

# Impact Report

2023



Supporting Women in Tech Texnologiyalar sahəsində qadınlara dəstək

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# **GAPS**

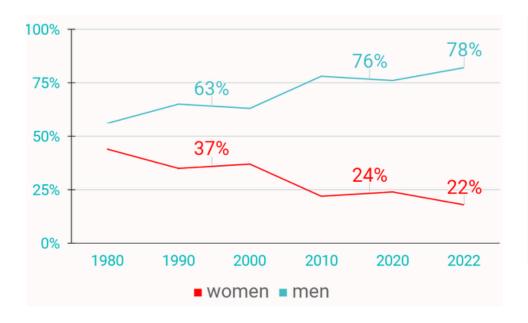
3% of females say a career in technology is their first choice

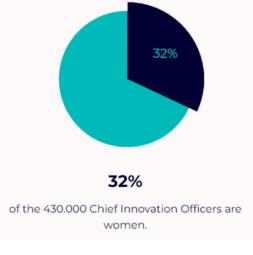
78% of students can't name a famous female working in technology

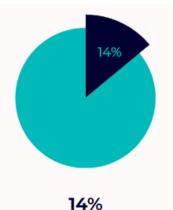
of females have had a career in technology suggested to them (33% of males)

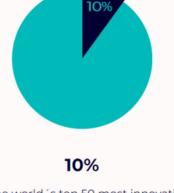
of leadership positions in the technology sector are held by women

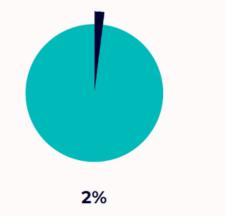
## THE GENDER GAP IN TECH











of the world 's top 50 most innovative companies are lead by female CEOs.

of the world 's top 50 most innovative companies are founded by women.

of all VC dollars went to start-ups founded by women.

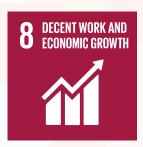
United Nations' Sustainable Development Goals (SDGs) 4, 5, 8, and 9 reflect Femmes Digitales' continuous commitment to empowering women in tech, advocating for gender equality, and supporting education and economic growth through innovation in Azerbaijan.



With mentorship programs, educational programs for girls in rural areas, and school roadshows aim to enhance access to quality education and lifelong learning opportunities.



Our continuous efforts to close the gender gap in the tech industry and empower girls and women in technology align directly.



By supporting women's career development in tech, we contribute to promoting sustained, inclusive economic growth, full and productive employment, and decent work for all.



Our focus on advancing women in science and technology sectors also aligns with fostering innovation and building resilient infrastructure.

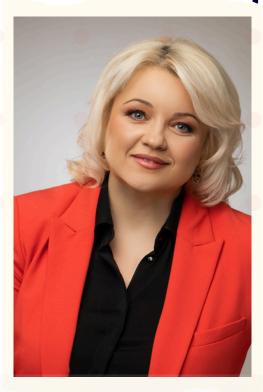
# WELCOME MESSAGE

Wh

Thank you to our community! We recognize the remarkable impact that technology has on our lives, from AI and robots to social media. But we also believe in the importance of inspiring and empowering women and girls to create and use technology for the greater good. Our values guide us in this mission and in how we approach relationships with our members and partners. **Collaboration is key**, and we couldn't have built the Femmes Digitales community without the strong support and teamwork of each other. Together with all the girls we are collaborating with, we remain open to creativity and new ideas implementation.

We are excited to be part of a vast community of women and girls in tech across all innovation-oriented sectors who share our vision of gender equality in the tech industry.

Our mission is clear - women must have equal opportunities to create and develop new technology businesses, products, and services that shape our world. As a charity, we are proud to have made a significant impact towards achieving this goal, being sustainable and active for the last ten years.



CHAIRWOMAN OF FEMMES DIGITALES -"SUPPORTING WOMEN IN TECH" PUBLIC ASSOCIATION

JANA KRIMPE



We believe that **mentorship is crucial** both professionally and personally. That's why we encourage girls who want to enter the tech industry not to hesitate to ask for help, mentorship, or any guidance from us. We are here to support and empower you in your journey towards success. Let's work together to create a more inclusive and diverse tech industry.

# WELCOME MESSAGE

Our community is making strides towards a more diverse workforce in the short and long term. Through our "START TECH" 4 GIRLS program in rural areas and other initiatives, we have inspired thousands of girls to pursue careers in technology. Our efforts have also created pathways for women to enter the tech industry and sparked change in education, industry, and policy. None of this would have been possible without the dedication and expertise of our competent and highly motivated council members.



We are grateful for their leadership.

Diversity should be a shared responsibility, regardless of your position within a company. Whether you're a founder, hiring manager, or technical employee, we all have a role to play in creating an inclusive workplace. Let's continue to work together towards a more diverse and equitable future.



Thank you to everyone who has been a part of our journey. Together, we can continue to inspire and empower women and girls to pursue careers in technology and shape our shared future. As a community, we are stronger and can achieve more by educating, supporting, inspiring, empowering, and motivating each other. Our hope is that through our work, we can push for a tomorrow where we have closed the diversity and gender gap in STEM and TECH. Let's continue to work towards a brighter future for all!

#### **JANA KRIMPE**

CHAIRWOMAN OF FEMMES DIGITALES - "SUPPORTING WOMEN IN TECH"
PUBLIC ASSOCIATION

# **Organizational Structure**



Detailed information about members and their positions

## Chairwoman

### **Secretary General**





## **Executive Board**













## **Council members**







































# Mission & Vision & Values

#### **OUR MISSION**

Our mission is to cultivate an inclusive workforce and support women as we ride the accelerated wave of digital transformation. We are passionate about INCLUSIVITY, because we know that tech today requires people of all skills and backgrounds. Whether you're a data analyst, a creative, a strategist or a coder, you are needed.

Diversity and inclusion – We welcome all those who share our vision for a fair and equitable society, where everyone has the opportunity to participate and benefit in Azerbaijan's growing digital economy. Femmes Digitales represents members of all ages, cultural and religious backgrounds, and those with disability.

Climate change – The Union is committed to a sustainable future and acknowledges that heating the world's climate by continuing to release greenhouse gases into our air is putting this future at risk for all.

**Privacy** – The Union takes your privacy seriously and is committed to protecting the personal information of all members, donors, supporters, sponsors, contractors, volunteers, and staff.

We're committed to building the diverse and inclusive tech workforce Azerbaijan needs. And we aim to see every person accepted, confident and valued in tech—just as they are.

#### **OUR VISION & VALUES**



#### STRONGER TOGETHER

We leverage the power of our network to foster professional relationships and partnerships.



#### WE LIFT EACH OTHER UP

We believe that being supported makes you brave, resilient, persistent, and ambitious.



#### WE ARE THE CHANGE

We challenge the status quo by advocating for women in TECH, STEM with courage and respect.



#### **INSPIRING EXCELLENCE**

We celebrate our success and achievements to inspire the next generation of leaders.



#### **FUTURE FOCUSED**

We preparing our females to enter to the new era of Fourth Industrial Revolution' workforce – we are preparing them to lead it, to improve, to completely and totally transform it.

So, when you're asked how you fit into the industry, we want you to boldly say:

"As I am."

# **Overall Impact**

≤5,000 GIRLS SERVED Regional StarTech Programs

schools' roadshow programs

**AWITA** events

International Visits More than events

local & international partners

25
Mentorship
Programs

# 2023 in numbers



**Awards** 

**Grant** 

**Projects** 

# REGIONAL "STARTECH" PROGRAM



The regional program has been running since 2016, and thanks to the StarTech initiative, **nearly a thousand girls** from rural areas, **including small villages**, have been granted the opportunity to immerse themselves in the world of technology and explore its potential.



The ultimate goal of holding these events is to attract Azerbaijani girls from the regions to the field of information and communication technologies and to increase involvement percentage. **Events are conducted on a charitable purpose.** 



The program was carried out in locations like Masally, Gabala, Guba, Shamakhi, Mingachevir, Lankaran, Ismayilli, and Sheki where it received positive feedback from both the girls and their parents.



It is important to underscore that this program plays a significant role in expanding the horizons for schoolgirls aiming for professional and higher education in the technology field.

## **Previous Regional Programs**

LOCATION	PARTICIPANTS	DATE	
Masalli	80 schoolgirs	November 2016	
Gabala	76 schoolgirs	November 2017	
Guba	70 schoolgirs	May 2017	
Shamakhi	100 schoolgirs	April 2019	
Mingachevir	60 schoolgirs	November 2019	
Lankaran	75 schoolgirs	May 2022	
Ismayilli	74 schoolgirs	December 2022	





## SHAKI STARTECH PROGRAM

On November 4, 2023, **the 8-th regional ICT event for schoolgirls - StarTech**, was held at the State Agency for Public Service and Social Innovations under the President of Azerbaijan in Shaki. **More than 70 students** from different Shaki schools and nearby villages participated in the StarTech program.

#### **Sponsors and Partners**

The event was sponsored by Fominov Consulting LLC and B.EST Solutions, in partnership with STEP IT Academy Azerbaijan, and received information support from InfoCity Magazine. The children received memorable gifts with assistance from the Ministry of Digital Development and Transport.





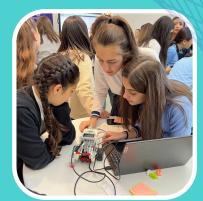






















# SHAKI STARTECH PROGRAM

### **Program Brief**



Firstly, representatives of "FEMMES DIGITALES" introduced various **TECH-related careers** by sharing their experiences, and demonstrating their professional skills.



The schoolgirls were provided with a list of universities in Azerbaijan where they could **pursue further education in TECH**.



A seminar on **honing presentation skills** was conducted. Upon its conclusion, the girls within the teams, presented innovative projects and implementation plan to the audience. Each girl had to select a profession and role within their respective projects.



During a practical session, mentors from STEP IT Academy acquainted the girls with **coding and robotics basics**.





















# **AWITA 2023 IN NUMBERS**

The AWITA 2023 ceremony is widely recognized as one of the most significant and expansive initiatives focused on promoting and popularizing the field of information technology among women while showcasing their remarkable accomplishments.

12 May, 2023 Launch Our **mission is to feature Role models** and inspire the next generation of the diverse tech workforce.

12 <u>Wi</u>nners

400+ Attendants AWITA celebrating the remarkable women and girls from all around Azerbaijan who **innovate, inspire, and transform** the sector as we know it

200+ Applicants

10 Sponsors AWITA are extremely important and promote a gender balanced workforce across the tech sector

33 Finalists

7 Partners The initiative is founded and lead by the Public Association "**Femmes Digitales**".

33 Judges









The third annual "AWITA - Azerbaijan Women in IT Awards" ceremony took place at the Ritz-Carlton Hotel on May 12, 2023.

The ceremony coincided with the 100th anniversary of Heydar Aliyev's birth, a renowned Azerbaijani leader.

Distinguished guests, including Sabina Aliyeva, the Commissioner for Human Rights (Ombudsman) of the Republic of Azerbaijan, Fergus Auld, the Ambassador of the United Kingdom to Azerbaijan, Inara Valiyeva, the Chairperson of the Innovation and Digital Development Agency, and Novella Jafaroglu, the Chairperson of the Women's Rights Protection Association, inaugurated the event.

#### **Sponsors**





















#### **Partners**





AZERBAIJAN REPUBLIC SPECIAL COMMUNICATION AND INFORMATION SECURITY STATE SERVICE





















# **AWITA 2023 WINNERS**

0	Digital Umbrella – Inclusive employer of the year	Fidan Javadova – Start-up founder award
0	Khaver Babazadeh – Founder, CEO or CIO of the year	Aygul Musayeva – Mentor of the year
O	Matanat Karimova – Rural and remote contribution in IT	Khayala Mustafayeva – Hardware & software designe
0	Aynur Qurbanli – Digital leader in public-sector institution	n Zahra Imanova – The Rising star award
0	Aida Alakbarova – Acad <mark>emic</mark> award	Lala Azizli – Judges´ Choice award
0	Khayala Fatullayeva – Digital transformation leader	O Deniz Sattarli – Special recognition award



#### Previous AWITA events

TITLE	NOMINATIONS	PARTICIPANTS	DATE
AWITA 2018	12	300	12.2018
AWITA 2017	15	200	01.2017

























among women.















In an interview conducted in April 2023 with CBC Azerbaijan, Jana Krimpe and Gunel Safaraliyeva elaborated on the missions and goals of the Public Union, centering on the empowerment of women in the realms of technology and digital industries. They also shed light on the importance of AWITA 2023, which aims to elevate and celebrate the role of women in the information technology sector, highlighting their significant achievements and promoting the TECH field





# **GIRLS IN ICT DAY**



Jana Krimpe participated as a mentor in International STEM 4ALL Girls in ICT, organized by UNDP-UNICEF Platform on 27th of April, 2023. Nazilya Gashimzade was one of the participants of the event.





A dynamic and inspiring event "Women, Technologies, and Innovations" orchestrated by the "Volunteer DOST" program in partnership with several leading organizations, was designed to ignite the passion of young women for the ICT sector. Featuring the compelling narratives of Nazila Hashimzade and Ulduz Khalilova. the forum shone a spotlight on the pivotal role of women in ICT, weaving through their personal journeys of / triumph innovation.

Kənan Əkpərov

Nazilə Həşim Za







#### **RESEARCH PAPER**

On April 21st, 2023, the "FEMMES DIGITALES" Public Union received an **award** from The Center for International Private Enterprise (CIPE), securing a contract under the "Private Sector Activity (PSA) Component 3" project for a grant.











#### **RESEARCH PAPER**



"FEMMES DIGITALES" presents its research on the best practices and achievements of leading IT companies of Azerbaijan in retaining women employees in the IT industry.

The comprehensive study focuses on three key areas:

Company policies on retaining women employees, Evidence-based support for women in TECH, The role of top management in fostering a supportive environment

The research explores approaches used by leading companies and organizations such as A2Z Technologies, Digital Umbrella, MONT, and Fominov Consulting to address challenges faced by women in the field, including gender stereotypes.

It analyzes company policies for retaining women employees, such as creating inclusive environments and promoting equality. Successful strategies include flexible work arrangements, skill development, and advocating for equal pay based on skills and experience. The study also showcases evidence-based support for women in tech, including mentorship programs, networking opportunities, and training support.











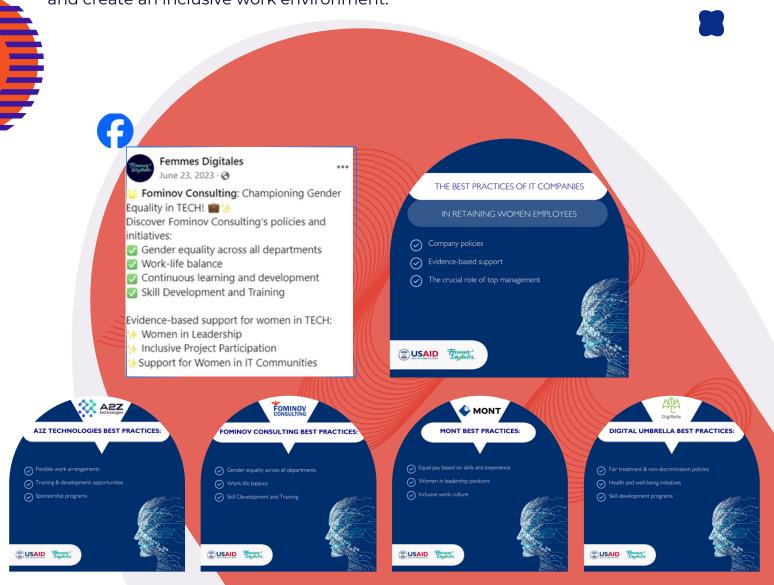
AWARENESS CAMPAIGN IN SOCIAL MEDIA

# THE BEST PRACTICES AND ACHIEVEMENTS PLACED IN SOCIAL MEDIA

Based on the valuable insights gathered from the research on the best practices and achievements of leading IT companies, an advocacy and awareness campaign on social media was developed to amplify the impact of the panel session within 2023 year.

#### THE CAMPAIGN'S OBJECTIVE

The main goal is to share the successful practices and achievements discussed during the session with a wider audience, thereby promoting awareness and fostering dialogue around the advancement of women in the tech industry. To achieve this, a series of engaging and informative social media posts have been prepared. These posts were strategically published on various social media channels, ensuring maximum visibility and reach. They highlighted key findings and success stories, showcasing the practical steps taken by leading IT companies in Azerbaijan to retain women employees and create an inclusive work environment.





**TECH PANEL AT #SHECONGRESS2023** 

Qadınlar İKT, STEAM, Tech



3

#### **PANEL SESSION:**

"FEMALE MAKE ICT, STEAM, TECH AND AI"

#### **SPEAKERS:**

**Hayala Nagiyeva** – Member of the Executive Board, PASHA Bank **Fidan Farzaliyeva** – Advisor to the Minister, The Ministry of Digital Development and Transport



Jana Krimpe – Founder & CEO, B.EST Solutions; Founder & Chair, Femmes Digitales Leyla Nasrullayeva - Commercial Director, EURODESIGN Systems; Board Member, AKTA

Eldar Jahangirov – General Director, Span Azerbaijan

#### THE PANEL BRIEF

The experts analyzed the gender gap and gender-based pay gap in the TECH field, sharing their experiences and insights. They explored strategies to enhance company practices and discussed the challenges that hinder women's career progression in the industry, starting from childhood.



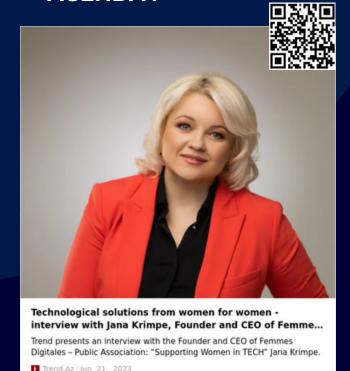
#### THE MAIN OBJECTIVE

Raise awareness among decision makers, identify challenges and opportunities for strengthening women's positions in the TECH sector, engage in dialogue, and establish best practices to regulate this high-demand issue.



**INTERVIEWS** 

2 INTERVIEWS WITHIN WOMEN NATIONAL BUSINESS AGENDA:



The interview with Jana Krimpe, underscores the organization's dedication to advancing women in Azerbaijan's tech industry within the broader context of the Women's National Business Agenda. Mrs. Krimpe elaborates on the Unions' initiatives. aimed at bolstering female representation and participation in ICT, aligning with WNBA's objectives to promote gender women's equality and support career advancement in the tech sector. Through organizing regional programs and advocating for women in tech. the Public Union contributes significantly to the WNBA's mission of creating equal opportunities and increasing visibility for women in TECH.

https://en.trend.az/azerbaijan/society/3764255.html



Sayyara Huseynova's interview showcases the joint endeavors to elevate women's roles in Azerbaijan's technology sector, highlighting the support from civic organizations and USAID/Azerbaijan. It aligns with the objectives of the Women's National Business Agenda, reinforcing a countrywide effort towards achieving gender inclusivity and empowerment within the tech industry.



# DIGITALK WITH KRISTEL KRUUSTUK

On December 2, 2023, an engaging talk featuring Kristel Kruustuk, the founder of Testlio – an Estonian IT Company was hold at ADA University

Over 50 attendees interacted informally with speaker Kristel, discussing her career in testing and founding Testlio. Key points included the importance of networking, entrepreneurial insights, work-life balance, and the value of soft skills for sustainable community success.



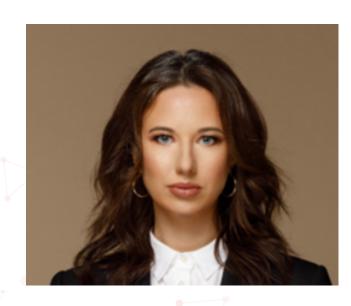


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# COLLABORATION OPPORTUNITIES



On June 1st, 2023 a fruitful discussion on potential collaboration opportunities was with **Ornela Ramasauskaite**, a renowned expert at the intersection of **TECH and ART**.





On November 30th, 2023 Femmes
Digitales met with delegation from
Kazakhstan, comprised of exceptional
women in the TECH sphere - Assel
Marchenko, Assel Bolatjan, Alima
Umutbek, Laura Salamat, Nazgul
Taimova, Zharkyn Chsheglova. Their
contributions and insights added
substantial value to the discussions,
underscoring the importance of global
collaboration in fostering innovation.

# CONTRIBUTION TO \*\* LOCAL TECH EVENTS



On January 28, 2023 Maryam Abbaszade spoke at the "Women in STEM" forum at the panel on the topic "Opportunities for girls in STEM," where topics such as current professions, in-demand skills and abilities, stereotypes in STEM were raised.

On 7th of March, 2023 Executive Board members

Shahla Mammadova and Sabina Parvizi provided insights at "Women Power in TECH" MeetUP, organized by Code Academy



On 11th of March, 2023 **Ulduza Khalilova** spoke at 100.5 FM with the AKTA partnership on the Topic "Women in IKT" in the "SmartLab" program.

On July 5th, 2023, members of the Femmes Digitales participated in the "Pitch day" event of startups of the I and II Tusi Incubation programs of the "Skills for the Future" project organized by ASAN Xidmet. Ulduz Khalilova participated in the event as a jury.





# CONTRIBUTION TO REPORT LOCAL TECH EVENTS



On June 1st, 2023, the conference titled "Modern Analytics for Any Scale" took place, organized with support of Natalia Osipova. This event was specifically dedicated to addressing various facets of data analytics. Fominov Consulting spearheaded the of this organization conference. in collaboration with its partners Pure Storage and Vertica. The focus of the conference was on a range of critical topics, including unified analytical repositories, the analysis substantial volumes of data crucial business operations, and the advent of a new developmental phase for analytics platforms.



In July, 2023 Safiya Aghamirova, participated in an insightful interview as part of the "EmpowerHER: Voices of Resilience and Progress" project by the Azerbaijani Women in Science (AWiS) organization. In this next segment, titled "Empowerment Unleashed: Equal Opportunities for Women," Safiya shares her valuable experiences and perspectives on expanding women's rights and opportunities, particularly in the tech industry as a member of FEMMES DIGITALES. This project, supported financially by USAID, aims to promote women's entrepreneurship and economic empowerment within the framework of the Women's National Business Agenda #WNBA.



# CONTRIBUTION TO LOCAL TECH EVENTS



On July 14th, 2023, **Shahla Mammadova** participated as a mentor in the "**No Code**" incubation program of Lotfi Zadeh Technology Center.

On July 15th, 2023, **Jana Krimpe** spoke as founder of FEMMES DIGITALES at Azerbaijan – **United Arab Emirates Government Innovation and Competitiveness Forum** in Panel discussion on "Women Empowerment in Government Administration".





On September 8th, 2023 Jana Krimpe participated as moderator of panel discussion: integration of services into a single platform concept and provision of accessibility at the international conference "DOST 2023: A Single Plaform for Providing Flexible, Innovative and Sustainable Services".

# CONTRIBUTION TO RESERVED LOCAL TECH EVENTS

On September 9-10, 2023 **Sayyara Huseynova** was invited by Ministry of Science and Education to serve as the coordinator of the "**Məktəbdə**" (At school) pilot program. This social project is dedicated to unearthing the potential within rural schoolchildren, igniting their will for education, and providing invaluable guidance for their future career paths.



On October 18th, 2023, **Jana Krimpe** participated as the panelist at the #**IEEE Women in Engineering**)
Panel during the 17th IEEE International Conference
- Application of Information and Communication
Technologies (#AICT2023) at ADA University.





On December 1st, 2023, **Jana Krimpe** showcased outstanding achievements of Femmes Digitales during the 9-year journey at the Embracing Innovation and Diversity panel in the **InMerge Innovation Summit**.

On December 17th, 2023, members of Femmes Digitales participated in the "Digital Heights" conference organized by PASHA Bank OJSC, where prominent figures from different sectors were in attendance. "Product Hunt" day was led by Shahla Mammadova.



# CONTRIBUTION TO INTERNATIONAL EVENTS

On September 30, 2023, **Sabina Parvizi** was invited by **Forbes Kazakhstan** to speak at the Forbes Women Club and discuss the digitalization of small and medium-sized businesses, as well as women's leadership.







On October 11, 2023 **Sayyara Huseynova** participated as a **lead mentor UNDP-UNICEF STEM4ALL** Virtual Event, celebrating International Day of the Girl.

On November 1, 2023, **Jana Krimpe** participated in the **"INCLUSIVE AND INTERCONNECTED ECOSYSTEMS" event** in Tbilisi, Georgia. She participated in the "Women in Tech: Elevating Potential Through Collaboration Between Ecosystems" panel.



# PARTICIPATION IN LOCAL EVENTS

On March 6th, 2023, Jana Krimpe and Sabina Parvizi at the Women's Empowerment reception discussed initiatives and projects with Chargè d'Affaires a.i. of the United States of America Hugo Guevara.





On June 13th, 2023 **Sabina Parvizi** and **Sayyara Huseynova** participated as Steering Committee of WNBA meeting, provided by **USAID**.

On December 6th, 2023 **Khayala Fatullayeva** participated at the International #SAF (**STEAM Azerbaijan Festival**) 2023. The purpose of the festival is to promote STEAM-based education, develop 21st-century skills among students, identify and network creative, digital technology-savvy students.



# PARTICIPATION IN INTERNATIONAL \*\* EVENTS



#### **Joint Participation**

Femmes Digitales executive board members attended **Latitude59 Tech event in Tallinn, Estonia** on May 25th, 2023.

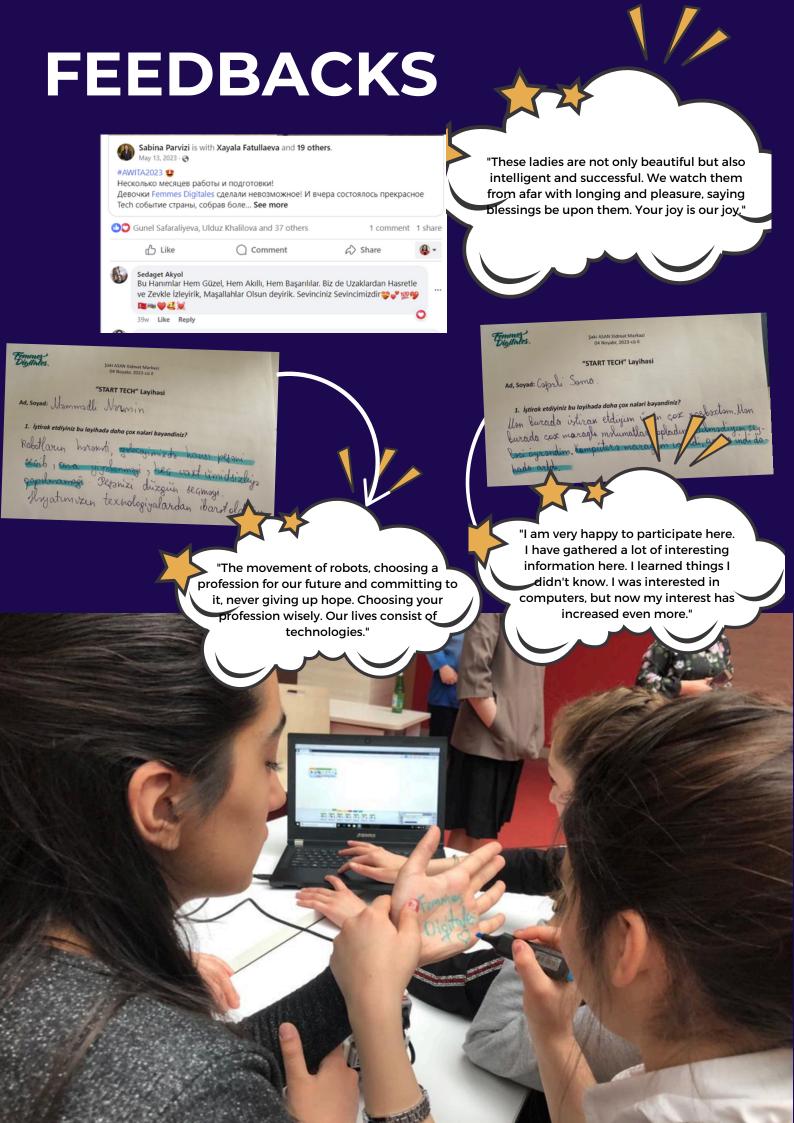
On March 1st, 2023 Jana Krimpe participated in **MWC** Barcelona **Women's networking event**, organised by **McKinsey & Company**.











We extend HEARTFELT GRATITUDE to ALL OUR MEMBERS, PARTNERS, AND SPONSORS for their UNWAVERING SUPPORT in organizing events and seminars.

Without YOUR COLLABORATION and GENEROSITY, achieving our goals and making these impactful gatherings possible would not be feasible.

Thank YOU for being an INTEGRAL PART OF OUR JOURNEY towards EMPOWERING WOMEN in TECH of Azerbaijan!



Femmes Digitales – "Supporting Women in TECH" Public Union Khagani str 87, Sabail district, AZ1010, Baku, AZERBAIJAN



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