

FRENCH DIGITAL COUNCIL  
September 2020

# BOOSTING CULTURAL DIVERSITY WITH TECH

15 strategic recommendations to step for more  
diversity, social inclusion and performance in the tech  
industry



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# EXECUTIVE SUMMARY

From an economic standpoint, giving access to tech jobs to citizens from rural territories or deprived neighborhoods is a necessity. Yet it is above all a question of equality and ethics.

The constantly evolving digitization process of our economies has for consequence that, today, the tech industry is one of the most promising sectors in terms of job creation. The following French Digital Council's Opinion seeks to analyze the reasons underlying the under-representation of some territories in the tech world. The French Digital Council calls for actions aiming at allying digital skills valorization with the promotion of equal opportunities for all.

Within the context of the French economic recovery plan post the 2020 sanitary crisis, the French Digital Council, along with the diversity expert Anthony Babkine, argues in favor of an ambitious employment public policy in the tech industry. Proposed actions include: first and foremost, ensuring clear information regarding digital jobs opportunities and postgraduate diplomas throughout the country and communication specifically targeting education bodies in rural or disadvantaged areas; rethinking recruitment policies; last, strengthening development public policies in rural territories.

Fostering diversity in the tech industry means giving to each and everyone, including those traditionally excluded from the labour market, the chance to grasp the highly versatile opportunities offered by digitization. In addition, it will also address the talent shortage tech companies are facing, thus contributing to the French economic performance.

# RECOMMENDATIONS

## AXIS 1: ENSURE CLEAR INFORMATION REGARDING DIGITAL JOBS OPPORTUNITIES AND POSTGRADUATE DIPLOMAS

1. Raise awareness of secondary school students regarding opportunities offered by digital technology
2. Set up a national awareness day or week focusing on digital professions
3. Launch a training program to teach prescribers (Pôle Emploi, Cap Emploi, Local Missions, etc.) about digital skills and careers \*
4. Create a bachelor's degree dedicated to IT developers \*
5. Encourage prestigious IT universities and IT training programs to develop their social policy
6. Communicate massively about state-guaranteed student loans to access to engineering schools
7. Expand apprenticeship contracts in the tech industry
8. Reinforce access to individual digital equipment for all pupils and students
9. Extend financial support for students attending IT courses

## AXIS 2: RETHINK RECRUITMENT POLICIES

10. Encourage companies to rethink their recruitment policies to fight against stereotypes
11. Create an index to measure companies' diversity policy at all levels \*
12. Follow up the vocational integration of apprentices, trainees, who benefited from financial support, in order to fund the most effective actions

## AXIS 3: STRENGTHEN PUBLIC POLICIES IN RURAL TERRITORIES

13. In order to revitalize regions, create a national task force to forecast digital needs, which would also be represented in French Tech cities \*
14. Finance experimental projects that encourage work between associations to help people who are excluded from the labour market to access digital opportunities \*
15. Ensure that local aids and exemptions are conditional on companies' recruiting policy in territory covered by the agreement

# LIST OF HEARINGS

- Fabienne Amoureux, Employment and Diversity Officer, Medef 31 Toulouse
- Fabienne Arata, Country Manager, LinkedIn France
- Céline Argy, Media Relations Officer, Axa France
- Alain Assouline, Webforce3 President, Président du Cinov
- Abdelaali El Badaoui, Founder, Banlieues santé
- Diarra Badiane, Project manager for integration and employment, Ville d'Evry-Courcouronnes
- Jessie Badiane, Pedagogy and Administration Officer, École 42
- Consuelo Benicourt, Director CSR, Sopra Steria
- Marianne Billard, Digital Inclusion Project Manager, Caisse des Dépôts
- Jeanne Bitker, Operations Director, Willa
- Emilie Benoit-Vernay, Director, Shopify France
- Jesila Bensalah, Head of Influence Strategy, AXA France
- Muriel Barnéoud, Director CSR, La Poste
- Mohamed Benamra, Regional Development Occitanie, Mozaïk RH
- Elodie Blaquieres, UX Designer, Airbus
- Anne-Sophie Le Bras, In charge of the programme Google Ateliers Numériques, Google
- Clotilde Briend, Director of Public Affairs, Facebook
- Virgile Brohart, Digital Economy Project Manager, Toulouse Métropole
- Adeline Carrié, Associate Director, Goods to know
- Christophe Carol, Regional Director, Pôle emploi Occitanie
- Pascal Caye, Director Delegate for Social and Solidarity-based Economy and Territorial Dynamics, Laposte
- Grazia Cecere, Professor of Economics, Institut Mines-Telecom
- Patrick Chaize, Senator
- Dipty Chander, Founder, E-mma
- Sandrine Charpentier, CEO Mixity
- Françoise Cosson, Executive Director, Fondation Orange
- Philippe Coste, Associate, At Home
- Ludovic Craïssac, Founder, Leadership academy
- Sam Dahmani, Executive Director, French Tech Lille
- Mickaël Dell'ova, UX Designer, Ubisoft
- Alexandre Desrousseaux, Technical Advisor, Région Hauts-de France
- Diane Deperrois, Director of Human Resources, Axa France
- Milena Doytcheva, Senior Lecturer Sociology of Migration, Sociology of the City and Discrimination, Université de Lille
- Hawa Dramé, Co-founder, Time2start
- Haikel Drine, Founder, Afrikanda et ancien Maire-adjoint chargé des nouvelles technologies au Blanc-Mesnil
- Anne Claire Dubreuil, Digital Transformation Project Director, Sicoval
- Hector Duport de Rivoire, Head of Public affairs, Microsoft France
- Thomas Dupressoir, Technical supervisor, Informatique plus
- Firmine Duro, Director of Partnerships, Pôle emploi
- Gérald Elbaze, Founder, APTIC
- Jean Philippe Eprinchard, Head of Data and Digital in the Information Services Department, AXA France
- Lucette Escudier, Director Fédération des Femmes Pour l'Europe (FFPE)
- Malvina Essaadi, Head of professional integration, Université fédérale de Toulouse
- Pierre Eve, Executive Director, Institut Télémaque Montpellier
- Kayoum Fane, Co-founder, Whire
- Anne Faure, Digital Project Manager, France Stratégie
- Olivier Fay, Innovation and Network Manager, Face Hérault
- Samia Ghoulane, President, Grande École du Numérique
- Céline Gruffat, Head of innovation and start-ups, Ministère de l'Economie et des Finances
- Florence Gressard, Head of department, Étape à Lattes
- Safia Guezi, Volunteer, Association de Jeunes pour le Divertissement à Bagnolet

- Edouard Guerreiro, Executive Director, Toulouse Métropole Emploi
- Denis Guibard, Managing Director, d'Institut Mines-Télécom Business School
- Satou Hadara, Volunteer, Association de Jeunes pour le Divertissement à Bagnolet
- Sofiane Hadji, Parliamentary staff member, Assemblée nationale
- Neila Hamadache, Training Representative, Syntec Numérique
- Alexis Janicot, Managing Director, French Tech Toulouse
- Nicolas Jouanneaud, Director of Human Resources, La poste
- Jean François Kappes, Regional Director, Simplon Occitanie
- Marie Lacoste, Director, Avenir nouvelle maison des chômeurs
- Angéline Lamy, Chief Executive Officer, Fondation Accenture
- Lumir Lapray, Founder, OPTIMIST
- Laëtizia Laurent, Head of Recruitment and HR Projects, AXA France
- Valérie Létard, Coordinator, La Compagnie du code
- Toure Lockman, Volunteer, Association de Jeunes pour le Divertissement à Bagnolet
- Karim Maklouf, Volunteer, Association de Jeunes pour le Divertissement à Bagnolet
- Soumia Malinbaum, Administrator and President of the Training and Development Commission, Syntec Numérique
- Guy Mamou Mani, Co-President, Groupe Open
- Achraf Manar, Student, en alternance en Knowledge Management & IA, Danone
- Carole Maurage, President, Digital Girls
- Thierry Marc, General Secretary, MEDEF Hérault Montpellier
- Anna Maslova, Associate, PWC
- Bernard Le Masson, President, Fondation Accenture
- Laura Medji, Founder, Tracktor
- Christine Medrano, Head of Employment and Training, Sicoval
- Salima Mohamed, Volunteer, Association de Jeunes pour le Divertissement à Bagnolet
- Agnès Montmerle, Delegate for Occitanie, JobIRL
- Hamida Moussaoui, Head of Social Networks and Social Impact, Facebook
- Dan Musaka, Treasurer of the association, Charo ensemble
- Virginie Novais, Corporate Relations Director, École 42
- Esther Ohayon, Communication Manager, LinkedIn France
- Alain Olive, Chairman of the Disability Committee, Syntec numérique
- Eric Pastor, Elected Representative, Commune de Lattes
- Roxane Pauty, Investment Project Officer, Caisse des Dépôts
- Renée Noëlle Perdriau, Université fédérale de Toulouse
- Mirek Pospisil, Public Affairs Director, EMEA LinkedIn
- Lauranne Poulain, Institutional manager, Syntec Numérique
- Delphine Pouponneau, Director of Diversity and Inclusion, Groupe Orange
- Carlo Purassanta, Director, Microsoft France
- Charlotte Radvanyi, Public Affairs Manager, Google
- Severine Ragu, Territorial Director, Association pour le droit à l'initiative économique
- Jean Renaud Roy, Public Affairs Director, Microsoft France
- Pierre Ruhlmann, Chief Operator, Banque de Détail en France, BNP Paribas
- Rémi Ruyer, DSI, Entreprise Adaptée et Solidaire
- Ines Seddiki, Founder, Ghatt'up
- Madi Seydi, Member, Diversidays
- Lamine Sow, Project manager, Direction au Ministère de l'Europe et des affaires étrangères
- Ibrahima Sylla, Volunteer, Association de Jeunes pour le Divertissement à Bagnolet
- Moussa Sylla, Chairman and Founder, Association de Jeunes pour le Divertissement à Bagnolet
- Camille Subra, Regional Manager, Institut Télémaque
- Samuel Tamba, Partnership Manager, LinkedIn France
- Daniella Tchana, Founder, BeSMART edu
- Marc Tetefort, Head of the Google Digital Workshop in Occitanie
- Alban Tibergien, Managing Director, Num'n Prod

- Marianne Tordeux, Public Affairs Director, France Digitale
- David Vellayandon, Development and communication manager, FACE Grand Toulouse
- Corine Verdier, Management consultant, La m  lee
- Sophie Viger, Executive Director,   cole 42
- Audrey Yvert, Head of finance and the French Tech Tremplin programme, French Tech
- Marie Woignier, Project Manager, Service de l'  tape



# ABOUT DIVERSIDAYS

Anthony Babkine is originally from Évry. Before taking his first steps in the world of communication and digital consulting, he first experienced academic failures. In 2008, with the support of his family and Mozaïk RH, he joined the business school Institut Mines-Télécom. He pursued his studies at Celsa Paris Sorbonne. He created his first start-up at the age of 20, wrote his first book at 23 and opened his digital MBA at 26 for Studialis group. In 2017, he was appointed Deputy Managing Director of the TBWA\Corporate agency (3rd largest communication group in France). That same year, he co-founded Diversidays with Mounira Hamdi. One year later, he transformed Diversidays into a national movement to promote talents cultural diversity in the tech industry. He decided to defend equal opportunities and the idea that digital can become the social boost of the 21st century.

**In three years, Diversidays is :**

- personalised accompaniment of a thousand beneficiaries, from working-class neighborhoods, rural areas and often job seekers,
- financed and supported by a dozen companies (EDF, AXA France, Google France, LinkedIn, Shopify, BNP Paribas, Pierre Fabre, etc.).
- supported by institutions and local authorities: the Secretary of State for Digital Technology, the French Ministry for Gender Equality, Diversity and Equal Opportunities, the Employment Cluster, French Tech, the Occitanie Region, etc.

# ABOUT THE FRENCH DIGITAL COUNCIL

The French Digital Council (Conseil national du numérique, abbreviated CNNum) is an independent advisory commission created on 29 April 2011 by the French presidential decree n°2011-476. Its articles of association were amended by the decree of December 8, 2017. Its members are appointed by order of the Secretary of State for Digital Affairs for a period of two years. The Council issues independent opinions and recommendations on any question relating to the impact of digital technologies on economy and society. The government can consult the Council on new legislation or draft regulations.

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