



Teknikföretagen

Increasing gender diversity in engineering and technology

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Hack the World

- Our mission = secure supply of skills and competence.
- Hack the World = concept / umbrella and a call for action.
- "Technology makes the world better" and "problem solving".
- In order for a broader scoop of people to apply for a technical education, we must eliminate the obstacles that exist, we "hack" the obstacles.

**Obstacle 1: Young people (girls)
lose interest in technology ...**

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Obstacles: Young people (girls) lose interest in technology ...

- **In school: A textbook “Technology - 10 lessons in changing the world”**
Free for all schools to order
- **After School: Youth recreation centers: Teknikfritids**
Provides students with free internet surfing. But there is a catch: they only get access to educational content with technology as a theme
- **After school: Collaborations with influencers such as Therese Lindgren**
New role models, inspiration to try it yourself



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From 86% of fifth graders being interested, only 37% are intrested in technology by ninth grade.

Obstacle 2: The image of the industry is one-sided (the power of the physical image)

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Obstacles: The image of the industry is one-sided (the power of the physical image)

- **A free image bank called Bredda Bilden**
- For schools, companies and not least the media that use images that represent the technology industry
- Consists of pictures of women studying at the Technical University (KTH) or working in the technology industry
- Important to highlight the power of the physical image
- Also broaden the image of technical environments and tasks
- Beginning of a Movement...



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**Obstacle 3: Girls do not want to
study technology or
engineering at school because
of most guys**

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Obstacle 3: Girls do not want to search because of most guys who study technology

- **"Girls who want to study technology" on Facebook**
- Important with role models to be able to relate to!
- Discussion forum - digital meeting place
- By girls, for girls
- **"Girls who study technology" on Instagram**
- Inspiration!
- New ambassador every week
- Media attention

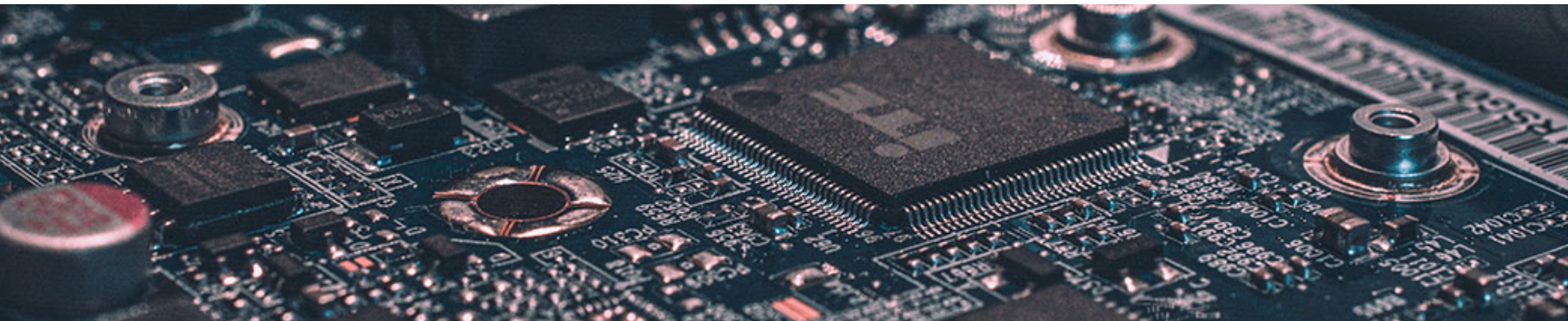


Obstacle 4: Poor self-confidence in maths scares girls from technology/engineering

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Thanks!

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