice, creating networking communities and ensuring that the Charter gets the external recognition and visibility which will add value to the brands of all DiversIT award holders. There will also be partnership at pan-European levels to ensure that similar principles apply overall. The CEPIS body will ensure that the awards and assessments remain relevant and current.

OVERVIEW OF THE CHARTER STAGES

The European Digital Women Diversity Charter, also known as the DiversIT Charter, is built in three progressive stages (shown in the document below), 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.



Bronze
Building Foundations



Silver
Next Steps



Gold
Achieving Best Practice

IT Associations, companies, educational establishments and other organisations (collectively 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.

The benefit is that we create nested communities of best practice, with a defined and understood standard of practice, which can share experiences, practicalities and great solutions to the issues being faced. CEPIS can retain links to initiatives and groups at a European level (EU or Greater Europe) and can make their knowledge and understanding visible to local IT Associations, companies and Higher Educational Institutions (HEIs) to ensure that there is commonality of practice.



Organisations applying for the charter are required to submit their case to CEPIS (or the local awarding body) to be judged by a panel of experts who will confer charter status of Bronze, Silver or Gold dependent on the levels of activity achieved. The levels of evidence required are shown below in the Themes and Activities section and further guidance is offered in the DiversIT Themes - Guidance document. Organisations will be judged to have achieved certification at each of the levels when they can evidence activities in around 70% of that level's requirements and a points system exists to measure against. Judging for certification will be sure to take into account the size of the country and organisation. Over time, the local IT Association or Society may achieve gold status, and will become an awarding body in their own country. They can then support the work of CEPIS to encourage companies, educational establishments and other bodies to also signup locally.

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.

Themes

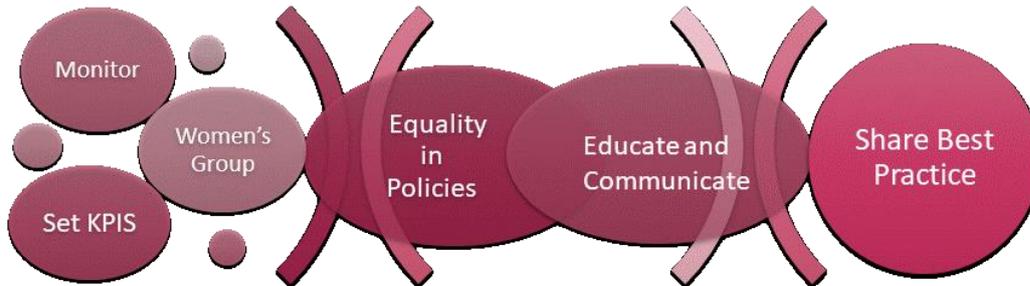
Each stage is broken down into the following areas of activity or 'themes':

- ◆ **The company, association or higher education institution's women's group**
- ◆ **Activity in support of Women in IT across the Association or Organisation**
- ◆ **The actions being taken on Gender Equality in compensation and job roles (Policies)**
- ◆ **Interactions - Links to other associations and groups on equality in the technical professions**
- ◆ **Education and academia (and education internal to the organisation)**
- ◆ **Monitoring Activities which give insight into current and future levels of female participation in IT**
- ◆ **Objectives and KPIs to drive activity.**

The document; DiversIT Themes - Guidance offers suggestions for the requirements at each level of attainment and serves as the guide for associations, companies and other organisations to build their projects on Women in Technology, fill-in the application forms for the charter, and direct the focus of their activities on the attraction and retention of women into technical professional roles. The CEPIS Women in IT Task Force will be on hand to field questions should associations and organisations have any further queries. The DiversIT best practice database also offers practical examples from the best practice in other companies, associations and educational establishments.

ASSESSMENT ALL STAGES

Below we show the charter stages or ‘themes’ which will be assessed as discussed above. Further guidance on the evidence required for attainment at each level; Bronze, Silver and Gold is provided in the DiversIT Themes - Guidance document.



Fundamentally, each of the themes being judged form part of a project plan which will allow an organisation to establish and progress a structured approach to diversity. Using the Guidance document will provide activities, goals and ideas for achieving the levels. The aim of the themes of the charter are the achievement of a successful Women in Technology project and helping an organisation 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 or be ready to submit either immediately (if time allows) or at the next cycle.

Example

An association or organisation or company becomes a signatory to the charter in May 2021. 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. They might also usefully invite males to be part of the team, since this is not just a women’s issue. The organisation 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 documents as a guide to start on the Bronze stage of the charter. In this document, every box shown in the colour bronze below 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 the following months or year, the organisation can see that they have made significant progress with all of the Bronze sections of the charter and can now apply to CEPIS for certification at Bronze level. If they are successful, 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 Gold level Certifications because they have completed at least 90% of the tasks shown in the gold standard below, they will be certified to judge companies and organisations within their own country against the levels of the charter.

SIGNING UP AND GETTING STARTED

Associations, companies, or organisations can sign-up for the assessment. To help determine which level you should sign-up for, use the DiversIT Themes - Guidance Document.

The application process is as follows:

- Fill-out the application request on the CEPIS website.
- CEPIS will contact you and send the application form
- Fill-out the official application form and submit it to CEPIS
- Companies will receive the assessment questions for Bronze, Silver or Gold

The applicant will then use the Guidance document to select activities from the appropriate level of each of the theme areas and will endeavour to work with their team of volunteers to fulfil at least 70% of the activities within the theme at that level. When they believe they have attained this, they should fill-in the application form for certification at that level and submit.

There are two submission periods annually. Submissions are expected by the 1st March or 1st September each year and will be judged by May or by November, giving the judging team two months to reach a decision. Once this level is judged to be achieved by the CEPIS Women In IT Taskforce, or the local IT Association, the organisation will be allowed to display the DiversIT Charter Award Badge (as shown here) on their website and commence with the next level.



Bronze logo



Silver logo



Gold logo

PRICING

The price information below contains the following benefits for the participants:

- Full assessment by three experienced Gender Diversity in IT assessors
- Assessment Report including:
 - Management Summary
 - Written reflection on the assessment
- An opportunity to present at and participate in the annual CEPIS awards
- Use of the DiversIT Charter Logo at the appropriate level
- General statement about the program that companies can use in supporting their fulfilment of the United Nations Sustainability Goals (Goal 5 of the SDG) “Achieve gender equality and empower all women and girls”. Companies can use this in their yearly sustainability report and benefit from participating in various aspects in the EU.

The pricing takes into account the size of the organisation and the level which is being achieved.

In 2020/2021 the charge for any application for a level of the charter is as follows:

Size of Organisation	Small	Medium	Large
Bronze	EUR 100.00	EUR 200.00	EUR 275.00
Silver	EUR 120.00	EUR 240.00	EUR 330.00
Gold	EUR 180.00	EUR 360.00	EUR 495.00

If a representative of your organisation was registered/attended the DiversIT Charter launch event on 26 November 2020, you are eligible for 50% discount.

Where ‘Small’ is up to 50 employees, a ‘Medium’ sized organisation is up to 1000 employees and a ‘Large’ organisation is anything above that level.

In order to assure the DiversIT Charter group that best practice will be shared, and communications get out to both women who could potentially work in IT or to the IT community as a whole, certifying Organisations are required to ensure that they agree to the following:

- Producing at least five external media reports (social media, press, blogs etc) which talk about the work that they are doing to attract and retain women in technology. These should be communicated to the local IT Association and to CEPIS
- Producing one success story for something that they have done which can be made available to both the local IT Association and to the CEPIS DiversIT Charter page which can be published to share best practice.
- Uploading 5 projects to the best practice database which they have undertaken in the last 2 years which reflect their activities for women in technology.

THEMES AND ACTIVITIES

The Assessments are structured the following way:

Part 1: Women's Group

- Evidence of activities or groups to support women within the organisation

Part 2: Increased Activity for Women in tech

- Evidence of activities organised by the organisation for women in tech (Internal/External)

Part 3 Gender pay and roles issues (Policy)

- Evidence of management programmes and policies for supporting Women in Tech at all levels in your organisation.
- Proven equality of opportunity (i.e. payment)

Part 4: Interactions - Links to Other Associations and or Organisations

- Evidence of interaction with other organisations for women in Tech

Part 5: Education and Academia

- Evidence of addressing equal opportunities for women in education and academia or of providing internal education within companies

Part 6: Monitoring

- Active monitoring of the Key Indicators of employees in the organisation in respect of women in Tech



Part 7: Key Performance Indicators

- Evidence of targets and KPIs for progression on activities and achievements within the next 2 years and the next 4 years

The Bronze, Silver and Gold awards are different in the timeline, maturity and intensity of the activities within the organisation for women in professions. .



Bronze - Building Foundations. At this stage some programs are new and are being defined as a result of starting work on the charter, whereas some work may have been done but for a limited period of time.



Silver – Next Steps. The applicant will be able to say something about their activities in each of the themes. Programs will be in place and will have been running for at least a year

Gold – Achieving Best Practice. The applicant will have evidence for programs in each of the themes. Activities will have been underway across all themes, for over two years. Monitoring and KPIs will show that the programs underway are having an effect. In some areas, the applicant will be achieving best practice and may be a thought leader.