

WOMEN: INNOVATION AND VALORISATION IN THE FIELD OF DIGITAL CULTURE



Objective of our conference

Analyze a fundamental theme such as the female condition in the technical and scientific professions considering the transformations underway due to digitization. According to the results of the survey "*Women and digital transformation: winning binomial*", conducted by the consulting company NetConsulting Cube on behalf of CA Technologies on a sample of Human Resources Managers and Information Systems Directors of 60 Italian companies and 225 students of Italian high schools and professional institutes, there are eight professions related to digital transformation and innovation that, in the near future, will guarantee the best job opportunities in all market sectors: Data Protection Officer, Digital Information Officer, Cyber Security Expert, Big Data Engineer, Mobile Application Developer, Data Scientist, Expert in Agile Methodologies and the Internet of Things Expert.

The results of the survey also underline how it is necessary to promote more information activities, to allow us to look at new horizons and to have a broad visibility on the professional opportunities that technology can offer in every sector. In parallel, we need greater collaboration between the world, of the profession, companies and the non-profit sector to give life to concrete programs and initiatives, such as *Deploy Your Talents* and *Programma il Futuro*, which encourage young women to approach with interest and without preconceptions the subjects STEM*. The conference will open a debate and a comparison on the international scenario with reference to the issues mentioned above.

*Science, Technology, Engineering and Mathematics

Programme - First day: International conference (Italian / English) at the headquarters of the CFS Napoli (Morning) - *WOMEN: INNOVATION AND VALORISATION IN THE FIELD OF DIGITAL CULTURE.*

9.30 am - Welcome coffee and institutional greetings:

- **Paola Marone** - CFS President / Naples Order of Engineers Foundation
- **Giovanni Passaro** - Vice President CFS / General secretary Fillea-Cgil
- **Edoardo Cosenza** - President Order of Engineers of Naples
- **Lucia Fortini** - Councilor for Education of the Campania Region
- **Sonia Palmeri** - Councilor for Labor of the Campania Region
- **Beya Ben Abdelbaki** - Consul of the Republic of Tunisia
- **Armando Zambrano** - President of National Council Engineers CNI
- **Ania Lopez** - Councilor of National Engineers CNI
- **Barbara Castaldo** - Councilor of Order Engineers of Naples
- **Ada Minieri** - Councilor of Order Engineers of Naples
- **Simona Ricciardelli** - President of the Women's Council for the Campania Region
- **Natalia Sanna** - President of Equal Opportunity Committee of Campania Region
- **Simonetta Marino** - Delegate at Equal Opportunities of the metropolitan city of Naples
- **Nicola Monda** - General Secretary EAMC - Engineering Association Mediterranean Country
- **Adele Pomponio** - Regional Directorate INAIL Campania
- **Stefania Porcelli** - Vicepresidente Ordine Architetti della Provincia di Napoli
- **Yvette Ramos** - Vice President INWES VP External Relations
- **Renata Pelati** - President EWMD Italia
- **Stefania Brancaccio** - Chapter Napoli EWMD
- **Pilar Tozzi** - President of Rotary Club Napoli South - West
- **Roberta Vitale** - ANCE Youth Past President
- Rappresentante dei sindacati Filca-Cisl e Feneal-Uil

10.30 Technical Relations

- *Introduzione a cura di Antonella Bianchino, Dirigente Ufficio Territoriale Istat per la Campania e la Basilicata*
- Donne e innovazione: il gender gap nelle discipline STEM un ostacolo allo sviluppo - **Rossella Macinante** - NET CONSULTING CUBE
- La propensione imprenditoriale delle giovani donne: tra innovazione e tradizione, **Mario Raffa**, University of Naples Federico II

11.30-13.30 First Round Table (morning session)

Moderator: *Sylvia Kegel*, Chair of INWES Europe (Germany)

Panelists:

- The diversity of activities, an asset for women - **Marie Brugeaud**, INWES (France)
- Exploring innovation in Digital Culture for inclusive global networking for limited resources and time - **Roseni Dearden**, Inwes (UK)
- How to promote STEM and Digital technologies to young girls - **Liliane Dorveaux** Deputy Director of EPF School of Engineering (France)
- BtoW" improving women's companies in the business market - **Lylian Coelho Ferreira**, SUEZ Chef de Projets Recyclage & Valorisation (France)
- The GEEIS certification to promote gender in digital - **Cristina Lunghi**, Président Arborus (France)
- Woman leadership in digital era - **Imen Makhoulouf**, Vice President ATFI (Tunisia)
- The multifaceted impact of digital innovation on the structural engineering- **Elena Mele**, University of Naples Federico II (Italy)
- Structural health monitoring and smart infrastructures - **Marisa Pecce**, University of Sannio (Italy)
- The role of the Portuguese Women Engineers (PWE) in the Innovation and Valorisation in the field of Digital Culture - **Lidia Santiago**, University di Lisbona (Portugal)
- Sustainable & Responsible consumption and the Digital Culture - **Susana Viseu**, Founder of the Business as Nature NGO (Portugal).

13.30 – Light Lunch

14.30 – 17.30 Second Round Table (afternoon session)

Moderator : Rossana Russo

Panelists:

- Edilizia 4.0 Progetto Sisca per la sicurezza dei cantieri –**Enginfo Consulting**
- Gender digital divide – Le donne inarrestabili e la digital transformation -**Paola Astuto**, Coordinatrice Commissione Pari Opportunità dell'Ordine degli Ingegneri di Napoli
- Gender & STEM: How bridging the gender gap? - **Daniela Bandera**, Presidente EWMD Italia
- Woman Digital Entrepreneurs - **Asma Brini**, INWES Francia-Tunisia
- Sicurezza di genere - **Rossella Continisio**, Direzione Regionale Inail
- L'attività di Campania New Steel incubatore di imprese- **Mariangela Contursi**, Direttore Generale Campania New Steel
- Women on the digital side: academic roles and scientific contributions - **Stefania Campopiano**, University of Naples Parthenope

- Women Engineers building Smart cities in Mediterranean countries - The exemple of Clima-Med project - **Amel Makhoulf**, *President of the the EAMC/Committee for Women Engineers in Mediterranean countries*
- Accademy Experience, an open innovation for digital transformation - **Hind Oukerradi**
- La moderna gestione dei comuni - **Apostolos Paipais**, *Presidente VIII Municipalità Comune*
- La tecnologia BIM nella progettazione edilizia - **Lia Maria Papa** , *University of Naples Federico II*
- La digitalizzazione delle imprese artigiane al femminile – **Grazia Torre**, *Consigliera Ordine Architetti, Pianificatori, Paesaggisti, Conservatori di Napoli e Provincia*
- Current Status of Polish women career development in STEM - **Lidia Zakowska**, *University of Cracovia*