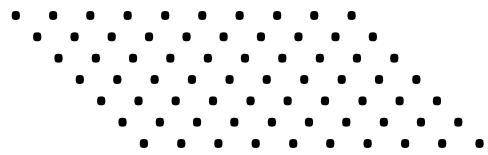


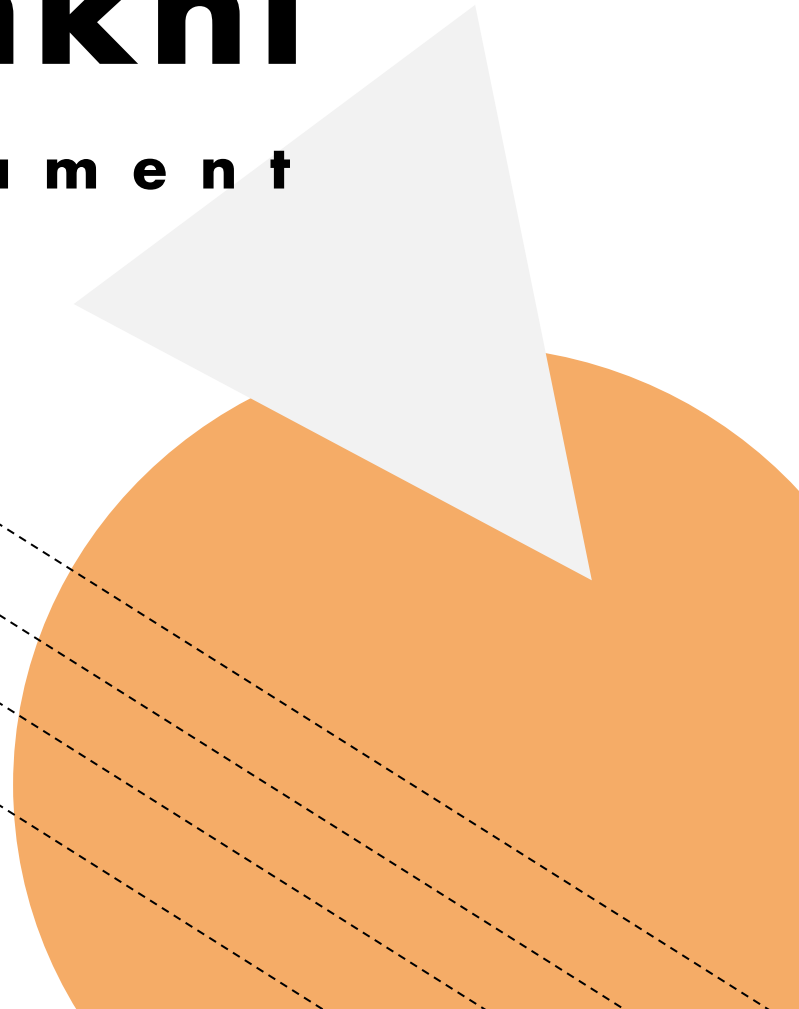
# Mariam Lashkhi

Member of Parliament  
Georgia



Digitally Empowered Generation Equality in the wake of COVID-19  
*Virtual, 9 March 2021*

**Regional Forum 2021**



# Few Facts

7 Million people work in ICT,  
30% are women

Gender equality in the ICT would open up  
A market of 50 – 70 billion USD

UNESCO

Of the 781 Million illiterate people in the world  
2/3 are women

Only 6% of CEOs at the top 100 global tech  
companies are women



# Sustainable Development Goals

## Gender Equality and ICT

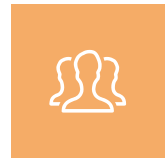


Gender equality is a fundamental and inviolable human right and women's and girls' empowerment is essential to expand economic growth, promote social development and enhance business performance.



ICT as an enabler of jobs and exponential growth of ICT sector;

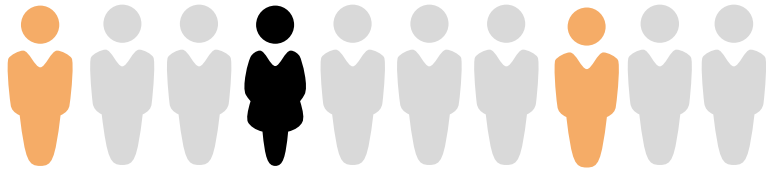
The COVID-19 crisis has not only highlighted the critical role of information and communication technologies (ICTs) for continued functioning of societies but has also brought to the fore the startling digital inequalities between and within countries.



in fact of the 30% of women who do work in the ICT sector, only a small proportion are in the formal ICT

# Gender Figures

## Women in ICT, Georgia

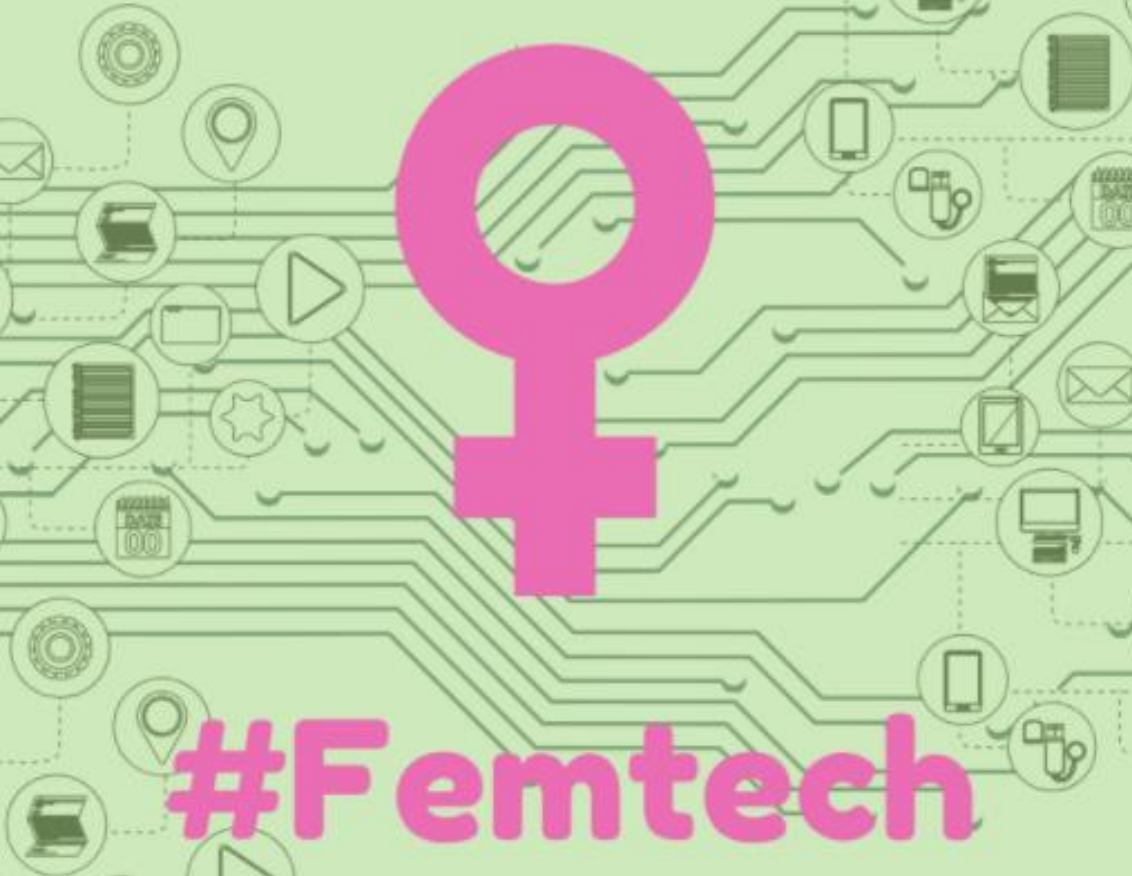


### Are Georgian Women Future Ready?

Regulatory incentives: Women quotes in Parliament

**Well positioned to take the advantage:** high literacy; connectivity accessibility infrastructure; strong academic foundation and math skills.  
Female STEM College Graduates 44%

“Thinking like a boy” mentality



Femtech - is a term applied to a category of software, diagnostics, products, and services that use technology often to focus on women related industry and women's health.



Mothers' business, work/life and the politics of 'mumpreneurship'. Define mumpreneurship as the creation of a new business venture by a woman who identifies as both a mother and a business woman, is motivated primarily by achieving work-life balance, and picks an opportunity linked to the particular experience of having children.

# Female Inventors and their FemTech Inventions

## Ellen Eglin

**Ellen Eglin** (1849 – after 1890) was an American inventor who invented a clothes wringer for washing machines.

### 25. Central heating

- **Inventor:** Alice Parker
- **Year / period:** 1919

Parker's revolutionary design for central heating, though never utilized, was the first that used natural gas, rather than wood, to heat a home.

### 22. Electric refrigerator

- **Inventor:** Florence Parpart
- **Year / period:** 1914

In a time when people were still using ice-boxes, Parpart patented an electric refrigerator that she successfully marketed and improved upon for years.

<https://www.usatoday.com/story/money/2019/03/16/inventions-you-have-women-inventors-thank-these-50-things/39158677/>

### 3. Ice cream maker

- **Inventor:** Nancy Johnson
- **Year / period:** 1843

Johnson had her priorities straight before freezers were even invented. She created a double-cylinder hand-crank ice cream machine. It could create two flavors that are frozen at the same time but separately.

### 7. Dishwasher

- **Inventor:** Josephine Cochran
- **Year / period:** 1872

Though other prototypes existed, it took a woman's common sense to create a dishwasher that actually cleaned the dishes. Cochran's design was the first that used water pressure rather than scrubbers to remove debris.

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## Mary Florence Potts

Baltimore, Maryland, U.S. Mary Florence Potts (née Webber; November 1, 1850 – June 24, 1922) was an American businesswoman and **inventor**. She **invented** clothes irons with detachable wooden handles, and they were exhibited at the 1876 Philadelphia Exposition World's Fair and the 1893 Chicago World's Fair.



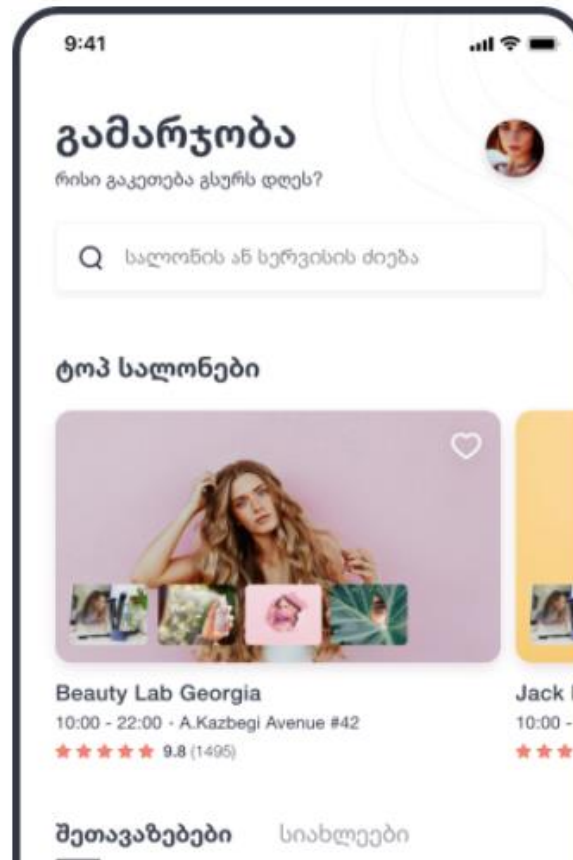
This sector includes fertility solutions, period-tracking app, pregnancy and nursing care, women's sexual wellness, and reproductive system health care.

# Femtech Apps



# FemTech in Georgia

- Milk Cooling Device
- Beauty Lab
- My Nanny

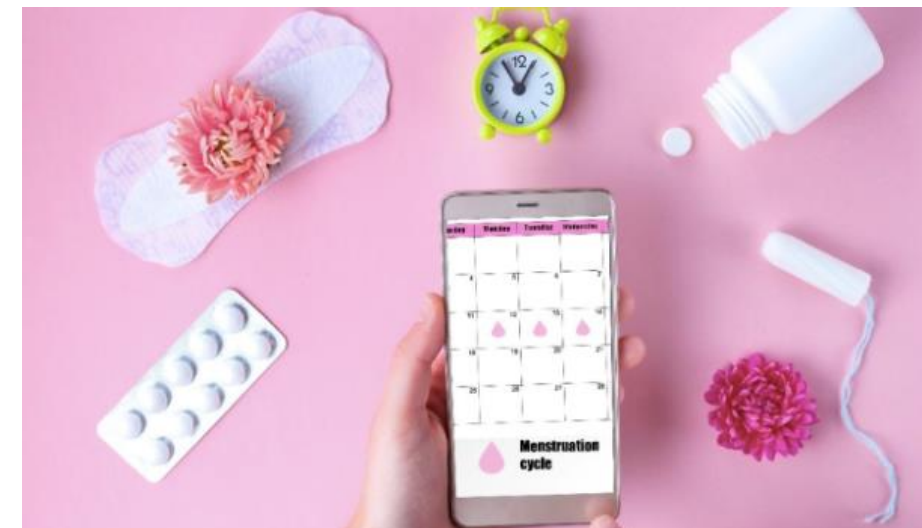


ბავშვზე ზრუნვის სწრაფი, მარტივი და საიმედო სერვისი

სასურველი ძიძის პოვნა  
ჩვენთან ადვილია

მე ვარ მშობელი

მე ვარ ძიძა





## Are Georgian Women “Future-Ready”?

- **Incentives:** Access 2 Fin Scoring;  
Quotation
- **Projects:** Women in Tech  
Bootcamps; Women’s Week; ICT  
trainings



# What We Have to Do



**Connectivity:** Best practices and joint implementation



**Incentives:** introducing quotes for females; scoring methods for female entrepreneurs and ICT specialists;



**Gender Education:** all participants are given an option to choose the language of the event



**Awareness Raising:** and sharing with participants



In the new world, it is not the big fish which eats the small fish, it's the fast fish which eats the slow fish.

— Klaus Schwab —

AZ QUOTES