

# chicas en tecnología®

ANNUAL REPORT 2024



## A Community Driving Innovation

**Innovation** is thriving within our community, shaping a technological future that prioritizes **social impact**. Through new formats and disruptive topics, we are paving the way for more **inclusive development**.

This year, **2.376 young women** from 20 countries across the region started or expanded their journeys in **technology**.



## IMPACT 2024

# THE COMMUNITY AS A PROTAGONIST

The young women in the **CET Community** are the driving force behind our initiatives, playing key roles in every space we create. As **advisors, ambassadors, leaders, organizers, and decision-makers**, they are transforming the future as an essential part of the organization, creating a more diverse and accessible ecosystem for all.



We launched the first edition of **CensoCET**, a survey aimed at gaining an in-depth understanding of the trajectories, experiences and interests of all the young women who have ever participated in **Chicas en Tecnología** programs and initiatives. This data allows us to explore how they have continued their journeys and strengthen our initiatives to enhance the impact at a regional level.



**50%**

Of those who continued their university studies, **half are pursuing degrees in information sciences, technology or engineering.**

**90%**

**90%** expressed interest in working in **STEM** fields after participating in **CET** programs. Among those already employed, more than 40% are working in technology-related roles.

**55%**

**55% of participants are from Argentina and 45% are from other Latin American countries.** Among them, 20% come from vulnerable backgrounds. CET supports these young women by helping them overcome challenges and equipping them with the skills to pursue educational or professional pathways in STEM.

# AN ORGANIZATION BY YOUNG WOMEN, FOR YOUNG WOMEN

The **CET Ambassadors** lead, design and implement initiatives, turning their ideas into concrete actions that inspire girls across the region. Their involvement strengthens our commitment to building a community where every young woman feels heard, valued and empowered to **transform the world through technology**.

**87 graduates** of our programs joined as panelists, mentors and guides in our motivation and training programs, encouraging more young women to become creators of technology. They also developed communication and awareness campaigns addressing the gender gap in the tech sector.

**68 young women from five countries** were part of the organizing team for the Chicas Líderes en Tecnología Festival. They played a key role in designing and delivering the event, selecting relevant topics, proposing innovative ideas and creating activities to inspire other girls.

**70 CET Ambassadors** participated in Ecosystem Meetings, fostering meaningful exchanges with sponsors and partners to co-create initiatives and proposals that drive the organization's mission.

**68 new CET Ambassadors** emerged from our first Leadership Program. This program equipped them with tools, knowledge, and experiences to build confidence, share their perspectives and lead initiatives. They have become advocates, raising awareness about the gender gap and the importance of building technology that drives social impact.



# CHICAS LÍDERES EN TECNOLOGÍA

We Held the 11th Edition of “**Chicas Líderes en Tecnología**” festival. More than 1,700 young women from across Latin America participated in this year’s event, which debuted in a festival format. The initiative featured: 18 interactive stands, where participants explored technological innovations with social impact presented by universities, companies and civil society organizations. 10+ co-created educational workshops, where attendees learned new skills and developments. 6 inspiring talks led by prominent women in the field. A dynamic environment with engaging activities designed to spark interest in technology, along with live music. The festival covered a wide range of topics, including innovation, AI, VR, robotics, sustainability, entrepreneurship and the intersections of technology with fashion, art, mental health, fake news and digital citizenship, among many others.



The festival was supported by over **70 organizations from the public sector, private companies, civil society organizations and academic institutions across Latin America**, all working together to amplify its impact and demonstrate that collaboration is key to overcoming challenges. In recognition of its contribution and impact, the festival received a Declaration of Interest from the Legislature of the City of Buenos Aires.



Legislatura  
Ciudad Autónoma de Buenos Aires



# SERIECET



10 young women from **ComunidadCET** became the stars of the TV series **Action! Season 2**, a project we launched at **Chicas en Tecnología** in partnership with **Escuela Plus**. This innovative format aims to inspire young people to become creators of socially impactful technology by presenting CET content in an engaging way to schools across Latin America and the Caribbean. The series is broadcast for free via DirectTV's satellite signal, ensuring accessibility even in rural and peri-urban contexts. Additionally, it is **available on YouTube** for educators, teenagers and the general public, expanding CET's reach across the continent.

The launch of **SerieCET** took place at the Buenos Aires Science Cultural Center, where over **300 students**, educators and allies participated. We introduced the series' educational proposal with a workshop for teenagers at the prestigious Ojo de Pescado Festival in Valparaíso. Furthermore, we conducted training sessions for **140 students and teachers on the series' content across five jurisdictions in Argentina**.



# TECHNOLOGICAL INNOVATION WITH SOCIAL IMPACT



In a context of , we are expanding the reach of our initiatives by incorporating new topics and innovative formats. Each of these proposals aims to inspire young women, connecting them with the latest technological trends and equipping them with the tools to lead in a constantly evolving world.

## **14 Free Training Programs**

Focused on technology and professional skills, these programs are part of our **comprehensive training and support journey.**





## NEW TOPICS

This year, we explored **new topics** that reflect the dynamism and relevance of technology in today's society: **innovation, artificial intelligence, virtual reality, robotics, sustainability, data analytics, entrepreneurship, employability and the intersections of technology with fashion, art, mental health, fake news and digital citizenship.** These themes offer young women a broad perspective on the opportunities available in the digital world.

We launched the **third edition of the Front-End Programming Training**, which involved **159 young women** from vulnerable contexts in the province of Buenos Aires, equipping them with essential skills for professional integration into technological fields. Additionally, we hosted the **third edition of the User Experience (UX) Design Program, with 89 young participants from 8 countries** learning to develop user-centered solutions. This year also marked the launch of the **Data Training Program, where 143 young women from 13 countries** participated, introducing a new and crucial area of knowledge for their development





## NEW FORMATS

This year, we redefined the way we engage with technology by introducing innovative and accessible formats. We delivered a variety of experiences—**live, virtual, and hybrid—including festivals, intensive short courses and personalized, hands-on programs** like visits to companies and innovation hubs. We also launched our first **escape room**, offering a fun and interactive way to learn logical and critical thinking. Our debut **TV series** now reaches schools and homes across Latin America via satellite, while our expanded **virtual campus** provides flexible, self-paced learning opportunities for young women. We also introduced new **scholarships** that open doors to growth and certification opportunities. These bold initiatives are transforming how young women connect with and shape the future of technology.





## ROLE-MODELS

Role models in technology are essential for envisioning a future filled with possibilities in the tech world. At **CET**, we believe that connecting young women with role models not only helps them picture themselves in those positions but also equips them with practical tools and pathways to achieve their goals, boosting their confidence and enabling them to create a **real impact on society**.

**146 professionals** from various tech fields across 19 companies volunteered their time to share their knowledge and experiences, empowering young women and showing them that a future in technology is both possible and within reach. These role models inspire through their journeys, breaking barriers and highlighting diverse paths that combine innovation, creativity, and social impact. Among them, 17 volunteers led workshops on Artificial Intelligence, 21 on leadership and 22 on employability.

**50 professionals** joined as mentors in our **3rd Mentorship Program**, dedicating their time, expertise, and knowledge to provide personalized and in-depth guidance to 50 young women at a critical stage in defining their academic and professional futures.



# A UNITED ECOSYSTEM



Collaboration across all ecosystem stakeholders is key to identifying opportunities, co-creating strategies and responding quickly to the challenges we face. At **CET**, we embrace a multisectoral approach that enhances collective efforts by combining complementary expertise, amplifying results and driving **innovative solutions** that transform realities.

**2,600+ teachers** and school leaders from all 24 jurisdictions across the country have been trained in **education, management, and technology**. This strategy leverages the transformative potential of educators in classrooms, inspiring interest in **STEM** fields from an early age. To further support this work, we've developed pedagogical materials, including an educational repository, training videos and teaching guides designed to integrate these topics into classroom learning. This initiative is driven in partnership with **UNICEF and the European Union**.



# A UNITED ECOSYSTEM

We've built strategic alliances with more than **27 companies, 10 public sector entities and 10 civil society organizations**, fostering a transformative vision to address gender gaps in the tech sector and redefining the use of technology for **social impact**. Additionally, we've established a robust collaboration network with more than **570 organizations across Latin America**, combining expertise, amplifying impact and driving innovative solutions that change lives.

We participated in **20 prominent industry events**, actively contributing to discussions on the future of innovation, broadening our reach and reinforcing our commitment to a more diverse and inclusive tech ecosystem. Highlights include events such as **Nerdearla, EkoParty, the Women Leadership Summit, the GCBA Tech Entrepreneurs Meetup, and the Ojo de Pescado Festival** in Valparaíso, Chile, among others.



# MEASURING TO IMPACT

Understanding the gender gap in technology is essential for driving effective interventions. At **CET**, we build robust evidence to shed light on the gap and provide the tools needed to design targeted actions that foster inclusion and empower **young women in technology**.



We launched **"The persistent Gap"**: a groundbreaking census-based study on the gender gap in higher education across six Latin American countries. This research provides unprecedented data to assess women's participation in **STEM** fields by analyzing official statistics. Using a proprietary methodology, we rigorously and comprehensively measure these data, enabling us to track trends over time, scale the information over the time, perform comparative analyses and generate unique regional indicators.



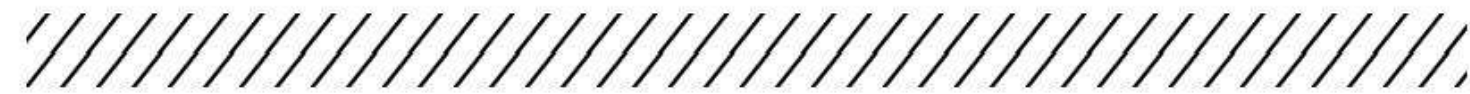
# CET'S VOICE IN THE PUBLIC AGENDA

We amplified awareness of the gender gap in technology with a multiplatform content strategy rooted in the evidence we have built, resulting in **223 media appearances**. This approach allowed us to expand our message, position the gender gap in technology as a critical issue on the public agenda, **attract new allies** and **spark essential discussions on the need for concrete and transformative solutions**.





# SPONSORS





# 2025

**Chicas en Tecnología** will celebrate **10 years of impact, growth and transformation**. This decade of work has allowed us to establish ourselves as a key reference in the tech ecosystem of **Latin America**, solidifying our position as a strong organization, building a powerful community and nurturing a legacy of innovation. We will continue on this path, **expanding opportunities for young women across the region** through experiences that enhance their academic and professional journeys in technology. With **new formats, strategic partnerships and a renewed commitment to inclusion**, we are preparing to take another step in our mission to create a more diverse and equitable future where **young women are the protagonists of change**.

**¡Thank you!**

If you want to help build a more diverse tech ecosystem, reach out to us at: [desarrollo@chicasentecnologia.org](mailto:desarrollo@chicasentecnologia.org)