



Waffle Annual Report 2023-2024

Greeting

Your generous support has propelled Waffle's activities to new heights.

Thanks to your warm support, Waffle's activities have expanded even further.

In our educational initiatives, Waffle Camp—an event for middle and high school students—was successfully held in 17 cities across the nation, attracting 177 participants. Local governments have expressed interest in continuing this initiative in the years to come.

Technovation Girls, a program close to our hearts, achieved a significant milestone: 409 entries from all 47 prefectures in Japan. Seven teams made it to the world competition semifinals—an accomplishment we're immensely proud of.

Waffle College, our tech community for university students who are beginners in tech, saw 100 enthusiastic participants in the course. Many of our graduates now serve as mentors for Waffle Camp, embodying our commitment to fostering a supportive tech community.

Beyond education, we are actively involved in policy recommendations, including the Basic Policy, aimed at enhancing social structures. Waffle remains dedicated to collaboration with our team and stakeholders, striving to create a lasting social impact.

None of this would be possible without the unwavering support of companies, partner organizations, and donors. We express our heartfelt gratitude and look forward to continuing our collective efforts in bridging the gender gap in IT field.



Sayaka Tanaka
CEO of NPO Waffle

Mission

Unlock women's potential and make an impact in the world together with them.

Vision

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

Origin of Waffle

Waffle stands for "Women AFFection Logical Empowerment".

Our mission is to empower women with both affection and logic.

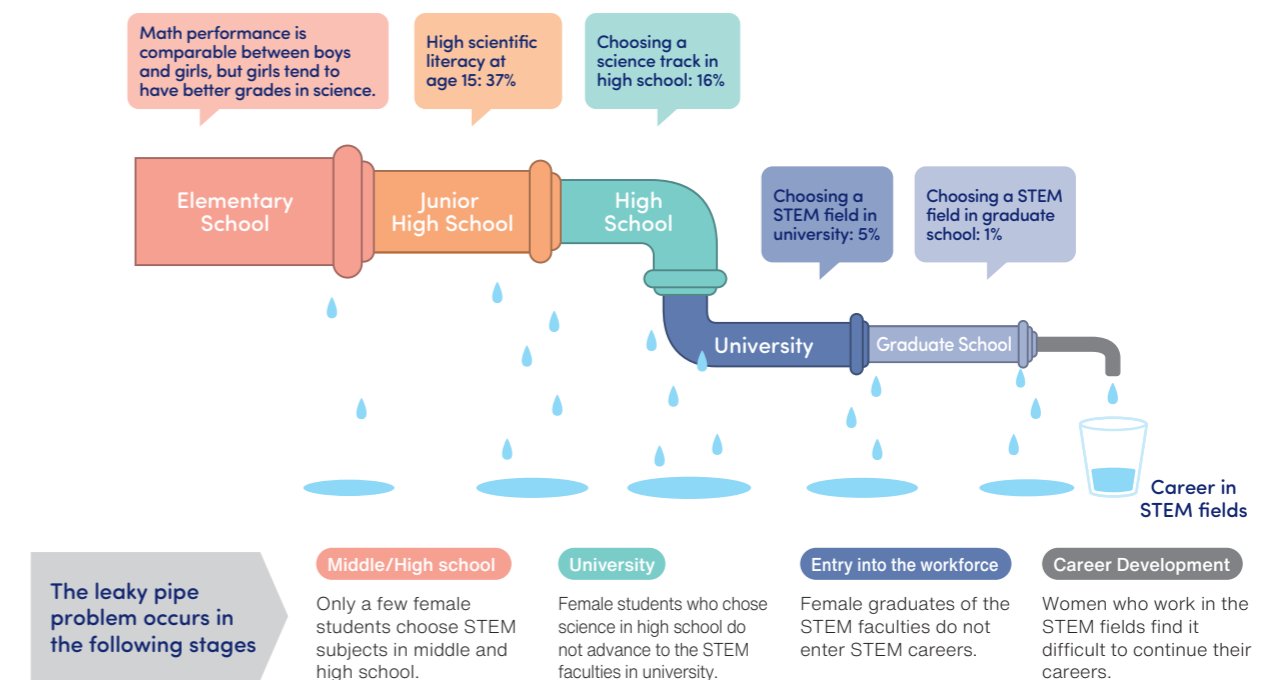
We aspire to make technology, often seen as complex, to be delightful and approachable as a warm waffle fresh off the griddle.

This is the very reason behind our choice of the name 'Waffle' for our organization.

Addressing the Gender Gap in IT through Education and Empowerment

CHALLENGE

The Challenge of the Leaky Pipeline in STEM for Girls



Reference: Based on PISA (2018), TIMSS (2019), and materials from the Cabinet Office

Japan lags behind other OECD (Organisation for Economic Co-operation and Development) countries in terms of the percentage of women pursuing STEM (Science, Technology, Engineering, and Mathematics) fields. The "Leaky Pipeline Issue" describes the gradual decline of women at each stage of education, employment, and career progression within STEM disciplines. The term draws an analogy to water leaking from holes in a pipe, resulting in minimal flow to the final destination.

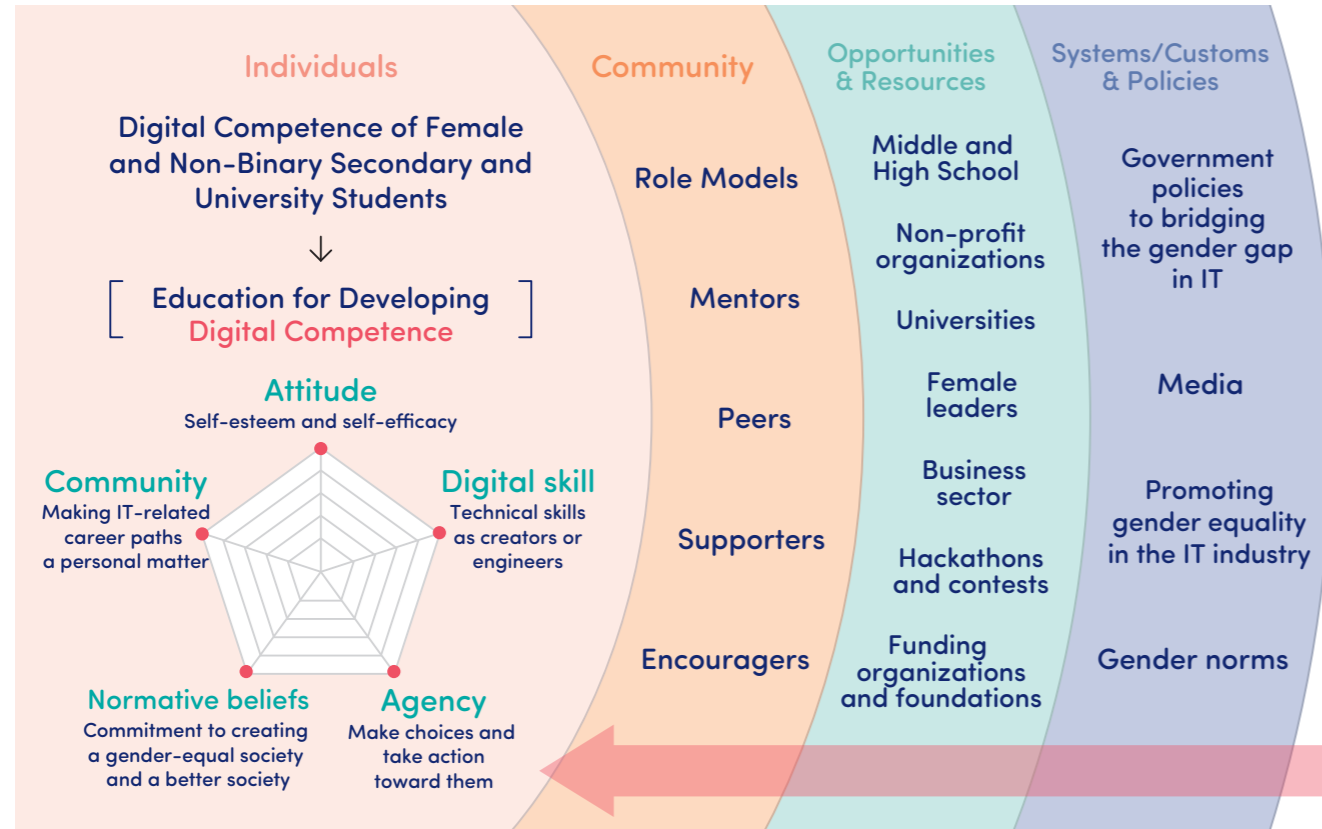
Despite Japanese female students' strong performance in the international PISA (Programme for International Student Assessment) study, their enrollment in engi-

neering programs at universities remains the lowest among OECD nations. This disparity is influenced by societal structures that discourage women from choosing STEM careers.

Of particular concern is the scant representation of women in information engineering and IT field. In today's rapidly evolving landscape of AI and robotics technology, diversifying the workforce—by encouraging more female and non-binary individuals to enter this field—becomes essential. Such efforts not only promote economic empowerment but also enhance the overall diversity of the IT industry.

HOW WE CHANGE?

Driving Transformation Across the Entire Social Structure by Engaging with All Stakeholders



What We Do

Individuals

Education to Develop Digital Competency

In Japanese society, where the gender gap is severe, we provide education to cultivate digital competency encompassing programming skills and five essential elements, enabling students to participate equally in the digital society.

Community

Building a Community Supporting Women and Non-Binary Individuals Learning IT

We create spaces where women and non-binary individuals interested in programming can meet peers and role models. Additionally, we work to increase the number of teachers, companies, and guardians who support learning in the IT field, helping students confidently choose STEM careers.

Opportunities & Resources

Advocacy for Gender-Inclusive Opportunities in Other Organizations

We collaborate with other companies and educational settings, ensuring that gender-inclusive education and opportunities/resources are provided, not just within Waffle.

Systems/Practices & Policies

Advocacy to prioritize women in STEM policies

We actively work with the government to increase budgets for women's STEM career choices in policies such as "Basic Policies for Economic and Fiscal Management and Structural Reform" while also raising awareness of the gender gap in the IT/STEM

In our mission to empower female and non-binary middle school, high school, and university students, we recognize that individual efforts alone are insufficient. To bridge the gender gap in the IT

field, we must address social structures comprehensively. Our approach involves empowering students through education while strategically transforming the broader social and economic systems that impact them.

Waffle Education Program

Core Values in Our Educational Programs

To drive systemic change in the overall social structure, we actively collaborate with multiple sectors, emphasizing three core principles within our educational programs:

Outreach

Delivering Information and Opportunities to Rural Students

The IT and digital industry predominantly centers around Tokyo, which restricts opportunities for students beyond the Tokyo metropolitan areas to engage with professionals or participate in educational programs. To address this, we collaborate with local governments, establish regional networks, and actively involve middle and high school students from all corners of Japan. Additionally, we provide travel support for students attending events in Tokyo, offer computer loans, and facilitate hybrid programs that combine on-site and online learning to reach a diverse student audience.

Skill

Promoting Economic Empowerment through Advanced Digital Education

In the IT and digital sector, the gender pay gap is narrower compared to other industries. Moreover, IT technical roles offer competitive salaries and flexible work arrangements. Our intervention begins during middle and high school, aiming to increase the enrollment of female and non-binary students in IT field like information engineering at universities. Additionally, we equip university students with advanced digital skills essential for creating and designing IT products, fostering economic independence and empowerment.

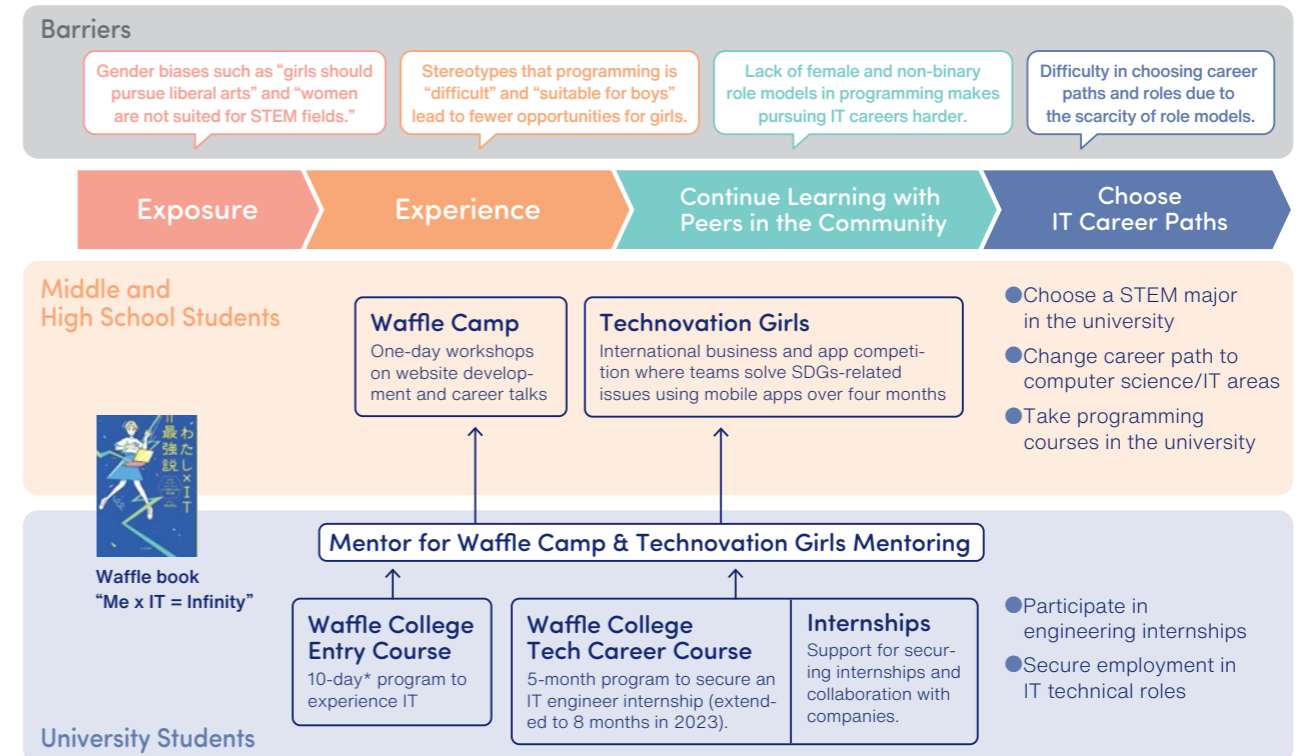
Environment

Providing Gender-Sensitive Learning Environments and Materials

Gender sensitivity involves recognizing and addressing gender-related issues while avoiding discrimination. Creating a gender-sensitive environment is crucial, especially for students who may be less inclined to explore STEM due to societal norms. To achieve this, we ensure that individuals with gender-sensitive perspectives serve as lecturers or judges during programs, providing young generations with diverse role models among female engineers and executives.

PROGRAM PIPELINE

We offer comprehensive programs that support female and non-binary students of various age groups—from middle and high school to university—on their journey from developing an interest in IT to pursuing information engineering and becoming engineers.



*1 Duration: 2 weeks(FY 2023) *2 Duration: 8 months(FY 2023)

START!

April

Waffle's first book

"Me x IT = Infinity: The Ultimate Theory: A Guide for Women & Gender Minorities to thrive in IT field", was published by Little More on March 8th 2023, spreads to bookstores and libraries nationwide.



May

Started the second term of the Waffle College Entry Course

welcoming 80 students new to IT (details on page 9).

June

The Japanese government's 2023 policy includes a commitment to "Eliminating the Gender Gap in STEM."

July

Launched Waffle Camp 2023

in 17 cities with 177 students (details on page 7).

August

Started the second term of the Waffle College Tech Career Course

with 40 motivated students eager to learn IT skills in depth (details on page 9).



September

Participated in the Board Fellow Program of the general incorporated association World in You

Selected for the Mirai RITA "YUI Future Project ~ Social Impact with a Gender Perspective."

October

November

Technovation Girls 2024 Starts!

A total of 409 participants from all 47 prefectures enrolled, and 7 teams were selected for the World Semi-Finals (details on page 8).

Held Waffle Club!

"Waffle Club ~ Cloud Camp for Builders! ~ powered by AWS" at the Amazon Shinagawa office as a follow-up course for program graduates.



January

December

Hosted a STEM career event

"A Day to Design Your Future." to explore the excitement of IT and technology, and how to leverage it in future education and career paths.

CEO Tanaka was selected as a finalist for the Veuve Clicquot Bold Woman Award 2023



Featured on Apple's "App Store Today" for International Women's Day



Held the graduation ceremony for the second term of Waffle College

and presentation of achievements for the second term of Waffle College.

February

March

As part of the YUI Future Project, visited organizations involved in gender and education across Japan



Started the YUI Future Project

Highlights

Recap of Waffle's annual activities and achievements

What is Waffle Camp?

Waffle Camp is a program for female and non-binary middle and high school students aimed at reducing apprehension towards IT and STEM fields and increasing their interest through website development. The program not only focuses on skill acquisition but also features career talks from women working in the IT industry.

[Event Overview]

Event Period: July 1, 2023 - March 31, 2024

Participation Fee: Free of charge

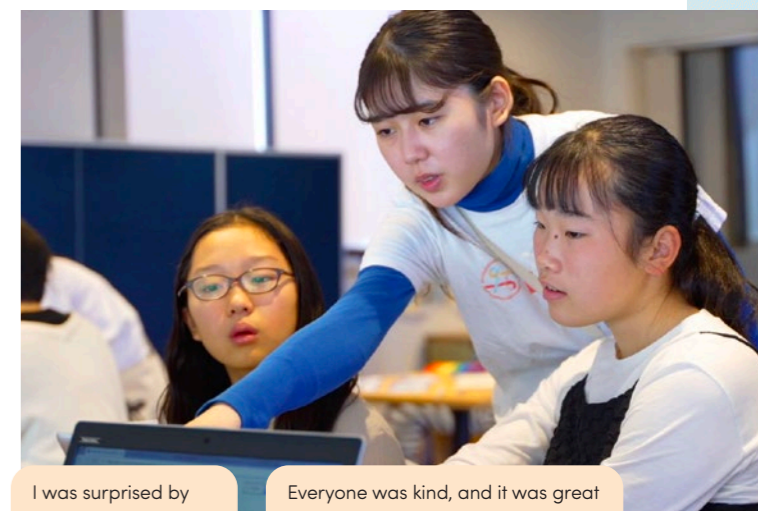
Event Locations: 17 cities nationwide (Sapporo, Hokkaido; Chiba, Chiba; Inzai, Chiba; Yokohama, Kanagawa; Nagaoka, Niigata; Fukui, Fukui; Komagane, Nagano; Kamiina, Nagano; Kyotango, Kyoto; Hyogo, Hyogo; Kobe, Hyogo; Toyooka, Hyogo; Tokushima, Tokushima; Fukuoka, Fukuoka; Nagasaki, Nagasaki; Nagasaki City, Nagasaki; Kagoshima, Kagoshima)

*Note: 13 municipalities will host hybrid events (both in-person and online)

Target Participants: Female and non-binary middle and high school students residing or studying in the event locations.

Key Activities:

- Developing original websites using HTML/CSS
- Hosting inspirational talks featuring accomplished women who work in the tech industry as role models and more



I was surprised by the number of engineers from liberal arts backgrounds.

Everyone was kind, and it was great to have someone immediately help me when I was in trouble.

Feedback from Participants

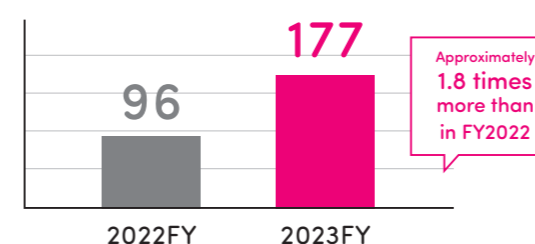
I had always thought IT was difficult, but I was glad to find out that there are many different kinds of people in the field, and various ways of living.

I learned the importance of pursuing what you want to do, as many people change their career paths after graduating from university.

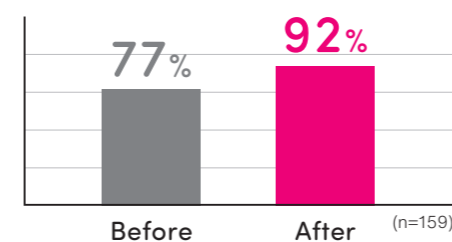
The advice was accurate and easy to understand.

Participants Changes

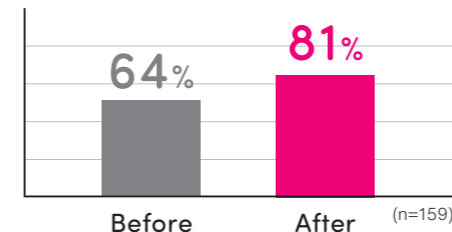
Number of participants in Waffle Camp



Interest in Programming



Interest in STEM Fields



Highlights from the 2023 Program

Collaborating with Our Partner Companies: Through partnerships with sponsoring companies, we successfully organized events at their respective offices. These events allowed participants to closely observe employees in their work environments, providing valuable insights and making it easier for them to envision a career in IT.

Empowering Girls in STEM: A key challenge is how to encourage participation from students who have little interest in IT or STEM fields without making them feel resistant. It is also important to work on deepening the understanding of the program among parents and school teachers. Some municipalities, such as Kyotango City in Kyoto Prefecture and Kagoshima Prefecture, have held pre-program information sessions for parents and school officials, which is expected to boost future participation.

Mentoring by College Students: We selected and trained 49 mentors from alumni of our Waffle College Entry Course, who are closer in age to the middle and high school students. By having university students act as mentors, we believe it has helped the younger students feel that IT is more accessible.

Check out Waffle Camp



About Technovation Girls

Technovation Girls is one of the world's largest technology education programs hosted by the US-based STEM NPO "Technovation," aiming to nurture the next generation of female IT entrepreneurs. As the official ambassador in Japan, Waffle supports domestic teams participating in the program.

[Event Overview]

Event Period: December 10, 2023 - May 25, 2024
 Note: The "World Summit" hosted by Technovation in US is scheduled for October 2025.

Participation Fee: Free of charge

Support: Japan Ministry of Education, Culture, Sports, Science and Technology (MEXT)

Target Participants: Female and gender minority* students in middle and high school

Main Content: - App Development Course (7 days)
 - Business Development Course (4 days)

Instructors: - Maiko Kojima (Founder and CEO, Crafter Co. Ltd.)
 - Airi Horie (CEO, Women's Startup Lab)

Japan Official Pitch Event: An annual pitch event held independently in Japan. After the judging process, ten finalists will present at an event in Tokyo on May 25, 2024.

Exchange Meeting with Overseas Participants (Mexico): A platform to provide mutual feedback on apps under development.

Career Guidance and Consultation Events: Opportunities for participants to receive support for their future paths through talk sessions with university student and professional mentors.

*Following the application guidelines by Technovation Girls HQ, we welcome not only transgender individuals who are interested in Technovation Girls, but also non-binary and gender non-conforming individuals who wish to learn in a female-oriented environment.



Feedback from Participants

There were countless challenges, but the sense of achievement from my growth outweighed them all.

At first, I was anxious, but with support from the organizers, I had a very fulfilling experience.

Starting development from scratch boosted my confidence significantly.

I want to apply the algorithms I learned this time to master other programming languages.

This challenge has boosted my self-confidence. It was a truly tough yet enjoyable six months.

Summary of the 2023 Program

Record-Breaking: We achieved record participation, with the highest numbers of participants, teams, and mentors supporting them—surpassing all previous years. This success allowed us to expand our program to previously unreached regions.

Empowering Career Clarity: Participant surveys clearly indicated that the program played a pivotal role in clarifying their future career paths and aspirations. Beyond programming engagement, emphasizing sessions on role models and career guidance is essential for presenting diverse career options.

Building an Alumni Community: Looking ahead, our focus is on establishing an alumni community. This platform will enable participants to share their program experiences with their schools and local communities.

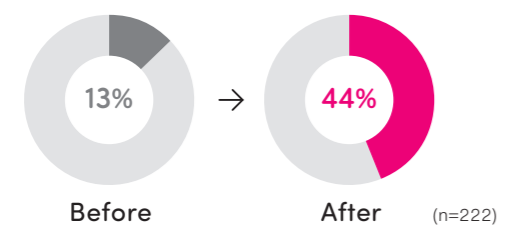
Check Out the Technovation Girls Japan Official Pitch Event

Participants Changes



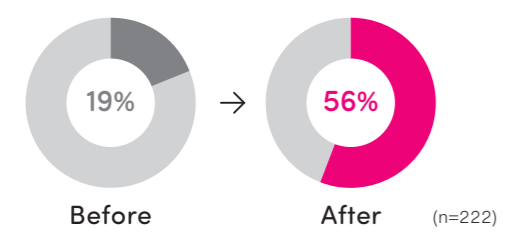
Programming Skills:

Participants reported increased confidence in their programming abilities



Business Building Skills:

There was a noticeable improvement in participants' confidence in their business development skills.



Waffle College

Waffle College is a tech community primarily for university students who are beginners in tech to become IT engineers. It offers an "Entry Course" for programming beginners and a "Tech Career Course" for those who want to learn IT skills in-depth and participate in internships at IT companies.

[Event Overview]

Event Period:
 - **Entry Course:** May to June 2023 (2 weeks)
 - **Tech Career Course:** August 2023 to March 2024 (8 months)

Participation Fee: Free of charge

Support: Japan Ministry of Education, Culture, Sports, Science and Technology (MEXT)

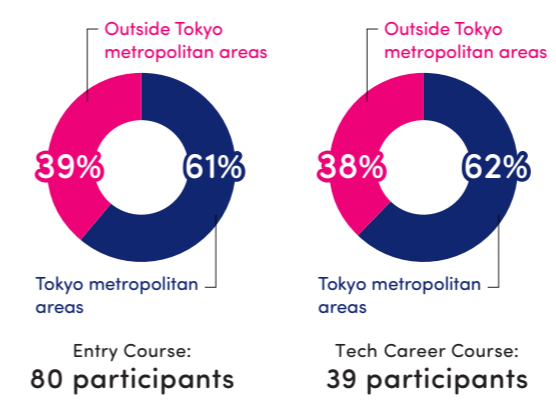
Target Participants: 18+ year-old female and non-binary students from domestic and international universities, graduate schools, junior colleges, technical colleges, and vocational schools.

Contents:
Entry Course: Lectures on fundamental to programming, using the no-code tool "Thunkable" and App development/Visits to IT companies (including office tours, panel discussions with female employees, and networking events)/Role model lectures (talks by those who transitioned from liberal arts to engineering careers)

Tech Career Course: Text coding using JavaScript and web app development methods/Fundamentals of computer science, such as data structures and algorithms, and preparation for coding tests/Project weeks where groups work on assignments/Graduation hackathon



Participants Changes



The lectures on programming and computer science were of high quality, stimulating my intellectual curiosity. I even found IT-related topics interesting.

It provided me with valuable time for self-reflection and also impacted my career.

Feedback from Participants

Compared to before I participated, I feel a strong sense of personal growth!

Rather than studying alone in silence, I enjoyed collaborating with instructors, mentors, and fellow college students. Without my peers, I don't think I could have continued.

In this exceptional environment, I was able to develop my skills while maintaining psychological safety.

I had the opportunity to interact with like-minded individuals and gain a lot of inspiration and experience.

Summary of the 2023 Program

Entry Course: Condensed last year's program spanned approximately three months into a two-week format to enable students to engage in focused learning and gain a deeper understanding.

Tech Career Course: Launched computer science lectures, and implemented multiple project weeks for students to collaborate in groups to tackle assignments. Several student-led "clubs" were emerged and student participation in external hackathons and internships were increased.

Research: Collaborating with Professor Ryo Oda from the Faculty of Foreign Studies at Reitaku University to conduct research aimed at enhancing the program's effectiveness.

*As of July 2024

Participant interview #1

Unlock women's potential and make an impact in the world together with them

INTERVIEWEE 1

Chihiro Matsuura

Resides in Akita Prefecture. Participated in Technovation Girls 2024 for the first time and was selected as a finalist in the Japan official pitch event. She is working on developing an app to enhance understanding of food allergies and hopes to address social issues by combining design and art in the future.

—What motivated you to join Technovation Girls (TG)?

I was encouraged by my parents. I had opportunities to interact with computers since the third grade of elementary school and had always wanted to create an app. Also, inspired by a fascination with overseas, I decided to take on the challenge when I learned that TG was held in the United States.

—How was the experience of participating?

The app development course was challenging. I had to learn programming I had never encountered before, and all the tools were in English, which made it difficult. Creating a business plan was also a new experience for me, and planning finances was tough. However, completing the pitch video and business plan in English by the deadline gave me confidence. I felt that everyone's creativity and effort were rewarded. Our team was four people and we communicated frequently and paid particular attention to schedule management. Working in a team provided new perspectives and allowed us to take on challenges we couldn't have done alone. Additionally, I was thrilled to have the valuable experience of presenting in a large venue.

—Tell us about the app you developed for TG.

It's a cooking game app related to food allergies. Designed to promote understanding of allergies, it is made to be enjoyable for both people with and without allergies. I have an egg allergy myself and have felt that understanding allergies is sometimes lacking. Through this app, I aimed to reduce allergy incidents.



In the app, users act as chefs and serve dishes to customers with various allergies. Successfully managing allergy requirements clears the mission, and users can earn discount coupons that can be used in actual restaurants.

—What were the specific features or innovations in your app?

I was mainly responsible for designing and implementing the UI (User Interface). I focused on making it user-friendly for children by carefully selecting colors and text from the user's perspective. Initially developed in Japanese, we also created an English version to make it accessible to people worldwide.

—What future challenges or projects are you interested in?

I am good at design and enjoy drawing illustrations. Recently, I've also developed an interest in issues related to image generation AI. I would like to develop new apps that combine design and AI. I want to take on various app development challenges leveraging my experiences, both in allergy and design. I also plan to participate in TG next year and aim for an award this time.

Working on UI for TG has strengthened my desire to become a designer. Listening to Suptuniko! inspired me to blend programming and design, and use technology to tackle social issues!

—Thank you.



At Hailab (Gojome Town, Akita Prefecture), she is deeply engaged in programming and design.

Participant interview #2

Unlock women's potential and make an impact in the world together with them

INTERVIEWEE 2

Sumire Inoue

Currently enrolled at the Faculty of Human Life Sciences, Ochanomizu University. She participated as a first-term student in Waffle College (College) during her first year of university. After completing the program, she has joined Waffle and involved in the Technovation Girls group. She is challenging herself with an internship in an IT engineering role at a company and is scheduled to intern with a South American company this summer. She aspires to become a backend engineer in the future.

—What motivated you to join the Waffle program?

I joined College in the spring of my first year at university, introduced by a professor. As a humanities student majoring in Gender and Sexuality Studies, I initially wanted to gain some strengths before entering the workforce, so I joined College. There, I was introduced to the appeal of IT engineering and flexible work styles, and I felt it suited me. I realized that IT could broaden my life options, which increased my interest in the field. College significantly changed my perception of IT.

—What was your experience with the Waffle College program?

Balancing university studies and part-time work was challenging, but I valued maintaining the attitude of not giving up on things I wanted to try. Continuing was made easier by the presence of my peers who gathered at College. Participating online from various parts of the country exposed me to diverse backgrounds and expertise, which was stimulating.

Meeting IT engineers close to my age who are active in community was particularly valuable, as such networks are rare in the humanities field. It made me realize that the future I envision is not impossible.

—What does Waffle mean to you?

Waffle is a community that has taught me about the IT world and has many wonderful role models. Some of the



first-term students from College are already active engineers, and I find their stories inspiring.

For me, Waffle is a place to hone technical skills and a community where I can meet like-minded individuals. I am also interning in Waffle's middle and high school programs, hoping to give back a little of what I have gained and how I have been empowered.

—What future challenges are you interested in pursuing?

I am currently participating in an internship at a company, aiming to become a backend engineer. I am looking forward to the launch of the products I am involved with. My goal is to create new value by integrating IT with other fields and contributing to society.

—Do you have a message for future juniors?

Trying new things is worth it if you have even a slight interest. I wasn't initially strongly interested in IT, but through my experiences at College, I discovered new possibilities. I encourage you to take that first step.

—Thank you.



Actively engaged in extracurricular activities, including participating in external hackathons outside of university.

Advocacy

Efforts Toward Policy Advocacy

Since its inception in 2019, Waffle has been actively involved in both educational initiatives and policy advocacy to address the gender gap in the IT field. Recognizing that this gap is influenced by systemic and social structural challenges, Waffle believes that fundamental transformation within social structures is crucial for a radical solution. Leveraging insights from its educational programs aimed at closing the gender gap in IT field, Waffle provides recommendations to the government.

In our policy advocacy, we are particularly focused on the 'Basic Policy on Economic and Fiscal Management and Reform' (also known as the 'Honebuto no Hoshin'). This policy outlines the fundamental principles for budget formation by various ministries and the government's prioritized policy directions, and it is decided by the Cabinet around June every year. At Waffle, we discuss countermeasures and possible actions with the relevant ministries based on the insights and issues identified from our projects. Since fiscal year 2021, the promotion of IT education and career choices for female junior and senior high school students, technical college students, and university students has been consistently included in government's policies. We believe that these activities have contributed to recent proactive measures such as the establishment of new quotas for women in STEM fields in higher education institutions and the appointment of female faculty members.

Background and Policy Recommendations

As Waffle expands its educational programs nationwide, local governments and organizations recognize the need to strengthen regional industry-academia-government collaboration. In regions where Waffle is active, aligning efforts among industry, educators, and government has significantly increased awareness and opportunities for a larger student population, contributing to program sustainability. In fiscal year 2023, Waffle made recommendations aimed at accelerating initiatives involving diverse stakeholders in local communities.

Furthermore, Waffle's activities have highlighted the impact of role models in IT/STEM fields. By promoting women researchers to senior positions, Waffle encourages more girls to consider these fields as viable career



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paths, ultimately improving female participation rates. These insights have been incorporated into the recommendations provided to the government.

Achievements

1. Inclusion in the "Basic Policy on Economic and Fiscal Management and Reform (Honebuto Policy) 2023"

The policy includes the following statement on page 19, marking the third consecutive year of initiatives for junior and senior high school girls since 2021.

"To enhance female representation among university and technical college students and faculty in STEM fields, including IT, the government will intensify collaborative efforts between industry, academia, and government at the regional level. These initiatives aim to encourage female junior and senior high school students to explore and choose STEM disciplines. Additionally, the government will bolster efforts to appoint female researchers to senior positions within universities."

https://www5.cao.go.jp/keizai-shimon/kaigi/cabinet/honebuto/2023/2023_basicpolicies_ja.pdf



2. 20% Increase in Budget for Related Projects

The budget for the 'Support Program for Female Junior and Senior High School Students in Choosing STEM Careers,' overseen by the Japan Science and Technology Agency (JST), has been increased from 60 million yen in FY2023 to 72 million yen in FY2024.

Supporters comments

SUPPORTER 1

Lenovo Japan LLC
<https://www.lenovo.com/>



Aya Yaginuma
Director,
Consumer Business Strategy

Lenovo Japan Ltd. has been supporting Waffle's activities in various ways, including co-organizing events for International Women's Day and career seminars for female students.

We met Waffle, which aims to bridge the gender gap through IT, at a time when we were beginning to focus on developing programming software for students and promoting its use with the goal of "Smarter Technology for All." As we felt sympathetic to Waffle's efforts to promote change with deep concern for the situation of female students in Japan, we have worked together on Technovation Girls, jointly organizing career seminars for female students and International Women's Day events.

In particular, Technovation Girls 2024 attracted participants from all 47 prefectures of Japan, and I feel that the momentum is growing on a national scale. I hope that Waffle's activities will help expand career opportunities for female students and further diversify human resources in the IT industry.

SUPPORTER 2

Nulab inc.
<https://nulab.com/>



Masanori Hashimoto
President and CEO Nulab Inc.

Nulab Inc. has supported us as an annual partner since 2023. We have also hosted the Waffle Camp at their headquarters in Fukuoka.

Nulab Inc. supports the activities of the NPO Waffle. In Japan today, the percentage of women in IT roles such as programmers and system engineers is still at a low level of 22%*. Although this percentage is rising year by year, the opportunities to meet female IT engineers are still few, and hiring them is challenging even when we wish to work together. One of the reasons for this is the lack of an increase in women studying computer science. Nulab has supported and collaborated with Waffle's proactive initiatives to address these issues. We have organized coding workshops exclusively for female junior and senior high school students, such as "Waffle Camp Hometown in Fukuoka City," and have held "Talk Sessions by Female IT Engineers," where our female engineers have also presented.

We believe it is essential to widely inform young women about the joys and possibilities of a career as an IT engineer from an early age. We will continue to work with Waffle and strive, albeit modestly, to contribute to realizing a society where female IT engineers can thrive.

*Source: Japan Information Service Industry Association, 2023 Basic Statistics Survey of the Information Service Industry

Media Coverage

Major Media Coverage

- 2023** April 11: Business Insider - "The Equation of Me x IT = Invincible: A Guide to Becoming a Female Engineer Recommended by a Current-Female STEM University Student"
April 11: TBS Radio - "Ashitano College"
April 14: Fuji TV - "Live News α"
April 30: J-WAVE - "ARROWS"
May 19: MASHING UP - "Lowering the Barriers to IT: What Waffle Wants to Convey to Teens in Their Book"
June 24: NHK General - "Saturday Watch 9"
June 8: Nikkei - "STEM: More Women in the Workforce - Universities and Companies Want to Show the Excitement"
June 6: FNN Prime Online - "Female Junior and Senior High School Students Gather in Shibuya to Solve Social Issues with Apps!"
July 5: Asahi Shimbun Digital - "Are Girls Really Bad at STEM? Persistent Prejudices Compared to the World..."
December 5: Yomiuri Shimbun - "[#Challenge in Their 30s] Sayaka Tanaka Wants to Eliminate Gender Gaps in IT"
- 2024** January 29: Forbes JAPAN - "100 Leaders' Conference"
February 28: NWEC Practical Research No. 14 - Digital Technology and Gender Equality: Report from the National Women's Education Center "NWEC Practical Research No. 14"
March 8: Apple App Store Today - "International Women's Day: Free IT Education for Female Students"
March 8: Asahi Shimbun - "Why I Chose STEM: Two Women in Their 20s Discuss Sudden Career Shifts and Pursuing Research..."
March 11: Asahi Shimbun Edu - "The Lack of Women in IT Is Not an 'Awareness Issue' - How Girls Can Realize Their Potential and Choose Their Own Career Paths"

Total Media Coverage: Web: 37 articles, Newspapers: 23 articles, Magazines: 20 articles, Radio: 2 broadcasts, TV: 2 broadcasts

For more details, please visit <https://waffle-waffle.org/media/>

Speaking Engagements

- 2023** May 10: Panel Discussion at Nikkei Children's Future Economy Forum (Chairperson Tanaka)
June 2: Cabinet Office "Collaboration Conference Online Forum" (Chairperson Tanaka)
June 23: Lecture at Seisen University, "Specialized Case: Global Citizens and Human Resources" (Director Morita)
June 14: Lecture at Kichijo Girls' Junior & Senior High School Cultural Lecture Series (Chairperson Tanaka)
July 3: Fujitsu & Ochanomizu University "AI Ethics and Society Joint Lecture" (Director Morita)
July 15: Aomori Prefecture-sponsored "Aomori x Women Life & Career Seminar" (Chairperson Tanaka)
July 23: Lecture co-hosted by Nishinomiya City and Nishinomiya University Exchange Council (Chairperson Tanaka)
July 29: Lecture at Kagoshima Prefecture Gender Equality Center (Chairperson Tanaka)
August 5: Open Seminar at Kyoto Women's University, Faculty of Data Science (Chairperson Tanaka)
August 29: L'Oréal-UNESCO for Women in Science Japan Encouragement Award Panel Discussion (Chairperson Tanaka)
November 27: Panel Discussion by bgrass "Let's Think About the Gender Gap in the IT Industry!" (Chairperson Tanaka)
November 28: #YourChoiceProject 2nd Anniversary Event Panel Discussion (Chairperson Tanaka)
December 2: Workshop at Everyone's Code "Roundtable Conference on the Future of School Education" (Chairperson Tanaka)
December 6: Panel Discussion at Nikkei Children's Future Economy Forum (Chairperson Tanaka)
December 13: Lecture at Tsuda University (Director Morita)
- 2024** February 5: Panel Discussion at JobRainbow "D&I AWARD 2023" (Chairperson Tanaka)
March 8: W20 Japan and Sasakawa Peace Foundation co-hosted "Digital and Gender" (Chairperson Tanaka)
March 21: Webinar co-hosted by LVMH Beauty and Sriru "Considering the Voices of 600 Working Women" (Chairperson Tanaka)
March 22: Lecture at National Institute of Technology, Diversity Promotion Awareness Lecture (Director Morita)

Awards

November 2023: Finalist for the Veuve Clicquot Bold Woman Award 2023

Waffle was selected as a finalist for the Bold Future Award, an honor presented by Veuve Clicquot to innovative female leaders and next-generation women leaders.

Supporters

We would like to take this opportunity to extend our heartfelt thanks to the companies and organizations that support Waffle's activities. Here are some of the entities that have provided their generous support:

Partner Companies/Organizations

- | | | |
|--------------------------------|--------------------------------|-----------------------|
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Supporting Companies/Organizations

- Women's Startup Lab Impact Foundation Japan
Yamada Shintaro D & I Foundation
National High School My Project Award Office by NPO Katariba
NPO Code for Everyone
Life is Tech, Inc.
Girl Scouts of Japan
Apollo Global Management

For Companies

We embrace diverse forms of support, ranging from financial contributions to our programs, to the provision of free computers and educational materials, event venue offerings, and expertise in areas like design. For further information, please reach out to our partnership office at partner@waffle-waffle.org.

Introduction to Various Support Methods /

J-Stream Inc.

J-Stream Inc. a provider of video streaming and video solutions, has supported us by producing videos for Waffle Camp. They created videos that include the genuine voices of the participants, as well as the thoughts and messages from the university student instructors/TAs and the management team.



You can watch the video here:



Nulab Inc.

Nulab Inc. a developer and provider of on-line collaboration tools, has supported us by providing their project and task management tool, "Backlog," as well as lending us their venue for hosting Waffle Camp.



Amazon Web Services Japan G.K.

Amazon Web Services Japan G.K. has supported us by hosting the "Cloud Camp for Builders," a programming workshop using IoT devices, for high school and university students at the Amazon Shinagawa office. They provided the venue, prepared teaching materials, and had their employees serve as instructors, offering a wide range of support.



\ Join Us in Bridging the Gender Gap in the Field of IT /

Donation Information

The initiatives of Waffle, which focus on fostering female and non-binary tech leaders throughout Japan, rely on the generous backing of our community. Your ongoing support would be immensely valued.

For Individuals

Contributions can be made via 'Syncable,' a donation platform tailored for non-profit organizations. You have the option of either monthly recurring donations or one-time contributions, allowing you to choose the amount and frequency that suits you best. Your generous donations will be utilized to supply laptops and WiFi devices to middle and high school students who lack the necessary resources for programming, while also enhancing educational materials.



[Syncable: NPO Waffle]

<https://syncable.biz/associate/555>

Annually, Waffle undergoes an independent third-party audit to ensure the proper management of donations. We are dedicated to maximizing the effective and efficient use of your contributions to address the gender gap in the IT field.

Organization Overview

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CEO Sayaka Tanaka

Contact: info@waffle-waffle.org

Official Website: <https://waffle-waffle.org/>



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