

Good Practices of Gender Equality in Germany: **TechKreativ**



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Overview



- Why girls and technology?
- The workshops
- Projects focusing on girls

Why girls and technology?

- IT is a domain where women are underrepresented
- Short term: show girls how diverse and „cool“ technology can be
- Long term: more girls to chose IT as career path

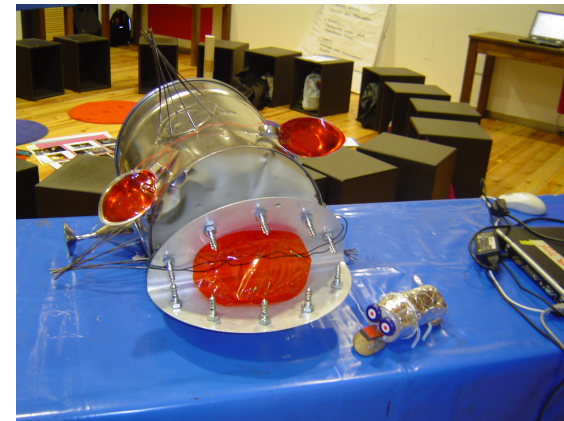
More women in IT

- Good jobs
- Give women a voice in new developments



Getting girls interested

- Run workshops they like and that are connected to their lives
- Let them create a personally meaningful artifacts using technology
- „hard fun“



TechKreativ-Workshops

- Perform a whole process of creating, constructing and presenting a physical object using technology
- Explore and understand the functionality of technology

The Concept of the Workshops - Setting

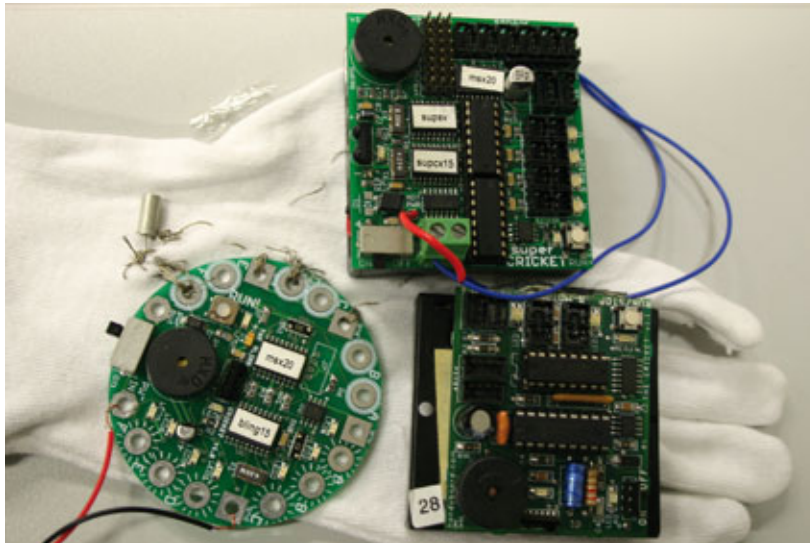
- Time frames : 1 day to 5 days
- 12 – 20 Participants
- Locations: University, School, Youth Hostel, ...
- 2 - 3 Tutors (Research Scientists, University students, Scouts)
- One given topic (e.g. gesture devices, intelligent bags, smart dance, fashion, fairy tales, ...)

The Concept of the Workshops

- **5 Stages**
 - **Imagination and Fantasy**
 - **Materials**
 - **Ideas**
 - **Conception, Construction and Programming**
 - **Presentation**

What about the girls?

- Smart Dance vs. Spooky Stuff
- LEGO® Mindstorms® vs Cricket



The EduWear - Project

Results

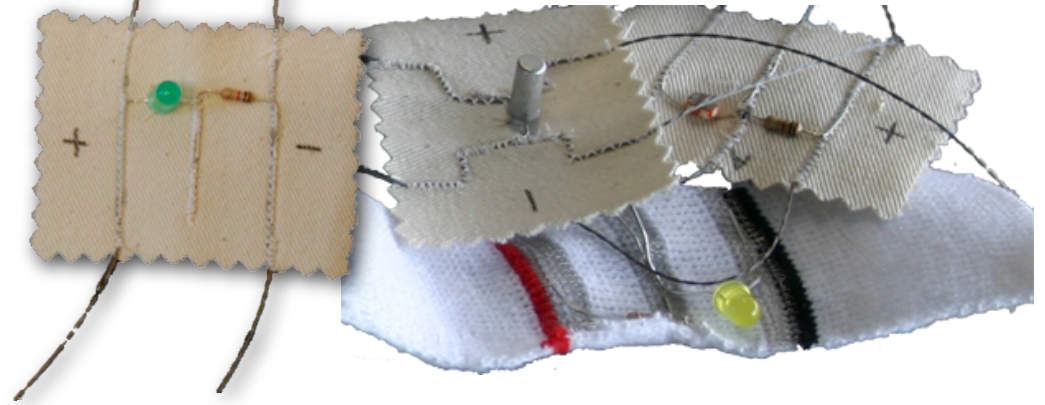
- **Meaningfulness**
- **Attitude towards technology**
- **Drawing relations to everyday life**



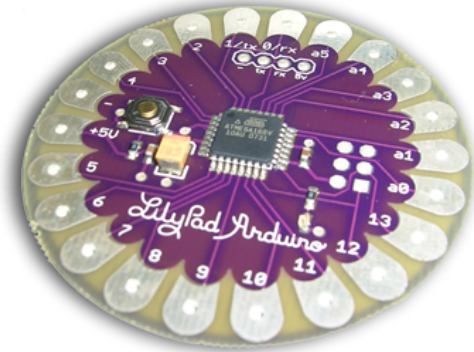
The EduWear - Project

- A Smart Textile Construction Kit
- Allows to connect technology to everyday life
- Topics like: dance, fashion, accessories, ..

LED-/Sensor-"Patches"



Busses



by Leah Buechley

informAttraktiv

- Current project (2011- 2013)
- Four female professors
- Computer science as diverse science
- Three main topics:
 - AI, Cognition and Robotics
 - Digital Media and Interaction
 - Security and Quality

informAttraktiv

- Accompany research in the fields with Workshops
- 3 workshops to each topic
 - First series in Bremen
 - Second series in Germany
 - Third series in Germany with future tutors
- Find topics that are appealing to girls and boys likewise
- Develop a concept and workshop setting

Thank you!

www.techkreativ.de

www.dimeb.de

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