

ORGANISATION MEMBERS

Alcatel SEL AG, German Federal Employment Agency, Cisco Systems, DAB Deutscher Akademikerinnenbund (German Federation of University Women), Deutsche Telekom, dib e.V - Deutscher Ingenieurinnenbund (German Association of Women Engineers), Bielefeld University of Applied Sciences, Research Centre Jülich, Fraunhofer Institute for Autonomous Intelligence Systems / AIS, Fraunhofer Society (Fraunhofer Society for the Advancement of Applied Research), GI - Gesellschaft für Informatik (Society for Information Technology), International Networking for Educational Transformation (iNet), Initiative D21, Piona Point e.V. Netzwerk genderorientierte IT-Weiterbildung (Network for the promotion of gender-oriented advanced IT education), Siemens AG, VDE Association for Electrical, Electronic and Information Technologies, VDI Association of German Engineers, VDI/VDE Innovation + Technik GmbH, ver.di National Administration, and others.



REFERENCE PROJECTS

Excellence and Power in ICT, Women to Web, Gender Activities in Science Years Informatics 2006, Networking Technology connects, Girls' Day – future prospects for girls, University Award „Get the Best“, nationwide training project for girls „idee_it“, New Paths for Boys – Expanding Future Opportunities in Work and Family Life, Online-Year 50plus –Internet connects, ProICT – Promoting ICT to Female Students



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**SHAPING TECHNOLOGY
– MAKING EQUAL
OPPORTUNITY
A REALITY**

www.kompetenzz.de

SHAPING TECHNOLOGY – MAKING EQUAL OPPORTUNITY A REALITY

The **main objective** of the non-profit organisation Competence Center Technology – Diversity – Equal Chances is to actively help shape Germany's path towards **becoming an information- and knowledge-based society**. To this end, it develops and carries out a wide range of initiatives and projects that exploit the potential of women as well as men to make equal opportunity a reality in all spheres of society and work.

The **strategy** of equal opportunity presupposes recognition of people's diversity, their varied biographies, lifestyles and capabilities and promotes the development of the potential and opportunities this diversity entails. It uses diversity as a success factor in achieving **gender and generational equality in social development**.

The organisation has bundled its activities into **three areas** of expertise:

DIGITAL INTEGRATION

focuses on equal access to changed lifestyles and labour markets.

TRAINING, FURTHER EDUCATION AND CAREERS

concentrates on gender-oriented vocational and life planning and the transition from school to work.

HIGHER EDUCATION, SCIENCE AND RESEARCH

intensifies efforts to promote talented young women in relevant academic subjects and research.

The goals of the **measures and projects** of the organisation are

- to strengthen media literacy and increase Internet use,
- to foster new ways of thinking about career orientation and life planning,
- to promote equal opportunity and excellence in higher education, science and research.

To accomplish those goals, the organisation offers the following **services**

- Target-group oriented project and campaign development
- Event and project management
- Studies and expert opinions
- Consulting and benchmarking
- Development of course and training concepts
- Networking

CHANGING ATTITUDES IN VOCATIONAL ORIENTATION

Our projects for expanding girls' spectrum of career choices bring the issue to the public's attention in an effective manner and, thanks to target group-oriented information, ensure more options in selecting a career. The project activities include everyone involved in the home environment, in companies, at school and in vocational guidance counselling.

e.g. Girls'Day - Future Prospects for Girls: This nationwide campaign mobilised more than 500,000 girls for 24,000 events in technology, ICT, natural sciences and crafts from 2001 - 2006. 309 regional working groups handled the local organisation efforts. For companies the Girls' Day became an important instrument of their recruitment policy. The career choice behaviour of girls is influenced in a very positive way. www.girls-day.de



ENHANCING MEDIA AND TECHNOLOGICAL COMPETENCY

We develop trainings in coordination with strategic partners and assume management and coordination functions.

e.g. Online-Years for the 50-plus generation: A programme of events for senior citizens of both genders with the goal of raising their levels of Internet participation and media competency. Ursula von der Leyen acts as patron of the Online-Years for the 50-plus generation. www.50plus-ans-netz.de

e.g. Women to Web: This nationwide offering of Internet courses given by women for women has been carried out since 1999 and already has communicated basic skills to more than 150,000 participants. Key element here is the cooperation with strong partners from the telecommunications industry and the media. www.frauen-ans-netz.de