

 **International  
Transport Forum**

**CPB**  
Corporate Partnership  
Board

8 March 2024



**International Women's Day**

CORPORATE PARTNERSHIP BOARD EVENT

# 'Women in STEM'

SCIENCE · TECHNOLOGY · ENGINEERING · MATHEMATICS

#ITF\_Corporate

#IWD24

# Agenda

## International Women's Day Event

### Women in STEM

**Date:** March 8<sup>th</sup>, 2024

**Venue:** OECD headquarters, 2 rue Andre Pascal, 75016 Paris

#### *About the Corporate Partnership Board*

With millions of employees worldwide, the group of companies belonging to the ITF's Corporate Partnership Board plays an important role in transport. In November 2018 at its plenary meeting in Seoul, Korea, the members of the Corporate Partnership Board decided to launch a 'Workstream on Gender'.

Since then, each year the Corporate Partnership Board holds an event to celebrate gender diversity on International Women's Day. Past topics have included 'Hiring and Retaining a Gender-balanced Workforce', 'Optimising Women's Networks and Mentoring Programmes' Addressing Gender Bias in AI Data', 'Women and Road Safety' and 'Gender Biases in Career Advice'. In 2024, the topic of discussions will be 'Women in STEM'.

#### *Background*

STEM (Science, Technology, Engineering, and Mathematics) is crucial to the field of transport. It fosters innovation and efficiency by driving advancements in vehicle design, traffic optimisation, and infrastructure development. It plays a key role in enhancing safety, through the integration of cutting-edge technologies and engineering solutions. STEM is pivotal to sustainability in transport and exploration of alternative energy sources. Technologies such as intelligent traffic management, GPS navigation, and autonomous vehicles are direct outcomes of STEM applications in the transport sector.

Encouraging girls and women to pursue STEM careers ensures that we use diverse talents and different approaches to tackle complex challenges. It allows us to tap into an underutilised talent pool, expanding the workforce and ensuring that the best minds, irrespective of gender, drive advancements in science and technology.

The event aims to foster dialogue, share insights, and create awareness about the challenges and successes of women in STEM across various stages of their careers. Corporate Partnership Board members and other guests will be invited to provide the transport-specific focus and create a knowledge-sharing environment.

**March 8th, 2024**

***Networking Breakfast***  
***OECD Conference Centre Room CC18***

8:45–9:30      Kickstart the day with breakfast and an opportunity to connect with fellow attendees, exchanging ideas and establishing connections before the sessions begin.

***Introduction***  
***OECD Conference Centre Room CC2***

9:30–9:35      **Opening by Young Tae Kim, Secretary General of the International Transport Forum**

*The Secretary General will give an overview of gender priorities at the ITF, as part of ITF's work on Diversity and Inclusion.*

**Introduction by Sharon Masterson, Manager Corporate Partnership Board**

*Brief introduction of the Corporate Partnership Board and its activities and setting the stage for the discussions.*

***Keynotes***

9:35–9:45      **H.E. Gerard Keown, Co-Chair OECD Group of Friends of Gender Equality+, Ambassador of Ireland to the OECD and UNESCO**

*Ambassador Keown will speak about the work of the Ambassadors' network strengthening awareness of the importance of gender mainstreaming on topics related to the mandate of the OECD in the fight for gender equality.*

9:45–10:00      **Justin Edwards, Director of Learning Experiences at Minecraft (a Microsoft company).**

*Justin has worked in education throughout his career holding senior management roles in vocational and technical education colleges. He has acted in advisory capacity to UK government bodies and the EU and worked with the Nobel Peace Centre and UNESCO. His work on climate education through gaming using computer games*

*has been widely recognised as leading edge. He has worked on educational projects that have been used in over 100 countries and seen by millions of game players.*

10:00–10:10 Open Floor Discussion and Q&A

### ***STEM In Education:***

10:10–10:20 **Marta Encinas-Martin, Senior Advisor Global Relations and Education Gender Ambassador, OECD.**

*Marta will speak about the 'Persistence of Gender Gaps in Education and Skills', giving insights from the 2023 OECD report with fresh insights on progress towards gender equality in education.*

10:20–10:30 **Yasmine Al Moghrabi, Regional Youth Leader in Road Safety & Remarkable Feminist Voice in Transport 2023.**

*Yasmine is a Ph.D. Candidate in Transportation Engineering with Masters in both Road Safety Management and Highway, Transportation, and Traffic Engineering, where she was the top-ranking student in her program. She was selected as the Regional Youth Leader of Road Safety in N. America (SDG13), Climate Action Champion at Global Youth Coalition for Road Safety (YOURS), and was named one of the 'Remarkable Feminist Voices in Transport' 2023. Her Instagram page "Road Safety by Yasmine," shares valuable content to promote sustainable mobility and road safety.*

10:30–10:40 **Eva Faict, Country Manager for Amazon Belgium**

*Eva is a Country Manager for Amazon Belgium. She holds a master's degree on Applied Economics from KU Leuven. She will delve into 'Amazon Future Engineer', Amazon's initiative to promote women in STEM.*

10:40–10:50 Open Floor Discussion and Q&A

### **Early-Mid Career in STEM**

10:50–11:00 **Flore Boinot-Raffegau, Group External Affairs & Sustainability Manager, Valeo Group**

*Flore, who has an educational background in engineering, will speak about her academic experience and her career to-date, where she is currently working on both sustainable development and data & digitalisation topics at Valeo (an automotive supplier and technology company, ranked as the world's leading French patent applicant)*

11:00–11:10 **Céline Greuzard, Director Employer Branding & Communication Volvo Group**

*Céline will speak about how #tecHER, Volvo Group's digital forum for diversity and equity in tech encouraging a more level playing field for everyone who wishes to build a career in STEM*

11:10–11:30 Open Floor Discussion and Q&A

### **Advanced Career in STEM**

11:30–11:40 **Sophie De Richecour, Advocacy & Representation Manager, TotalEnergies**

*A chemical engineer with a doctorate in chemistry, Sophie's career spans over 30 years within TotalEnergies in areas such as fuel quality and distribution and new energies prospective analysis. She headed up the Prospective Investigation Department in new energies, before progressing to her current role. Sophie will speak about the challenges and opportunities at advanced career stages in STEM for women.*

11:40–11:50 **Göknur M. Sirin Jubin, Serial Entrepreneur, Board Member & Investor**

*Following her PhD, Goknur Sirin started as an engineer in the automotive industry before becoming CEO and co-founder of Geotwin, an award winning deep-tech start-up. Currently, she works on boards of private companies on the smart-city, transportation, digital transformation, AI & Data spheres. She is a serial entrepreneur and currently leading Hero-dot, a technology company specialised in AI and data driven smart city consultancy.*

11:50–12:10 Open Floor Discussion and Q&A

***Closing Session:***

12:10–12:15 **Wrap Up by Sharon Masterson, Manager Corporate Partnership Board**

12:15–12:25 **Closing remarks by Young Tae Kim, Secretary General of the International Transport Forum**

***Family Photo:***

12:25–12:40 **Family Photo**

***Networking Lunch:***

12:40–14:00 **Networking Lunch**