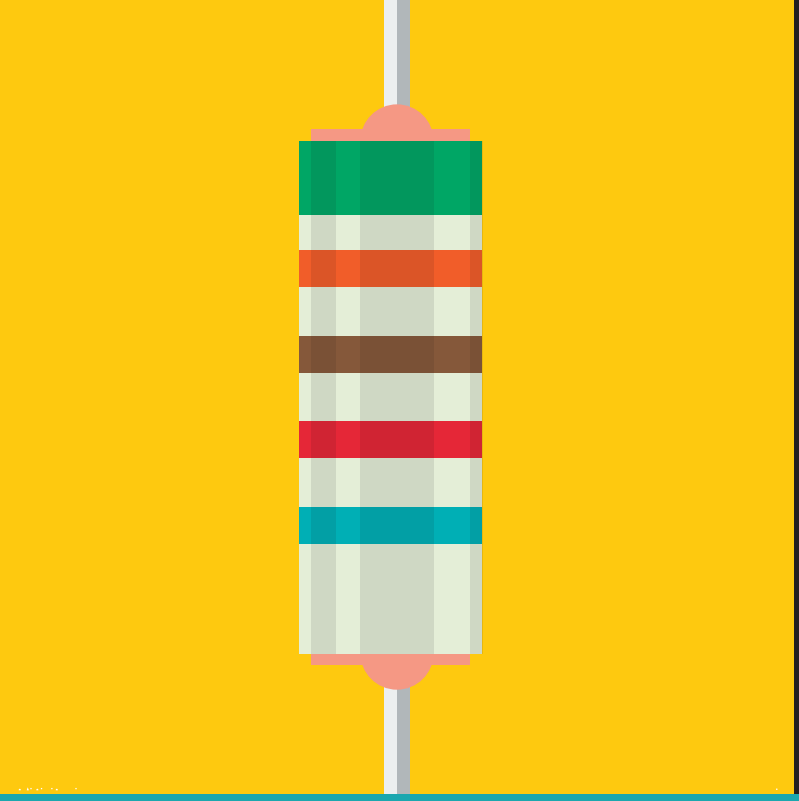

Manual
Tekla Workshop & Dialogue

V.2020

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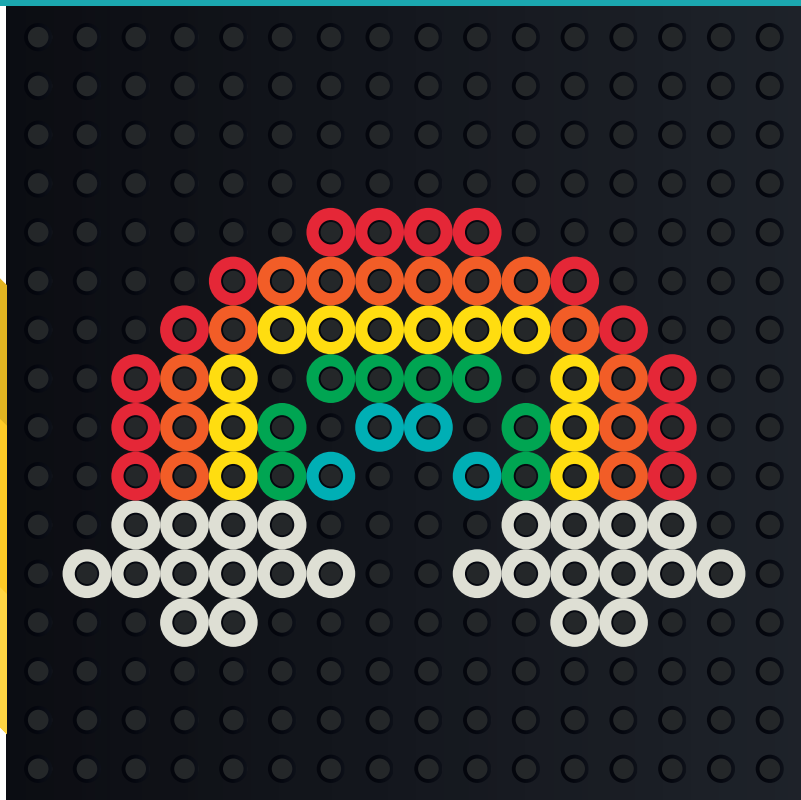

Manual Tekla Workshop & Dialogue

Introduction and background

Tekla workshop & dialogue will offer you the opportunity to address the challenge of underrepresentation of women in technology and ways of empowering girls and women by strengthening their roles and opportunities.

Gender inequality is not an issue that only affects women. When half of the population is denied their full potential, the world is at an enormous disadvantage. Despite an increase in awareness about issues affecting women, progress on this front continues to stall.

While more girls are attending school than ever before, girls are significantly underrepresented in the fields science, technology, engineering and mathematics (STEM). Women continue to be underrepresented in all areas of technology, innovation and research, and today less than 30 per cent of researchers worldwide are women.

The gender employment gap in the technology sector is impossible to ignore. The lack of women in technology roles contributes to a vicious cycle where other young women are deterred from entering the industry due to a lack of inspiration, role models and support system.

In the rapidly changing world of today, the role of science education cannot be underestimated. Especially since the fastest growing job categories are related to STEM. Recent studies suggest that 65 per cent of children entering primary school today will have jobs that do not yet exist. Shifts in the global job market will result in 58 million new jobs in the tech area.

Women's and girls' voices and expertise are vital to bring solutions to our rapidly evolving world.

We urgently need to close the gender gap in STEM fields and actively promote gender equality in science, technology and innovation careers. The gender gap in STEM has deep implications for the future of the global economy – and for reaching the goal of equal opportunities for girls and boys, women and men, in line with Agenda 2030.

By stimulating girls' interest in STEM subjects, combatting stereotypes, improving recruitment, retention and promotion policies, as well as advancing continuous learning and upskilling for women, we can go a long way towards closing this gap.

Purpose and thematic focus

Tekla workshop & dialogue aims to build on Sweden's commitment and efforts to contribute to global gender equality and the full enjoyment of human rights by all women and girls. The purpose of Tekla is twofold:

- To create a unique meeting place where young girls (11–15 years) can explore tech in an environment where all the roles are available to them and where their confidence and curiosity towards the world of technology can grow.

- To provide a platform for discussions on challenges – such as stereotypes and norms causing the imbalance within the STEM sector – and finding solutions to the gender gap. Through dialogue between experts on Women in tech, representatives from business/industry, academia, civil society, media and government, the aim is to develop a cross-sectoral discussion on the gender gap in STEM.

Activitiy and target group

The Tekla toolkit consists of two interrelated parts, preferably to be organised back to back – Tekla workshop and Tekla dialogue. The toolkit is developed in close cooperation and partnership with KTH Royal Institute of Technology.

- **Tekla workshop:** offering girls aged 11–15 to learn about code and explore different tech gear in an environment where all the roles are available to them. They get to meet female role models and their confidence and curiosity towards the world of technology can grow. The aim is to involve more teenage girls in STEM by providing them with a fun and creative opportunity to explore and learn.

  Target group: *girls aged 11–15 from local schools (preferably located in less privileged areas).*

- **Tekla dialogue:** organising a panel discussion that focuses on topics such as:

  - Youth, tech and creativity.
  - Norms and stereotypes in STEM.
  - The importance of role models.
  - Education and recruitment, patterns and solutions.
  - Roles and responsibilities in policy and politics.

  The aim is to offer a platform for discussion, raising the problem of underrepresentation of women in technology and ways of empowering girls and women by strengthening roles and opportunities within the STEM-sector.

  Target group: *universities, teachers and students focusing on STEM, tech companies, policymakers, politicians, journalists, STEM research companies, etc.*

The topics and agenda should be developed in cooperation with local partners/experts within STEM with their interest and the local context at heart.

In order to make the Tekla initiative locally relevant and long-term sustainable, it is important to find a local partner that can produce and facilitate a workshop following the guidelines in the ***Manual for Workshop leaders***. The content of Tekla's workshops spans over a wide range of different technical applications. The following are a few examples of workshops that has been held during the Tekla festival:

- Music tech – workshops that teaches music production with different online tools.
- Robotics – workshops that include creating different types of robots, for example creating moving structures with 'quirkbots'.
- Wearables – creating different tech accessories, for example the adafruit ring.
- 3D printing – creating designs and products with 3D printing.

To find a suitable workshop partner reach out to the local tech community, technical museums, technical universities, a local makerspace or other local tech/STEM initiatives. It is preferable that the partner has previously worked with girls as a target group and has experience in creating a safe environment for this group.

To create a safe space and to promote role models, everyone involved in the workshop should be female. It is important to limit the number of people in the room to those actively involved in the workshop so that the girls get the space they need to be creative. Any documentation of the workshop should be done by one female photographer or videographer appointed by the embassy that can later share the content with partners and schools.

Division of roles, responsibilities and budget committments

The embassy:

Workshop:

- Examine local conditions/prospects.
- Establish contact and collaboration with a local tech initiative such as a makerspace, women in tech network, women who code network, technical university, local tech company (perhaps a Swedish company).
- Sign up one or more workshop leaders for the Tekla workshop after you have ensured that the planned activity is in line with the purpuse and method of Tekla (please read above).
- Share the Tekla workshop leader manual with the workshop facilitator.

- Find a suitable venue for the workshop (preferably a creative/tech space rather than the embassy).
- Contact local schools and recruit 30 girls, aged 11–15 as participants in the two workshops.
- Send out invitations to the schools and/or the girls
- Organise permissions et cetera from schools and parents.
- Invite an inspirational speaker (could be one of the panellists).
- Organise lunch and coffe/tea breaks.
- Hand out Tekla evaluation forms for the girls to fill out after completing the workshop.
- If needed, support local collaborators with transport and accommodation.

Panel/Dialogue:
- Examine local conditions/prospects.
- Find a venue for the dialogue/panel discussion.
- Establish contact with local partners and experts.
- Identify and invite local panellists with suitable profiles (representatives from, for example human resources, management position in tech companies, education sectors, young inspirational role model and/or gender equality expert.
- Find and invite a moderator – preferably a person with gender equality knowledge – maybe a journalist. The moderator needs to be able to ask questions that challenge norms and stereotypes, and put light on equal rights and solutions for change.
- Organise drinks and/or snacks for the mingle before/after the panel discussion.
- Produce marketing material and invitations.
- Report to SI after completion of the project, including a list of local media coverage.

Communication:
- Produce a communication strategy (press, social media, live streaming, etc.).
- Use the following hashtags: #teklafestival #tekladialogue in all social media posts.
- On Facebook also use @svenskainstitutet @kthuniversity @swedenin [your city].
- Make sure to assign the task of documentation of the events to a specific person.
- Take photos during the workshop and dialogue and make short interviews/collect quotes from participants – all to be used in social media as well as other communication channels.
- Please send a selection of photos and quotes from both the workshop and dialogue promptly to your contact at the Swedish Institute so that we can share updated and relevant information about the event in our social media and other channels.

SI:

- Give advice to the embassy on format and execution.
- Provide support to the embassy during the project process of Tekla workshop and dialogue.
- With support from KTH: to some extent suggest Swedish and international partners who can help recommend local partners for the workshop and panelists for the Tekla dialogue.

Financial commitments and responsibilities
The embassy applies for funding from SI via email (ulrika.rosvall@si.se) with a maximum financial support of SEK 40,000.

SI financial support should cover
- Materials for the Tekla workshop – depending on need of the local partner (up to about SEK 10,000)
- Potential fee for the workshop leader.
- Printing costs (badges, stickers, posters, etc).
- Costs for venue(s).
- Costs for refreshments in connection to panel discussion.

The embassy:
- Locally incurred costs such as refreshments at the opening, any costs for technology.
- Costs for 'fika' and lunch for the girls during the workshop day.
- Any further costs for the venue.
- Any costs for local transport/communications.
- Marketing costs such as printing invitations.

Step-by-step guide

Step	Event	Timetable (Prior to implementation)
1	• Contact and dialogue with SI about Tekla • Identify local conditions/prospects • Formalise agreement with SI to arrange Tekla	3–4 months
2	• Find local partners, workshop leader(s) and venue(s) • Establish contact with relevant partners and/or experts • Establish contact with schools – recruit girls to be workshop participants • Plan the Tekla workshop with the workshop leader (see above) • Plan the dialogue (see above)	2–4 months
3	• Approach panellists, moderator and local partners to make sure they can take part • Reserve flight and hotel for potential speaker/expert	2–3 month
4	• Send out invitations to the Tekla dialogue • Contact media to prepare for the upcoming event • *If applicable, make a media strategy with local partner, taking into consideration the sensitivity of the topic for it to not be counterproductive – when to invite media and when to not do so*	1–2 month
5	• Communication via social media (Twitter, Instagram, Facebook)	1–2 weeks and during implementation
6	• Follow-up and report to SI	Afterwards

Planning and implementation

Step 1

Contact SI
SI, with support from KTH, can assist with names and contact information of experts for the panel discussion. To some extent both SI and KTH also have partners in Sweden that can help you connect to local organisations if needed.

SI can also give advice on the format for the event.

Identify local conditions/prospects:
Meet with people within relevant networks to gain an understanding of which topics are relevant, or most urgent, for the local context. Identify the local/regional challenges and opportunities connected to women in tech/STEM. Is the topic on the agenda of the policymakers?

Identify and connect with local networks:
- Tech networks (makerspaces, women coding initiatives, womenin tech networks).
- Local tech universities.
- Local organisations, companies and decisionmakers.
- Representatives and networks within the field.

Target groups for the topic
- Tech companies and initiatives.
- Academia (universities, teachers, researchers and students).
- Gender equality experts.
- Organisations.
- Policymakers.
- Politicians.
- Journalists.
- The media and shapers of public opinion.

Also, look into the possibility of linking up with activities already taking place within related topics.

Step 2

Find local partners/venue
Partners
The following points are an attempt to identify relevant skills/assets in a potential partner:

- Interest in and knowledge about the topic is key.
- Have their own local inititives and/or campaigns.
- Are visible in media/social media and able to communicate the project through their own channels.
- Have access to a venue.

Step 3

The Embassy is responsible for:
- Establishing collaboration with local partner with focus on tech/STEM.
- In dialogue with local partner, finding a workshop facilitator (needs to be a woman).
- Approaching local schools in due time to make sure to find 30 girls aged 11–15 to attend the Tekla workshops.
- Finding a moderator, panellists and inspirational speaker in time to make sure they can take part.
- If applicable, reserve flight ticket and hotel room for potential guest speaker at the Tekla dialogue.
- Send out invitations to the Tekla dialogue – use the network of panellists and partners.
- Make a media strategy and produce the social media #teklafestival.

Step 4

Follow-up and report to SI
- Fill in the evaluation form and return it to your contact at SI.