

Addressing the gender gap in tech

With a job growth rate double that of the non-tech industry, both the industry and labor market are missing out on productivity and opportunity. Inclusivity benefits everyone.

Currently, only 23% of people in STEM roles are women, and beyond the workplace, technology is set to influence every aspect of our lives. PwC, JP Morgan, Natwest Markets, Channel 4, Tesco and 70 more organizations are coming together under the umbrella of The [TechSheCan Charter](#) – a pledge launched by PwC to tackle the gender gap in technology and ensure that the people creating technology solutions are representative of the population and that females have an equal opportunity to take part in the jobs of the future.

The participating organizations signed up to:

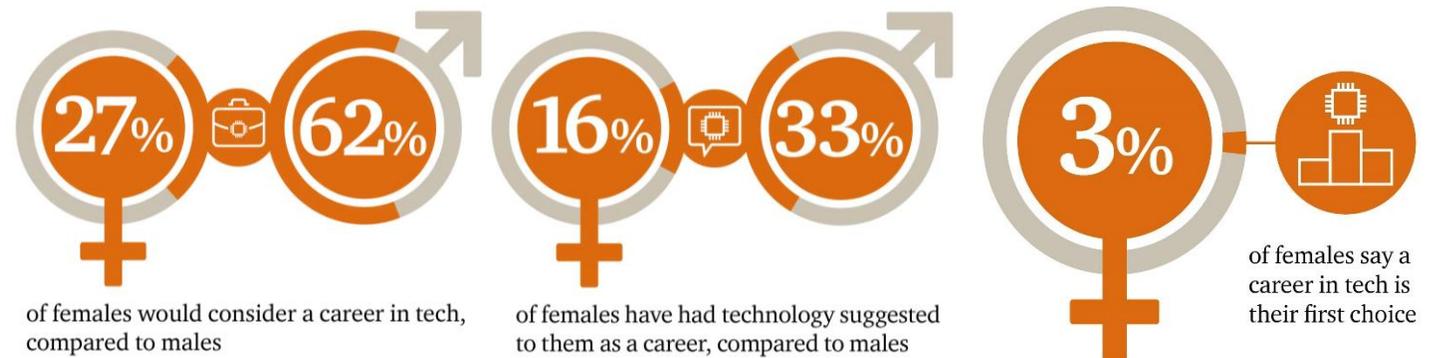
- Work with schools to educate and inspire pupils and teachers about technology careers;
- Support social mobility;
- Create role models by promoting and celebrating female staff in tech roles and enabling direct contact to them;
- Ensure inclusive access to technology training and technology roles in their own organizations;
- Attract, recruit and retain females in tech roles;

- Share best practices and challenges from within the respective organizations and learn from each other.

The Charter is action-orientated and it recognizes that collaboration is key to making a difference in reaching more schools and far more girls and women, and hence maximize the impact of the initiative.

Adding to the success of the initiative, was the UK government's Department for Digital, Culture, Media and Sport support in backing The *TechSheCan* Charter.

"We want to be at the forefront of tackling the gender imbalance in the tech workforce and make sure the fantastic opportunities on offer are available to everyone."
Margot James, UK Minister for Digital and the Creative Industries



The tech gender gap in the UK, by the numbers (Source: PwC Women in Tech)