



# **Diversity and Inclusion**

## **Wind Energy Denmark, Oct 1, 2019**

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# Presentation

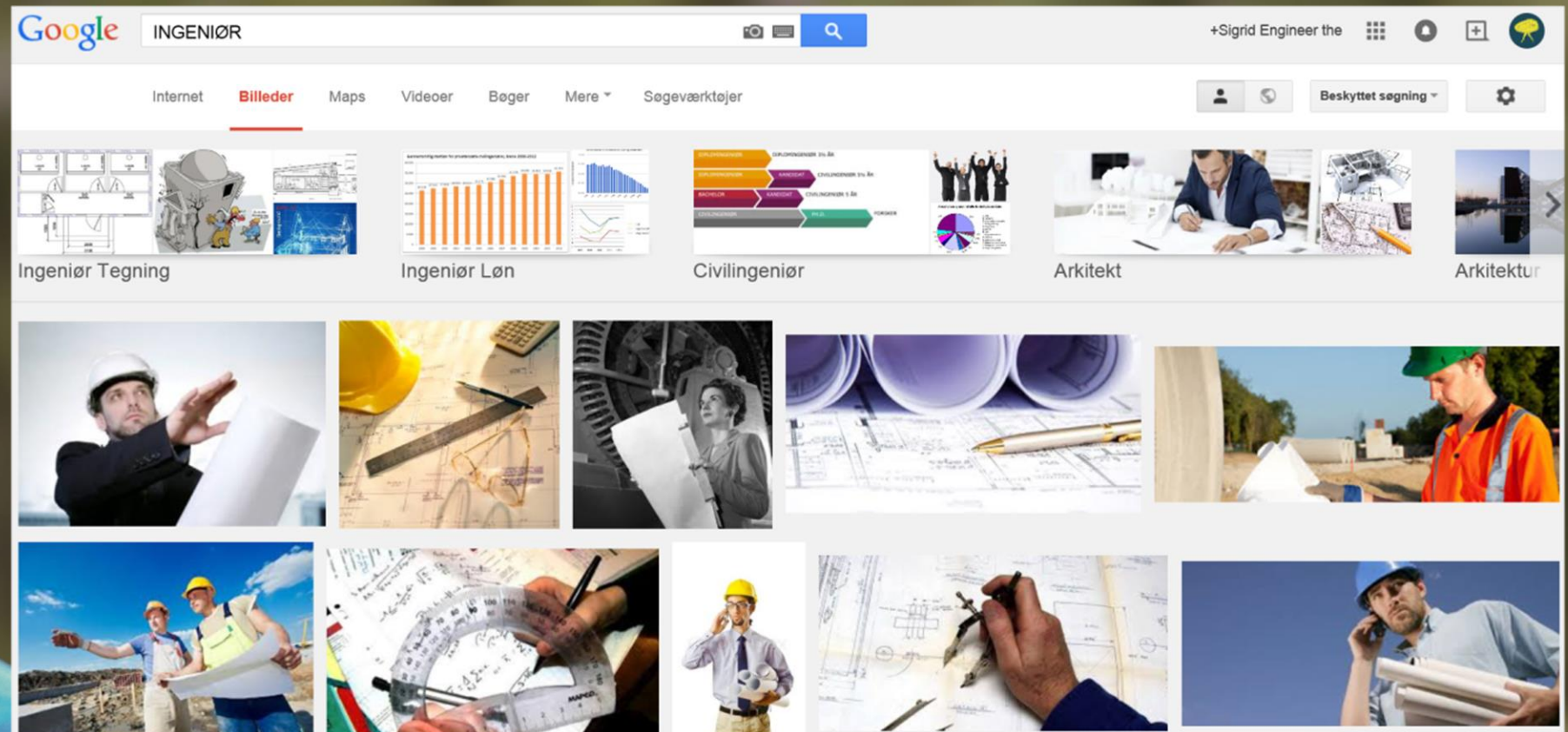
- What we know – a couple of facts
- Engineer the Future: who we are and what we do
- What you can do?



# What we know – a couple of facts

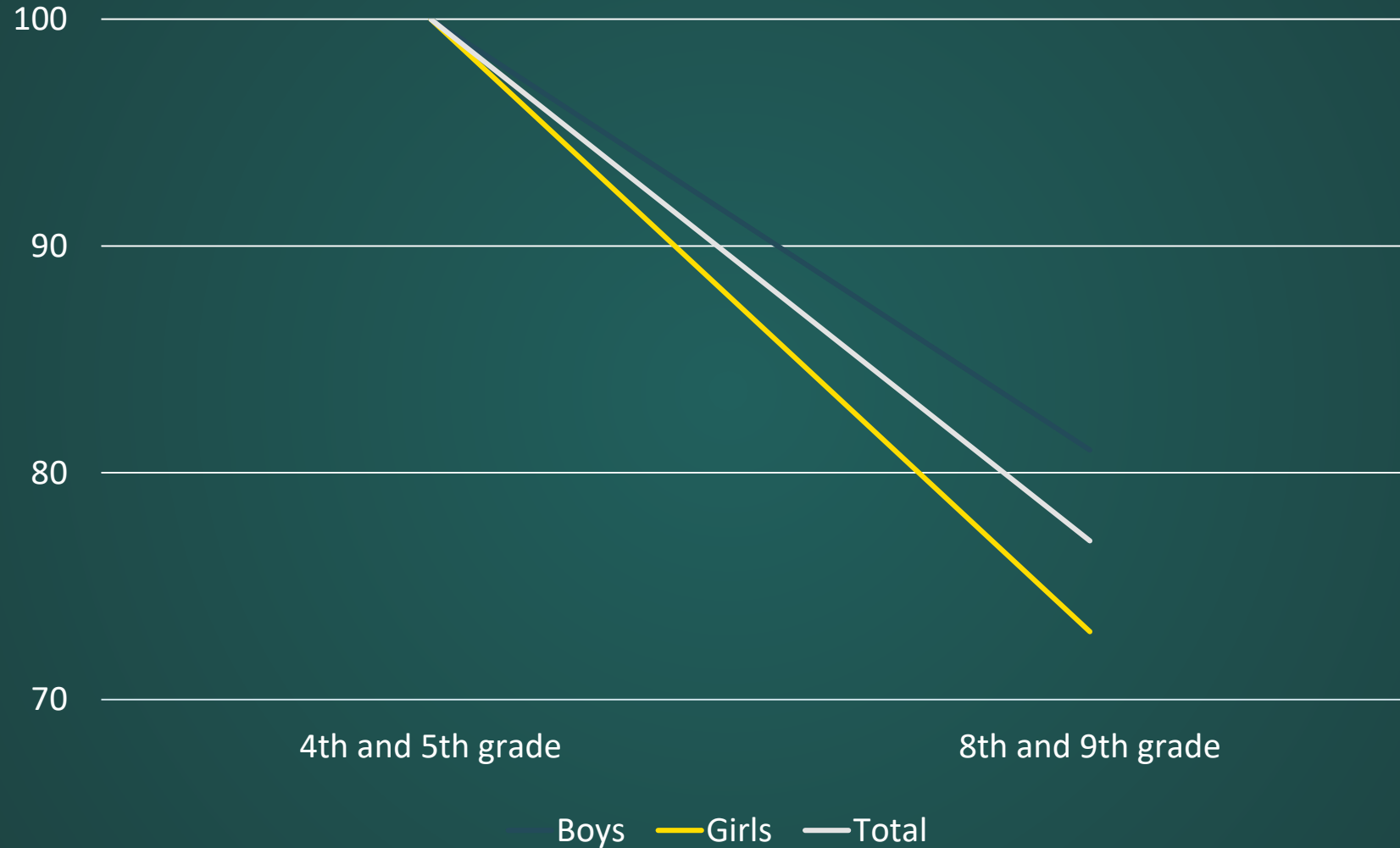


# Stereotyping engineers



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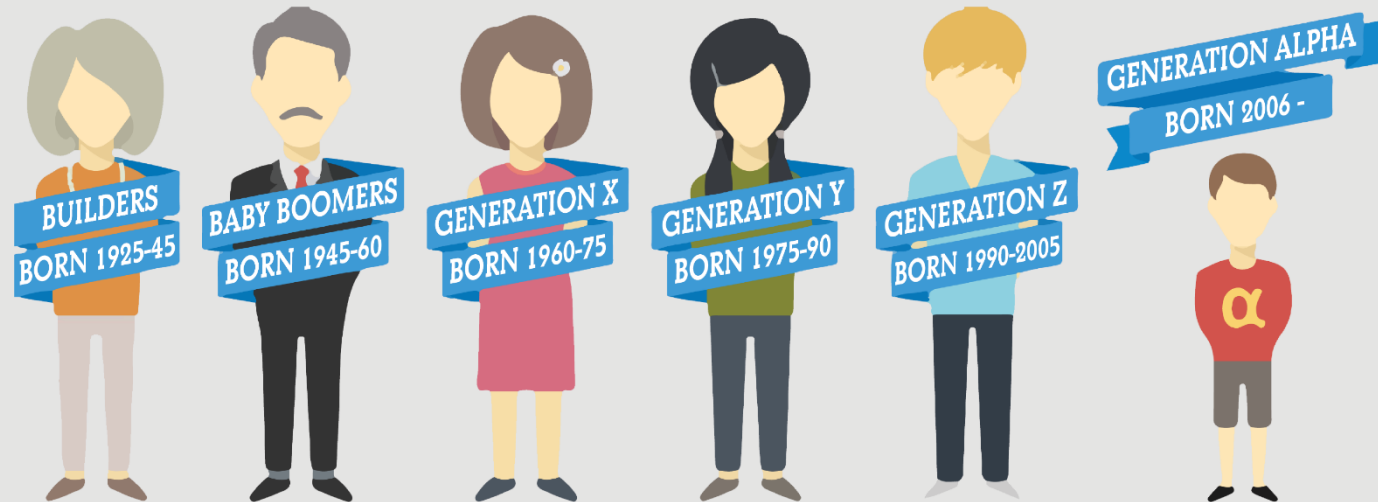
## Interest for STEM – indexed



# Generation Alpha:

Climate is very important and gender is soo last year

## THE GENERATIONS



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# **Engineer the Future**

## **– who we are and what we do**

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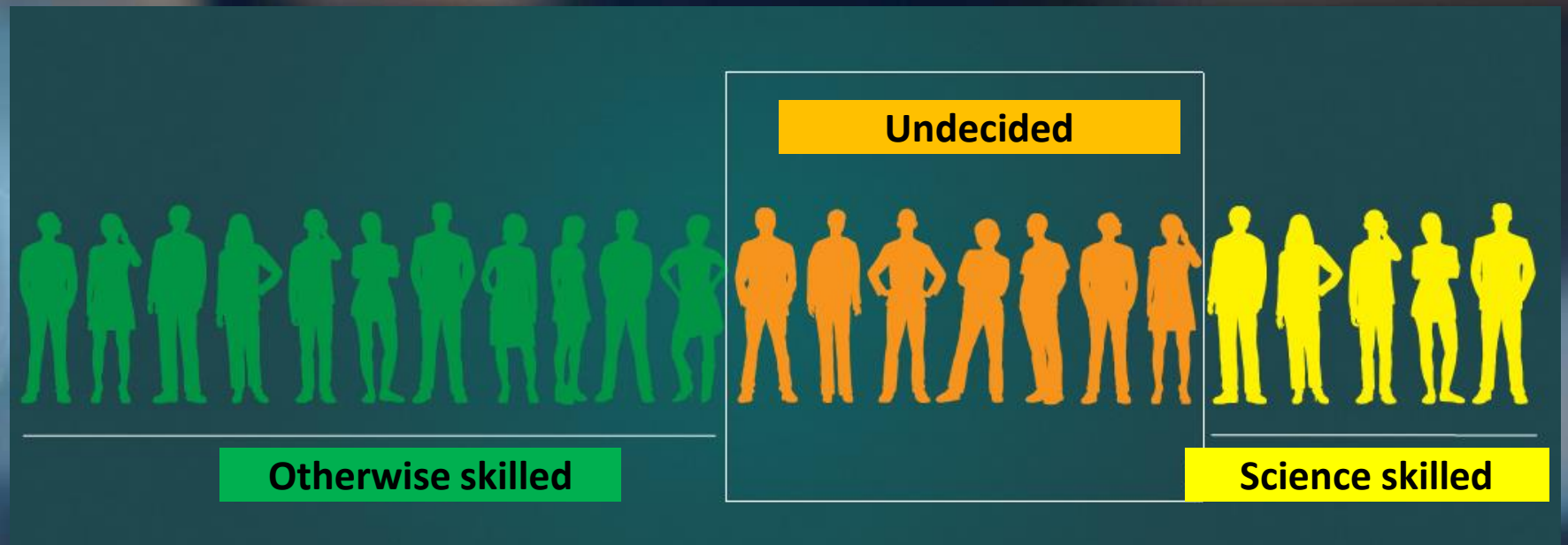
# Denmark's Technological Alliance



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# Branding - Targeting the undecided







# Book an Expert

An initiative that connects professionals to schools and high schools allowing experts to pass on their passion and knowledge for science and technology to the next generation.



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# Achievements since 2014



**30%** increase in intake of students at the engineering schools/universities



**50%** increase in young people's interest in Engineering  
**15%** increase in the image of engineers



Engineering in School (2017): **2000** teachers and **60.000** students

Book an Expert (2017): visited **> 8000** students

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**What can you do?**

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# Don't fix girls – fix science



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# Purpose: Climate & sustainability



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# What more can you do?

Start small – but start:

- Ambassadors/role models – eg. Book an expert
- Internship (more than one person at the time)
- Mentoring of your management
- Principles / Diversity in annual report
- Support and engage with Engineer the Future, Girls day in science, BossLadies...
- Be aware of unconscious bias





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# The Wind Experts in Book an Expert

