

## Shadowing

*It is easy to organize a Shadowing Day  
and it makes sense!*

*It makes sense to you as part of your  
organization's recruitment policy/  
programme!*

*It makes sense for the girls to  
participate as they get an insight of a  
possible career and this might effect  
the rest of their life!*

*It makes sense for the European  
Union as actions like these help  
achieve the Lisbon objectives and  
improve the economy.*

*It is a win-win situation!*

*Don't hesitate*

*Have a Shadowing Day!*



Commissioner Reding presenting the Shadowing video to the press and main stakeholders—8 March 2007

## IT Girls

GREAT CAREERS FOR GREAT WOMEN

## SHADOWING



Commissioner Viviane Reding, responsible for Directorate General Information Society and Media with the six girls who participated in the Shadowing Day. The DVD produced was presented to the press and main stakeholders on International Women's Day 8 March 2007.



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## What is Shadowing?

Women make approximately 52% of world's population. Their consumer power is constantly increasing. It is important to involve them in the design and production of technology and bring and further enrich research and the resulting products.

Shadowing is an activity where girls between 14 and 16 years of age are invited in a company or institution to follow for a day a female engineer as she goes in her daily duties. The idea is to present the girls with the richness and variety a career in ICT may have and to encourage them to choose such a career.

Shadowing aims to demystify technology, break down stereotypes and pass the message that careers in ICT are open to both men and women as well as rewarding and fun.



The shadows in Brussels  
8 March 2007

## How to organizing a Shadowing Day

It is as easy as one, two, three!

1. Set the date and choose people to be shadowed
2. Select and invite girl(s)
3. Have the day, take photos or if possible shoot a small video.

**It is done!**

### 1. Set the date and choose people to be shadowed

Set a date which is convenient for the organization to host such an event. Choose the people to be shadowed. They are going to act as role models so they need to be fun. Decide on a programme and what you are going to show them. It should be varied and if possible show different aspects for example research, applications and management. Tell us about it.

### 2. Select and invite girl(s)

Contact your local school(s) depending on the number of girls you wish to invite. Speak to the Headmaster and explain what you want to do and why. He/she will be glad to choose the girls for you. Another method is to advertise in the local newspaper, contact the girl scouts or invite children of staff.

### 3. Have the day, take photos or if possible a small video

Welcome the girls and assign them to the people they are to shadow. If they stay for the day, offer them lunch in the staff refectory so that they can see the organization's environment. Take pictures and if possible shoot a small video of their day. At the end of the day ask for their impressions. The girls can write about their day. The Commission will publish your feedback of the day on the website. You can also invite the local press to report on the event. For publication of pictures or video on the web, the consent of the parents of the minor are needed.

**Remember—we are here to help!**

[www.ec.europa.eu/itgirls](http://www.ec.europa.eu/itgirls)

## Why Shadowing?

- It is expected that there will be a shortage of approximately 300 thousand ICT specialists by the year 2010. This will create serious problems for companies to find, recruit and maintain suitable staff. It is good management to cover future needs.
- There will be a lot of publicity around the event. The companies/organizations which will participate in the shadowing exercise will be presented to the press on International Women's Day 2007, there will be links on the ITgirls website to their websites.
- The European Commission Participant organizations will receive a "Participation Certificate" from the European Commission.
- Corporate responsibility

# IT Girls

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