

YEARLY
**ANNUAL
REPORT
2021**



Enabling Women Leaders



Stichting
ChunriChoupaal



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The Code To Change

ABOUT:

The Code To Change is a diversity and Inclusion organization, working to connect high potential employees with leaders in the technology world. The Code To Change is committed to achieving gender equality, decent work, economic growth & reduced inequalities (UN Sustainable Development Goals 5, 8 & 10), and the economic empowerment of women via digital inclusion.

GOAL:

The main goals of the organization are:

- Stimulating the social and economic emancipation and independence of girls and women.
- Executing additional tasks, which are primarily and in its broadest sense related, and beneficial to the organization's first goal.

The organization attempts to achieve its goals by, amongst others:

- Creating and maintaining (computer)courses and training;
- Creating and maintaining accommodations and venues in which above mentioned courses and training can be provided.

THE CODE TO CHANGE'S MISSION

Our mission is to reduce the skills gap and associated gender divide in the digital sector. Through our organization, we provide women with the necessary tools and skills to succeed in the job market.

But our goal goes beyond the empowerment of individual women and partakes in the greater universal mission towards gender parity and inclusion. In line with the Universal Declaration of Human Rights (UDHR) and the UN's Sustainable Development Goals (SDGs), The Code To Change essentially works towards overcoming structural challenges that hinder the freedom and equality of women.

Message from the Founder(s)

IFFAT ROSE GILL, FOUNDER

Iffat Rose Gill is an award-winning social innovator, digital strategist, and global leader for the digital inclusion of women. She has extensive experience in setting up programs and initiatives for the economic empowerment of women through digital inclusion via public-private partnerships to address the shortage of skilled labor and the gender digital divide.

"I founded The Code to Change as a vehicle to bridge the digital chasm for women, one woman at a time. I realized that, in order to create an equal society, we needed to make changes at the grassroots level by educating women with the necessary digital skills to help them economically in the future. When I moved to Amsterdam from Pakistan in 2011, I found that the women I met in the non-profits I worked for needed my help to become digitally literate. I was shocked, to learn that the digital gender divide also exists in Europe!

To support this mission, I started a women-in-tech community in Amsterdam to support creating an ecosystem for an inclusive tech workforce in 2014.

After many consultations with stakeholders from public, corporate and international organizations, the idea of Code To Change was born; to disrupt the educational pipeline for technology specialists and provide an opportunity to women who usually have no other educational or economic options. Thus far, The Code to Change has helped over 10,000 people in Europe and Asia. We want to reach many more underrepresented communities worldwide.

I invite you to come and join our movement for inclusive transformation!"

MINE OGURA, CO-FOUNDER

"We decided to explode convention and build a new educational pipeline by granting women and girls a glimpse of the potential of a feminized tech. That began with teaching basic coding. Ms. Gill and I started our collaboration in 2014, because I could not find women candidates for nearly 20 open software development and QA positions. The world increasingly requires improved digital literacy. The Code to Change guides women and girls towards digital expertise by doing the work themselves. I hope you are as inspired as I am by the people who have gone through our program."

Key Moments in 2021

Graduation ceremony: Digital skills Training camp batch 2, Faisalabad, 2021



In January 2021, we organized a graduation ceremony in Gojra, Pakistan to mark the successful end of our Digital Skills training batch 2. It was a proud moment for the Code to Change Pk team to see the increasing number of women taking part in digital skills training and completing their courses. We distributed certificates and hosted motivational speeches by our expert trainers.

The graduation ceremony was featured on [News Channels](#) for our mission and its impact in Pakistan.



Show me the money! Talk Show Series Launch - Panel Session

In March 2021, we launched the first Panel session focusing on Entrepreneurship and funding in the Dutch Investment ecosystem, hosted by Founder, Iffat Rose Gill, featuring two of Amsterdams' top leaders, Semra Çelebi and Giada Sabbion. This talk show was part of the latest project; The Code To Invest, which features 6 founders and 6 investors from the Dutch startup and scaleup ecosystem.

There has been increasing awareness around diversity in the Dutch Venture Capitalist (VC) ecosystem. According to FundRight, only 2% of all Dutch VC capital is invested in female-founded or female-co-founded companies. Following the onset of the pandemic, this figure has declined steeply to ~1%.

The Code To Change talk show highlighted some of the most promising female entrepreneurs and other underrepresented communities building innovative technology products and solutions. This program also invited investors and venture capitalists committed to diversity and looking to invest in something cutting edge.

The talk show is available on [youtube.](#)



RIDE - Reach Inclusion Through Digital Empowerment Project, 2021

In May 2021, we started RIDE EU Project funded by European Union's Asylum, Migration and Integration Fund (AMIF). The project aims to include migrant and refugee women in the digital labour market by giving them the possibility to re-skill or upskill in the digital sector through specially designed training courses enabling them to start working.

Migrant and refugee women face particular challenges in accessing jobs, from sexism to dependent care. Refugee and migrant women have a high potential to lead the dialogue and address the social and economic challenges they face.

The Code to Change and 5 other partners have embarked on this mission to give migrant and refugee women the platform they need to excel career-wise in their host countries.

The RIDE - EU project is divided into the following parts:

- [Preliminary study](#)
- [Booklet of guidelines](#)
- [Info day](#)
- Participant recruitment
- Orientation session
- Training
- Mentoring and Coaching
- Job placement



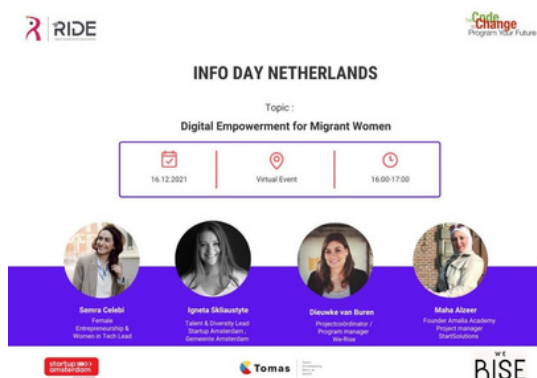
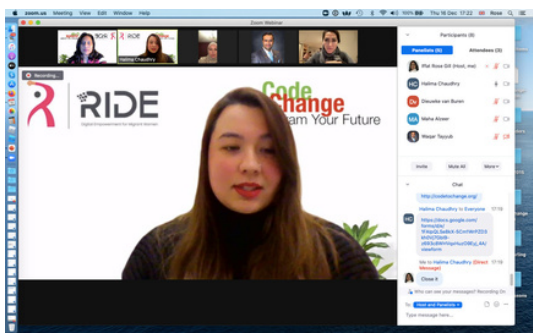
In May 2021, The Code to Change successfully completed the Preliminary study aiming to examine the digital readiness of the host country (Netherlands) by giving information concerning the shape of the digital labor market in the country and its relation to migrant women.

By August 2021, The Code to Change completed the booklet of guidelines. The Booklet of Guidelines is the main reference for mentoring, coaching, and training. It includes a general description of the activities, how to implement them, how to recruit beneficiaries, a list of the possible challenges, and some examples of mitigation strategies suitable for the target group.

In October 2021, the RIDE yearly meeting took place in Brussels, where all partners gathered from different countries and discussed their respective roles and progress. Digital training workshops were organized, presentations were delivered and a discussion was held on the guidelines, framework, and training.



In December 2021, The Code to Change organized the Info-Day NL event to introduce stakeholders and partners to the RIDE-EU project. The main aim of the RIDE project is to build the digital competencies of refugees and migrant women in the partnering countries. This supports the mission of diversity and inclusion in Dutch society.



Strategic planning team Meeting, Multan, 2021

In August 2021, The Code to Change organized a strategic planning meeting in Multan Pakistan, where team members, associates, partners, and trainers presented updates and progress of The Code to Change NL and Code to Change PK. Team member Halima Chaudhry presented the updates on the projects and impacts, whereas lead trainer Waqqar Tayyub discussed how the bootcamps are conducted and which courses he was teaching. Partners and associates discussed the progress and future planning to create a greater impact for the underrepresented groups, women, and girls in Pakistan. Other partnership opportunities were discussed and plans were made to deliver trainings in Pakistan.



Meeting Government officials of Pakistan, Islamabad, 2021

In August 2021, The Code to Change Pakistan team met with the Ministry of Technology & Telecommunication, Pakistan Poverty Alleviation Fund, and UN Women where we briefed them about the impact report and our work in Pakistan. We shared our progress in Pakistan and discussed our future plans to empower more women in the digital realm.



Introduction to Artificial Intelligence & Machine learning using Python bootcamps in collaboration with We-Rise, Amsterdam, 2021

In partnership with We-Rise, startup Amsterdam, The Code to Change hosted two bootcamps in 2021 for a duration of 2.5-month; "Introduction to AI and ML using python" which trained 33 women of Amsterdam who wanted to pursue their careers in AI, ML, and Data Science. These bootcamps enabled women to up-skill and re-skill which helps them to get placed, upgrade their careers and start their own businesses in the domain.

Data is the new fuel driving decision-making across organizations. Economic Times reported a 400% increase in demand for data science professionals across myriad industries when the supply of expertise is witnessing slow growth. Europe lacks massively when it comes to expertise in AI, ML, and Data Science.

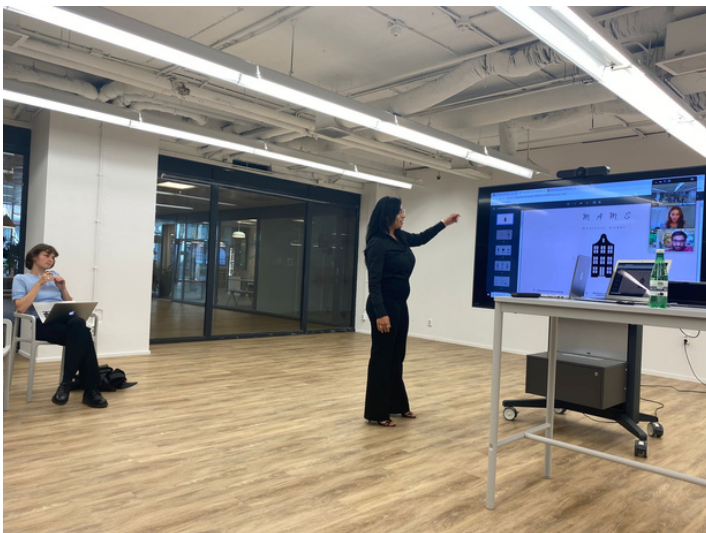
With these 2.5-month-long bootcamps, women learned;

- Coding in Python
- Machine Learning use cases
- Implementation of ML using python
- AI use cases
- Implementation of AI for NLP and CV applications using python
- Problem-solving skills
- Design thinking and solving a real-world challenge as a part of the capstone project

Artificial Intelligence & Machine learning using Python graduation ceremony, Amsterdam, 2021

In September 2021, The Code to Change hosted a graduation ceremony for 21 students who successfully completed the 2.5-month course (batch 1 & batch 2) and received certifications. Students presented their projects and speakers were invited (online) to talk about the importance of up-skilling and re-skilling with the increasing demand in data science and artificial intelligence. Due to covid, not many students could participate physically, but we were invited to join the ceremony online.

Student projects can be accessed [here](#).



People Centered Internet - 50/50 Global Trendsetters, 2021



In October 2021, People-Centered Internet together with The Code to Change started to work on a global campaign; 50/50 Trendsetters, to support the mainstreaming of gender equality. The project aims to achieve this through recognition and promotion of trailblazers who are building inclusive online and offline spaces for a diverse Internet that allows participation by all, where people can connect to thrive.

The Code to Change initiated the recruitment process and 4 team members were finally selected from the Code To Change Pakistan graduate pool, which comprised the following roles:

- Project Coordinator
- Content Writer
- Graphic Designer
- Social Media Marketer

The main aims of this campaign are:

- To recognize women in Technology who are the trailblazers and trendsetters in their respective fields
- To highlight best practices and community projects serving to bring more women and girls into STEM fields
- Strive for 50/50 gender balance participation at the global forums including the upcoming [WSIS Forum](#) 2022.

ICT4TCN Final Conference - *How digitalization can better integrate third-country nationals, 2021*

In October 2021, Iffat Rose Gill was invited to speak at the ICT4TCN final conference where she shared her expert knowledge on how third-country nationals could integrate better into their host societies through digital skills.

This Conference showcased the results of the project and the key learnings that have been given during the various modules developed by the ICT4TCN project's partners and offered to third-country nationals. This was a great opportunity to meet various stakeholders and organizations of the field working on this topic.



The Next Web 2021. *Collaboration with Startup Amsterdam and We-RISE, Amsterdam, Netherlands, 2021*

In October 2021, The Code to Change took part in the TNW Conference. This in-person tech festival included international technology executives, top-tier investors, policymakers, startups, and scale-ups.

This conference hosted approximately 4,500 attendees, eager to reconnect with the industry face-to-face. The intimate setting of the in-person conference allowed attendees to go back to their roots and celebrate tech, while also offering a fully personalized experience in a secure and healthy environment.



MAX project final event “Building New Narratives: Migration and its contribution to European society”, Brussels, 2021

On the 25th and 26th of November, the MAX project's final event “Building New Narratives: Migration and its contribution to European society” successfully took place. The two days event was composed of a European conference and a multicultural evening, both held in Brussels.

Founder of The Code to Change, Iffat Rose Gill, spoke on ICT and digitization: towards the integration of migrants and refugees. Stories around Europe.

In this workshop, Iffat Rose Gill shed light on how the link between social and digital exclusion can be a challenge for migrants, who usually enter a new country with few local resources, less knowledge of how to access these resources, and cultural and linguistic barriers to understanding how to access help and engage in the digital economy.

Digital technology can play a positive role in building social capital and hence social inclusion among refugee and migrant groups. This workshop shed a light on initiatives supporting digital inclusion and therefore benefit migrants’ integration into society, well-being, and their potential to contribute to the digital economy. This session was moderated by Vesa Latifit, project assistant at Diesis Network, and other speakers included were:

- Frohar Poya, Project Officer at the European Network of Migrant Women (ENoMW)
- Liudmila Gasina, project manager at Youth Included



Local Think Tank on female Entrepreneurship; by Amsterdam University of Applied Sciences (HVA), Amsterdam, 2021

In November 2021, Impact Hub and the Hogeschool van Amsterdam (professorship entrepreneurship) organized a local think tank to answer the question of *how to develop an inclusive entrepreneurship ecosystem*.



TOMAS: matching event for finding talent, and talent initiatives looking for companies, Amsterdam, 2021

In November 2021, TOMAS, an initiative of StartupAmsterdam, the Amsterdam Economic Board, Metropool Regio Amsterdam, HVA-Digital Society School, and the municipality, launched their platform for the Amsterdam tech sector that aims to close the talent gap.

One of the initiatives that joined TOMAS is Code to Change. The Amsterdam-based, online training program offers underrepresented groups a chance to gain the digital skills needed for a career in tech. Iffat Rose Gill, founder and CEO of Code to Change, took the stage during the launch. Rose Gill acknowledged the fact that it was sometimes hard to get recognition for the program, which aims for gender equality and to minimize the current skill gap.

Iffat Gill stated that; 'Getting across that gap was mostly a matter of manual labor. We'd have to reach out to every individual company separately. With TOMAS, this is more automated and it makes it easier for companies to find us.'

Through this launch event, The Code to Change already received a few requests. For further information, refer to this [article](#).



Iffat Rose Gill featured in Silicon Canals, Amsterdam, 2021

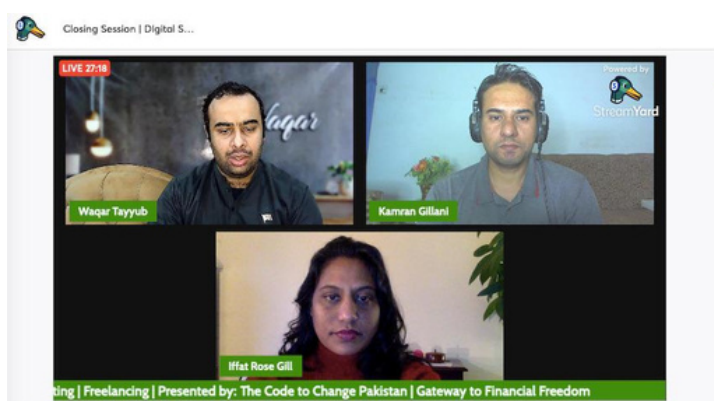
Women across the globe are starting businesses in record numbers. They have busted stereotypes and are bringing about progressive changes in the business ecosystem.

According to data released in 2021 by the Dutch chamber of commerce – KVK, the number of female entrepreneurs in the Netherlands increased by 29 percent in the past five years.

Iffat Rose Gill is referred to as one of the Amsterdam-based successful female [solopreneurs](#).

Closing session Digital Skills Bootcamp, Pakistan, 2021

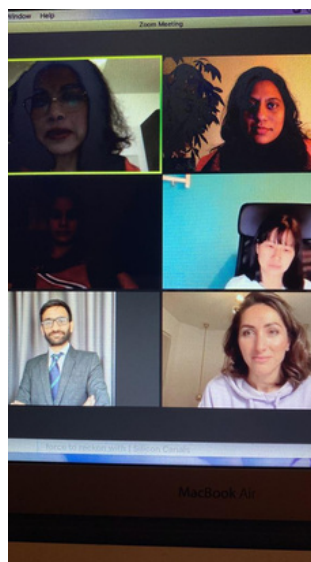
In December 2021, The Code to Change Pakistan team hosted an online session to mark the end of the digital skills BootCamp for the year. Trainers and students were invited to join the session.



Closing session Machine Learning and Artificial Intelligence Bootcamp, Amsterdam, 2021

In December 2021, The Code to Change team an online session to mark the end of Batch 2 of the Machine Learning & Artificial intelligence Bootcamp for the year. Trainers and students were invited to join the session.

Later that week, The Code to Change organized an in-person meeting in Cologne Germany, where trainer Rajshekhar Tota met with Iffat Rose Gill to discuss the progress of the year 2021, and planned a strategy for the upcoming years.



Financial statement

For the year ended December, 2021

Uitgaven per 31 december 2021

Bankkosten	€879
Reiskosten	€4.493
Kantoorkosten	€1.010
Werk uitbesteed	€4.442
Vrijwilligersvergoeding	€2.607
Onkostenvergoeding Bestuurder	€6.932
Loonkosten	€16.380
Consultancy Pakistan	€8.914
Advies Pakistan	€1.070
Overige Kosten	€556
Loonheffing	€740
Telefoonkosten	€168
Totaal	€48.191
Positief Saldo	€48.191

Contact Information

the **Code**
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Program Your Future



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