



USAID's Engendering Industries Best Practices Framework for Advancing Gender Equality in Male-Dominated Industries:

1.3 Inspire, motivate, and encourage young girls to study science, technology, and mathematics (STEM) subjects and to strive for a career in STEM industries

About Your Gender Equality Plan

The following Gender Equality Plan was generated using Engendering Industries' online tool: [The Best Practices Framework for Advancing Gender Equality in Male-Dominated Industries](#). The best practices listed in this plan were identified and included to fill gender equality gaps at your organization. The information included in your plan provides an overview of how to implement best practices, challenges to implementation, and markers of success. More information and resources for advancing gender equality at your company are available at EngenderingIndustries.org.

Description

Encourage young girls of different ages to consider STEM subjects and career paths by exposing them to technical jobs and routines, overcoming stereotypes through playful activities that may include targeted outreach activities, communication efforts, campaigns, and presentations such as:

- Send both female and male managers to kindergartens, primary/ secondary schools, and universities, led by strong female role models, to spark young girls' interest in STEM subjects and professions
- Campaigns and events to expose girls to technical subjects using practical and fun engagement methods such as quizzes and gamification approaches
- Company activities at International Girls Day or Bring-your-Daughter-to-work day (see below)
- Feature female role models in external communications
- Organize science/ summer camps for girls, encouraging skills that underlie STEM studies, such as curiosity, problem-solving, creativity, critical thinking, and collaboration

Send both female and male employees who are strong role models to represent the company at events

Provide mentoring for girls by male and female staff

Challenges to Implementation

Identification of suitable partners and related stakeholder management requires time

Can be difficult to identify female role models and male champions who are skilled in effective communication with children

Staff may face time constraints to dedicate time and be involved in activities

Lack of creative ideas for suitable activities in the local context

Safety concerns and regulations at company facilities may be a barrier that needs to be overcome

What Success Looks Like

Contributions made to increase the talent pipeline of women with STEM degrees entering the labor market, who serve as role models for other women and hence create a virtuous cycle that helps more girls enter the field

Increased number of girls pursuing technical or STEM studies and careers filling up the talent pipeline

Increased applications for open positions from female candidates

Reduced stereotypes and harmful beliefs held by girls that technical jobs are only suitable for men

Resources and Tools

Training Resource/Tool: [From Playdough to Plato - 40 STEM Activities for Kids](#) (Playdough to Plato)

Case Study: [In North Macedonia, the future is female: How a power utility is opening doors for girls and women](#) (USAID)

Case Study: [Eko Electricity Distribution Nigeria](#) (International Center for Research on Women, ICRW)

Example: [STEM Outreach: How Are We Changing the Conversation?](#) (All Together)

Article: [How To Get Young Girls Excited about a Career in STEM](#) (Forbes)

Report/Study: [The Equality Equation: Advancing the Participation of Women and Girls in STEM](#) (World Bank Group)