

Women&Technologies: a winning pair

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Women & Technologies
2008-2015

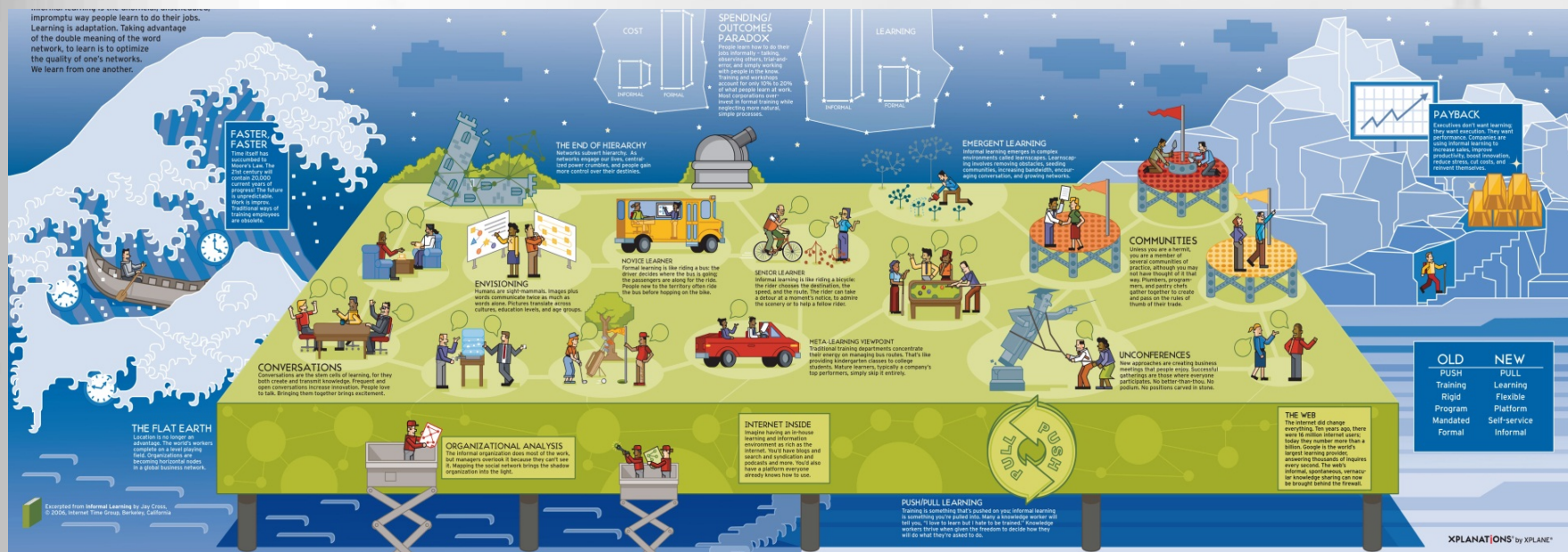


October 25th, 2012 – FBK Trento





The scenario of the future: innovation and technologies



Jay Cross.com

e-work, e-learning, e-commerce, e-company, e-governement, e-participation, e-reputation



Digital Technologies



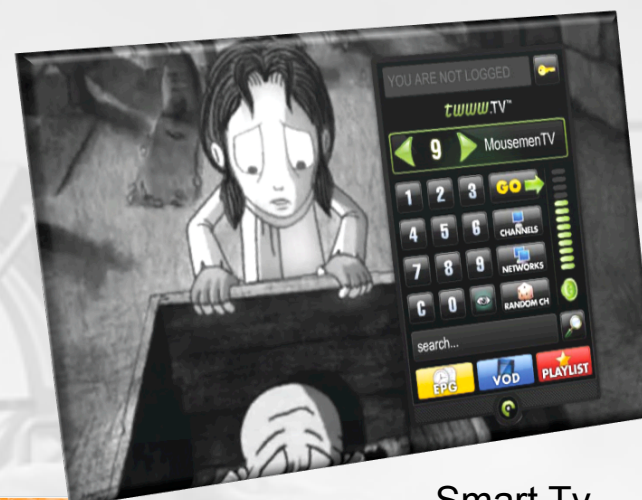
Mobile phone



Smart Card



Multimedia Interactive Whiteboard



Smart Tv



Satellite and WiFi



REGIONE PIEMONTE POLITICHE SOCIALI

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RICERCA ASILI-NIDO PER PROVINCIA

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Cuneo	>>>	>>>	>>>
Novara	>>>	>>>	>>>
Torino	>>>	>>>	>>>
Verbania	>>>	>>>	>>>
Vercelli	>>>	>>>	>>>

Dati di sintesi >>>

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Personal Computer



Smartphone



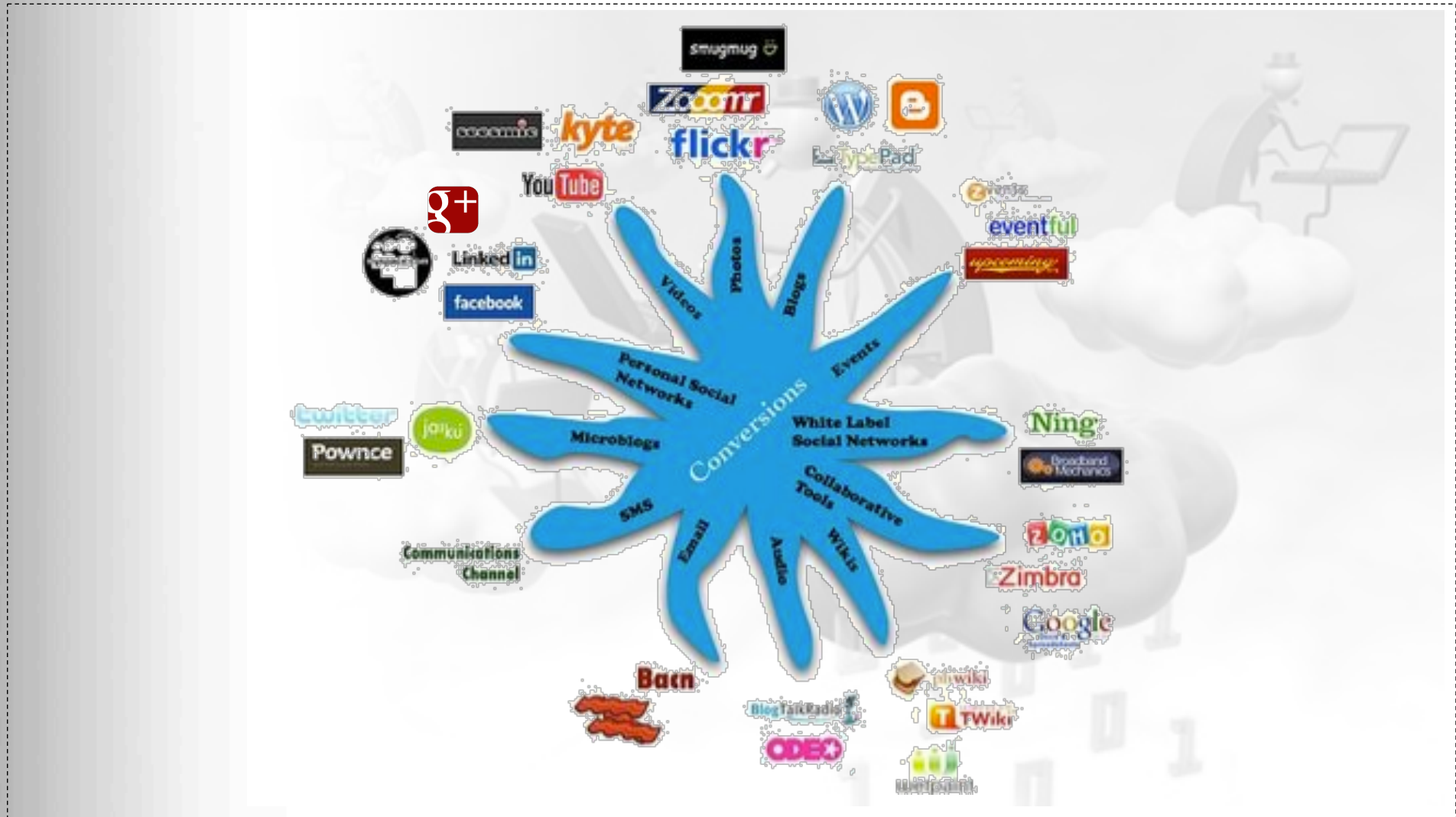
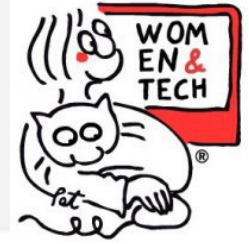
Tablet



Digital Television

Chiosco Multimediale

Web 2... 3... 4





The scenario of the future: innovation and technologies





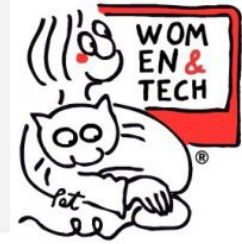
INNOVATION

- ✓ With innovation activities we mean all steps (scientific, technological, organizational, financial and commercial) enabling the implementation of innovation.
- ✓ Some innovation activities are themselves innovative, others are not new, but they are necessary for the implementation of innovation, such as R & D.
- ✓ We know the importance that innovation plays in competitiveness of firms and nations. States should undertake policies to stimulate innovation processes in companies with incentives to research funding and improvement of human capital.



INNOVATION

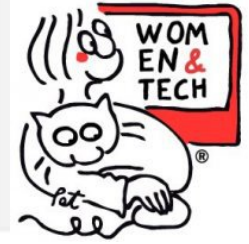
- ✓ Innovation is an activity of thought that refines a production process, a service, a technique. Any change that worsens the conditions of individual is not innovation: it is regression.
- ✓ You can have innovation without introducing new technologies.
- ✓ Innovate means rework process in a new way.
- ✓ The improvement may involve a manufacturing process, a service, the creation of an art object, a medical technology, a melody, a new type of food, a philosophical or spiritual attitude



CULTURE OF INNOVATION

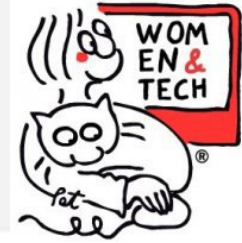
- ✓ First, one has to adopt a culture of innovation and then possibly think of tools of technological innovation.
- ✓ Sometimes, the opposite occurs: positive opportunities for innovation emerge from the introduction of new technologies .
- ✓ Inclusion, sustainable development, labor flexibility are words that identify different contexts, sometimes overlapping, each of which is essential to the development of new organizational processes appropriate to a society that has radically changed

SOCIAL INNOVATION: new economy of the future



- ✓ A complex process of introducing new products, processes or programs that change the basic routines, resource and authority flows, or beliefs of the social system in which the innovation occurs
- ✓ New ideas (products, services and models) that simultaneously meet social needs and create new social relationships or collaborations .
- ✓ A new solution to a social problem that is more effective , efficient , sustainable , or just than existing solutions and for which the value created accrues primarily to society as a whole rather than private individuals

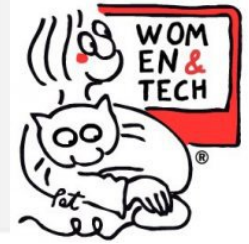
Ethics is the Engine of Innovation



Innovation technology and Social Innovation

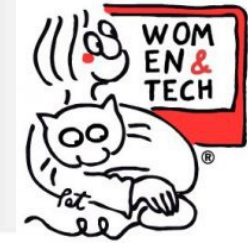
- ✓ In my professional experience, innovation is both technological and social.
- ✓ The concept of innovation includes principles of ethical behavior.
- ✓ Innovation is social when it meets the social needs of a community. The process requires agreements, collaboration, sharing, dialogue and innovative behavior on behalf of all actors.
- ✓ Communities can also be virtual places where people with similar interests can exchange ideas and plan, collaborate and pursue common goals.
- ✓ Web and information technologies have proven so far to be an antidote to the oligarchies. We must guard against possible monopolies of information exactly as we have to watch over against the misuse of any scientific discovery or new technology .

No separation between economics and ethics



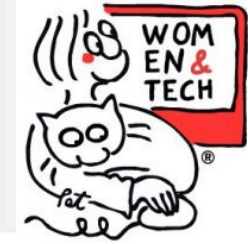
Women, Technologies, Work: Stereotypes

- ✓ One of the most common “cliché” is that women are less “technical” than men ; this opinion is almost automatically redefined so as to mean a lack of professionalism in general.
- ✓ Another stereotype is that they are more easily influenced, more emotional, sentimental, fragile.
- ✓ A third one is that they are less reliable on the job because if some unforeseen event occurs, they always gives priority to the family.



Women and technologies: a winning pair

- ✓ It is not true that women are less technical than men, but even if so, this does not mean that they are less professional.
- ✓ The jobs of the future will increasingly be linked to services and less to products, and services are based more on "soft skills" than on technical skills.
- ✓ "The lack of technical vocation" was considered a handicap for women only (!!!). Well, the facts show that it is not true.

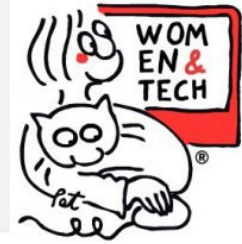


A holistic view of solutions

- ✓ Relational and not only technical skill, a flexible and not rigid attitude; a creative and intuitive, not only logical and rational expertise. A persistent, non-volatile mastery; an integrated rather than sectoral professionalism.
- ✓ A "holistic" approach to solutions. One has to consider the psychological, linguistic and anthropological (the human component) with the same seriousness with which one considers the technological aspects (the technical component).

It is not only a gender matter

- ✓ It is essential for the economy and the competitiveness to use talents, skills and abilities of men and women without prejudice or bias

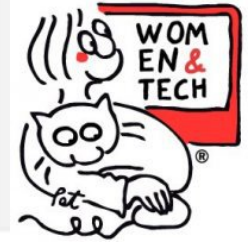


Women and technologies: a winning pair

- ✓ Women design, create, "invent" the technology,

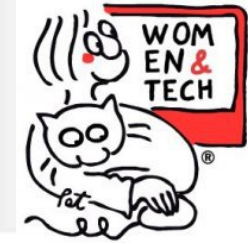
They do not just "use it"

- ✓ The opinion that HighTech is a skill that is predominantly "male" and that women are just using technologies as if it were ancillary, is false.
- ✓ *You can use the oven or washing machine programmable remote "so meanwhile you save time," or telework "so you can keep an eye on the kids,"*



Women and technologies: a winning pair

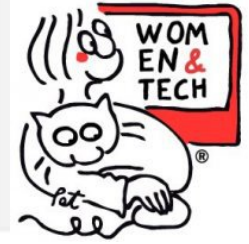
- ✓ It is not true that women favor family. However, even if it were so, given the current role they have in our families, we do not think it is a wrong choice.
- ✓ However, women are much more flexible, adaptable than men: all jobs in the future will be based on the capacity to adapt continuously, and women certainly have spirit of sacrifice and adaptation.
- ✓ It is not true that women are more emotional than men: however, in a future enhanced by technologies, the relationship between rationality and sensitivity, emotion, intuition, inspiration, creativity, empathy, etc , is essential.



Some conclusions

- ✓ The main objective is to give visibility and raise awareness of the great potential, creativity and participation of women in the world of technology.
- ✓ Since the real innovation comes from the ability to include different points of view into new questions and new solutions, it is the woman as a user - as well as a manager or a researcher - that can make a difference.
- ✓ Women researchers in universities, women working in business, women in key roles the Public Administration.
- ✓ Not enhance the participation of women in science and technology implies a great loss for the whole of society, not just for women.
- ✓ It's exactly what happens with the potential of excellence of our young people or of persons originated from underdeveloped and developing countries. We deprive ourselves of great potential, of a great resource for all.

Tecnovisionaries at Womentech®



- ✓ Visionary, techno-visionaries are women, young and senior, who believe in innovation.
- ✓ Some of them are at the top of national and international companies, some are researchers, other scholars, others are taking their first steps in the profession: all are united by competence, passion, perseverance, respect, sense of responsibility, skills, transparency, ethic and vision for the future.
- ✓ The portal www.womentech.info includes all curricula, photos and speeches of the protagonists from 2008 to today.

Women&Technologies: e-Nutrition (V edition) Milan, November 6th

