

The Society of Petroleum Engineers Presents

Empowering Women in the Energy Industry for Value and Development

In Cooperation With UNECE and UNCTAD

Palais Des Nations ♦ Geneva, Switzerland ♦ 19-20 September 2013

# Attracting talent to science and engineering



Society of Petroleum Engineers

# RAISING STEM ATTRACTIVENESS AT AN EARLY EDUCATIONAL STAGE

- Science centers where kids participate
- Science competitions, FIRST LEGO league
- Mobile labs that can be brought to schools
- “Discovery day” learn about a discipline
- Educate teachers about the industry
- Ensure diversity in educational institutions
- Female teachers as role models
- Teach First – MSc students as teachers
- Energy rooms/schools where pupils work with employees in local companies
- Geo science program incl rock collection
- STEM role models that visit schools
- Games and apps promoting the industry
- Act as role models for own kids
- Enhance presence in social media



**How do we measure success and ensure impact?**

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## INDUSTRY IMAGE – MAKING O&G A VIABLE CAREER OPTION

- **Utilization of the multilateral organizations** (UN, IEA) to boost the information about the sustainability of the O&G industry
- **“Intervene” the education language** and concepts used at the elementary and high school level, that refer to the O&G as fossil energy and/or perishable, short-term energy source
- **Expand the communication** about all aspects of the O&G industry to the general public, to enhance the knowledge and perception of the industry by all.
- **Use more professional communication** and marketing agencies to enhance the public opinion on the OIL INDUSTRY, and customize the product/marketing campaigns per region
- **Implement change from within** (in the O&G companies) to achieve change in the outside.



## RETENTION AND DEVELOPMENT OF WOMEN

- **Self-awareness programs for women.** Examples could be a course, sponsorship, mentoring, aimed to boost leadership awareness, connectivity and values of self-empowerment and networking.
- **Career couples:** Shift company focus towards how to sustain both careers, find creative solutions, couples coach each other
- **International career:** what approach can we develop to make women say yes, new approach to mobility, e.g. shorter assignments or commuting
- **Visible monitoring of progress** of females in leadership: unconscious biases may affect the assessment of progress of women in leadership positions.
- **Sponsorship programs:** To advocate for women in leadership positions, mentoring coach.

