

# Why women power is essential for the success of the NEB?

Blaženka Mičević, PhD  
AGRODET Ltd founder & CEO  
CLGE representative CRO

- **Few facts:**

- ✓ Engineering work is a basis for the functioning of all aspects of daily life,
- ✓ There are over six million European Engineers that are active in a broad variety of Engineering branches,

- ✓ **In surveying sector:**

- The representation of women in surveying, in many countries, is significantly lower in relation to men
- There is a frequent disparity in the salaries of women and men in surveying and an unequal starting position for male and women surveyors
- Female don't choose this occupation because of the stereotype that it is a „male“ occupation
- There is a lack of women in leadership positions and a lack of surveyors who would be a role model for young people to choose this profession

- ✓ **Depending on branches and countries 15 - 30% of all engineers are women**

# CLGE Women in surveying project

## Because of the:

- salary gap,
- gender stereotypes
- non equal starting position for female and male surveyor entrepreneurs
- lack of women role models in surveying
- lack of women in leading position in surveying

# CLGE Women in surveying project

- **VISION** - To change the surveying sector and perspective of women in surveying through education, entrepreneurship and empowerment of women.
- **GOALS:**
  1. To educate the women surveyors in non surveyors field such as: marketing, sales, communication, project management, entrepreneurship and self awareness,
  2. To educate women surveyors in field of new technologies in STEAM industry
  3. To define gender equality program policies in public and private sector
  4. To define a program of mentoring and networking
  5. To raise awareness about surveyors

*But, in predominantly male sector, what ever sector it is,  
**IT'S NOT** all in the data and numbers and how we will  
attract more women in this industry or decrease the pay gap*

**It is also about struggling, visibility, taking  
responsibility, self awerness, imposter  
sindrom and feeling „not good enough“**

*If in engineering „we are all the same” (same schools, colleges, degrees)*

*Why most of the women are struggling to be heard and seen?*

*Why most of the women don't want to be on a stage, conference speakers, panelists, executive boards?*

*Why most of the women think that nobody will listen to what they have to say?*

*It's not a lack of professional knowledge*

*It is FEAR*

*How many packages does a woman with something to say  
carry on her back in a backpack?*

# Which one is yours ?

*package of Imposter syndrome*

*a package of unfulfilled expectations mostly from others*



*package I'm not good enough mother, wife, a package of uncooked lunch, a package of unwashed laundry*

*package of what will your mother say, package of what will your mother in law say*

*package I'm not good enough, package She's too beautiful to be smart,*

## *For all the women with backpacks:*

- ✓ It's not ABOUT you it's about the people and society*
- ✓ You have the responsibility to share the knowledge you have*
- ✓ Don't be inclusive for others but exclusive for yourself*
- ✓ „It is time of Premier League – time to play on the field not to sit on the bench”*

**Take the responsibility and Speak up**  
**(your voice must be heard because of others)**

**You have an obligation**  
**(to your knowledge, education, degrees, to your self)**

**This is no longer a individual's issue**  
**(it is not about you anymore)**

# Why women power is essential for the success of all the engineers?

**Strength**      **Openness**      **Vulnerability**

**Motivation**      **Knowledge**

**Inclusiveness**      **Planning**      **Power**

**Clarity**      **Team work**

**Communication**      **Caring**      **Empathy**

**Understanding**      **Sharing**      **Encouragement**

**Stability**      **Leadership**      **Responsibility**

**Relations**

# Synergy

**Only than the NEB will be  
successful**

# Be supportive, be inclusive!

# THANK YOU!

[blazenka.micevic@agrodet.hr](mailto:blazenka.micevic@agrodet.hr)