

# Waffle



Close the gender gap by  
empowering and educating women  
in the technology field.



# 2022 ANNUAL REPORT

Thank you all very much for your continued support!

2022 was a year of new challenges for Waffle. For some time now, Waffle has been organizing events such as Waffle Camp, a one-day course aimed at junior and high school students to help them take their first steps in the field of programming, and support programs aimed at helping domestic participants prepare for the global app development competition Technovation Girls.

In 2022, we also launched Waffle College, a program aimed at undergraduate and graduate school students, to help expand career options in IT to a wider age group. At Waffle College, participants learned to code from scratch and began efforts aimed at obtaining internships at IT companies. The potential demonstrated by the students has been amazing to see, and their rapid progress makes it difficult to believe that they had all started with no programming experience, but over half of them have gone on to or plan to independently participate in external hackathons.

For the Waffle Festival, in its second year, we organized sessions aimed at communicating that it is never too late to take up IT, and that one does not have to be good at math to do it. The sessions were designed to let participants become more comfortable with IT and learn to view it as essential for problem-solving.

In addition to organizing the aforementioned programs, Waffle put a lot of effort into policy proposals and communication with the outside world in 2022. We met with officials from the Cabinet Office and the Ministry of Economy, Trade and Industry (METI) several times, and spoke at the World Assembly for Women (WAW!) about women's education in digital/STEM fields. This gave us an opportunity to communicate the importance of STEM education for girls and non-binary people, as well as the importance of expanding the types of role models and educational opportunities both at home and abroad.

In the process of engaging in these activities, Waffle has been able to increase its membership, including interns and pro bono staff, to over 30. We will continue to work on strengthening our team and strive to create an even greater impact.

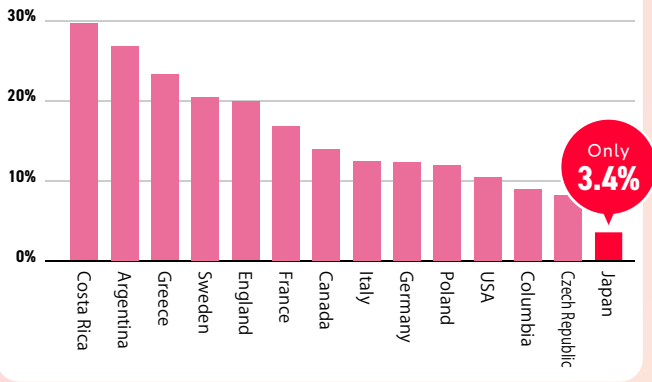
Waffle is able to continue its activities because of the regular support it receives from companies, partner organizations, and individual donors. We hope that you will continue to partner with us in our fight to eliminate the gender gap in IT and solve problems.

NPO Waffle

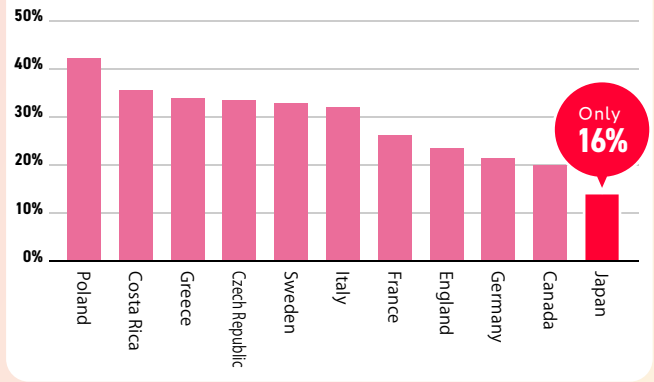
## Close the gender gap by empowering and educating women in the technology field.

### Topic: STEM Gender Gap as Revealed by the Data

Only 3.4% of female Japanese students answered "yes" to the question "Do you want to pursue a career in science or engineering?"



Only 16% of students in Japanese engineering departments are female



Not only has Japan the lowest percentage of girls entering engineering departments in the OECD, the fact of the matter is that IT and STEM fields are not linked to Japanese girls' interests or career paths in the first place.

Increasing the number of women and gender minorities in IT is an important social issue as well. It is not just a question of increasing women's participation in the workplace and eliminating stereotypes (choices based on an awareness of a gender-based division of roles), but reconsidering the framework itself.

#### Towards technology that is inclusive of many genders

Science and technology carry significant risks in the absence of women and gender minorities among developers. For example, until the beginning of the 21st century, only standard dummies (with male body types) were used in crash tests. There have also been cases of prescription drugs that had been tested only on men and were subsequently found to have serious side effects in women, resulting in a revocation of approval. With the increased presence of women and non-binary people among developers, the discrimination and male-centric design traditionally embedded in technology will be questioned, thereby leading to greater gender inclusion.

#### Toward the realization of a gender-equal society

With dramatic improvements in AI and robot technology, the IT industry is poised to become indispensable for society going forward. Increasing the number of women and non-binary people in IT is a significant step toward the realization of a gender-equal society. Sadly, despite the fact that the math and science skills of Japanese girls are among the best in the world, their abilities are not being fully utilized. High-potential women and gender minorities aiming for careers in IT can help alleviate the shortage of IT human resources in Japan, which is becoming more and more serious by the year.

#### Waffle's approach

As a grassroots movement, Waffle provides educational opportunities to junior high and high school students, university students, and graduate school students across the country, and also actively works to bring about changes in the social structure through policy recommendations.

In our education business, we are working to send as many girls and gender minorities as possible into the IT industry. On the other hand, at international conferences and in discussions with relevant ministries and agencies, we share our awareness of issues by introducing Waffle's business and continue to make recommendations on what can be done to nurture female researchers and women in science and engineering fields.

1 <https://genderedinnovations-ochanomizu-univ.jp/Case-studies/crash.html#tabs-1>  
 2 <https://genderedinnovations-ochanomizu-univ.jp/Case-studies/drugs.html#tabs-2>  
 3 <https://data.oecd.org/pisa/mathematics-performance-pisa.htm>  
 4 [https://www.meti.go.jp/shingikai/economy/daiyoji\\_sangyo\\_skill/pdf/001\\_s02\\_00.pdf](https://www.meti.go.jp/shingikai/economy/daiyoji_sangyo_skill/pdf/001_s02_00.pdf)

# Waffle's Four Steps to Increase the Presence of Women in Tech

## Step1

### Become aware of IT

In response to the question "What do you want to be when you grow up," 7.4% of middle school boys and 9.7% of high school boys answered "IT engineer/programmer," while the number was 3.8% for junior high school girls and a mere 3.5% for high school girls.

At Waffle, we are cultivating a positive image of IT through books and social media to make people aware of IT as a career option. We also disseminate information to help a diverse range of students perceive IT as a part of their own lives.

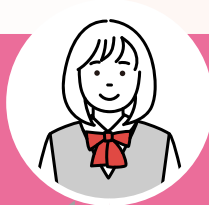
## Step2

### Become interested in IT

Gender stereotypes about science majors are strong, and many girls and non-binary junior high and high school students feel that IT has nothing to do with them.

At Waffle, we offer programs on using IT to develop apps to solve social issues or create websites to express your interests. We also organize career talks by currently working IT engineers, who serve as role models, thereby creating opportunities to arouse greater interest in IT.

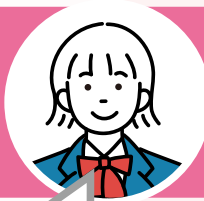
## Waffle Festival



I am interested in IT, but I always thought the sciences weren't suitable for girls and would not be suitable for me either. However, after attending career talks by women engineers from various backgrounds and learning about corporate efforts to close the gender gap, I have begun to think that I can do anything I put my mind to. There are a number of role models and people willing to offer support, and I feel we can rely on them. So, what are we waiting for!

## Waffle Camp

## Technovation Girls



I tried programming for the first time at Waffle Camp. I wasn't sure I would really be able to write code within such a short period of time, but with careful guidance from the instructors and mentors, I thoroughly enjoyed learning to code. One can create an original website from scratch, and I was able to do it myself, which gave me great confidence. Having personally experienced programming, I am now eager to learn to do more things with the power of programming."

## Junior high and high school students

※1 Results of the 34th "What I want to be when I grow up" survey by the Dai-ichi Life Insurance Company, Limited, 16 March, 2023

## Step 3

### Incorporate IT into your career path

There is a confidence barrier between being interested in IT and choosing it as a career. For students who are interested in IT, but unsure whether they can keep up with mathematics or do well in science and engineering, where there are few girls, Waffle offers a community of peers and mentors who support them and help them choose career paths.

We also have programs that offer hands-on experience in writing code and developing products, which gives participants a strong sense of confidence, leading many to choose a career in IT with a positive attitude of wanting to continue in this field.



We took on the challenge of developing an app as a team. We also had to present our product in English at the pitch event! We did stumble a few times, but team development is more fun than doing it alone because of the communication aspect and the wider range of ideas and technologies you have access to. In addition to acquiring the skills necessary for app development, I was also able to improve my English and communication skills, which will come in handy in any field. What is more, I was able to connect with people my own age, and now we're good friends who can help motivate each other."

University students

## Step 4

### Turn your interest into a career

There are students who, having already entered non-STEM majors, become interested in a career in IT, but as of the present time, such students do not have sufficient learning opportunities or access to career support.

At Waffle, we offer educational programs for these female and non-binary students to help them take the first step toward building a career in IT.



### Waffle College

I joined Waffle College with the aim of getting a technical internship at an IT company while studying at university. Together with other students from across the country, I studied programming from scratch. As during the Technovation Girls program, I have made some wonderful friends. Over the summer holidays, I participated in Waffle Camp as a mentor. I was deeply moved to be able to participate as a teacher in a program that started me off on this journey. I am happy to report that, having completed the team-based app development and internship preparation program, I have successfully won an internship opportunity! Now, I am looking forward to working in the workplace of my dreams!

# Waffle Festival

## Expand your wings, girls!

Aiming for an IT industry  
welcoming of everybody!

Date and time: 16-17 December, 2022

Format: Online

Target: Anyone interested in IT

No. of participants: 315 people over  
the course of 2 days

### Program (partial)

- Keynote addresses by Sputniko!, Tokushima Mayor Sawako Naito, and Grace Choi from the American Embassy
- A future created by business combined with social impact
- "An encouragement of IT" – from liberal arts to a career in IT
- Career consultation talk with university students

### Objectives

For students: To create an opportunity for students to take the next step

By getting women working in the IT industry to speak, we hope to inspire the next generation of female and non-binary students to consider the option of becoming tech leaders

\*Tech leaders: At Waffle, we define tech leaders as those who use technology to lead the way in solving the world's problems

For working adults: To promote an understanding of the importance of IT education for girls and non-binary people and provide practical examples and advice for companies to take concrete action

### Overview

We held nine sessions based on the theme of eliminating the gender gap in IT, which is Waffle's mission. For example, there was a session on the state of DE&I promotion in companies; there was also a career session introducing women who work in the IT industry to serve as role models.

To attract a more diverse group of participants than the previous year, we organized separate tracks for students and working adults.

### Satisfaction level/percentage of students who were able to become interested in a career in IT



80% of the students who responded to the questionnaire survey chose one of the following: "I now feel I should consider a variety of career options," "I have become interested in IT-related careers too," and "I have become interested in IT-related careers in various industries." Many respondents also commented that their perception regarding pursuing a career in IT had changed.



There were many role models who aroused my interest and made me think that I could also be a programmer or web designer. (Junior high school student)



I now realize that it would be a shame to limit myself in terms of future options just because I am not good at science. My first step now is to start taking my math classes more seriously. (High school student)



I learned that, despite my liberal arts background, I can still get a job at a company that requires programming or similar skills. The idea of learning on the job is very inspiring to me. (Working adult)



# Waffle Camp

## Express your interests through coding!

Program schedule:

1-day or 2-day events, held year-round, especially during long school holidays

Locations:

Sapporo City, Toshima Ward (Tokyo),  
Yokohama City, Shizuoka City,  
Fukui Prefecture, Mie Prefecture,  
Oita Prefecture, Saitama Prefecture,  
Kamiina Wide Area Union (Nagano Prefecture)  
(Held from summer 2022 through spring 2023)

Target:

Female and non-binary junior high and high school students interested in IT

## Program details

- Instructing first-time coders using Waffle's own teaching materials
- Organizing career talks by working engineers exclusively for participants, where participants can hear from women working at the forefront of the industry and ask them questions directly
- Training Waffle College participants to become mentors and more approachable role models for junior high and high school students

## Objectives

- To create opportunities to help those who are interested in programming but don't know where to begin take the first step
- To heighten interest in programming
- To heighten interest in the sciences
- To boost the confidence of Waffle College participants, who deliver career talks and serve as role models and mentors

## Program evaluation

103<sup>※</sup>

Number of participants

42 junior high school students,  
61 high school students

63%

increase in number of participants interested in science and engineering career paths



"It was my first time programming and I found it difficult, but I had fun with it." (Participant)



"I did not think I could program, but I managed to do it, and it was a lot of fun." (Participant)



"The mentor's instructions were very easy to understand and helped me learn to program smoothly!" (Participant)



"It was very rewarding to witness the excitement of junior high and high school students when they realized they could do it." (Mentor, Waffle College student)



# Technovation Girls

## Develop an app and change the world!

Program period:

December 26, 2021 - May 8, 2022

Target:

Female and non-binary junior high and high school students

No. of participants:

120 students across 33 teams

Target:

Anyone interested in IT

To improve participating students' confidence in three areas: computer science, business leadership, and entrepreneurship

### Program evaluation

33

No. of teams

120

No. of participants

81%

increase in interest in programming

60%

improvement in innovation/problem-solving skills

### Entrepreneur boot camp

Teams explored the social issues they would like to tackle, designed interviews with personas, and created business models. On the final day, each team created a pitch video and commercial for its product. The goal of this bootcamp was not to create a perfect business model in three days. It was to give participants the ability to change direction or even to start afresh without hesitation if necessary when faced with obstacles during the course of the project over the following three months.

### App development bootcamp

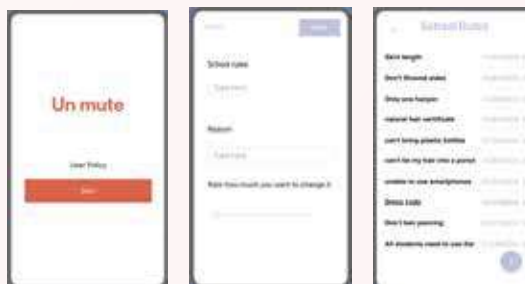
We have put together Japanese-language teaching materials in line with the core lessons proposed in the official Technovation Girls curriculum. Our materials follow a consistent theme and structure and comprise 12 lessons to teach app development. Software engineers working at IT companies volunteered as teaching assistants (TAs), and students spent two weeks learning not just programming, but also about the world of IT by interacting with these engineers.

### Japan Region Pitch Event (May 8, 2022, sponsored by Waffle)

A total of 30 teams participated in the Japan official pitch event. Brilliant projects that were difficult to believe had been completed in just three months were presented one after another. The event was so exciting that one forgot it was being held online. Some parts of the event were open to the public and attracted viewers from the media and general public in addition to those involved. This made it a great opportunity to reveal the full potential of female and non-binary junior high and high school students to audiences across the country.

### Unmute by scholatibe (team6)

This app allows students to post their opinions about various aspects of school life, such as school rules, events, and facilities, and share those opinions with teachers. The app is designed to help create an equal relationship between students and the school.



\*The Technovation Girls Japan official pitch event is independently sponsored by Waffle, the program's official domestic ambassador. This event is held separately from the Technovation Girls global competition.



I participated because I was interested in learning how to develop apps, but I also learned a great deal about the business side of things, in terms of how to commercialize and make a profit from an app after developing it. This was much more than I had expected, and I hope to make good use of this knowledge in the future.



Although I was interested in programming, I didn't know what to do or how to start. Participating in this program taught me how to approach programming and other basics. Also, thanks to the patience and kindness of the teachers, I was able to successfully complete all the tasks. The experience helped me gain confidence. I am really glad I participated.



# Waffle College

**A community of female and gender minority undergraduate and graduate school students from across the country aiming for careers in tech**

Program period :

First semester: April 2022 to July 2022

Second semester: October 2022 to March 2023

Format :

Online classes, with off-line meetings in the summer and spring

Target :

Female and non-binary undergraduate, graduate school, junior college, and vocational school students (both domestic and international)

No. of students who completed the first semester :

79 (completion rate 99%)

No. of students who completed the second semester :

27 (completion rate 90%)

Many students also participated in/

applied for summer internships

## Program calendar

April-May: First semester lectures/career event

June: Waffle Camp mentor seminar

July: First semester offline meeting (Tokyo & Osaka)

July-August: Waffle College students volunteer as mentors in Waffle Camp

August: Second semester student selection/result announcement

October: Second semester lectures begin

November: Second semester offline meeting (Tokyo & Osaka)



## Objectives

To teach students programming and tell them about a variety of careers, which could lead to them finding careers in IT.

## Overview

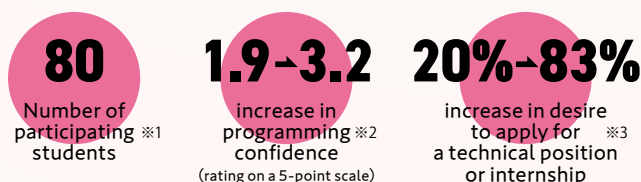
Students have the exciting opportunity to make friends from all over Japan. The program creates a community of students who want to change society through technology, spread their wings to find an IT career abroad, or find friends to study together with.

Students can debut as recognized Waffle Camp mentors after completing the first semester. After completing the second semester, they can seek to obtain a technical internship at an IT company.

## Background

Most countries have a variety of programs to train people with non-IT backgrounds as engineers in order to increase the number of IT engineers. Waffle College aims to do the same for Japan by creating a path for training women outside of engineering departments as engineers to help increase the number of female IT engineers in Japan, where only 16% of engineering students are female.

## Program evaluation



※1 Percentage of students not majoring in computer science: 100%

※2 79% of students reported gaining confidence in their coding abilities

※3 67 students responded to the survey

Initially, despite the high level of interest in technology, only 20% of students planned to apply for technical jobs or internships. After completing the program, 83% of students responding to the survey said they had applied for/planned to apply for internships in technical (or non-technical) positions. 56% of students had participated/planned to participate in a hackathon. 91% of students had created their own lesson plans to learn programming.



“Despite having no prior experience in programming, I gained confidence in myself by being able to program using HTML and Thinkable. It was a great environment where I could ask for and always receive help from those around me if there was something I did not understand.” (First semester participant)



“I really liked that we could all grow together, rather than competing or trying to pull each other down. It was a really comfortable environment for me. I was also very grateful to my mentor for kindly listening to my problems and patiently guiding me.” (First half participant)

# Advocacy

## Waffle's activities related to advocacy

### Waffle activities and related developments

February 15, 2022	Recommendations to the Cabinet Office Expert Examination Committee on Gender Equality Plan Implementation and Monitoring
October 2021 - March 2022	Sayaka Tanaka participates as an expert in the Ministry of Economy, Trade and Industry's "Study Group on Support for Digital-Related Club Activities"
May 2022 - December 2022	Waffle is selected for and participates in the first batch of "Hiroki Komazaki's Policy Entrepreneurship Dojo"
June 2022	Inclusion of "promoting learning and field selection in science and engineering, including IT fields for female junior and senior high school students" in the Basic Policy for Economic and Fiscal Management and Reform 2022
September 16, 2022	Visits to Harvey Mudd College, Tufts University, etc. in the United States to learn about better practices aimed at female students
October 8, 2022	Speech at the 20th Japan Inter-Society Liaison Association Committee for Promoting Equal Participation of Men and Women in Science and Engineering Symposium
December 3, 2022	Presentation at Session 3: Women and Digital/STEM Education of World Assembly for Women: WAW! 2022

## Our recommendations

### Strengthening the incorporation of gender perspectives into IT education for junior high and high school students

#### Current status

The budget allocated for supporting female junior high and high school students in the government's HRD projects related to science and engineering remained low.

Gender biases among parents and teachers and the overwhelming male domination of university engineering departments and programming schools also have an impact on female students' career choices.

#### Waffle's recommendations

In light of this situation, Waffle emphasized the need for prioritizing projects that expand the range of STEM fields. We also recommended the introduction of learning materials that appeal to women and gender minorities in order to ensure that they are not left behind in digital-related activities at schools.

As a result of our efforts, METI's "Study Group on Support for Digital-Related Club Activities" clearly specified the need for taking gender perspectives into account.

### Social changes

- Positive actions are being implemented to increase the number of female students pursuing science and engineering fields
- The Ministry of Education, Culture, Sports, Science and Technology (MEXT) has called on universities to create a female quota in science and engineering fields starting with the FY2023 university entrance exams.
- The Basic Policy for Economic and Fiscal Management and Reform 2022 includes the following: "By fostering comprehensive understanding and support for eliminating gender bias and promoting learning and field selection in science and engineering, including IT fields for female junior and senior high school students, we will accelerate efforts to improve the percentages of female teachers and female students in science and engineering."

### Promoting women's participation in IT

#### Current status

The IT industry is overwhelmingly male-dominated, and if things continue the way they are, changing the structure toward greater gender equality will be difficult.

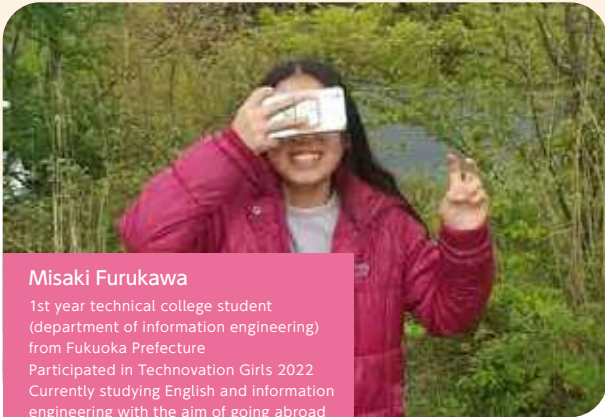
#### Waffle's recommendations

Waffle recommended the inclusion of "promoting women's participation" into Japan's Digital Policy. Given the relatively small wage gap between men and women in IT, increasing women's participation in this field will also help promote greater gender equality.

### Social changes

Formulation of the "Women's Digital Human Resource Development Plan," which pledges to strengthen the development of women digital human resources over the next three years

# Participant Interviews



## Misaki Furukawa

1st year technical college student (department of information engineering) from Fukuoka Prefecture  
Participated in Technovation Girls 2022  
Currently studying English and information engineering with the aim of going abroad to pursue her studies in IT

### What was your experience participating in Technovation Girls (TG)?

Coding was difficult, and I wasn't able to fully understand everything, but we were able to complement each other as a group, and it was a lot of fun overall. The team comprised five of us from different parts of Japan, including Fukuoka, Hokkaido, and Kanagawa, and we were all different ages, but we were able to chat online and divide roles and form a good team. It was interesting to see an abstract idea I had take concrete shape.

### What has changed since joining TG?

Before participating in TG, I often struggled with my problems alone even during group work, but after joining TG and sharing my problems with team members, I realized that they were very happy to work on them with me. This helped me learn to talk to people around me about my troubles.

### What kind of app did you create?

We created an app that allows you to take action against climate change. I don't tolerate heat well and get tired if I stay out for too long in the summer. Meanwhile, the earth is getting hotter by the year, which I think is a big problem. So I joined a group with other girls who are also interested in climate change. The great thing about apps is that they can make tackling major social issues more approachable through everyday actions.

### Why did you decide to attend a technical college?

I was a science student to begin with, but became specifically interested in information engineering after participating in TG and realizing that I wanted to write my own code. My mother mentioned the option of technical college. The idea of getting admission into university without taking the general entrance test was appealing, and the graduation research of senior students I saw at the open school event was interesting, so I thought I would also like to use technology to do research that could help people.

### What do you want to do at technical college/university going forward?

After entering university, I would first like to master skills. I suffer from headaches, so I would like to develop something to help other people like me who also suffer from headaches. Since I'm in the Department of Control and Information Engineering, perhaps I could invent a machine that controls atmospheric pressure to help suppress headaches. I enjoyed the TG experience of coming up with an idea and turning it into an app, so I want to continue turning ideas into reality.



## Mone Sugiyama

2nd year university student (science major) from Tokyo  
Became interested in IT following younger sister Keiko's participation in Waffle programs  
Participated in the first semester of Waffle College 2022

## Keiko Sugiyama

1st year university student (science and engineering department) from Tokyo  
Participated in Waffle Camp in 2020 and then in Technovation Girls 2021  
Also appears as a role model in Waffle's recently launched book I x IT = The Strongest Theory

### What were your experiences participating in Waffle Camp, TG (Keiko), and Waffle College (Mone)?

**Keiko** I took on the challenge of TG, I thought I could speak a little English, but after teaming up with a foreign engineer for a mentor, I found it was more challenging than I realized (laughs). The programming language and environment were also different from Waffle Camp, which made it even more difficult, but I felt a great sense of accomplishment after we managed to successfully develop our app. My team created an iOS app to visualize the sharing of housework between husband and wife. The app includes a function that allows users to visualize time spent on household chores, so couples can express their gratitude to each other. Waffle Camp and TG gave me the vision to realize that I wanted to pursue a career in IT, and I can feel that my world has expanded after listening to the stories of various people through the program. It was also inspiring to see other girls my own age with big dreams or girls who had accumulated a lot of experience before participating in TG.

**Mone** During my drop year, while preparing for my university entrance exam, I heard about a university professor who had started his own business, and I vaguely thought about starting my own business at some point. After the exam, I started to wonder what could help me start a business. I realized that learning IT would be useful even if I did not pursue IT as a career. It was at this time that Keiko told me about Waffle, and looking it up, I found that Waffle College happened to be recruiting first semester students. At Waffle College, I gained confidence by creating my own web-based app, and went on to participate in an external development contest.

**Keiko** Had I not participated in TG or Waffle Camp, I might have been quite confused what career path to take. Since I was good at mathematics, I knew that I wanted to pursue a science major, but I was not sure what would come after that. Even now, while I do want to acquire information technology skills, I still haven't made a clear decision. I need to think about this going forward.

### What is your message for those who are considering participating in Waffle's programs?

**Keiko** If you are unsure, please do participate. You will meet people with different approaches to life, and your world will expand.

**Mone** At Waffle, you can learn to do many new things, but you will also find out what you're not good at. Waffle programs allow you to challenge yourself to become stronger and gain an understanding of what more you need, so I recommend them to people who want to challenge themselves. It is also great that you don't have to have prior experience in IT to join these programs. There are many such people who join these programs and learn IT from scratch, so I would like to recommend them to first-time IT learners as well.

# Corporate comments



Our company, which is responsible for the core IT department of the SMBC Group, has implemented a range of initiatives to enable diverse employees to play an active role. Our ratio of female engineers is now up to about 30%, and we have a large number of women working with us actively, but women remain a minority when we look at the IT industry as a whole. There is still an unconscious bias in society that IT is a male profession. I was thinking that it would be necessary to change the mindset of the younger generation if we wanted to change the status quo, when I came across Waffle and connected with their philosophy. We participate in Waffle programs as a sponsoring company, and I have been moved to see junior high school, high school, and university students seriously and enthusiastically working on app development and other projects as they grow. We look forward to continue working with Waffle to eliminate the gender gap in IT and realize a better future.

Yukiko Yoritaka  
Managing Director, The Japan Research Institute, Limited.

While admittedly in a small way, we have been supporting Waffle since shortly after its establishment in 2019. In the three years since then, we have seen the scope and scale of Waffle's activities, and the number of people involved, grow by leaps and bounds.

When I first heard about Waffle's philosophy from its Co-founder & CEO, Sayaka Tanaka, I thought, "This person has seriously taken up the challenge of something we would never be able to accomplish on our own." I think it will take a very long time to close the gender gap. This is a process that resembles a marathon, with ups and downs, not a sprint that requires a momentary spurt of energy. Rather than one-off event sponsorships, therefore, I would be happy if we could be a source of continued support to Waffle in their sincere endeavor to eliminate the gender gap. Good products are created through the input of diverse opinions, and I hope that there will be more opportunities for the acceptance of diversity in different areas of society as a result of Waffle's activities.

Takamasa Tamura  
Representative Director, EDOCODE Inc.



## Media mentions

March 28, 2022

### Yomiuri Shimbun “App development from girls’ perspectives”

Students participating in Technovation Girls at that time were interviewed. The article tells the story of girls who had never met before forming a team to develop an app to help students of their own age come together and work to make a difference.

May 10, 2022

### NHK Close-up Gendai Plus: "Because you're a girl..." Harsh words that shatter a girl's confidence

Waffle was interviewed as part of an effort to break the curse of being a girl. It was impressive to hear not just program participants but also interns commenting on how empowered they felt working with Waffle.

July 25, 2022

### Fukui Shimbun “IT jobs; Girls also interested; Prefectural board of education; Online courses next month”

The Waffle Camp “Hometown” project in collaboration with local governments began in earnest in 2022. In addition to changing student attitudes, the project had a ripple effect in that we were able to share our values of gender equality with the local media and educators too.

● Total media coverage



For more information, please visit: [waffle-waffle.org/media/](http://waffle-waffle.org/media/)

## Speeches

March 6, 2022 Sponsored by Kamiyama Marugoto Technical College Establishment Preparation Foundation

### “Kamiyama Marugoto Technical College presents Future School FES”

March 7, 2022 Sponsored by Lenovo Japan LLC

### “How long will this unconscious bias against women in science majors last? What can schools and companies do?”

For presentations made to government ministries and agencies, please see p10, “Policy recommendations.”

## Awards

March 24, 2022

### Waffle received the PERSOL Work-Style-AWARD 2022

## Announcements

February 24, 2022

Waffle transitioned from general incorporated association to specified nonprofit organization status.

September 26-29, 2022

Waffle participated in the Grace Hopper Celebration, a festival for women and non-binary people in tech held in Florida, USA.

# Supporting companies/organizations

(in no particular order)

MetLife Insurance K.K.

TechnoPro Holdings, Inc.

Google.org

The Japan Research Institute, Limited

The Nippon Foundation

TokyoDev

The American Embassy

Unity Technologies Japan K.K.

Lenovo Japan LLC

Amazon Web Services Japan G.K.

Deloitte Tohmatsu Group LLC

CyberAgent, Inc.

EDOCODE Inc.

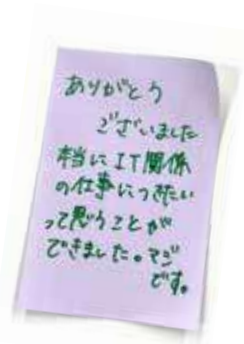
Skyscanner Ltd

Yahoo Japan Corporation, LINE Corporation  
(currently LY Corporation)

Sony People Solutions Inc.

Cybozu Inc.

J Stream Inc.



# Support Waffle with a donation

Waffle aims to nurture female tech leaders from across Japan and solve a variety of social issues. Your warm support is the driving force behind our activities.

Your donations are crucial if we are to continue our work. Donations are used toward improving our teaching materials and to pay for things such as lending computers and WiFi devices to junior high and high school students who lack the proper environment to engage in programming.



**For individual donations, please visit [syncable.biz/associate/555](https://syncable.biz/associate/555)**

Donors can choose from a variety of payment methods (bank transfer/credit cards) and frequencies.

Waffle is audited by an independent third party organization every year to ensure that donations are being properly managed. We will put all the donations we receive to effective and efficient use in working to eliminate the gender gap in IT.

We accept donations starting from as little as JPY 300 a month, so please do consider supporting us!

## Members

Sayaka Tanaka, Co-founder & CEO	Asako Osaki, Advisor	Momoka Kondo	Yuri Ishitoya
Asumi Saito, Co-founder	Jun Hozumi, Advisor	Ayaka Shiroma	Emi Ichimura
Kumiko Morita, Director	Yuichiro Masui, Advisor	Maira Suzuki	Yoshino Kodama
Manami Maitoko, Manager	Toshiro Michael Oomoto, Advisor	Keith Stevens	Tomoyo Takagi
Maiko Furuse, Manager	Nene Shirakawa, Advisor	Riho Takagi	Ayana Murakami
Ryohei Tonegawa, Accounts	Masanobu Seto, Advisor	Yuki Takahashi	Mio Terakado
Misaki Takenaga, General Affairs	Yusuke Ando	Urara Nakauchi	Reika Nishino
Kensaku Tsujita, Public Relations	Tae Ogata	Nanami Funatsu	Chio Fuseya
Yuta Tonegawa, Advisor	Natsumi Ohara	Takafumi Moroishi	Rio Fuseya
Yan Fan, Advisor	Yu Kamiya	Maoko Abe	

# Waffle

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