



vol
2

Scandinavian Women Automotive Conference

SICS23 - GOTHENBURG

Gothenburg, 7-8 Nov. 2023

WHAT?

- collaboration & networking
- recruitment & education
- equality & diversity
- new technology
- digital cartrade
- sustainability
- mentoring
- + more ...

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**THE ART OF THINKING
INDEPENDENTLY TOGETHER.**
CONFERENCE FOR SCANDINAVIAN
WOMEN AND MEN WHO WORK IN THE
CAR - AND CAR-RELATED INDUSTRIES.

SICS23- GOTHENBURG

WHY?

DIVERSITY IS NECESSARY FOR GROWTH, INNOVATION, PRODUCTIVITY AND FOR ACHIEVING SUSTAINABILITY GOALS.

Today, there is an enormous digital transformation that opens many opportunities and challenges and here diversity is essential for success.



WORKING HARD
FOR SOMETHING WE
DONT CARE ABOUT
IS CALLED STRESS.
WORKING HARD FOR
SOMETHING WE LOVE
IS CALLED PASSION.

WE NEED MOTIVATION & INSPIRATION

WHAT DRIVES YOU TO DO YOUR WORK THE BEST YOU CAN?

We all need input. We need to feel valued and seen.

We need goals and meaning.

We need opportunities to develop.

If not, we may want to move on to other jobs.

To retain employees, employers should give them motivation and inspiration.

The SICCS23-GOTHENBURG conference is where Scandinavian women in the car industry can find inspiration and be motivated to stay put in the industry, find like-minded people and network.

DIVERSITY IS NECESSARY FOR GROWTH, INNOVATION, PRODUCTIVITY AND FOR ACHIEVING SUSTAINABILITY GOALS.

Today, there is an enormous digital transformation that opens many opportunities and challenges and here diversity is essential for success. That is why it is disturbing that, for example, nine out of ten people who work in the car industry in Norway are men. At a time when we are pushing boundaries to innovate and ensure more sustainable mobility for the whole world, there is a crying need for quality labor. It is high time to work strategically and purposefully to recruit not just from half of, but from all employees



9%

ARE WOMEN IN THE
NORWEGIAN CAR INDUSTRY

MENTOR - MENTEE PROGRAM

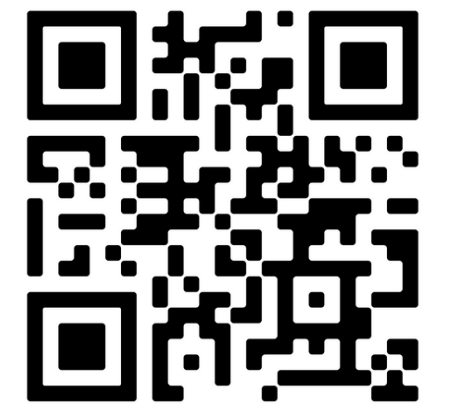
GOOD FEMALE ROLE MODELS

IS ESSENTIAL WHEN RECRUITING



MENTOR - MENTEE PROGRAM

Science shows that girls often get inspired by people like themselves. They need female role models, with whom they can identify. Good female role models can break down stereotypes and help open the eyes to opportunities within various fields and career paths. To reach everyone, the role models must represent a wide variety of directions and choices.



Sisters In Cars Scandinavia

Register at: www.SistersInCars.com/registration



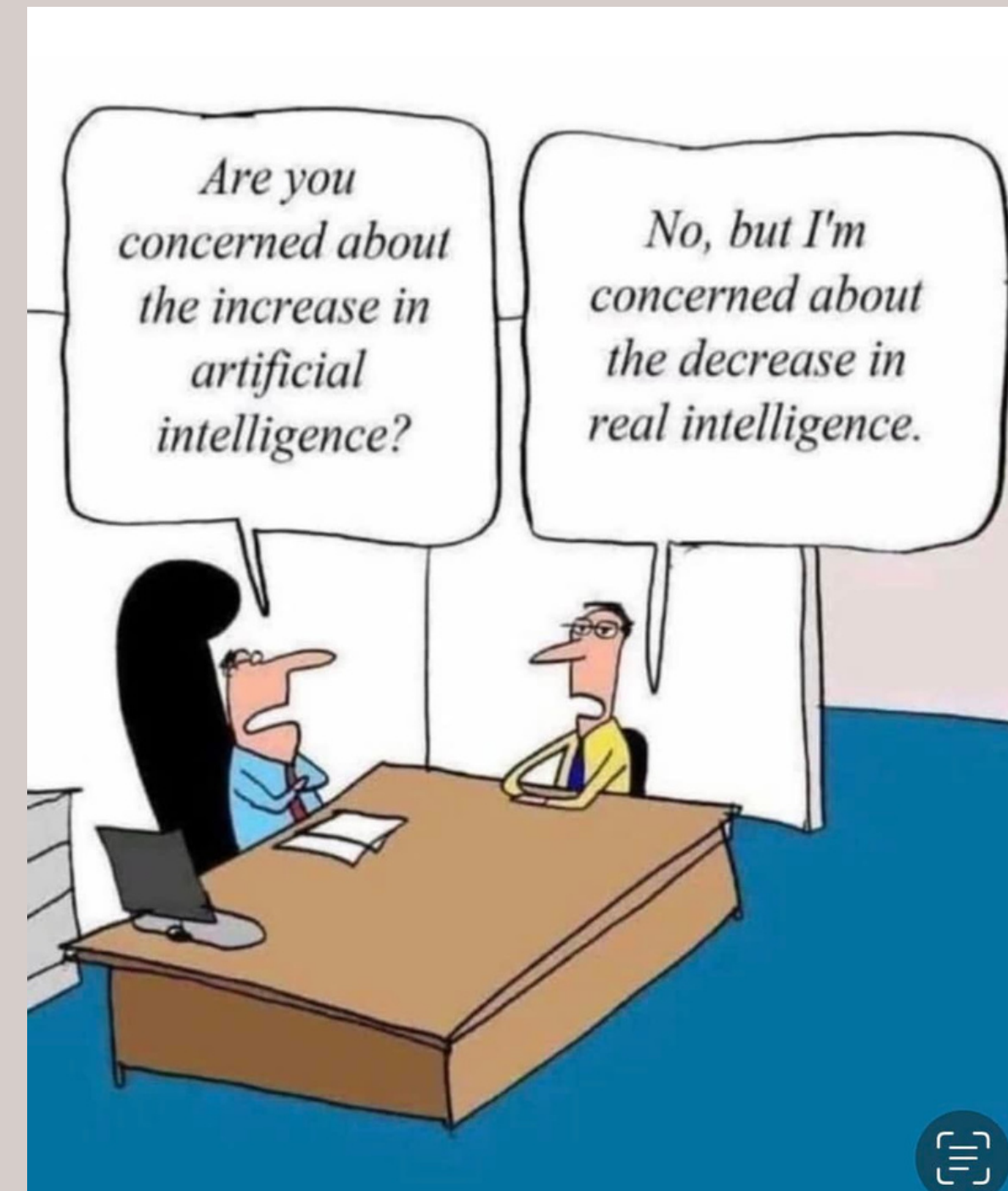
GENDER EQUALITY BENEFITS EVERYONE, WHICH IS WHY IT HAS BEEN NOMINATED AS THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOAL (UN SDG) 5: GENDER EQUALITY.

New research indicates that there are positive ripple effects to hiring and promoting more women to top positions in companies.

Having more women in charge leads to a better workplace for everyone – especially women.

Women feel more comfortable raising ‘women’s issues’ when a greater number of women are present.

Other research efforts have shown that, when more women are in charge, companies are more profitable and more socially aware, among other benefits.



At the conference we have a very interesting program and the speakers are skilled, inspirational and will motivate us to learn more.



WHY WE SUPPORT SISTERS IN CARS I

-13-

RECHARGE

We believe that mixed teams perform better, and that it is important to secure equality and diversity in our industry. With Sisters In Cars we can meet as an industry and collectively work together on showing more women the diversity of different roles and opportunities that are possible in our industry.

AUTOBRANCHEN DANMARK

The automotive industry needs to get better at talking to and attracting both men and women in order to better reflect car buyers and users in the future.

CTEK

The automotive sector has been traditionally male dominated. And whilst we are starting to see change, we need to do more to address this balance. It's when we have a representative mix, we can be sure we have the right skills and insights needed to create products and solutions that meet everybody's needs.

We have the responsibility to blast the message to bright women that there are diverse roles available, from design, engineering, software development to finance, purchasing, project management, sales and marketing. There are so many great reasons for women to be involved. There is an array of thriving career opportunities available.

WHY WE SUPPORT SISTERS IN CARS II

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VOLVO CAR RETAIL

Our assignment is to drive transformation and make an impact within the areas that Sisters In Cars stands for, so of course we want to support all kind of initiatives where we can grow, learn and also share.

NBF - THE NORWEGIAN AUTOMOTIVE ASSOCIATION

NBF has for many years had focus on that there are few females in the car industry. We want to make a change, due to work environment and recruitment.

POLESTAR

We believe in a sustainable future for our planet and everyone on it. The concept of "leave no one behind" from the UN Agenda 2030 is a key driver of human rights, diversity and equality. At Polestar we fully embrace inclusion by standing up for the rights of vulnerable people in our supply chain, employees in our workplace, and customers who drive our cars. We also believe diversity is vital for innovation, creativity and business results.

OUR PARTNERS

AT THE CONFERENCE IN OSLO



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RENAULT



RECHARGE
DRIVING CHANGE

The logo for AutoBranchen Danmark, featuring a blue stylized car icon above the text "AutoBranchen Danmark" in a blue, sans-serif font.

AutoBranchen Danmark

The logo for ELBIL MAGASINET, featuring the word "ELBIL" in a large, black, sans-serif font, followed by "MAGASINET" in a smaller, gold, sans-serif font, with a small plug icon above the "I" in "MAGASINET".

ELBIL MAGASINET

PROGRAM Gothenburg TBA

PROGRAM - OSLO

-16-

29 MARCH

09:30-10:30 Registration/coffee

10:30-0:40 Welcome

10:40-12:00 Session 1

Success stories + panel discussion

12:00-13:00 Young Professionals

13:00-14:00 Lunch

14:00-15:00 Session 3

Keynote: Scientist - Gender equality

15:00-15:15 Break/Coffee

15:15-16:00 Session 4 - Report from NO, DK, SE

What is status in the car industry?

16:00-18:00 Session 5

What is needed to attract more women?

Panel discussion

18:00-18:15 Break - move to Polestar Space

18:15-19:30 Mentor-Mentee session

30 MARCH

07:30-08:45 Breakfast at NIO House

NIO House and NIO community
presentation

08:45-09:00 Walk to Høymagasinet

09:00-10:15 Session 1

Design, tech and education

Panel discussion

10:15-10:30 Break/coffee

10:30-11:30 Session 2

Transformation of the industry

Keynote: Charlotte Brix Andersen,
AutoBranchen Danmark

11:30-12:30 Lunch

12:30-14:00 Session 3

Where do we go from here?

14:00

Goodbye and Thank you for coming!

FOLLOW



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ELBILmagasinet.media

eRally Skandinavia

BABBel

ORGANIZER

**"EVERYTHING IS
CONNECTED TO
EVERYTHING"**



**WE WOULD LOVE TO
HEAR FROM YOU!**

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