

**female  
algorithm**

# **ANNUAL REPORT 2020**

**Breaking Stereotypes,  
Building Bridges.**



# CONTENTS

- 03** Foreword
- 04** Our Team
- 05** Vision, Goals and Values
- 07** Activities and Achievements
- 10** Tribute to Our Sponsors
- 11** Financial Report

# FOREWORD

"There is no universal recipe for women to get into Tech or to an Executive chair.

Only when we, as a society, finally get rid of the deeply rooted biases and when both, girls and boys have the same starting line, we'll be able to finish the race faster. And then, the phrase "woman genius" won't be an oxymoron anymore."



The story of our civic organization is associated with two books. After more than 10 years of working in Tech, I have become more interested in finding out why there are only a few women working in this field. My personal research along with recommendations for change resulted in a non-fiction publication. Over the past three years, thanks to Slovart Publishing, the Female Algorithm has gotten into the hands of many girls, women, and men interested in building their career in Tech, or those who want to achieve gender equality in Slovakia.

Our team was originally formed by the members of the first Lean In Circle in Kosice, which I co-founded, and to which I was led by the book Lean In written by Sheryl Sandberg. I made a decision to write or speak less about gender inequality and the need for digital skills and rather to take more action. Our movement, which was 2,5 years based on volunteering, started in April 2018. The civic organization was set up formally in October 2020.

The pandemic accelerated our motion even more. With the help of our team of 14 members, we have managed to organize 73 events, which were attended by over a thousand people (mostly online). Slovak people have already realized the necessity of computer skills development in the labour market. The stereotype that women and technology don't go together is breaking. We are honoured we could help so many young girls and women finally achieve equal treatment and more advantageous opportunities in Slovakia.

In this annual report, we have summarized the outcome of our efforts last year and we sincerely hope we will be able to contribute to more positive change even more intensively as a formal civic organization in upcoming years.

**Lenka Hlinková**

founder and director of the association



# OUR TEAM

## Board Members



Ing. Lenka Hlinková  
President, MD



Mgr. Zuzana Sotáková  
Back Office Manager



Ing. Pavol Hlinka  
Founding member

**Economist:** Ing. Renáta Hrabkovská

## Members of Management Team & Operations



Mgr. Katarína Trnová  
Marketing & PR Director



Mgr. Šárka Patkošová  
Learning & Development  
Manager



Mgr. Alžbeta Palkoci  
Community & Partnership  
Development Manager

Ing. Iveta Tonhauserová – full stack developer, professional guarantor for Coding Camp and internships

Mgr. Livia Gal'ová – designer

Mgr. Simona Šimovičová – marketing assistant

Mgr. Kristína Jaray – social network manager, designer

Mgr. Miroslava Kul'ková, PhD. – internal lecturer

Mgr. Miroslava Süčová Vernarská, PhD. – data analyst

Livia Lippaiová – marketing assistant

Mgr. Ivana Nováková – external consultant

# VISION, GOALS, AND VALUES

## BREAKING STEREOTYPES

- innovative education of women in the field of technology and leadership
- sharing awareness of unconscious bias and importance of diversity & inclusion
- encouraging a social discussion on gender issues

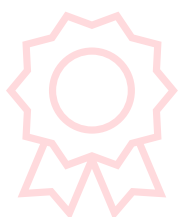
## BUILDING BRIDGES

- between women and their aspirations
- by building a more inclusive society for everyone
- by interconnecting the non-profit sector with private companies and schools

## GOALS UNTIL 2022

- to increase the percentage of women among ICT specialists in Slovakia from 14% (figure from 2019) to 18%
- to achieve the percentage of people employed in the ICT sector in Slovakia from the current 3.7% (2019) to 4.5%
- to reduce the pay gap between men and women from the current 19.5% to 15%
- to increase the percentage of women in the executive positions in Slovakia from the current 20% to 25%

## OUR VALUES



**FAIRNESS** – we care deeply about our reputation; we are building trust in our organization internally, and externally, we value honesty, integrity, character and faithfulness very highly, we foster our own authenticity



**COLLABORATION** – our success is a team sport, we emphasize respect and unity, and are actively trying to cooperate with both organizations and individuals (volunteers) with similar goals and values



**TRANSPARENCY** – we are building radically open and honest relationships, we communicate very clearly about running the organization, we try to build sincere relationships within the team as well as with our donors



**IMPACT** – the aim of our movement is to bring visible positive social change, we believe in the power of the community and we strive to teach others how to reach their full potential, we try to focus on the results and the impact

# ACTIVITIES & ACHIEVEMENTS

In 2020, the most active programs of the Female Algorithm civic association were the Lean In Slovakia initiative, the Coding Camp, and the Women TechMakers. Additional activities included free educational programs for companies on diversity, inclusion, unconscious bias topics, and soft skills. We hosted 73 events in total this year, which were attended by 1022 people. In November, we became signatories to the Diversity Charter, joining more than 80 Slovak companies committed to building more inclusive workplaces in Slovakia. For the second time, we managed to organize a Christmas Food, Clothing and Goods Donation for another NGO from Eastern Slovakia working with women experiencing domestic violence. This time, it was for the c.a. Fenestra in Kosice (2019 – ProgresFem in Poprad). In December, we conducted a community survey to examine what is holding women back from advancing forward. As a result of this survey, we could measure the impact of our activities better and focus our future actions on the most necessary needs.

Main activity	Description	Statistics
<b>Lean In Slovakia</b>	Workshops and webinars (mostly online) on the topics: #IAmRemarkable (self-promotion), leadership, entrepreneurship, emotional intelligence, diversity & inclusion, design thinking, trends in the workplace, productivity, digital self-defence, how to set up a Lean In Circle. Material donation (Fenestra), "What's holding you back" survey, becoming the signatories to the Diversity Charter.	<ul style="list-style-type: none"> <li>• 48 online events</li> <li>• 623 participants</li> <li>• &gt;75% satisfaction</li> <li>• an increase of the Lean In circles from 21 to 30</li> <li>• 22 blog articles on the website</li> <li>• 30 "Lean In" books donated</li> <li>• 270 newsletter subscribers</li> <li>• 1280 followers on social media</li> <li>• webinars for 8 different companies</li> </ul>
<b>Women TechMakers</b>	Webinars and workshops focused on Tech, digital security. Providing internships in Tech companies, participation in the organizing of the open day in the ICT companies for computer science teachers, professional mentoring.	<ul style="list-style-type: none"> <li>• 24 events</li> <li>• 389 participants (min. 80 teachers, 250 students under the age of 18)</li> <li>• 40 "Female algorithm" books donated</li> <li>• Two 6 month-long technical internships, 4 graduates, 3 of which got employed in Tech</li> </ul>
<b>Coding Camp</b>	Five days-long camp for girls of age between 11-18 years in Kosice, main focus: web-design & development. Introducing the local female role models in Tech, 3D printing, self-promotion training, online security.	<ul style="list-style-type: none"> <li>• 10 participants aged 11-18 years</li> <li>• 100% satisfaction</li> <li>• 90% of the participants want to continue their studies in computer science</li> <li>• 10 "Female algorithm" books donated</li> </ul>

# ACTIVITIES & ACHIEVEMENTS



"I am very pleased that the topic of diversity has become more open and discussed further, even in our environment. The "Unconscious Bias" lecture has stimulated our interest in this topic and passionate discussion. It highlighted the need to work on our unconscious biases and on our environment, which will hopefully lead to greater tolerance and support of each one of us."

**Marieta**  
Strategy Development Specialist  
Deutsche Telekom IT Solutions

Top: free workshop  
#IAmRemarkable, Bratislava

Right: educational/networking event  
with the introduction of the Lean In  
circles in Kosice

Bottom: educational/networking  
event with the introduction of the  
Lean In circles in Bratislava



"During the webinar for leaders, I realized that it's not enough to work purely on assignments completion one by one. I decided to let others know about what I do and to find supporters of my work."

–anonymous participant of the  
workshop for women leaders



# ACTIVITIES & ACHIEVEMENTS



**"The presentations were great and the presentation skills and personal approach of the lecturers were at a very high level. I enjoyed this camp and I am very grateful to have been able to take part in it."**

**–anonymous participant of the Coding Camp (free of charge)**

Top: closing ceremony for the Lean In circle for managers in AT&T, Kosice

Right: free self-promotion workshop #IAMRemarkable for the community, Kosice

Bottom: 5-day camp for girls- Coding Camp, Kosice





# ACTIVITIES & ACHIEVEMENTS



Top: handing over the donation for Fenestra, Kosice

Right: image of the online webinar during COVID-19

Bottom: Lean In circle meeting during COVID-19 in the park, Bratislava

Photographs on pages 7-9: Archive of our organization



**"I am a grown woman, and it still feels surreal to me. No one has ever done anything like this for us, we've never even won anything, and so we will keep it in our hearts forever."**

**-anonymous client of the c.a. Fenestra, which deals with women and children experiencing domestic violence after handing over the donation organized by our team**



**"When one of us has to face a new challenge, the rest of us become her "cheerleaders" and her support system. If, on the other hand, one member is struggling with the internal critique, the others become the voice that reminds her of all the successes she has already achieved."**

**-Martina, the leader of the Women circle in CN Group**

# TRIBUTE TO OUR SPONSORS

On behalf of our team, the girls, and the women to whom we direct our activities, we would like to thank everyone who has helped us in any way during this year.

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American Spaces Košice  
Bc. Richard Král'ovič  
Bc. Eva Hrabkovská  
BTcheck, s.r.o.  
Business Leaders Forum  
Google Slovakia / Grow With Google  
GROWni  
indexmag.sk  
Ing. Andrej Rybovič  
Ing. Lucia Skráková  
Ing. Mária Virčíková, PhD.  
Ing. Patrícia Trnková  
Ing. Pavol Mirossay  
Ing. Zuzana Madárová  
IT Academy  
Katarína Sabo, MBA  
Košice IT Valley z.o.  
Kristína Zimmerová, MSc.  
LeanIn.org  
Lemur s.r.o.  
Martin Majling  
MiniTech MBA  
Mgr. Zuzana Kravecová  
Patrícia Král'ovičová  
Podcast Volafka  
Podcast Ženy v biznise  
Youth Council of the Košice district  
Rare Crew s.r.o.  
Resonate Services s.r.o.  
State scientific library in Košice  
T-System Slovakia

and more



# FINANCIAL REPORT

The civic association Female Algorithm was formally established on the 16 Oct 2020. Until then, the activities of the group were of a voluntary nature, partially funded by BTcheck, s.r.o., which is a company owned by the founder of the association.

During the 1.5-month existence of the association, the flow of funds was minimal.  
The civic association accounts in the double-entry book keeping system.

## REVENUES 2020

Revenues from sales of services (charitable advertising).....100%.....7 000 €

## COSTS 2020

0

## REVENUE PLANS FOR 2021

Revenues from sales and services.....	0,9%.....	1 000 €
Entrepreneurial activity (extracurricular educational activity)....	5,5%.....	6 000 €
Grants.....	90,9%.....	100 000 €
Contributions from the share of tax paid (we are not entitled yet).....	0%.....	0 €
Contributions from individuals.....	1,8%.....	2 000 €
Contributions from public collections.....	0.9%.....	1 000 €
TOTAL.....		110 000 €

## EMPLOYEES

2020: 0

2021: The plan is to employ at least 5 part-time employees (contract of employment)



**Ženský algoritmus o.z.**

**(Female Algorithm CA)**

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**SLOVAKIA**

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