

Gender **AND** Innovation



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Seville, 18th May 2018

- Gender
- Innovation
- Gender and Innovation
- Gender and Innovation in the Energy Sector
- An innovative project

Although seen as
“natural”, **gender** is a
social product not a
set of traits.



*The existence of the privileged
First state formed by nobility
and kings in the Ancient regime
was seen as “natural”.*

**What does
DOING GENDER
mean?**

Creating artificial differences

**Reinforce the essentials
of GENDER**



In Spain 58% graduate students women
→ only 37% are *in the labor market*.

Girls are being told that they do

BETTER at:

- Languages
- Reading

WORST at

- Mathematics
- Physics
- Technology

CONSEQUENCE → 1 women / 4 men engineers





The pursuit of gender equality

An uphill battle - Facts & figures

● EDUCATION



While young women are more likely to hold a university degree than men (48% of women vs 36% of men), they are still far less likely to study STEM.



STEM

Only around 20% of university students enrolling in subjects like computer science & engineering are women.

By age 15, boys are twice as likely as girls to expect to work as engineers, scientists or architects.

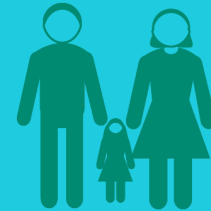
2x

● EMPLOYMENT



On average, women are 11 percentage points less likely to be in paid work than men.

Mothers are 23 percentage points less likely to be employed than fathers.



Less than 1/3 of all managers are women on average across OECD countries.



GENDER PAY GAP

The median full-time female employee still earns almost 15% less than her male counterpart (OECD average).



● ENTREPRENEURSHIP

Women are much less likely than men to be self-employed.



17%
male
workers
self-employed



10%
female
workers
self-employed



Working women are also half as likely to employ their own staff.



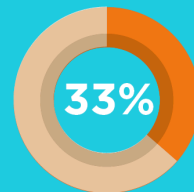
Women earn less from self-employment, too - at least a fifth less than their male peers, in almost all OECD countries.



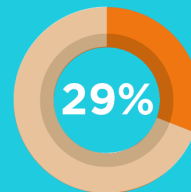
● PUBLIC LIFE

FEMALE MANAGERS

FEMALE POLITICIANS



% of managers in central government that are women (OECD average, 2015)



% of seats in national legislatures that are held by women (OECD average, 2016)

URL: oe.cd/gender2017



Gender equality is not only a social matter, but an *economic matter*.

- If women had not entered the labor market in Spain in the 90s, *Gross Domestic Product* in 2015 would have been 18% smaller.

- Women represent a market bigger than China and India together.



Helena Herrero,
President of HP Spain

USER DRIVEN-COMPETITION:



Women influence > 80% consumer spending decisions
...Yet 90% of technological products and services
designed by men



GENDER MAINSTREAMING is the integration of the gender perspective into every stage of policy processes.



AIM?

To achieve gender equality in the lives of women and men.

INNOVATION is the process of translating an idea or invention into a good or service for which customers will pay.



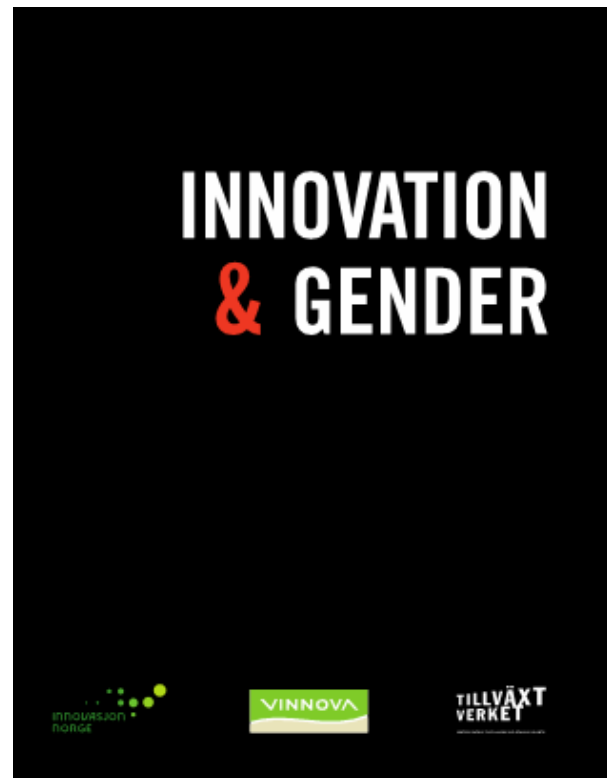
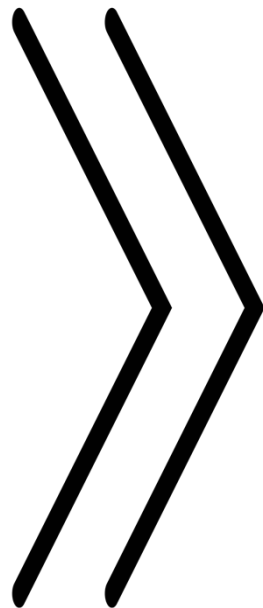
Innovation might be new methods, services, technologies or experiences.
Necessary to stimulate **economic growth**, essential to **development**.

Innovation *is not* gender-neutral

Gender equality is perceived as a constrain

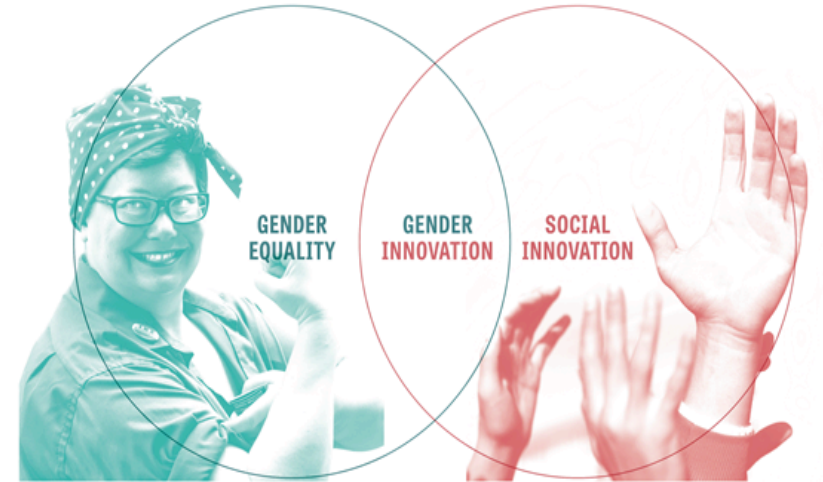
We should see **it** as a means of innovation rather than one of its objectives.

Because **optimal innovation** occurs when there is an equal **mix of men and women**.



**Men and women are
equally innovative.**

But their **GENDER** role can affect
how they are perceived and how
they behave when sharing ideas.



- **Men** are perceived as more innovative and **risk-taking**
- **Women** are perceived as **more adaptive** and risk-averse.



These differences can be beneficial since they provide a certain balance during innovation process

Gender and Innovation in the Energy Sector

Energy is one of the least gender diverse sectors



Among Sustainable Development Goals (SGD) subscribed by world leaders in 2015, number 5 is:

Achieve gender equality and empower women and girls by 2030.

Involves the 3Es:

- Equal opportunity
- Equal leadership
- Equal pay



International Energy Agency

IEA recognizes the importance of harnessing all talents and ***closing the gender gap***, given its economic and social benefits.



Four actions to achieve it:

- **Data collection**
- **Career development**
- **Awards**
- **Dialogue**
- **Feminine role models**

Female role models

Girls interest in science and technology doubles when they are shown feminine role models



A study by Microsoft including 11.500 girls all around Europe found a relationship between:

Visibility of female role models in science and technology



Interest shown by girls in STEM activities

There is a dramatic lack of **feminine role models** among inventors and engineers in **Spanish textbooks**.



AN INNOVATIVE PROJECT



**7500
SPECTATORS**

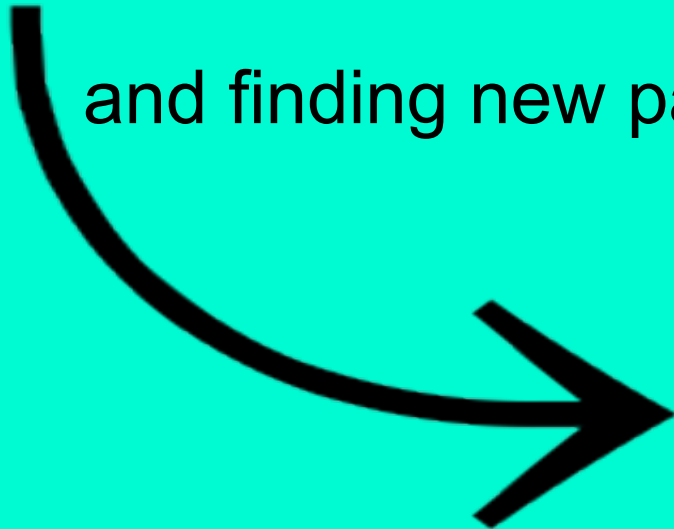
**27 shows
70 schools**



What **innovation** is really about is
questioning what is taken for granted

~CHALLENGING THE NORM~

and finding new paths for things.



One way to do it is
by using
~GENDER PERSPECTIVE~

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THANK YOU VERY
MUCH!

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