

“Space Economy: Women as game changer and innovator”

Space is changing in the last decade with new actors that are shaping new business modeling. In this scenario we want to draw the attention on how the women involved in more representative role can drive this challenge objective.

Several studies found out that gender diversity increases a team's success. A lot of studies for example figured out that teams with a lower percentage of women had lower profits than a team with a balanced gender mix. We can say that it is not surprisingly – because women are smart and valuable.

The study findings show that teams with an equal portion of men and women are the most successful. What do you think are the reasons for that? Which is the role that women can play in a different way? Why we can consider women as game changer and innovator?

Gender equality is also important when space companies want to attract young talents. A study found out that 67% of all job seekers overall look at workforce diversity when evaluating an offer. So if the company wants to employ the best candidates, they should better ensure diversity. Several businesses already started to fight for gender diversity.

In the end, the space company's success fluctuates with the teams' success. Therefore, we should take care of gender equality in our business, of course this approach is also true for Institutions (Agency, Defence, etc..) and Academia. It is not an easy task, what we can do? Which are the leverage to use (quota, etc..)

Women and Men often have different characteristics, experiences and backgrounds. Due to their different point of views, they can optimally discuss topics from several angles. This increases creativity and innovation. The more facets of a problem the team has in mind, the higher are the chances to find the optimal solution.

Annamaria Nassisi, Director of Communication for Women In Aerospace Europe (WIA-E) and Manager Strategic Marketing for Thales Alenia Space, will lead an Inspiring talk with women and men in leading space roles from politics, industry and international institutions. The female-male panel will be discussing their vision on which is the role and impact for the future of space with a more inclusive approach of diversity. The unique insights and experiences gained by the participants through achieving excellence in their respective professional fields promise an inspirational and engaging debate. The event is set out to open with a short statement from each panelist, followed by questions from Ms. Nassisi and the audience.