Promoting the Education, Professional Development, & Advancement of Women in the Geothermal Community.
"In the future there will be no female leaders. There will be just leaders”

Sheryl Sandberg, Leanin.org
Are men really more successful than women?

The benefits of diversity and existence of inequality has been well documented; to ignore it is a choice.

At WING our focus isn’t on promoting gender equality. We don’t believe it necessary to convince people that equal rights are positive for the whole population. Equality shouldn’t be hoped for, it should be expected.

The culture within the geothermal community is one of openness, friendship, and mutual respect.

However, in the working environment worldwide unconscious bias still persists.

WING aims to have an effect on the geothermal industry where gender equality is the result. Our ultimate goal is that one day we won’t need to exist. That day we will celebrate our demise.

We want to be visible and we want to inspire. We want women to see us up front, in positions of influence, making decisions and leading. We want them to then have the courage to step into these roles too.

The Roadmap to Iceland 2020 is our action plan. Our hope is that this document will stimulate your thoughts and discussions within your own organisation, and encourage you to actively pursue gender equality.

ANDREA (ANDY) BLAIR
Global Chair, WING

Kate Griffin Young, Senior Geothermal Analyst, National Renewable Energy Laboratory, United States
Research shows that companies with more diverse workforces achieve greater business productivity and financial performance, more innovation, increased employee engagement and retention, better customer service, and better performance on health and safety.

Dennis Barnes,
CEO, Contact Energy,
October 2015
Women are half of the world’s population, yet are significantly under-represented in senior technical, management and executive roles. Pay inequality still exists. For example, in the US for every dollar a man makes a woman makes 78 cents. At the current rate of change, it may take another 118 years until the global pay gap between men and women is finally closed.

The International Geothermal Association (IGA) estimates that only 16% of their members are women. This means that women are not being seen, heard or acknowledged to the same levels as men in the geothermal community. The industry is missing out on a significant pool of female talent.

The geothermal industry needs women. There will be positive outcomes by increasing diversity.
THE JOURNEY
The ‘Roadmap to Iceland 2020’ originated during the 2015 World Geothermal Congress in Melbourne. WING introduced itself to the global geothermal community, and WING Ambassadors from around the globe met to discuss the vision and goals for WING.

This paper guides us to Reykjavik, Iceland, to the 2020 World Geothermal Congress (WGC 2020). Here, the geothermal community will get together to share thoughts, develop knowledge and form plans for the future of the industry. This is an important event for anyone involved in the geothermal industry and it will mark an important milestone for WING.

It’s a moment to stop and acknowledge how far we’ve come and where to next.
“Mixed workplaces are better workplaces”

Bjarni Bjarnason,
CEO, Orkuveita Reykjavíkur (Iceland),
Iceland Geothermal Conference, April 2016
Founded in October 2013, at the Geothermal Resources Council (GRC) Annual Meeting and GEA Geothermal Energy Expo, in Las Vegas Nevada, WING is now represented in 48 countries worldwide.

WING members come from a wide group of professional disciplines and every facet of the geothermal industry. They come from science, engineering, legal, regulatory, business, financial, and government roles.

WING is a volunteer not-for-profit organisation whose mission is to promote the education, professional development and advancement of women in the geothermal community. The ultimate aim is to one day become redundant; where no group needs to advocate for gender equality.

The structure of WING is based on local presence and global connection.

WING is an Institutional Member of the IGA, and individual WING members participate in their own national geothermal associations and communities.

The organisation is led by the Global Chair, who is responsible for leading the vision and direction of WING.

The WING Global Team is led by the Global Executive who is responsible for the management and operation of the organisation. The Global Team is based in the Global Chairs home country.

WING Ambassadors are selected to represent regions that actively participate in geothermal development. They build WING Country Teams to support, coordinate and deliver WING initiatives in their territories. This ensures WING remains relevant and engaged with domestic industry, whilst connected to international communities.
“How can we effect change in the world when only half of it is invited or feel welcome to participate in the conversation?”

Emma Watson, HeForShe.
To deliver on our mission, and meet our goals for the WGC 2020, WING plans to:

- CONNECT
- INFORM
- ADVANCE

**CONNECT**

**GOAL:** 1500 members.

**GOAL:** 50% WINGmen.

**GOAL:** One WING group in every geothermal country.

This is the first step. To bring us together. WING wants to engage with all those that enable and drive geothermal initiatives.

A conversation with WING is a global conversation. WING prides itself on strong communication; as a forum to connect and engage. The group is connected across the world.

WING seeks to inspire and empower. Members are encouraged to engage with role models; to share experiences, insight and to create a support network.

It is important to have a meaningful proportion of WINGmen. They make up 84% of the geothermal industry, and hold the vast majority of leadership positions. Without the support of men, it’s unlikely meaningful change will occur.

Social networking activities, such as the WING event during the 2015 World Geothermal Congress in Melbourne, bring members together. With over 350 participants, ministerial support, and industry sponsorship, this event showcased WING to the world geothermal community. This is our model for WING events at geothermal meetings.

Social media is the strongest platform for communication between WING members and supporters. Facebook, LinkedIn and Twitter are used to:

- Share information and thinking on gender equality and equity;
- Update the WING community;
- Discuss technical issues;
- Encourage each other;
- Promote opportunities in employment and research, and;
- Network.

More traditional communication channels are also used to ensure all WINGs are part of the conversation. These include website, newsletters, face-to-face and telecommunications.
“You have to collect data if you are to know how to act on data”

Melinda Gates,
Co-Chair Bill and Melinda Gates Foundation,
‘Women Deliver’ Global Conference,
Copenhagen, May 2016
INFORM

GOAL: Identify barriers for women’s advancement in the geothermal industry.

GOAL: Be the industry resource for gender equity solutions.

GOAL: Monitor gender equality performance.

WING strives to understand how the community operates, including its culture, and traditions. We want to determine how these factors perpetuate and support existing bias against women. However, little information is publicly available on geothermal gender statistics.

WING will invite industry to share gender data and equity initiatives; identify opportunities where changes can be made, and; drive solutions that will lead to positive outcomes.

Monitoring gender equality performance in the community, to measure progress and identify areas for additional focus, is ongoing work for WING.

ADVANCE

GOAL: Have more women in high profile positions.

GOAL: 50% of International Geothermal Association WGC2020 fellowships awarded to women.

GOAL: Be recognised, through awards, as an energy sector of successful women.

WING wants to advance the talented pool of women, and have more women influencers in the places that matter. WING will encourage members to:
- Join the boards of national and international geothermal associations;
- Speak and present at geothermal events;
- Become mentors;
- Lead projects and initiatives, and;
- Actively seek promotion and recognition.

Campaigns will be used to encourage a shift in thinking; empowering women to chase their aspirations. An example of this is the ‘Go for No’ campaign, which invites women to ask for what they want.

Advancing is about overcoming bias and being courageous.
“Women face a subtle, institutionalised bias against them, discrimination that is hard to measure and is well hidden.”

Kim Campbell,
CEO, Employers and Manufacturers Association, NZ.
Activities encompassed in Connect, Inform, and Advance will lead to a more visible female workforce by WGC2020.

WING shall raise industry awareness of opportunities relating to gender equality. This means promoting equality thinking, concepts, initiatives, and cultures inside the community.

Women need to have greater participation in leadership. It’s about being seen, contributing to conversations, and being heard.

The impact on women from achieving gender equality will see an increased number of women attracted to the geothermal industry, greater numbers of women in leadership positions, women staying longer in the industry, and a more engaged workforce.

WINGmen will model behaviour that supports women in the industry.

At WGC2020 WING will have:

**GOAL:** 100% of Geothermal Associations with a WING member on their Board.

**GOAL:** 50% more women attending than WGC2015.

**GOAL:** 50% more female presenters than WGC2015.

**GOAL:** At least one woman on every expert panel.

**GOAL:** 50% female session chairs.

You will see us. You will hear us. You will join us. See you at WGC2020.
WING aims to promote the education, professional development and advancement of women in the geothermal community.

THE FACTS

- 22% of parliamentary seats are held by women worldwide
- 78¢, the amount of money a woman is paid for every dollar a man is paid
- 61% of people surveyed think gender equity doesn’t exist in the geothermal industry
- 8% of the world executives are women
WE NEED YOU

WE NEED YOU

1500
WING Members

WING group in every geothermal country

100%
of Geothermal Associations to have a WING member on their board

50%
male membership

START NOW

BE VISIBLE
Show the industry your face, let other WINGs see you, show us the awesome work you are doing!

GO FOR THE NO
Face your fears – ask for that promotion, put your ideas forward in meetings, apply for that job! Don’t stop till you hear no!

LET WING BE YOUR SOUNDING BOARD
Tell us what you want and how we can help!
Ask us technical questions, career advice – we’re here to support you!

TRACK EVERYONE DOWN
Encourage co-workers, students, daughters to join, including the men! We need you all!

STEP UP
Get around board tables, and into positions of influence. We need your leadership and representation in the halls of power.
REFERENCES


TERMS OF REFERENCES

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
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<tbody>
<tr>
<td>GEA</td>
<td>Geothermal Energy Association (US).</td>
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<tr>
<td>Gender Equality</td>
<td>Treating everyone the same regardless of gender i.e. everyone gets the same resources and opportunities offered to them, and everything is split 50/50. This can be thought of as everyone being on the same start line in a race.</td>
</tr>
<tr>
<td>Gender Equity</td>
<td>Allocating resources based on the particular requirements of each gender. So instead of each gender being offered 50%, they each receive the correct proportion of opportunities and resources according to their interests, capabilities and experiences. The goal with gender equity is to provide both genders with the same end results, or the same finish line.</td>
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<td>GRC</td>
<td>Geothermal Resources Council (US).</td>
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<td>IGA</td>
<td>International Geothermal Association.</td>
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<td>STEM</td>
<td>Science, Technology, Engineering, and Mathematics.</td>
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<td>WGC</td>
<td>World Geothermal Congress.</td>
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<td>WING</td>
<td>Women in Geothermal; the organisation.</td>
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<td>WING Ambassador</td>
<td>Representative of WING country or regional team.</td>
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<td>WING Country/Regional Team</td>
<td>Committees that support, co-ordinate and deliver WING initiatives in their territories.</td>
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<td>WING Global Chair</td>
<td>Head of the organisation.</td>
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<tr>
<td>WING Global Team</td>
<td>Manages WING operations.</td>
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<tr>
<td>WINGs/ WING Member</td>
<td>Members of Women in Geothermal (including male members).</td>
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<tr>
<td>WINGmen</td>
<td>Male members of WING.</td>
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JOIN WING

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