



JOIN THE WORLD'S LARGEST POOL OF WOMEN IN TECH MAKING THE WORLD BETTER - #WIT4IMPACT

In 2024 Elon Musk will fly the first humans to Mars. 4 years later, in 2028, the United Nations target to reach gender parity. At Impactpool, we are convinced that achieving gender parity is not rocket science; it is a piece of cake compared to travelling to Mars.

#WIT4Impact

Talent Pool for Women who use
Tech to solve global challenges



Achieving Gender Parity faster through technology and innovation



impactpool

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AGENDA

The Gender Parity Key-Performance Indicator (metrics) to start with

What does it cost to deliver the first Key-Performance Indicator?

New Technology to Achieve gender Parity faster



impactpool

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Impactpool has a pool of 350,000 members, out of which 105,000 are qualified women, at all levels, that we connect to jobs. Impactpool is world-leading in digital recruitment software that matches global talents to global opportunities.



impactpool

Founded in 2015

350 000 registered members

55% Women | 45% Men

+4 000 / week



195 countries

200 Organizations and Impact business work with us

LTA With the UN



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KPI 1

**The Gender Parity Key-Performance Index
(metrics) to start with**

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Case study - Inspira

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Talents that writes the URL directly into the browser
(Direct traffic)

Talents clicking on a link on another site
(Referring and Search traffic)



The new YPP Polnet test will be administered on 8 February 2018

Job Openings

For information on how to apply for a job, go to [Application Process](#).

Applications from women candidates are strongly encouraged.

The United Nations does not charge a fee at any stage of the recruitment process (application, interview meeting, processing, training or any other fees). The United Nations does not concern itself with information on bank accounts.

Professional and higher categories	Field services		General services and related categories		National Professional Officers	Internship	
Job Title	Level	Job ID	Job Network	Job Family	Department/Office	Duty station	Deadline
Director of the Division on International Trade on Goods and Services, and Commodities	D-2	69875	Economic, Social and Development	Programme Management	United Nations Conference on Trade and Development	GENEVA	31/12/2017
Chief Audit Response and Board of Inquiry Section	P-5	86528	Management and Administration	Audit	Department of Field Support	NEW YORK	31/12/2017

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henrik@impactpool.org

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29%

How much of the the total number of applicants comes from Direct traffic

62%

How much of the total traffic comes from Referring traffic and Search



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Two main channels: What is the Geographic distribution to Inspira?

Aug-oct 2017



Top 5 countries
counts for:

31 %

Remaining 188
countries counts for:

69 %



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Two main channels: What is the
Gender distribution to Inspira?

Aug-oct 2017

Male viewing jobs

80 %

1'705'600
male applicants

Women viewing jobs

20 %

426'400
female applicants

Total: 2'132'000 Sessions in October 2017
80% men / 20% Women



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**Can it be that organizations officially striving to
reach gender parity**

but instead

**unofficially, unpurposely, building a talent-
pipeline of men?**

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**Let us try to back up this
hypothesis with more data**

Now we look at some other organizations –
no longer UN Secretariat alone...

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Type of personnel	Included in reporting to donors and in official annual reports	Normal percentage of total workforce
International Staff	Yes	10-25%
International Temporary Staff	No	Small, but important
Local staff	Sometimes	20-50%
Local Temporary Staff	No	Small, but important
Service contract	No	20-50%
Consultants	No	20-50%
Internship	No	Small

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Gender Parity at a Multilateral Organization

Parity distribution reported to donors

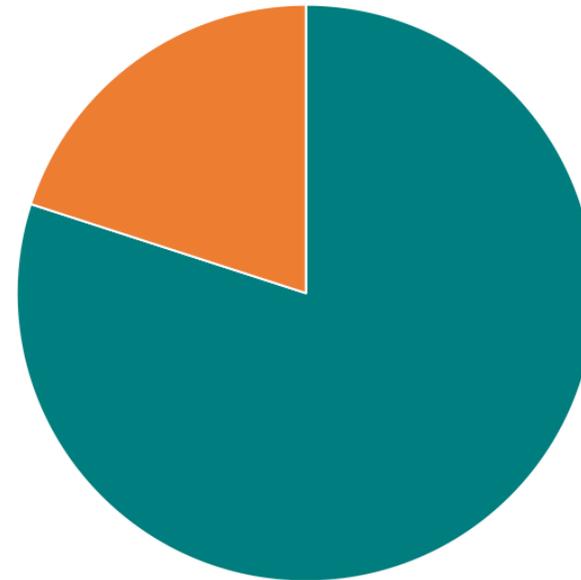
Staff (IP)



■ Male ■ Female

Distribution NOT reported to donors

Staff (IP), Local staff, Service Contract, Consultancies etc



■ Male ■ Female

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KPI 1

*Equal distribution of Women and Men
viewing jobs at your career site*

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Be inspired. Discuss. Learn. Made by and for colleagues in the field of international Talent Acquisition.

Blog subscribers get email updates daily, weekly, or monthly. Automagically.

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New Technology

and

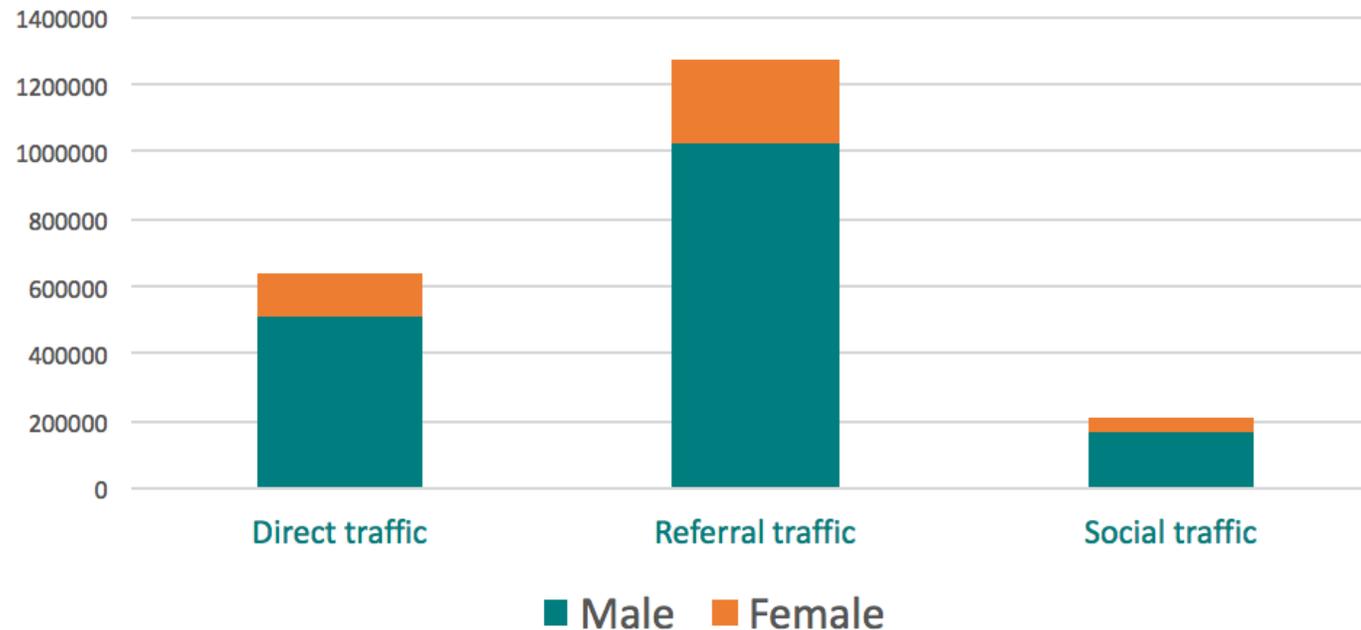
***The Cost for equal number of Women and
Men viewing job advertisements***

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Traffic source to Inspira, October 2017



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What is Paid reach in Social media?



Impactpool
September 3 at 5:45 PM · 🌐

Today Impactpool launches #WIT4Impact - a new approach to accelerate #genderparity efforts. We have gathered several organizations and together we build a talent pool of women in #Tech. Learn from amazing women who are working in the technology area and find matching jobs that fits your profile at <https://www.impactpool.org/WIT4impact>



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Impactpool @impactpool · Sep 3

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Job vacancies in the European Union, United Nations and International Organizations
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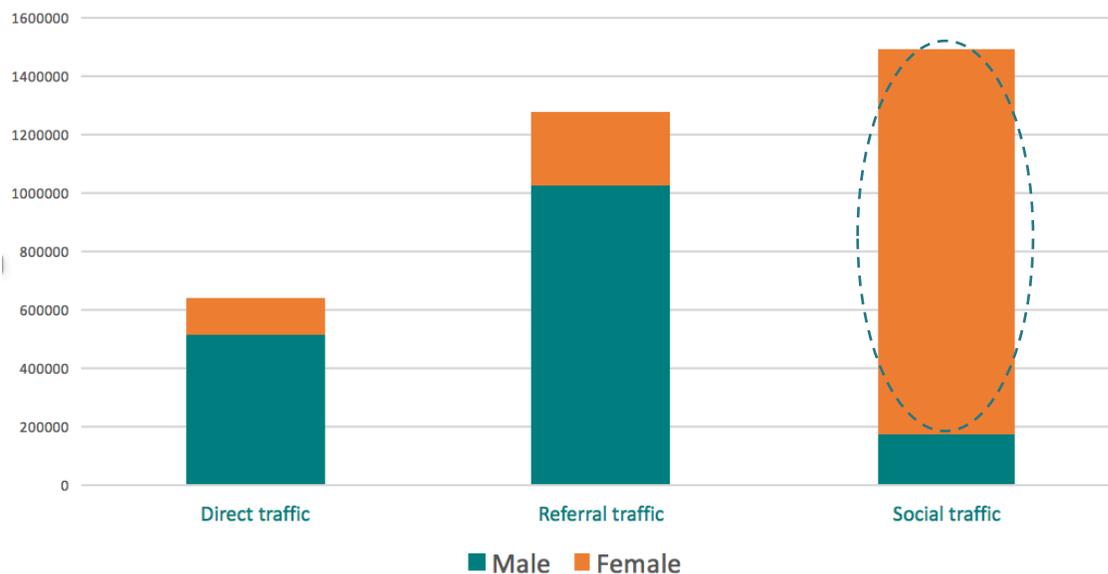


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Paid reach – short-cut to gender parity



Year 1
\$93 per job

Impactpool
September 3 at 5:45 PM · 🌐

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Impactpool
1,679 followers
5d

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Today we launch the #WIT4Impact campaign! A campaign where organizations collaborate around talents. We build a talent pool of professional Women in Tech and organizations get access!

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Join the World's largest pool of Women in Tech making the world better - #WIT4Impact #WIT #WIT4Impact

Impactpool @impactpool · Sep 3

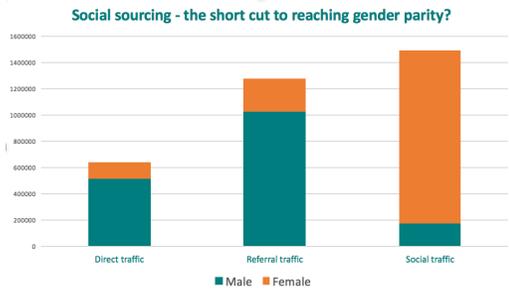
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Join the World's largest pool of Women in Tech making the world better - #WIT4Impact [Learn More](#)

Impactpool @impactpool · Sep 3

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Join the World's largest pool of Women in Tech making the world better - #WIT4IMPACT
Job vacancies in the European Union, United Nations and International Organizations
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#WIT #WIT4Impact

Impactpool

Job campaigns

Showing applications for group: *Computing and Information Technology*

Filters

Search

Status
Please select

Tags
Please select

Grades
Please select
Senior

internal/external
Please select

Region experience
Please select
Northern Africa

Country experience
Please select
Afghanistan

Nationalities
Please select

Languages
Please select

Gender
Please select
Female

Family_duty_station
Please select
Any location

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Showing applications for group: *Computing and Information Technology*

Filters

Search

<p>Status</p> <p>Please select</p>	<p>Tags</p> <p>Please select</p>	<p>Grades</p> <p>Please select</p> <p>Senior</p>
<p>internal/external</p> <p>Please select</p>	<p>Region experience</p> <p>Please select</p> <p>Northern Africa</p>	<p>Country experience</p> <p>Please select</p> <p>Afghanistan</p>
<p>Nationalities</p> <p>Please select</p>	<p>Languages</p> <p>Please select</p>	<p>Gender</p> <p>Please select</p> <p>Female</p>
<p>Family_duty_station</p> <p>Please select</p> <p>Any location</p>		



September



October



November



Sustainable sourcing model

Impactpool

Job campaigns

Pools

Recruitment

Test Pool

The World's Largest Pool of Women in Tech making the world better - #WIT4IMPACT

Analytics

Showing applications for group: *Computing and Information Technology*

Filters

Search

Status: Please select

Tags: Please select

Grades: Please select

Senior

Internal/external: Please select

Region experience: Please select

Northern Africa

Country experience: Please select

Afghanistan

Nationalities: Please select

Languages: Please select

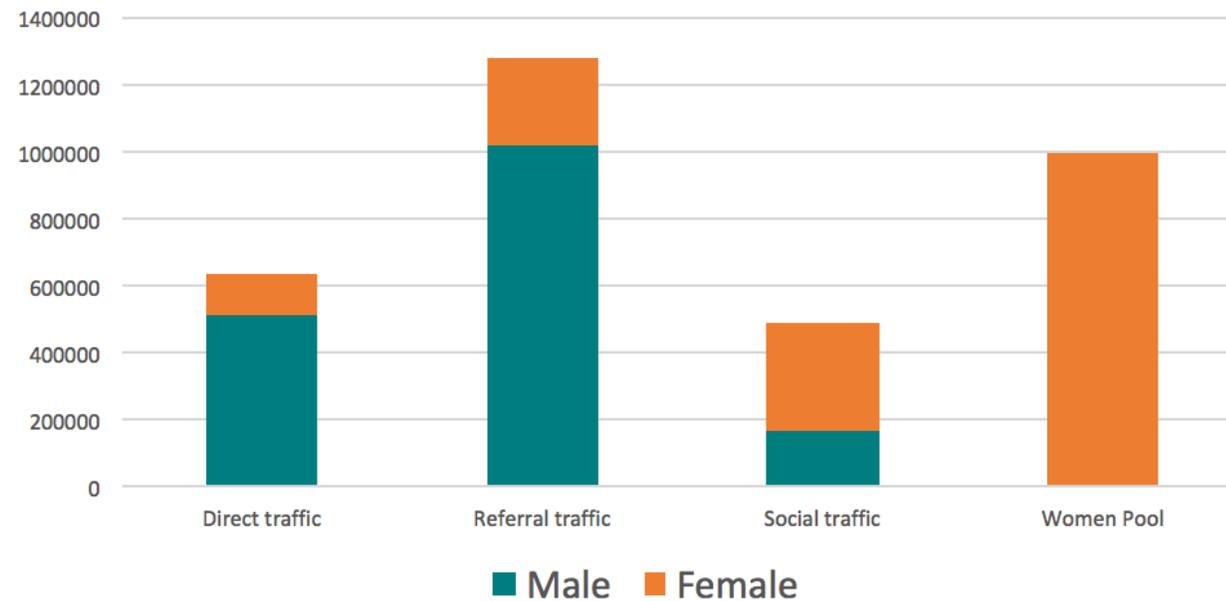
Gender: Please select

Female

Family_duty_station: Please select

Any location

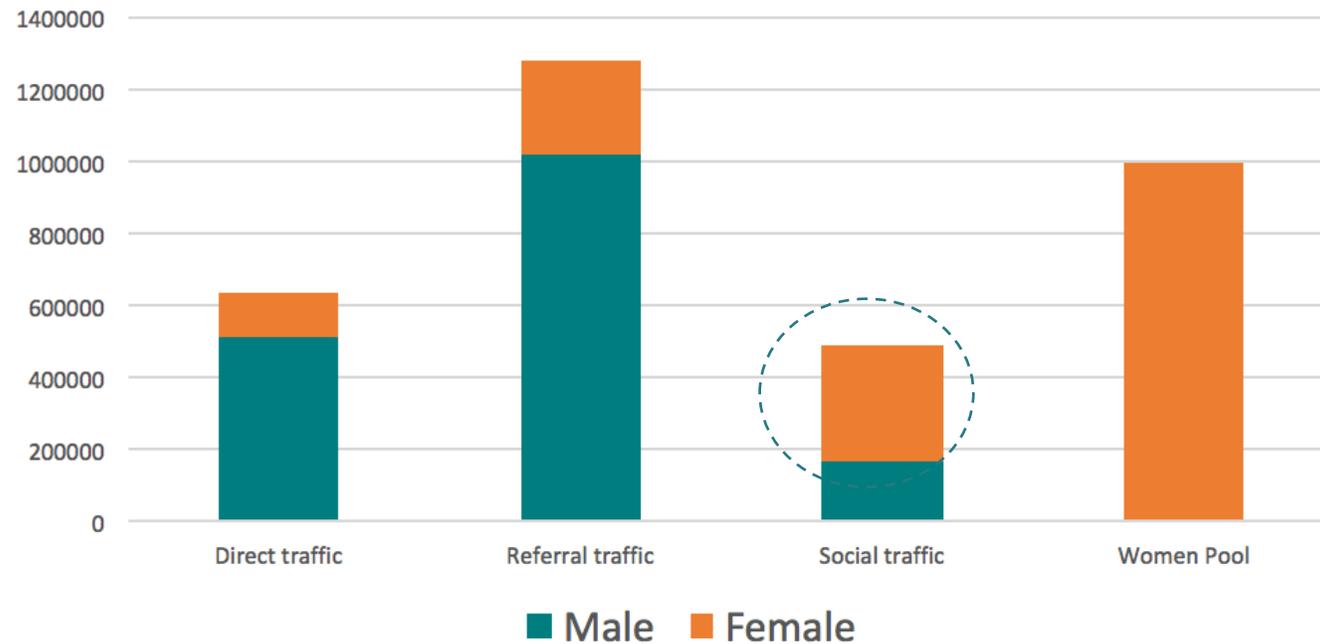
=



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Sustainable sourcing model



Year 2
Cost for gender
equal talent
pipeline

\$15 per job

Cost reduction by
80 %



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