

# MAKE A CHANGE IN THE WORLD - MAKE IT WITH DIGIPIPPPI

**Technology is everywhere, and the world has gradually become 100% dependent on it. Yet only 25% of those creating the technology are women. The math just doesn't add up and we are faced with a massive challenge. Fortunately, it's something we can work on changing, and your business can participate.**

## HOW

- You will be able to sponsor one or more workshops, both locally and regionally. In addition to getting your company's logo with link and text on our website, as well as co-branding opportunities associated with the sponsored workshops, you will have the opportunity to reach out to future employees and consumers.
- You get a significant boost in your branding and CSR profile in general, but especially towards the very attractive target audience women in IT make up.
- You can prove to the outside world that you are taking on social challenges, helping to solve one of our major issues: the lack of workers in IT and tech.
- You contribute to the Teknologipagten project created by The Danish Ministry of Business, as well as the ultra:bit campaign run by DR - Danish Radio, in collaboration with The Danish Board of IT and Learning as well as Danish Industry. Both initiatives where DigiPippi is active partners.

## WHY

**All change takes time. It will take years to raise the percentage of women in IT, thereby solving the huge challenge prognosed in 2030, where the lack of qualified IT people will reach a critical mass. But with your help we can take the first and absolutely necessary steps today.**

In the short term, it creates awareness of the problem and creates the ground for change. We have learned that especially women in the IT area want a change, and as a company, creating awareness internally and externally raises recruitment opportunities for this segment. In addition, the CSR value is high, as diversity in the labor market is a subject that the whole world focuses on. By supporting DigiPippi, you can prove that you are actively doing something to attract more women.

In the long term, there is a highly-needed increase in IT competent women needed to fill the prognosed 2030 labor gap. This increase is required for us to maintain our technological development. At present, too many of the girls discover an IT interest in late life, if they find it at all. The young women who find their way to the IT-industry, experience more frequently than other industries, that IT workplaces do not suit them. This makes them changes careers to non-IT related jobs, contributing to the labor gap. By starting the effort already, the workplace of the future creates space for the diversity that is needed.

### FOR FURTHER INFORMATION

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ACTIVE PARTNERS IN

ultra:bit  Teknologipagten