

# International Conference on Economy and Public Budget for **Equal Opportunities** between Men and Women

New challenges and  
opportunities for  
gender equality in the  
era of post-pandemic  
digitalisation

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ORGANIZED BY:

**IEHPA**

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# International Conference on Economy and Public Budget for **Equal Opportunities** between Men and Women

New challenges and opportunities for gender equality in the era of post-pandemic digitalisation

The COVID-19 pandemic has unleashed a radical transformation in the use of digital technology at work and in education, dealing with administration, and other areas of life, having a great impact on the adoption of technology and the use of the Internet by men and women. Technology has allowed people to continue interacting during this period in the areas of health, social relations, and economic transactions, at a time when restrictions on movement for reasons of infection control during the pandemic made it impossible to do these activities in-person.

However, this accelerated adoption of technology by the population in general over recent years has not been the same for women and men. There are still major gender gaps in the access, use, ownership and design of digital technologies, which affects opportunities, especially for women, in setting up a business and innovating as well as in fully participation in the labour market. Moreover, the gap is greater in rural areas and for older women.

On the other hand, the digital transformation constitutes one of the cross-cutting routes of the recovery and resilience mechanism of the EU Next Generation Funds, and it brings together almost 20% of the budgetary resources

made available to administrations. In order to improve the availability and efficiency of public services and for it to be truly inclusive and sustainable, the digital transformation must aim to totally remove the digital gaps between men and women.

The IEHPA Foundation, entity attached to the Regional Ministry of Economy, Finance and European Funds, organizes this **International Conference on Economy and Public Budget for Equal Opportunities** with the goal of focussing the discussion on the main dimensions and challenges to gender equality in the context of the current digitalisation. It also aims to promote discussion about how gender budgeting, a practice implemented by the Regional Government of Andalusia to develop the effectiveness and efficiency of public policies, can improve the allocation of its resources and actions to correct inequalities within the framework of the priorities established by European finance.

# Programme

**9.15**      **OPENING AND WELCOME**

**Enrique RODRÍGUEZ**

Secretary General for Budget, Expenditure and European Finance. Junta de Andalucía  
President of the IEHPA Foundation

**9.30**      **DIGITAL TRANSFORMATION AND GENDER EQUALITY:  
STATE OF THE ART AND MAIN CHALLENGES**

**Mariagrazia SQUICCIARINI**

Chief of Executive Office. Social and Human Sciences Sector  
United Nations Educational, Scientific and Cultural Organization (UNESCO)

**10.15**      **COFFEE BREAK**

**10.45**      **OPPORTUNITIES AND CHALLENGES OF THE DIGITAL FUTURE FOR  
EQUALITY BETWEEN MEN AND WOMEN**

**Chair: Eduardo LEÓN**

General Director of Budgets  
Junta de Andalucía

**Lidia ARROYO**

Researcher. Internet Interdisciplinary Institute (IN3)  
Universidad Oberta de Cataluña (UOC)

**Key dimensions for gender equality in the digital society at the national level**

**Nuria OLIVER**

Scientific Director and co-founder  
Ellis Alicante Foundation

**Artificial intelligence, algorithms and gender**

**Ana CEBALLOS**

Deputy Director of Planning and Strategy  
Digital Agency of Andalusia. Junta de Andalucía

**WomANDigital Programme of the Junta de Andalucía**

**Yolanda RUEDA**

President and CEO  
Cibervoluntarios

**Digital transformation initiatives for women in rural areas**

**13.15**      **CLOSING SESSION**

**Carolina ESPAÑA**

Regional Minister for Economy, Finance and European Funds  
Junta de Andalucía

**Enrique RODRÍGUEZ**

Secretary General for Budget, Expenditure and European Finance. Junta de Andalucía  
President of IEHPA Foundation