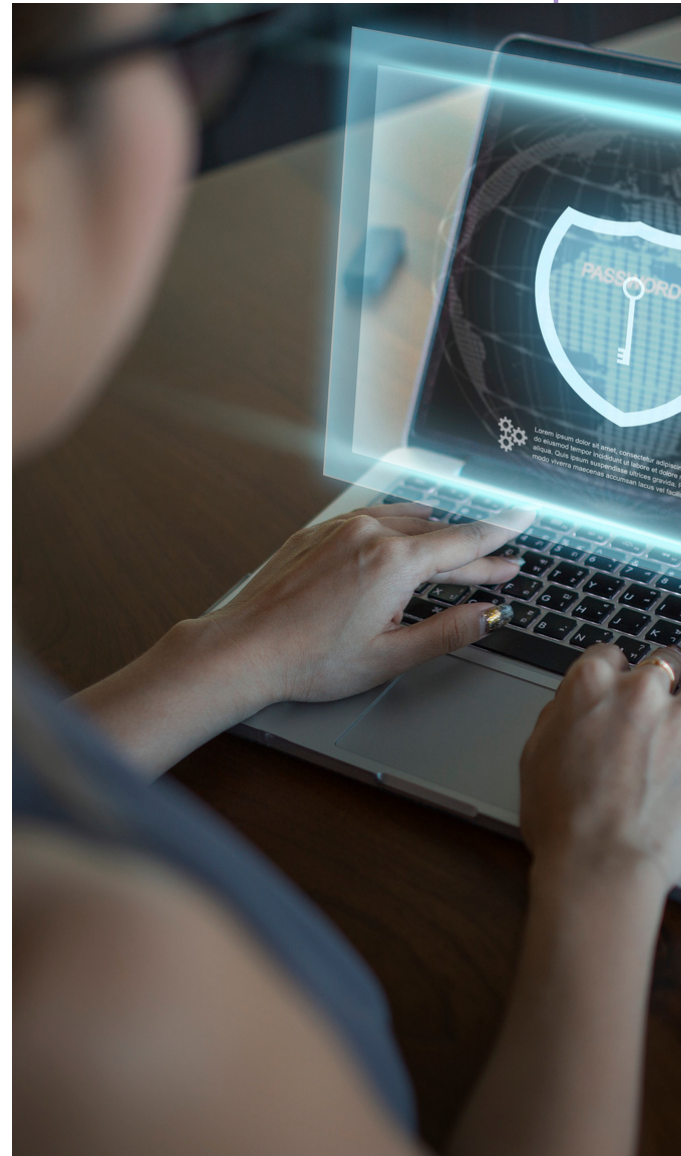


# 2022 ACTIVITY REPORT

Women4Cyber  
Mari Kert – St Aubyn  
Foundation

Report by:  
Saskia Brugman



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## COMMUNITY

- **34.639 social media community members\***
- **Social media followers increased by 131% in 2022\***

We had a successful website rebranding and launch, and steady community growth

The Women4Cyber community is growing by leaps and bounds and consists of almost **35,000 members across Europe and the national Chapters.**

The LinkedIn community saw a doubling in community followers during 2022, from 4,800 members to nearly 9,000.

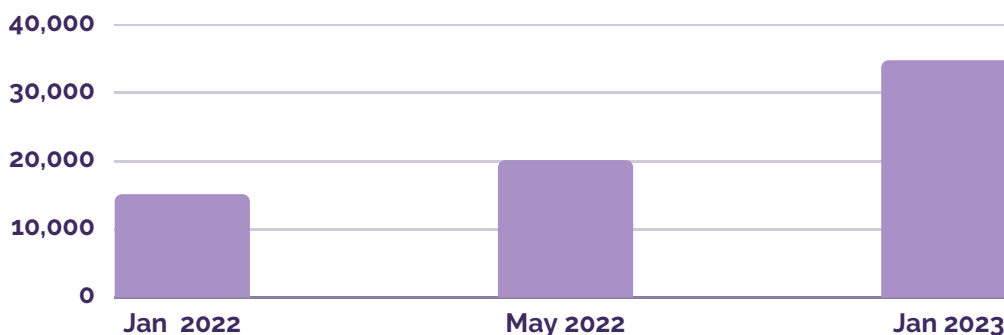
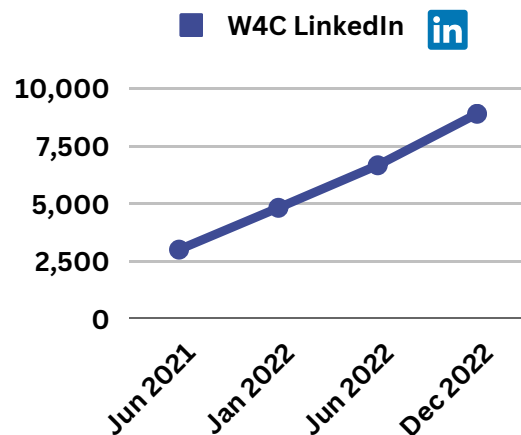
The other social platforms are growing as well with a private LinkedIn group of 3407 members, 2916 Twitter followers and 1005 Instagram followers.

Finally, W4C directly collaborates with the European Commission's DG CNECT for its Women4Cyber Registry, which is an ever-expanding database of female experts in cybersecurity in Europe. Our collaboration also provides a direct link to the public sector and allows for W4C news to be shared and promoted via DG CNECT's official channels.

LinkedIn followers increased by **84%**

Email list increased by **27%**

Average open rate **31.1%**



\*Including Chapters



## CHAPTERS

**Five more National Chapters were approved in 2022, for a total of 16 Chapters across Europe (and with 5 more in the pipeline)**

Local experts have extensive knowledge of their particular cybersecurity ecosystem and they can therefore determine the priorities and approaches best suited to implement our mission in their country and area of action.

Not only is the number of National Chapters is growing, but their respective communities, activities and reach are expanding every day. Some of the activities of the Chapters include; mentorship programmes (one-on-one and in cohorts), webinars, networking events, podcasts, start-up school, etc.

You can find the links to the Chapters websites and social media channels [here](#).

- Spain
- North Macedonia
- Albania
- Lithuania
- Luxembourg
- Serbia
- Italy
- France
- Portugal
- Kosovo
- Finland
- Greece
- Austria
- Slovakia
- Belgium
- Bosnia and Herzerogovina





## AWARENESS

- **Book: "Hacking Gender Barriers"**
- **Newsletters**
- **Events**

In February 2022, W4C published its book **"Hacking gender barriers: Europe's top cyber women"** which highlights over 100 women working in the field of cybersecurity in Europe. Its goal is to shed light on the different professional roles in cybersecurity and inspire young women by showcasing female role models active in the cybersecurity field.

Women4Cyber also has a **bimonthly newsletter** with over 600 subscribers, where we share all the latest news about our activities, the Chapters, cybersecurity insights, events, and more.

Women4Cyber also participates regularly in panels and events across Europe and we support event organisers in contacting female speakers for more gender-diverse events.

Representatives of Women4Cyber contributed to over 20 events in 2022:





# MENTORSHIP PROGRAMMES during 2022

- 375 participants
- 204 women mentored\*
  
- 3 Editions

## 1ST EDITION

- Pilot Programme
- Nov 2021 - May 2022
- 24 mentees / 19 mentors

## 2ND EDITION

- May 2022 - Nov 2022
- 95 mentees / 87 mentors
- 28 nationalities

## 3RD EDITION

- Aug 2022 - Feb March 2023
- 85 mentees / 65 mentors
- 24 nationalities



Since I started the mentorship Programme and with the support of my mentor, I have been promoted to CISO!

Given that I will now have to manage a team, I will work with my mentor to improve my leadership and soft skills.

Cyber Threat Unit, Spain

Mentee really took the assignments seriously and reviewed her growth and what she had learned. I saw a real change in how she handled dealing with her colleagues and job pressure.

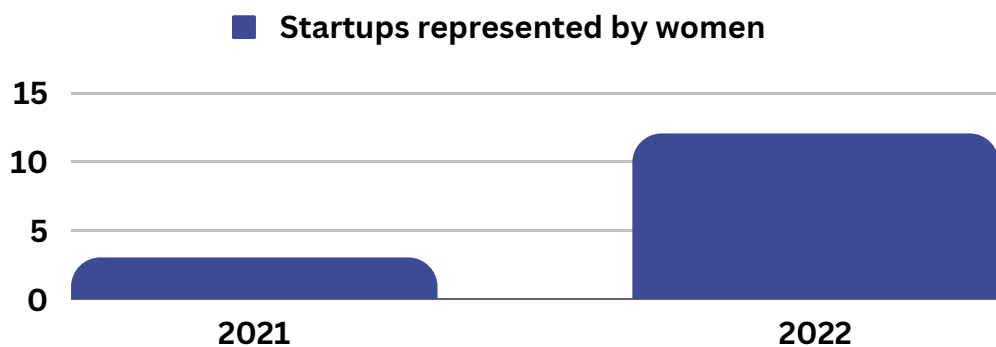
We extended our mentorship with another 6 months to help continue her growth - it's been a fantastic journey to see her grow in her confidence.



# STARTUP AWARD

The Women4Cyber Foundation has joined forces with ECSO to recognise the cybersecurity companies founded or co-founded by women and the companies with at least 50% female employees. The Women4Cyber STARTup Award will be given to the female-led company selected by the jury for the ECSO Cyber Investor Days and ECSO's Cybersecurity STARTup Award.

**Women4Cyber joined forces with ECSO to recognise the cybersecurity companies founded or co-founded by women.**



## EUROPEAN HR COMMUNITY IN COLLABORATION WITH ECSO

**Women4Cyber  
joined forces with  
ECSO to develop a  
European HR  
community to help  
reduce the  
workforce gap and  
speed up the hiring  
process in Europe.**

**ECSO's EHR4CYBER** aims to support the HR/recruitment sector in attracting, recruiting and retaining cybersecurity talent in Europe.

The **HR community** will act as an expert group providing recommendations on how to improve recruitment, retention, upskilling/reskilling, diversity, etc. in cybersecurity. The first meeting took place in Nov 2022 and identified the following topics as priorities:

- Providing cyber training to recruiters
- Translating technical jargon and including non-technical language in job ads to emphasise the increasing need for soft skills
- Improving retention of staff
- Collecting cybersecurity workforce data for Europe
- Attracting more women to the field

The community is open to anyone active in the domain who wishes to engage with a network of peers at the European level



**REDUCE THE CYBERSECURITY WORKFORCE GAP**



# JOB CORNER

586 Subscribers  
Open rate: 40 %

Top Openings:

 Belgium

 Italy

 Spain

 Germany

The job corner is a weekly newsletter in which we advertise job openings from the community. In 2023, this will converge into the Job Platform (more on page 12)



Thank you for continuously sharing our open positions through your job corner.

I'm happy to report that we made a contract offer to someone who found out about our job through your newsletter!

Non-profit organisation, Belgium

More than 25 companies contacted us to advertise their job openings





## WOMEN<sup>4</sup>CYBER ACADEMY



The Women4Cyber Academy is a one-of-a-kind platform facilitating access to first-rate cybersecurity education and training.

### W4C ACADEMY

- Online database of cybersecurity education
- Launched on Dec 20th, 2022

#### A

Education and skilling tailored for the European market

#### B

A large variety of cybersecurity courses vetted by Women4Cyber

#### C

Cybersecurity training for all levels of expertise

#### D

Promoting gender balance in the cybersecurity sector



## WOMEN<sup>4</sup>CYBER ACADEMY

### Launched in Dec 2022 with:

- **19 trainings from 5 different providers**
- **15 of them free for the student**
- **2 offering discounts to the W4C Community**

During the first three months of the launch we aim for the following KPIs:

- **Visitors: 1500 - 2000/month**
- **Conversion: 20%: (percentage of users visiting a course description page and clicking "enroll" or "more info")**
- **Training providers: 15**

The key objective of the W4C Academy's is to facilitate access to cybersecurity education. We are working toward our goals not only by displaying the available offer, but also by partnering with training providers and securing discounts for our community.

The official launch will take place later in 2023, once the platform can truly showcase a wide European offer of cybersecurity education

The platform's taxonomy is based on the ENISA Skills Framework and its 12 profiles, and will be linked to a forthcoming job platform later this year (see next page).

In addition to showcasing cybersecurity education, with the Academy, we aim to collect reliable data on the cybersecurity education offer and demand. With the job platform, we will aim to better understand the most in-demand positions and skills. Combining the findings of both projects, we will assess the gaps between cybersecurity education and the job market in Europe.

## UPCOMING INITIATIVES

**In addition to continuing our current activities, we plan to launch new, exciting initiatives in 2023**

### Cybersecurity Job Platform

A cybersecurity-specific job platform will be launched by Q3 2023 in collaboration with ECSO.

In addition to the obvious goal of gathering cybersecurity job offers in one place, our aim is to better understand the European job market and the most in-demand jobs and skills in Europe. Combining the W4C Academy's findings on the educational offer, we will assess the gaps between the job market and cybersecurity education in Europe.

Initial partners have been being gathered through the weekly newsletter "The Job Corner"

### Women4Cyber Conference "Hacking Gender Barriers"

The 1st Women4Cyber Conference will take place on 28-29 Sep 2023 in Madrid, coinciding with the Spanish Presidency of the Council of the European Union. It will be the very first conference organised by Women4Cyber in Europe, bringing women and men together with a shared purpose of ensuring inclusion in our field.

The conference will give you access to the latest industry insights by some of Europe's leading minds. Spread across 2 stages over the two days, we will hear all about cybersecurity and career learnings from some of the people creating change in our industry.

More info will be available soon on [www.women4cyber.eu](http://www.women4cyber.eu)

## UPCOMING INITIATIVES

### Women in Cybersecurity - Workforce Study

A recurring problem when working to bridge the cybersecurity skills gap and make the field more diverse is the lack of data on the subject.

The last reliable studies in Europe are from 2017 and are clearly outdated. Together with our partners and drawing on our extensive network of National Chapters, we plan to conduct a study of the European cybersecurity workforce with an emphasis on accurately determining the gender and skills gap.

### Series of webinars on career progression

After the great success of the W4C series of Masterclasses, in 2023, Women4Cyber is launching a new series of virtual rendezvous about careers and personal development!

High-level women from the cybersecurity sector will share their experiences and what they have learned along the way. The different experts and coaches will provide tips and exchanges with participants on how to navigate one's career and personal life in order to thrive in the cybersecurity field.

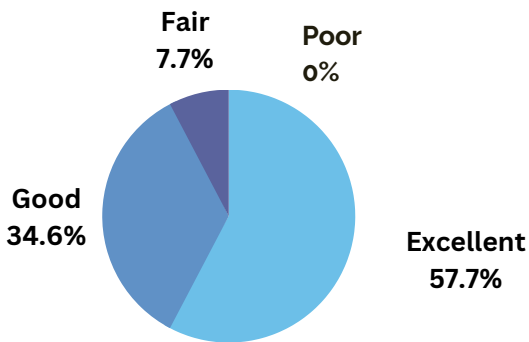
COMING  
SOON



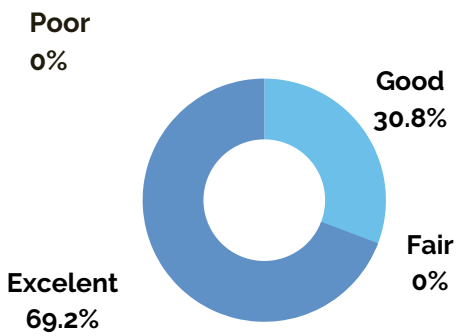


## APPENDIX

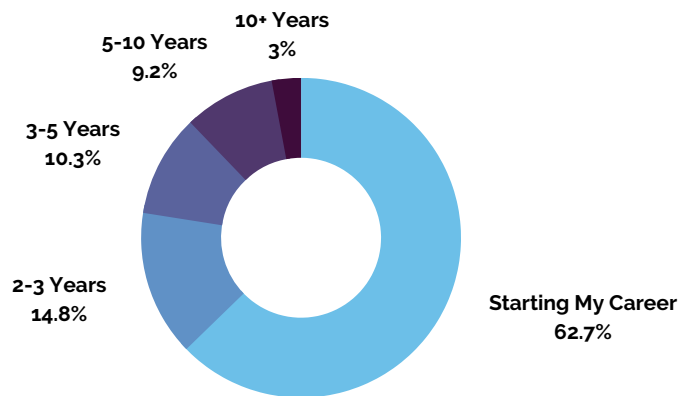
### Feedback from the mentorship participants and meentee profile



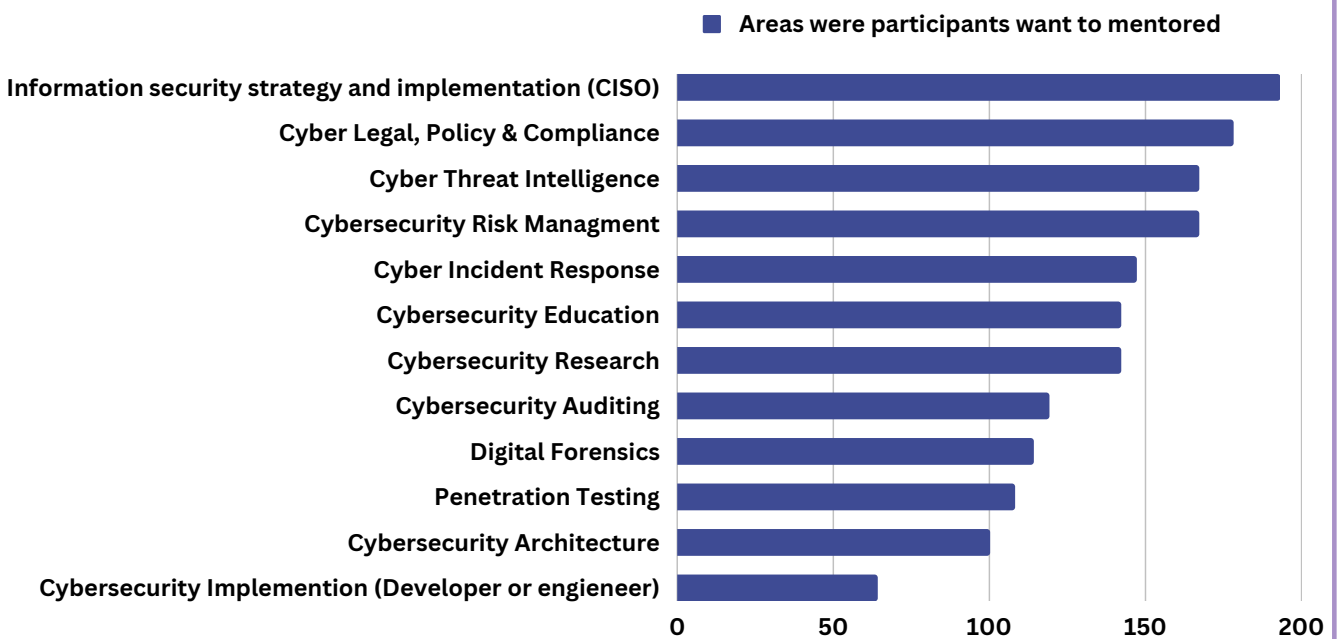
Rating of the Programme

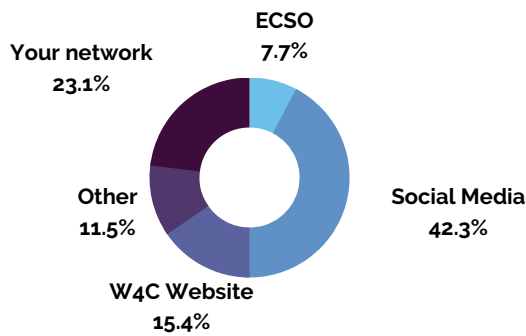
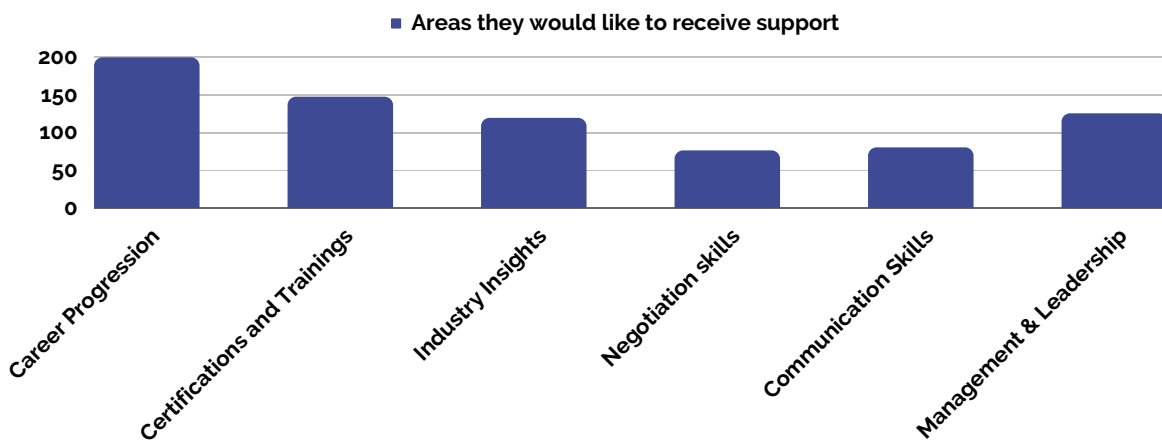
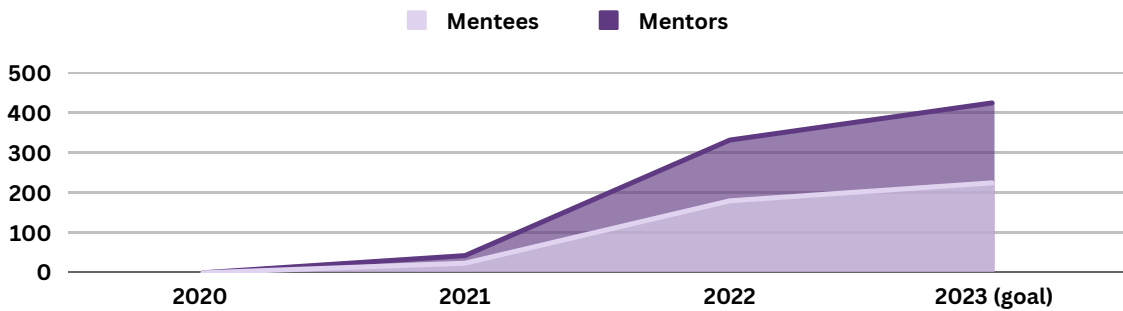


Rating of the matching

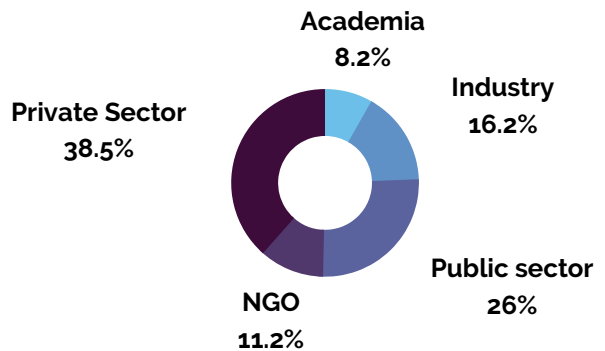


Years of applicable experience in the field of cybersecurity

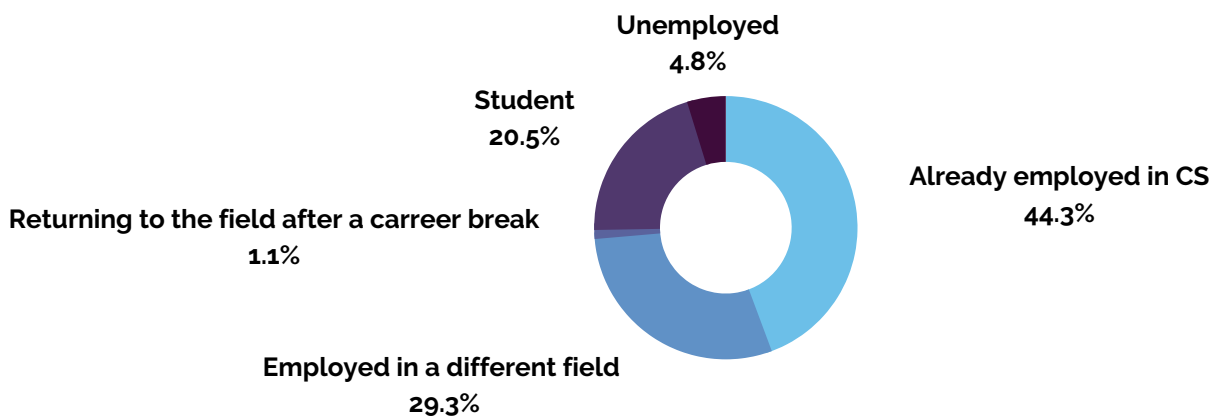




How did you learn about the Programme



What sector do you work in/wish to work in?



**THANK YOU!**

**Visit our website**

**Visit the Academy**

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