

TECHBBO

GENDER DIVERSITY AGENDA



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INTRODUCTION & BACKGROUND

INTRODUCTION

If we wish to fulfill our goal of creating a future where Denmark and the Nordics are at the forefront of tech & innovation, we have to focus on gender diversity. That is why TechBBQ has taken steps to put diversity on the agenda in the tech and startup-community. In collaboration with diversity strategist and innovator Marie Valentin Beck at [Bureau M](#), TechBBQ has set in place initiatives that aim to build strategic processes that will improve the diversity in our program going forward. In this report we are happy to introduce the initiatives that we have made this year sharing what we've done and what we've learned.

"We believe in accountability, and in pursuit of this, we want to share our strategies and initiatives around diversity openly. This serves a dual purpose: Accountability for us, and inspiration and guidance for other events and stakeholders in the technology and entrepreneurship sector to do better in this regard. We need to take the initiative when it comes to improving gender diversity in tech."

– Avnit Singh, CEO at TechBBQ



EXPLAINING THE PROBLEM

Diversity and inclusion are proven to be good for society at large, and are widely acknowledged to create more positive outcomes for companies and organizations. Studies show that companies with diverse leadership teams outperform those with less diversity in leadership in terms of profit margins, return on equity, and revenues generated. It might feel as if women's presence in the workplace is a given, but globally this is not the case. Despite making up 50% of the population, women generate just 37% of GDP worldwide. In Denmark, only 12 percent of CEOs in Danish companies with more than 50 employees are female, according to Dansk Industri (DI).

Although Denmark has historically been a global front-runner in gender equality with policies designed to achieve gender balance and organizations that keep gender diversity high on their strategic agendas, we are not as equal as we think. Cultural norms, social expectations, stereotypes, and unconscious bias are all part of our everyday life and contribute to a skewed gender balance in Danish leadership.

WHY IS THIS IMPORTANT TO TECHBBQ?

TechBBQ is an influential stakeholder in the Nordic tech and startup ecosystem. We play an important role in the career paths of many people here and it is important that we attract some of the best.

If we want to achieve this, we need to promote TechBBQ as a welcoming place where men and women are equally represented. We are a platform where new and innovative ideas shine, and impactful networking happens. We want to help tip the balance and be part of the solution rather than part of the problem. We have the platform to influence the ecosystem—so why not use it?



STEP BY STEP GROWTH

STEP 1

Add gender diversity to strategy - enhancing diversity in the tech startup scene



STEP 2

Boost in ecosystem
Increasing talent attraction and retention of diverse talents + Culture + Capital



STEP 3

Denmark/Nordics as leaders within tech, innovation & entrepreneurship in Europe

INNOVATION POWER

INNOVATION POWER



WHAT WE'VE DONE

TechBBQ started its process of creating a gender diversity strategy in early June this year. In this next section, we want to share with you what we've done so far in pursuit of our goals. This is only the beginning for us; we still have a long way to go towards implementing the right strategies in due time to improve greatly in regards to gender diversity at TechBBQ. We have come along way in just a few months, and we look forward to doing even better in 2020!

INITIATING THE PROCESS

When TechBBQ initiated the process of building a strategy for gender diversity it was important to not just rely on our own knowledge within the area, so we invited 30 founders and relevant actors from organisations like Women in Tech Denmark, Wondertech summit, Daregender, Goodtalks, Potential.co, Mind & Bodylab, Innovator Q, Ladies First and Bureau M to a roundtable discussion sharing thoughts, knowledge and advice for how TechBBQ can tackle this issue better. All of it initiated TechBBQ's strategy process and has been used in the current process of forming the strategy.



GENDER DIVERSITY ADVISORY BOARD



TechBBQ is a relatively small association with a core team of 13 people working throughout the year. Everyone in the association are fantastic, smart, knowledgeable people, but we do not pretend to be experts when it comes to understanding the opportunities, pitfalls and challenges when working with Gender Diversity in tech.

That is why together with our steering group we are currently establishing a Gender Diversity advisory board for TechBBQ. This group will make sure to guide us and the strategies we implement to make sure we can create the best possible impact on the Nordic tech scene and hopefully inspire others to follow our lead.

The advisory board will be settled before end of 2019.

ATTRACTING WOMEN IN TECH TO TECHBBQ

It is very important to TechBBQ that there is a good gender balance in the people attending TechBBQ. That is why we, in the months leading up to TechBBQ have spent time targeting women in tech to attend. It is important that TechBBQ is a place where there is a visibility of inspiring rolemodels from both genders to help push the ecosystem in a more balanced direction.

What we have done is reaching out to our network and asking relevant individuals to nominate 5 women in tech that could benefit from participating or create value for participants.

The outreach was received with tremendous positivity and opened up for leads to a lot of really interesting, relevant women in tech, that were not on our radar.





4) be open about
diversity strategy +
policy

3) Be open about our
numbers

5) Break stereotypes

COMMUNICATION ACTIONS 2019

1) Tell why it is
important

2) Share content about
initiatives (SoMe &
Newsletters)

TECHBBQ

DIVERSITY IN THE PROGRAM

"UNCOVERING THE MYTHS OF GENDER DIVERSITY IN TECH"

Panel on Inspiration Stage, 19th Sept. 10.45 - 11.15

PANELISTS:

- [Helene Aagaard, Diversity Boss Lady, Co-founder, GoGetty](#)
- [Camilla Ley Valentin, Co-founder & CCO, Queue-it](#)
- [Matias Pollmann Larsen, Principal, Boston Consulting Group](#)
- [Sherry List, Technical lead Microsoft & Vice Chairwoman of the Board for Hack Your Future CPH](#)

MODERATOR:

Marie Valentin Beck, Diversity strategist and innovator, [Bureau M](#)

Taking steps to improve diversity often brings up persistent myths that can increase resistance to these goals in tech and startup workplaces. This talk will dive into these myths surrounding gender diversity and explore how to overcome the unconscious biases that hinder the tech industry's growth.

SOME OF THE MYTHS THIS PANEL WILL EXPLORE:

Diversity = Inclusion?

All Differences Matter Equally?

Meritocracy Does not Discriminate

Diversity as a "Pipeline Problem"

Hiring for diversity "lowers the bar"

DIVERSITY IN THE PROGRAM

"TECHNOLOGY INCLUSION"

Panel in Dive-in-Dome, 18th Sept. 15.00 - 15.30

PANELISTS:

- [Sofie Blakstad, CEO & Founder, Hiveonline](#)
- [Niels Fibæk-Jensen, CEO & Co-founder, Matter](#)
- [Helene Nørlem, CEO & Co-founder, Tiimo](#)
- [Therese Mannheimer, CEO & Co-founder, Grace Health](#)

MODERATOR:

[Jenifer Clausell-Tormos, CEO & Founder, Develop Diverse](#)

How can we use advanced technology and methodology to solve global problems, and what changes do we need to make to support this?

So many people are spending so much time trying to get a micro slot of peoples already hectic lives instead of using all that energy, experience and skill to solve issues for the many. How can we make this work and how do we serve the next billion users and create sustainable business models?

DIVERSITY IN THE PROGRAM

#MOVINGFORWARD CELEBRATION

Happening at Inspiration Stage, 18th Sept. 17.30 - 17.50

WITH:

[Ginny Fahs, Executive Director & Co-founder, #MovingForward](#)

Ginny Fahs is a Software engineer, writer, and activist committed to making technology's next chapter more human and inclusive. #MovingForward is a global social movement that encourages VC firms to publish their external discrimination/harassment policies and reporting contacts on [VentureMovingForward.org](https://venturemovingforward.org).

This year on International Women's Day, #MovingForward was launched in Europe. The initiative aims to equalize the power imbalance between startups and the investors who often have too much control over a company's survival. The fight for entrepreneurs opens the door for any worker who doesn't fit traditional employment models. The gig economy and contract labor are on the rise; ever more Americans work in a third-party capacity. We need a baseline of decency in the workplace, and that cannot exist without a standard that applies to all involved.

TechBBQ, together with Ginny Fahs, have campaigned towards 1,000 VC's to join the movement. This event will be a celebration on TechBBQ's main stage of those who have joined.

DIVERSITY IN THE PROGRAM

BUILDING FOR EVERYONE: THE BUSINESS CASE FOR INCLUSION

Keynote at Inspiration Stage, 18th Sept. 10.40 - 11.00

WITH:

[Annie Jean-Baptiste, Head of Product Inclusion, Google](#)

Think diversity is just the "right thing to do?" Come learn about how an inclusive lens to product design can earn the love of your customers AND grow your business!

Annie Jean-Baptiste is responsible for working with Google product teams and senior leaders on the creation and execution of their inclusive design strategy. She has created programs related to Diversity talent management and career development within several technical product areas within Google.

She currently serves as an Intrapreneur-in-Residence at the Graduate School of Education at the University of Pennsylvania, and is a member of the IEEE's Ethically Aligned Design committee. Vogue, Essence, the Huffington Post, the Root, Milton Magazine and the Boston Globe have all written about her.

Her book, *Building for Everyone*, will be released in March of 2020!

DIVERSITY IN THE PROGRAM

IS THE RETIREMENT SAVINGS SHORTFALL PRIMARILY WOMEN'S PROBLEM?

Fireside chat at Engagement Stage, 18th Sept. 15.30 - 16.05

WITH:

[Sara Koślińska, CEO & Co-founder at Limitless](#), an award-winning, white-label micro-savings and investing app targeted at Millennials and licensed to banks and insurers.

[Naima Yasin, Community Manager, Copenhagen FinTech](#), an association built on the vision of creating a Danish growth adventure within fintech.

Women live longer than men – in fact, 80% of us die single – and we retire with 2/3 the money of men. So how can we close this gap: one way is by helping women invest more.

Women tend to park 71% of their holdings in cash and many still tend to think that they lack the appropriate financial education to invest their money wisely. Also in the investment positions, the participation of women is still very low with only 8% of female partners at the top 100 venture capital firms. It's further clear that the existing investing offerings aren't working well for women; otherwise we would all be more invested.

DIVERSITY IN THE PROGRAM

HOW TO GET STARTED WORKING WITH DIVERSITY

Workshop at Forsamlingshuset, 19th Sept. 16.00 - 16.45

WITH:

[Helene Aagaard, DI & expert and co-founder of GoGetty](#)

Helene Aagaard is an D&I expert and a passionate leader and with 10 years of experience in strategy, communication, organisational development, CSR and stakeholder management. She recently co-founded GoGetty, an online social platform focused on diversity & inclusion and using every possible spare moment to talk about the importance of diversity & inclusion in the public sphere.

Companies. who focus on gender diversity, especially in top management, perform 12% better than their competitors, who don't work with gender diversity. Furthermore, McKinsey's latest research on diversity and inclusion shows that companies with higher ethnic diversity can improve their financial performance by 35%. But what do you need to have in place in your organisation to be able to kickstart the journey towards more diversity & inclusion, and how do you reap the benefits of diversity & inclusion in your talent management, branding and commercial approach.

DIVERSITY IN THE PROGRAM

IS DIVERSITY A LEVERAGE FOR TECH STARTUPS?

Workshop at Event Room, Halmtorvet 9, 18th Sept. 17.00 - 17.45

WITH:

[Henriette Højberg](#), Founder of [DareGender](#) an organization that deals with gender. They know that the challenges and limitations of boys and men have been under-represented in this kind of work in general, which is they work for and with boys and men.

And [Lisbeth Odgaard Madsen](#), CEO and Founder of [Potential.Co](#) who helps companies and organisations step wisely in the minefield between gender, careers, and the combination of work- and family lives.

Being part of the tech start-up community, you know all about the call for gender diversity.

But what is the fuss all about? Is it possible at all to move this agenda, when competences after all will eat gender for breakfast in times when launching first beats flexible work hours, if you are a truly ambitious entrepreneur?

In this workshop you will be challenged to look from new angles at gender and diversity biases coming from both you and the industry at large. Maybe you will even be inspired how to find your next female kick-ass co-founder?

DIVERSITY IN THE PROGRAM

UNLEARNING UNCONSCIOUS BIAS

Workshop at Event Room, Halmtorvet 9, 18th Sept. 13.00 - 13.45

WITH:

Naima Yasin, Community Manager, Copenhagen FinTech

[Jenifer Clausell Tormos](#), M.Sc. PhD. CEO & Founder,
[Develop Diverse](#)

At this workshop we will learn why it's important to learn about unconscious bias? Why should we focus on unlearning them? What happens if we don't?

WHAT IS UNCONSCIOUS BIAS

Our brain automatically tells us that we are safe with people who look, think and act similar to us. That was our survival trick on the savannah and still is useful most of the time today. The brain uses short-cuts to navigate an incredible amount of information which leads us to make snap decisions about who we prefer and who we avoid.

These automatic preferences and prejudices are what we call 'biases'. As such, unconscious bias is the #1 contributor to a homogenous work environment and sameness thinking, thus a disabler of diversity and an enemy of innovation.

DIVERSITY IN THE PROGRAM

GENDER DIVERSITY AND THE TECH STARTUP ECOSYSTEM

Workshop at Event Room, Halmtorvet 9, 18th Sept.
12.00 - 12.45

WITH:

[Candyce Costa, B2B Marketing & Social Media/Digital Business Women & Hello Tech Business Founder/Tech Advocate/Women in Tech Ambassador](#)

We will talk about finding ways to bridge the existing gap, data/research and successful cases, how diverse leadership is key for being successful and how to build the right culture from the start.

DIGITAL BUSINESS WOMEN - GOING TO THE NEXT LEVEL:

the magazine targets powerful women around the globe in digital and tech - interviews, articles, recommendations and adverts.



WHAT WE'VE LEARNED

Creating a gender diverse event takes time and effort. But it is indeed worth it! In the short time that TechBBQ has started working on this strategically, we have already come a long way and learned a lot.

WHAT WE'VE LEARNED

The most important lesson for TechBBQ has been to understand that good intentions only gets us to a certain point. If we want to make a real change and have an actual impact, we need to go about this agenda strategically.

TechBBQ has within the last couple of years quickly grown from being a grass root volunteer based initiative run by tech founders in Copenhagen, to become



**NO
DIVERSITY
FOR
CONVENIENCE**

**DARE TO
BE
AMBITIOUS**

A large orange triangle and a smaller red triangle are positioned on the left side of the slide, partially overlapping each other and the top header.

“The process has been initiated and we are constantly being made aware of how we can change organisational structures and guidelines to do even better, and we are excited to welcome everyone to TechBBQ this year for 48 hours with amazing talks, workshops, events, fun and of course delicious BBQ”

- Rene Munk, COO at TechBBQ, says.





THANK YOU

TechBBQ would like to officially say thank you to all the people that has been helpful in this process and continue to be and we look forward to creating valuable partnerships in the coming future.

A SPECIAL THANK YOU EVERYONE CONTRIBUTING TO MAKING THIS HAPPEN

Marie Valentin Beck Founder Bureau M

Cathrine Seidelin & Louise Ferslev from Women in Tech
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Nanna Ulsøe Founder of Canvasplanner,

Mia Grosen Founder Canute,

Sara Green Brodersen Founder Deemly,

Naja Lind Rasmussen & Rikke Kristine Østergaard Founders
Career Women Podcast,

Maren Astrup Sørensen Founder Musikskabet

Frederikke A Schmidt Founder of Roccamore,

A woman with blonde hair tied in a ponytail is shown in profile, speaking into a microphone. The background is dark with warm, out-of-focus lights, suggesting an evening event. A red and orange horizontal bar is positioned across the lower part of the image, serving as a background for the text.

GENDER DIVERSITY AGENDA

TECHBBOQ

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