

B&O supports Girls' Day in Science

A record number of Danish girls participate in the nationwide campaign 'Girls Day in Science' that aims to inspire girls to lead for a career within science, engineering or IT. "We need to increase the interest within science for both genders, and we are very pleased to see the development in numbers of participants", says Søren Bech, Director of Research at B&O.

On Wednesday, October 2nd it's the seventh consecutive year the nationwide campaign 'Girls Day in Science' runs. The purpose of the campaign is to increase the number of girls and women within STEM-subjects and education (STEM – an international designation for educations and careers within the field of science, technology, engineering and mathematics).

Last year, 1.700 girls participated in workshops facilitated by Danish companies and educational institutions as part of the campaign. This year, the number has increased to more than 3200.

"The effort to attract, develop and retain talented profiles are escalating globally and all talents must be included", says Director of Research Søren Bech: "We still have a major challenge ahead of us, as women still are a minority within most science professions. If Denmark and Danish organizations are to succeed in the competition internationally and in the future, we need to increase interest within science among both genders. We are very pleased to see the increased numbers of participants at Girls Day in Science, and we hope it's an indication of a growing attention and interest of a career within Technology, IT and science among Danish girls".

A total of 61 Danish organizations and educational institutions are facilitating workshops and events as part of the campaign this year. Girls from secondary schools and high schools are invited to experience what STEM is all about.

It's the House of Science's network Tektanken, Denmark's largest network for school-business collaboration, who has organized the campaign. Appointed Director Maiken Lykke Lolck is both happy and proud of the support from both organizations and participants. "it's in the real world and when meeting role models the girls can experience the difference they can make with competencies within science. Even though girls are in majority at higher educations, they are still a minority at educations within tech and science. That's a problem. Our society is more than ever build on technology, and we need more people who can develop and operate new technology, and we need both girls and boys. The girls miss out on interesting jobs with the opportunity to make a difference. And that's a shame", she says.

B&O has a long history collaborating with institutions and partners to develop and support young talents, says Director of Research Søren Bech:

"Contributing to young talents development has always been part of our DNA – and it remains one of our focus areas. At the same time, it is our experience that diversity in teams across gender, nationalities, age etc. often increases creativity, strengthens dynamics and improves collaboration. We look forward to welcoming 35 girls October

2nd, where we will share our work and introduce them to some of our female employees within science”, says Søren Bech.

Karina Esmine Ibsen, Project Manager for Girls’ day in Science says that nerdy theory and complex tool concepts are in less focus because “Studies indicate that girls and women in general are attracted to education and subjects closely connected to societal and human values. It is not enough to dive into a conceptual universe and theory, girls and women want an education and career that is meaningful, where they can make a difference and build a strong identity”.

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