Instruments in Pärnu 03-04.04.2017

Tech Sisters is a non-profit organization with a goal to get more women excited about technology and IT. World needs a more diverse group of people taking part in developing new technological solutions and Tech Girls encourages women to step out of their comfort zone, experiment and learn new things. Firstly, Tech Sisters organizes networking events **(Instrument 1)** for current and aspiring female entrepreneurs in IT and tech sectors with leading companies. Secondly, they arrange entry level tech workshops **(Instrument 2)** for women who are interested in experimenting with IT (programming, prototyping and design skills) and mentoring sessions to help women prepare for hackathons. Thirdly Tech Sisters targets teenaged girls (12-19) with an initiative called Digigirls. **(Instrument 3)** Digigirls is organised as day-long workshops with the aim to inspire, encourage and educate girls about IT. The events take place 4 times a year during the school period in tech companies in different cities all over Estonia. In Digigirls events girls learn from successful women in ICT business about building apps and user-friendly websites as well as what project management, analytics and testing mean in software development. Most of all, however, the students learn about what IT and tech have to offer as a profession and expand the list of options for their future careers.
To sum up, Tech Sisters has three target audiences – female ICT entrepreneurs, women interested in becoming involved in ICT and teenaged girls – and respectively holds three types of events – networking events, preps for hackathons and workshops.

Janika Liiv is a software developer and Co-Founder of Clanbeat (https://clanbeat.com/) - a startup helping first-time managers to be better leaders through having well structured 1-on-1 meetings. In 2012, she was in the founding team of the non-profit organization Tech Sisters, which aims to get more women and girls into IT. For two years she was actively involved in organizing Tech Sisters networking events and programming workshops. In 2015, she co-founded and organized with
TransferWise a conference called Refresh (http://refresh.rocks/)**(Instrument 4)**. The conference is for IT professionals working on product, design and front end development. In September 2017, Refresh will take place for the third time and expects to have over 500 attendees. Janika has a Msc in Electronics and Bionics and she has been working in software development around 10 years.

"The tech women of Proekspert" are unified by a deep passion towards their jobs. If asked, why they do what they do, they point out exciting challenges, improving human life and the enjoyable communication with both colleagues and client representatives. They do not think that gender plays a crucial role when working in IT, rather that the main contributing factor is a person's attitude. You can recognize a real IT-person by their can-do attitude and a twinkle in their eyes!"

„Superheroes"(Instrument 5) Eva Ponomarjov, founder and CEO
WHAT? Superheroes is a leadership programme to empower 13-16 years old girls with strong leadership and entrepreneurship skills through inspirational role models of diverse walks of

life, consistent coaching in different 21'st century skills and mentorship to practice the skills they've aquired in real project work.
WHY? Superheroes encourages to grow a brave new generation of confident and committed women leaders who walk the talk, driven by social responsibility, creativity and collaboration.
HOW? Superheroes equips girls with skills and support network to bring big ideas and social actions to life. Teams of five have squads and goals to be prepared for a superhero life.
Superheroes roadmap:
Superheroes runs from December 2016 to March 2017. Teams meet 8 times face to face for different leadership and entrepreneurship skills workshops, driven by role-models and coaches and supported by squad mentors and advisors to help squads progress with business ideas and social actions. Superheroes ends with a Gala on 22. March, show-casing success and awarding winners.
More information on the website: www.superheroes.ee <http://www.superheroes.ee> and FB: https://www.facebook.com/SuperheroesEstonia/

„Ministry of Education and Research, Vocational Education Department, Meeli Murasov, Chief expert
Meeli has worked in the Estonian Ministry of Education and Research since 2002. Her everyday tasks are related with challenging issues of vocational education in every European country – reducing dropping out, development of students support system and raising attractiveness of vocational education.
In her presentation, Meeli will introduce the current situation of VET in Estonia including main trends, challenges and political priorities and will give insight into gender issue in VET.

Eneli Kindsiko is a research fellow of qualitative research methodology at the Faculty of Economics and Business Administration, University of Tartu. Eneli's current research interests lie around the methodological issues in business research and during the past years she has been engaged in both teaching qualitative research methods, taking part in several international scientific projects, and offering research seminars to external organisations (practitioners) on how to research and understand your organisation from novel perspectives.
She holds a B.A in Philosophy and a double M.A in Philosophy and Economics from University of Tartu. In 2014 she defended her doctoral dissertation in economics (focus on philosophical groundings of management). Her recent research focuses on career analysis – what is the career of people who have gained Ph.D in Estonia. Career tracking has been also the focus on many other projects. In 2016 together with Skype Microsoft Estonia we tracked how females have ended up in ICT **(Instrument 6).** By studying high school seniors, ICT students and ICT employees. Besides other deliverables, it has resulted in an article "Detecting Major Misconceptions about Employment in ICT: A

Study of the Myths about ICT Work among Females". At the moment I am holding a research grant that focuses on the patterns of research career in Estonia.

Another focus of research has been urban diversity – investigating the entrepreneurship patterns in diverse neighbourhoods: Project DIVERCITIES - Governing urban diversity.Financed by the European Commission under the 7th Framework Programme. Further information about the project: http://www.urbandivercities.eu/

Merle-Liisu Lindma, "Skype", personal manager

I have an MSc in physics and mathematics teacher. I made out the Master of Business Administration, at the beginning of the financial direction after I took substances that I just like. I realized that I like numbers, but financial management is not about me. The owner of the company Skype Microsoft employs more than 100,000 employees worldwide, about half of whom are engineers in the development of products. Of these, a few thousand four hundred and develop Skype and running in a circle. Skype's product development teams are standing next to Tallinn's good in our head office in Redmond, Prague, London and elsewhere. Every person is talented in anything. Talented know very well what they want to do and what product and what programming language makes your eyes shine.