



Women, Hi-Tech,
Policy, Expo2015:
opportunities and
roles

E-leader Milan, June 5, 2014

Mirella Mastretti, President Talent4Rise
Paola Corradi, Vice President Talent4Rise

Who we are

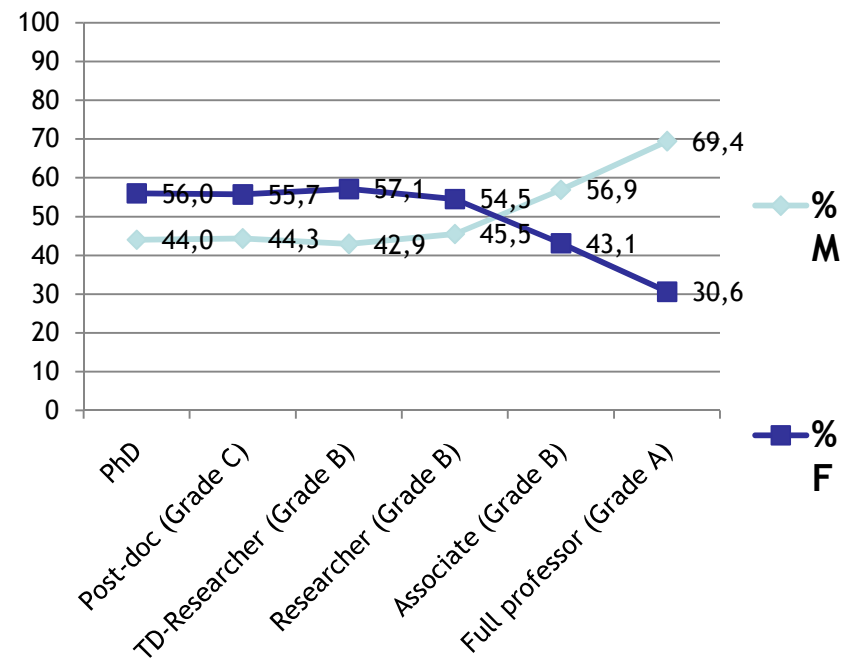
- We are a profit **Association Talent4Rise**, that has the goal to promote culture and education, with particular emphasis to **women** and her managerial talent and entrepreneurship, in the presence of an ever more rapid **technological evolution** and important social change and with the aim of improving individual and society, to ensure **equal opportunity** between **men and women**.
- We work to remove **difficulties** that have so far limited the access of women to **leadership roles** and middle management in business, encouraging a process of cultural renewal to support a greater meritocracy and opportunity for growth.

Scenario of gender parity (1/3)

A clear picture of the current situation, in Italy, is given from a study of University of Milan, from which emerges a **nosy trend** that leads women to demonstrate the best ability **in science and technology during the course of the studies**.

This gap is reduced at the **researcher level stage** and the trend **is inverted for associated and full professor roles stage**.

Women do not ever play a **significant** leadership roles in these areas, the causes are several but the figure is clear.



Scenario of gender parity (2/3)

- The **education** plays an important role: **adolescent boys and young men are important allies for gender equality goal and must be proactively and positively engaged at an early stage**. They can be educated to challenge gender stereotypes, promote positive constructions of masculinity, and practice attitudes and behaviors based on equality and respect for women.

Scenario of gender parity (3/3)

- Currently, new initiatives at the Italian and European level, intend to establish a threshold for the presence of women in the **board of directors** of public and private companies.
- This may represent an important opportunity and women will need to use all their skills just to prove what contribution **they are able to offer**. Of course, we'd like that in the near future, will be no need to legislate, but the whole things will run into a custom approach that always see women as co-protagonists of the technological and management processes

Women and technology (1/2)

- Women, are suited for working where **parallel processes** are needed and this attitude is applied also in technologies in physical and material processes. **Often men have more interest in the technology itself.**
- The future of technology is seeing **women as co-protagonists** especially in areas related to health, aging, nutrition, but not only because women have a different approach, comparing to men, and different way to solve problems.
- Therefore is important the **co-presence of women** in all working activity and In particular at the managing level and in cooperation with men.

Women and technology (2/2)

- The correct approach, is always to achieve the **strategic target** and the **synergy** that can be established .
- We think that women has **different way of thinking** that could enable the increasing of important values like:
Innovation, Inclusiveness, Intelligence, Integrity, Involvement , Interaction and Intangible values.
- Moreover we are confident that these attitudes are most important during the **economic crisis** because can be the accelerators for the economic growth (<http://www.womenonboard.be/>).

Women and policy (1/2)

- We thrust in **a policy able to recognize and support those women's spontaneous phenomena** and to develop new business initiatives and sustain the Italian entrepreneurial activities, through practical support, with all appropriate instruments for the purpose (**training, business angels, ...**), and the involvement of a selection of these realities, from a constructive and open dialogue with the institutions.
- Therefore we launched our activities towards these finalities during **our first Congress on 15 March 2014**, calling at the round table to participate a subset of **Italian politicians (from Italian Parliament and EU Parliament)**, academics and business women in order to update us about the existing possibilities introduced by the new Italian and European laws and to get directions for our future work.

Women and policy (2/2)

- **Viviane Reding VP of European Commission** announced that "Europe has been promoting gender equality since 1957 – it is part of the European Union's 'DNA'. **For us Europeans gender quality is not an option, it is not a luxury, it is an imperative.**
- More women on Boards: EU Commission proposes **40% objective towards 2020 for publicly listed companies and by 2018 by public** undertakings. At the present boards in Europe's biggest companies are still dominated by one gender, and a glass ceiling remains, barring female talent from top positions.
- Women now **are 15%** of non-executive boards and 8.9% of executive boards.

Success case: the project Rise2Up for Expo2015

- Our first project is **Rise2Up** wants to combine **food production and extensive use of technology**, to support the Italian small producers to widen their production internationally using the web X.0 technology. **Our target is Expo2015 in Milan.**
- We take the opportunity given by the **Chamber of Commerce of Milan, called Expo Tables**, and we elaborate a project for small food producers.
- Then we attended to **Young Tables (dedicated to young people)** and then to **Food Tables (dedicated to food projects)**.



Expo CCIA Tables and Fondazione Triulza

- Our participation to the Chamber of Commerce of Milan - Expo Tables, get us introduced to other important realities and stakeholders giving us the opportunity to apply the **International Tender EXPLODING ENERGIES TO CHANGE THE WORLD** addressed to the world of Associations of **Fondazione Triulza**
- **Fondazione Triulza** is the pavilion dedicated to **Civil Social Organization within Expo2015**.
- The Civil Social Organization pavilion is a “unicum” within Expo Events.



Rise2Up and the perceived value

- Rise2Up wants:
 - to amplify the relation between **producers and consumers**,
 - to increase the level of participation between supply and demand,
 - To make more collaborative, thus **WEB2.0**, enhancing the need for **empathy** and connection, and using new technologies.
 - to enhance **the perceived** value of quality food products .

Rise2Up deployment

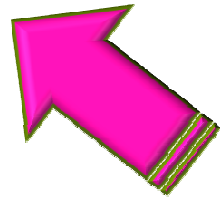
- The project Rise2Up, involves the deployment of **mega interactive displays, distributed within the exhibition space of Expo2015** and the surrounding areas , which will disseminate good practice of Italian **"slow food"**.



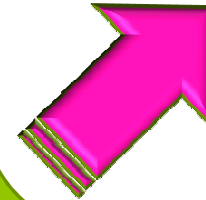
Rise2Up deployment

- On mega screens, the **best practices of food producers will be presented**, in the form of **short-stories** supported by the producers themselves, according to the aphorism and vision: **"Everything that you can imagine, you can taste"**
- **In short videos** producers will be able to tell in a very **personal** way and special effect the environment and the traditional method of their production.
- Some videoconferences could be also arranged between the two groups.

Video

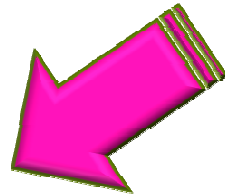


Social
Collaboration

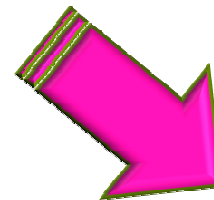


Rise2Up
WEB2.0

Apps



Workshops



Rise2Up Workshops & Awards

- Then, in order to support the video messages we would organize Workshops inside and during Expo, with the physical presence of producers in order to strengths the highlights of their productions. Important tools for achieving this goal will be represented also by dedicated **Social Networks and Gaming App applications**.
- At the end of the workshops producers will be awarded for the best tutorial: several awards are foreseen:
 - the best preserved **tradition**, the **best innovation** process, producing more original, the better **quality** and authenticity, the best **nutrition education**, the most **WEB 2.0** producer, the most **internationally**, the producer closer to **biodiversity** and, finally, the most **eco-friendly producer**.

Tradition

Innovation

Rise2Up Awards

Bio

ECO

EXPO and Young people target

- Our goal with Rise2Up is to **educate to a proper nutrition way**, to promote new lifestyles, encouraging the active participation of consumers, in particular **young people and teen ager**, enhancing the knowledge of the "food traditions " as cultural elements and fostering the encounter between different cultures in the widest sense of the term " diversity."
- The role of social networks in the field of nutrition and health, is becoming an increasingly significant value as educational phenomenon, enabling the figure of new intermediaries self (**apo-mediator**) regarding information on the topics of nutrition and health.

EXPO2015 - CLUSTERS

- Rice
- Cocoa
- Caffee
- Fruits and legumes
- Spices
- Cereals and tubers
- Bio-mediterraneum
- Islands, sea and food
- Arid zones

Next projects

- We plan to organize a preliminary Training for women that are interested in entering in a **board of directors** of public or private companies.
- The Training will be set in the **House of Women** of Rho near Milan, and we plan to delivery the course in October
- The aim is to supply first level of info regarding **balance sheet** and **rules of governance** without having the **ambition** of giving a complete preparation but only to give the idea of what can be done