



A Global Women and Technology Initiative - Proposal for your consideration



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What

On a nominated day across the economies of the world, selected women in technology and their daily activities will be captured and profiled via photographic imagery and a diary of activity that day.

The concept is to present a rolling “day in the life of women in technology,” by capturing and presenting role models and images from across the world as the day rolls around the world. While not all countries can be represented, it is envisaged that a selection of economies from every continent (including Antarctica if possible) will be included.

The role models do not have to actually be at work that day: even if they are on holidays this still fits the purpose, as it contributes to smashing the ‘nerd’ profile and to presenting a healthy picture of the diversity, depth, breath and variety of women, careers and daily activities.

The project is tentatively titled “*Doing IT around the World*”.

Why

We are in a world where to make a positive impact on the rapidly declining numbers of girls and women taking up technology studies and careers we need both traditional intervention programs and innovative different approaches.

“*Doing IT around the World*” is not a traditional program. It is a different approach, a role model based initiative aiming to raise awareness and alter perceptions via reality based information presented in a way designed to capture global attention.

The ultimate aim is to smash through the commonly held (mis)perceptions of women in technology and work towards addressing the IT skills shortage, by providing real world role models and pathways on technology careers for younger generations and career changers.

A key goal is to grab the attention of a wide variety of the media and general public and passionately demonstrate what women in IT *can and do* achieve, and to show that this occurs throughout the globe. Publicly profiling role models will raise awareness of careers in IT and the diversity of people who can contribute.

A chief reason to highlight careers in IT is that Technology is not just having a huge impact on the global economy. It is also changing the nature of advocacy, it forces us to deal with privacy and piracy, it allows communities to form with no proximity between members, and it can reshape education and democracy. The women to be profiled are involved in this transformation.

This is an approach that presents technology role models as they really are, including their global diversity in nationalities, careers, ages and interests. Proving that ICT is really about Innovation, Creativity and Transformation.

How

The Design

The initial concept is for e presentation of the completed initiative, rather than printed versions. The web site and the downloadable profiles (as a pdf e-book) will be available in English, Spanish and Mandarin.

There will be 3 pages for each role model:

- page 1:
 - large photograph of the day's activity
 - SUMMARY person name and technology role
- page 2:
 - 2 small photographs of during the day
 - ABOUT ME section – more about technology role, about myself and interests, the day's activity, my message to others
- page 3:
 - geographic map.
 - ABOUT MY ECONOMY and
 - Sponsor Material (if relevant).

Pathways will be provided via the website inclusion of a FAQ on “Where can I find more information on careers in technology” with links to key portals and sites.

Media Strategy

The ebooklet will be available for free download. The site will include a donate here option for funds to help contribute to other women and girl in IT activities.

The go-to-market strategy includes significant web presence, forums, blogs and social networking sites, extending the reach and taking the branded activity globally.

Through networking with global women and IT groups it is expected there will be forums and blogs discussing the topic and careers in IT across the world, creating significant exposure ad community engagement.

Media targeted will span business, technology and women publications.

Who

Participating Economies

Agreement to participate lies within each economy. A target high level view of economy/continent and sub region break down and proposed number of role models to present is:

Continent	Geographic Sub Region	Target No.
AFRICA	North Africa	1
	South Africa	1
ANTARTICA	Antarctica	1
ASIA	Middle East	1
	North Asia	2
	South Asia	3
	South East Asia	2
AUSTRALIA/OCEANIA	Australia	2
	New Zealand	1
	Pacific Islands	2
EUROPE	East Europe	1
	Western Europe	2
	South Europe	2
	United Kingdom	2
	Scandinavia	1
NOTH AMERICA	United States	3
	Canada	2
	Alaska	1
SOUTH AMERICA	Latin America	4
	Caribbean	1
	Middle America	1

The innovator and coordinator

The innovator is Sonja Bernhardt, arguably the highest profile women in technology in Australia. She stands out from the crowd as a visionary, a leader and a doer. A person who is not afraid to stand proud in the face of controversy to achieve her values and to passionately spread the word about IT.

She is known for her obvious enthusiasm, visionary leadership, intelligent rational thinking and business acumen. She is the business owner and CEO of ThoughtWare Australia Pty Ltd, a Gold Coast based software development company.

In addition to successfully running ThoughtWare (www.thoughtware.com.au), Sonja is the co founder of AWISE – Australian Women in IT and Science Entity (www.awise.org.au), the founder of WIT – Women in Technology in Queensland (www.wit.org.au). Sonja is also the only Australian inducted into the Hall of Fame for Women in Technology International (Silicon Valley – 2005).

Sonja is passionate about her industry and since 1997 has consistently encouraged others to either take up a career in technology or adopt technology in their daily use through a multitude of career, role model, mentoring and board readiness programs that she has been primarily responsible for designing and managing.

Sonja has spearheaded key non traditional initiatives such as the controversial Screen Goddess IT Calendar (www.itgoddess.info) and IT's Million Dollar Babes (www.itmillion.com). In addition Sonja assisted in providing funds and support for the Tech Girls are Chic, not just Geek initiative (www.techgirlsarechic.org).

Sponsors

With the exception of a web host company (due to expected high hit rate) we are not actively seeking global sponsors.

We may seek sponsorship for printing should demand indicate printed copies are desirable.

Participating economies are invited to secure sponsorship from their local communities. A template sponsor package will be provided to assist. Local sponsors will receive pr/marketing exposure on the relevant sections of the associated economy.

The idea of local sponsorship is to seek support and finances to cover the costs associated with preparing the local material. It is expected that sponsorship management and care occurs locally.

When

Proposed Day

11 August 2008 is nominated, as this is the day that the Hedy Lamarr's Spread Spectrum Patent was approved (in 1942).

Refer: <http://www.hedylamarr.com/> http://en.wikipedia.org/wiki/Hedy_Lamarr

Spread Spectrum is the basis of frequency hopping, wireless and mobile communications we use today. While a glamorous Hollywood star, Hedy Lamarr was key to the patent, and using this date draws further attention to the role women in technology have played historically.

High Level Summary Project Plan and Timeline

Activity	Due Date
Agreement of Participating Economies	13 June 2008
Formulation of Working Group/Steering Committee	20 June 2008
Provision of Guidelines (eg. role model selection, profile, economy summary, photographic specifications, sponsorship template)	27 June 2008
Local sponsorship agreements	14 June – 31 July 2008
Local organization of economy role model(s) and photography sessions	14 June – 25 July 2008
Web site design and construction (including language translation)	June-September 2008
Media and PR preparations (global and local)	August-October 2008
THE DAY	11 August 2008
Submission of role model material to working group/steering committee for approval/agreement	22 August 2008
Draft for Review and Agreement	12 September 2008
Final for Approval	30 September 2008
LAUNCH and MEDIA RELEASES	October 2008.

Where

The Next Step

Should you wish to register an expression of interest in participating in this intriguing opportunity please contact Sonja Bernhardt as soon as possible.

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