



HSbooster.eu
Horizon Standardisation Booster

Women in ICT Standards #2

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Need to challenge gender stereotypes

ILO (2018) study on Eastern Europe and Central Asia:

- Top female manager: 19.9 % of enterprises (the global average of 18.6 %).
- Occupational segregation - high concentrations of women in certain professions and sectors
- Barriers to female leadership persist (the double burden of domestic and professional work, child care)

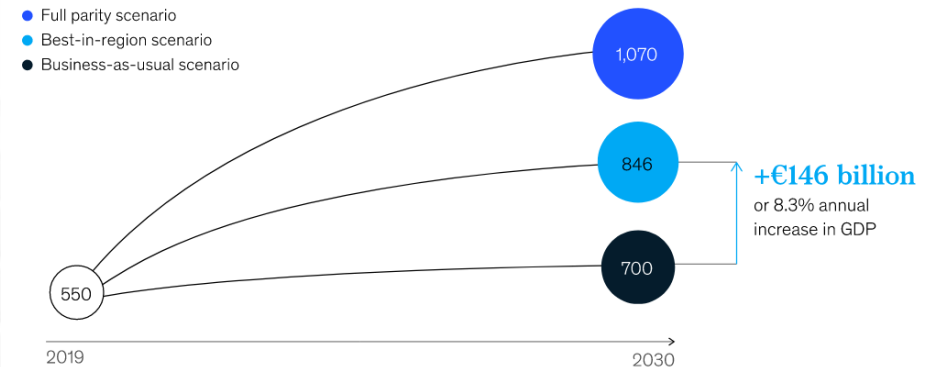
Woman in CEE countries:

- 60 percent of college graduates
- 37 percent of all managers are female.
(McKinsey, 2021)

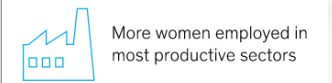
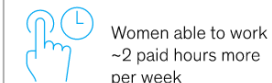
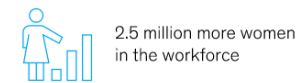
Need to challenge gender stereotypes

By tapping into women's potential, the region could add €146 billion a year to GDP by 2030.

Women's contribution to GDP in Central and Eastern Europe, € billions



The additional €146 billion would come from 3 factors:



<https://www.mckinsey.com/cz/our-work/closing-the-gender-gap-in-central-and-eastern-europe>

Role of standards in overcoming gender prejudices – empirical evidence

APPLIED ECONOMICS
<https://doi.org/10.1080/00036846.2021.1990842>

 Routledge
Taylor & Francis Group

 Check for updates

Certification to compensate gender prejudice – Analysis on impact of management system certification on export

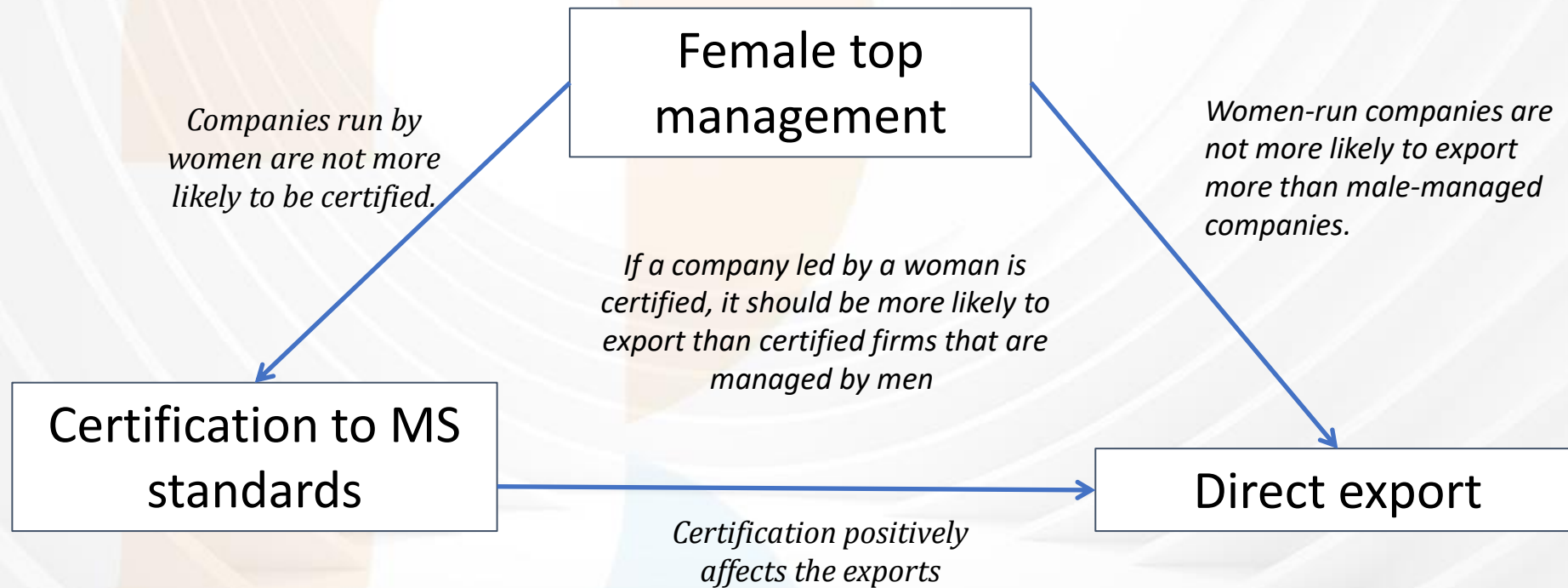
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- The World Bank: The Enterprise Survey Data 2013
- 4111 firms from 25 Central and Eastern European countries

- The voluntary adoption of MS standards (ISO 9001, ISO 14001, ISO 45001, ISO/IEC 27001 or ISO 50001) is followed by third-party audits and consequently by certifications.
- Certification bodies verify the correct application of the standards.
- The signaling effect of certificates
- In men-dominated markets, female company leadership may be such an issue: **she may have to prove herself more than men in the same position.**

Firms managed by woman benefit more from certification to MSS than firms managed by men



Firms managed by women benefit more from certification to management system standards than firms managed by men

Standards can help women to do business better

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- Bringing standardisation closer to women leaders, researchers, entrepreneurs, ...

- Raising awareness of the economic & social effects of standardisation

- More training and education on standardisation for future women leaders

Bringing standardisation closer to future women leaders

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🔗 Beginner 1 (B1)

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