ETNO - DIGITAL UPSKILLING FOR ALL!
Capgemini Brazil Women in Tech programme
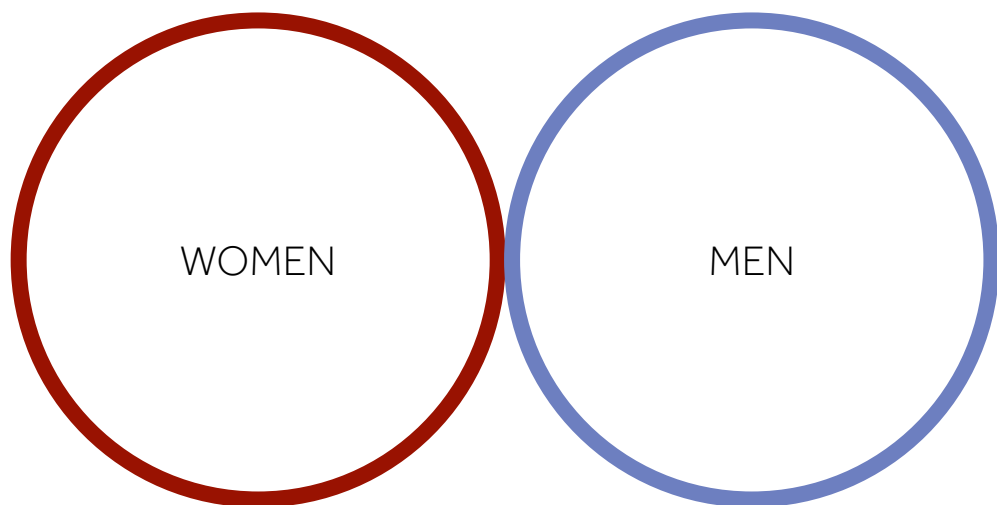
2021

EDGE & EDGEplus
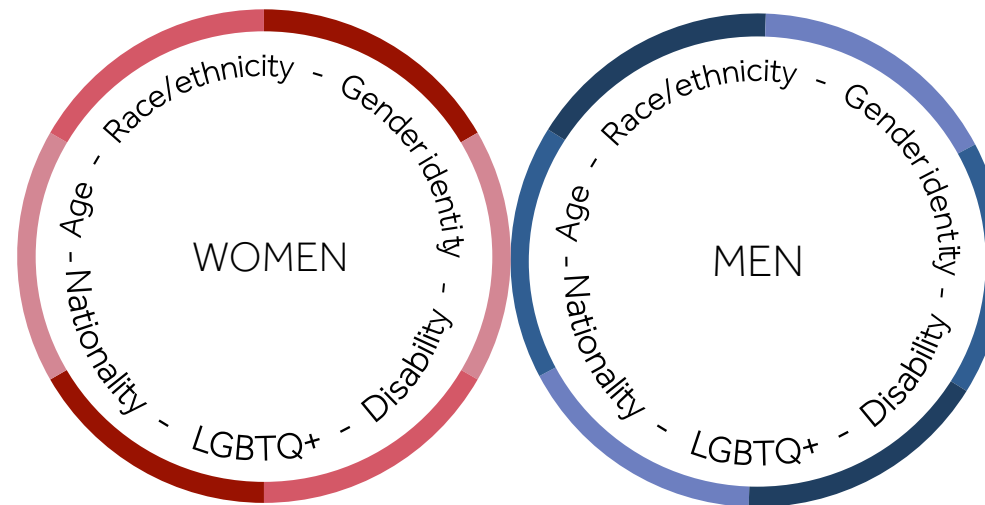## Avenues to assess gender equality

Capgemini

EDGE

Looking at men and women as two homogenous groups:

EDGEplus

Looking at men and women as diversified groups and measuring the intersectionality of gender and other aspects of diversity:
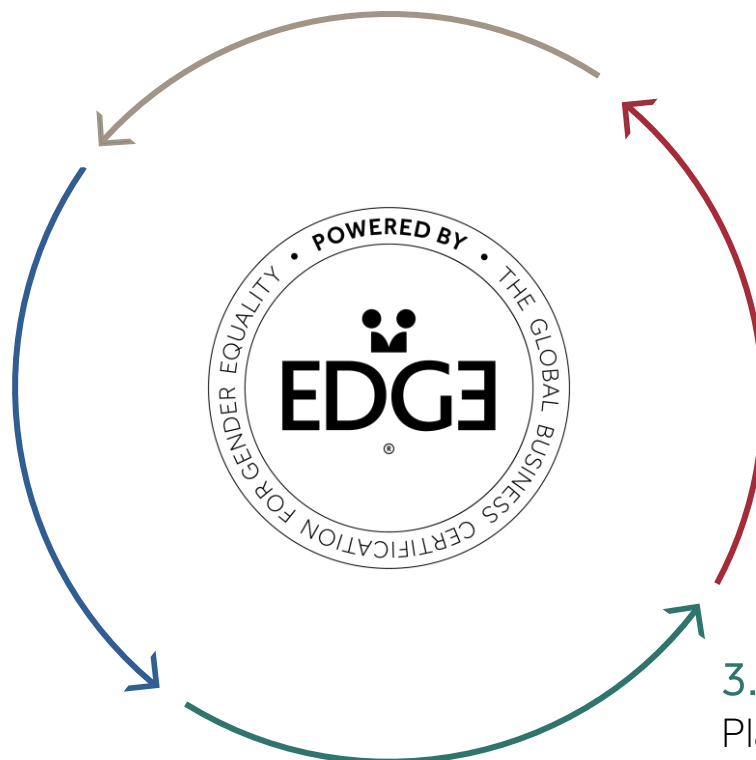

WOMEN

MEN

Age - Race/ethnicity - Gender identity - Disability - LGBTQ+ - Nationality

WOMEN

Age - Race/ethnicity - Gender identity - Disability - LGBTQ+ - Nationality

MEN

EDGE CERTIFICATION
An overview

Capgemini

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1. ASSESSMENT
Inform your strategy and priorities through an objective assessment of the status-quo.

4. VALIDATION & RECOGNITION
Share your commitment and progress towards gender equality internally and externally to enhance your brand and employer value proposition.

2. ACTION
Target actions that will have the greatest impact on accelerating progress.

3. TRANSPARENCY & ACCOUNTABILITY
Plan resources, budget, and time for each action and regularly measure success.

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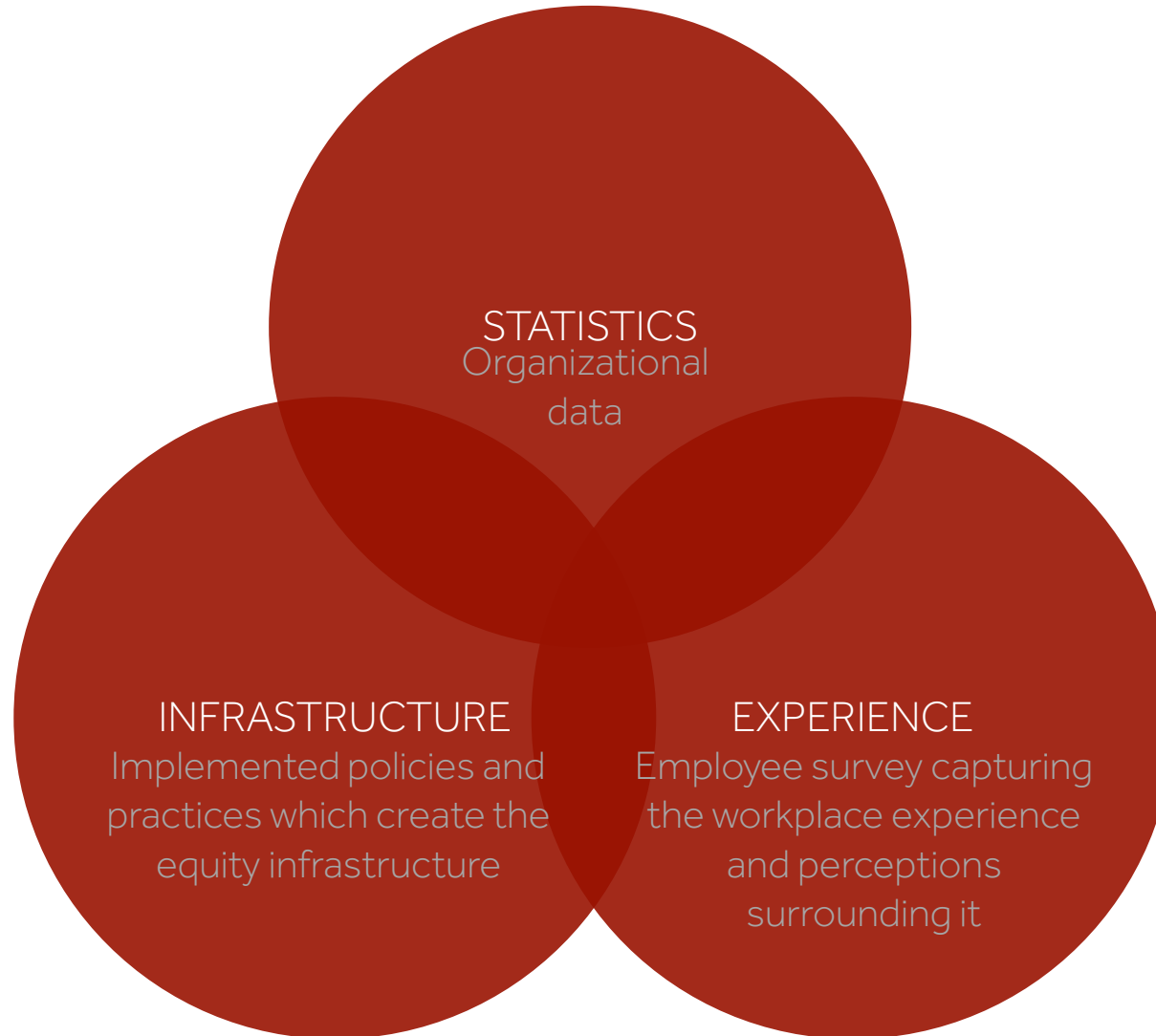
WHAT IS BEING MEASURED

Quantitative and qualitative measurements, both processes and outcomes

1. Representation

2. Pay equity

3. Effectiveness of policies and practices to ensure equitable career flows when it comes to pay, recruitment and promotion, training, flexible working and organizational culture

4. Inclusiveness of the culture as reflected in employees' experience in terms of career development opportunities

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EDGE ASSESSMENT FRAMEWORK
Sources of information

STATISTICS
Organizational data

INFRASTRUCTURE
Implemented policies and practices which create the equity infrastructure

EXPERIENCE
Employee survey capturing the workplace experience and perceptions surrounding it

EDGE CERTIFICATION
Economic Dividends For Gender Equality

✓A robust workforce analytics approach to investigate:

  ✓Where men and women are in the organization, in which types of roles and in which levels of responsibility

  ✓How the organization is hiring, promoting and retaining female and male talent in similar or different ways

  ✓The underlying causes that produce this particular type of dynamic along the talent pipeline which will serve as a basis for an impactful action plan

✓An effective benchmarking tool across industries, geographies and against the EDGE Standard

✓A global branding tool, allowing organizations to give visibility and credibility to their commitment for workplace gender equality

CAPGEMINI BRAZIL
Young Women in Tech

Objective: Hiring young women talents for 60 jobs in São Paulo and Salvador.

Salvador,
50 women were recruited, with 25 opportunities for JAVA trainee programmer and 25 for COBOL trainee programmer. At the end of the program, 40 trainees were hired as junior programmers in the respective areas

São Paulo
Capgemini recruited 25 women for COBOL trainee program and hired 20 of them as Junior Programmers in job openings in Alphaville, São Paulo.

There were 75 opportunities distributed between São Paulo and Salvador for students from the 5th semester with familiarity in programming. Those selected underwent training in JAVA or COBOL and, at the end of the program, were allocated as Jr. programmers.

CAPGEMINI BRAZIL

Young Women in Tech - Program description

Capgemini

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✓ Gender equality in recruitment and promotion practices was identified as an area of focus as part of Capgemini Brazil's **EDGE Certification** in 2018.

✓ To **support gender equal recruitment and promotion** practices and increase gender representation, Capgemini in Brazil implemented the **Young Women in Tech** programme, which focused on training and accelerating the development of young women in Capgemini Brazil. Young women were recruited across two locations, from both technical schools, to join the programme in 2019. These women were trained for three months, hired at the first level of responsibility and were placed on an accelerated development track to be promoted after six months.
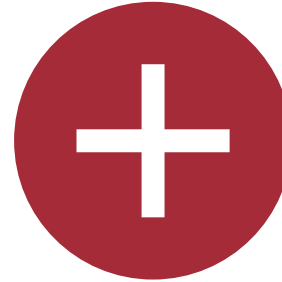
" A target of **30% women firmwide** "

CAPGEMINI BRAZIL
Young Women in Tech - Key results achieved

75 women were recruited to participate in the 2019 Women in Tech programme in São Paulo and Salvador and received three months of training.

60 women were recruited to Capgemini Brazil as a result of participating in the 2019 programme, increasing Capgemini Brazil's female representation by 31% - exceeding by 1% the target.

Based on the success of the 2019 cohort of Young Women in Tech, Capgemini Brazil will recruit a **second cohort in 2021.**

CAPGEMINI BRAZIL

Most critical challenges

✓ A key challenge is to have the company's support to **invest** in an initiative that only generates returns after 3 months of training costs.

✓ Women are **underrepresented in technical colleagues** and few women study IT-related topics, meaning that the pool of available female talent was small.

Key success factors

✓ The **willingness to invest budget and resources** in increasing gender representation; "If you invest, you will find the right people".

Questions and Answers

EDGE Strategy AG
Vorstadt 2
CH-6300 Zug
SWITZERLAND

www.edge-cert.org