



SOLVE FOR EQUALITY BY

2025

In The Entertainment & Technology Industries
Launched October 2017



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“Solve For Equality By 2025” is a BOLD initiative launched by Women In Technology: Hollywood to achieve equality **by 2025** in the Entertainment and Technology industries

United For Equality

Dateline: January 2017

Inspiration: The Women's March

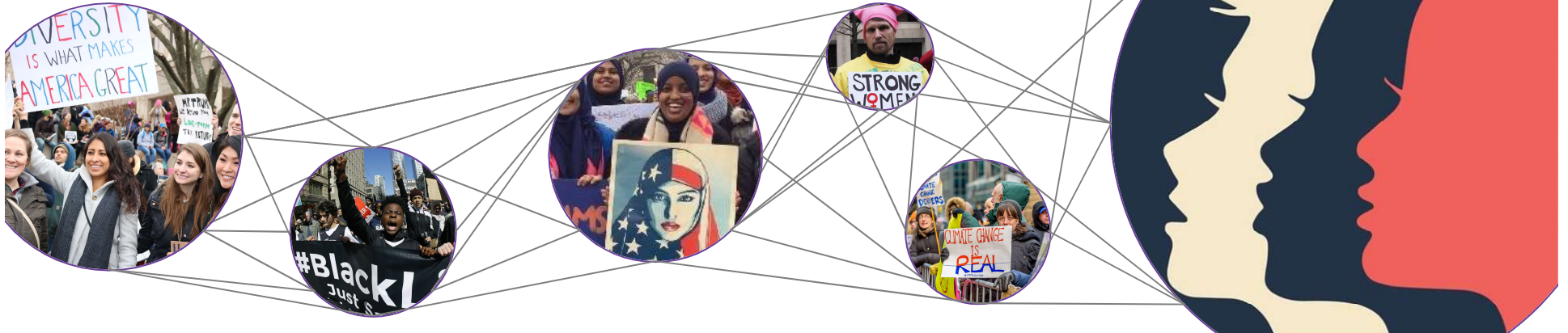
It was the biggest march of all time, millions marched here in the U.S. and around the world, in hundreds of cities.

Not only women, but men.

The Women's March galvanized the Black Lives Matter movement, LGBTQ groups, climate change scientists, immigrants, Muslims, the Right to Choose movement, worker's rights, human rights. People of diverse groups united and became an **ALLIANCE**, a form of "United Nations," of people defending their right to be free to express who they really are.

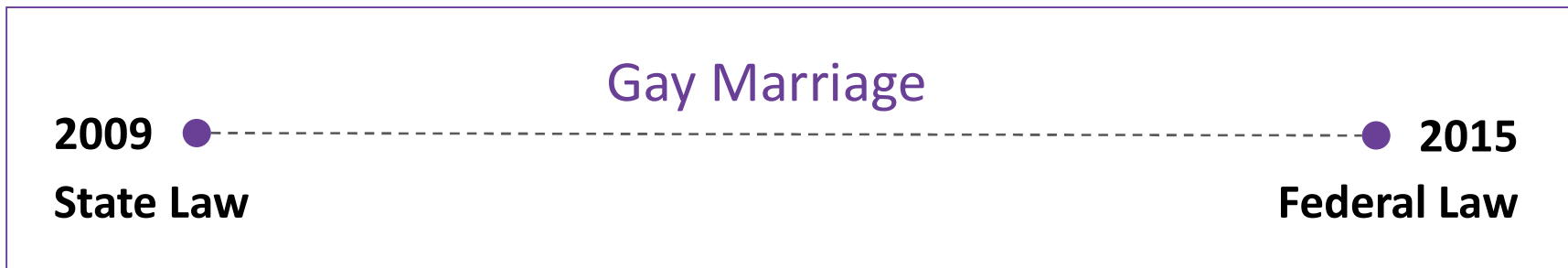
Free from discrimination. Free from harassment.

"Solve for Equality by 2025" – inspired by the **alliance** framework of The Women's March, **aims to do the same** for the two industries of Technology & Entertainment.



By the end of 2025? That's Only 8 Years Away!

Can we really eliminate racism, sexism, ageism and discrimination against people with disabilities and people who have neuro-diverse conditions such as ADHD, Autism or Asperger's, in just 8 years?



At the start of the Obama administration, there was no conversation on gay marriage. Even Obama did not support it.

Six years later, in 2015, gay marriage supported by **federal law**.

Lawmakers did not have epiphany about Gay Marriage. They listened to the will of the people and the will of the people said:

"Oh, that show 'Will & Grace', that show 'Modern Family', that show 'Transparent', yeah, those people are okay. I like them. I am not threatened by them, my marriage is not threatened by them. They can love each other if they want to."

The entertainment industry did this.

The Power of The ENTERTAINMENT Industry

Malala was a fan of UGLY BETTY - a TV show where the lead character was an ordinary, young woman.

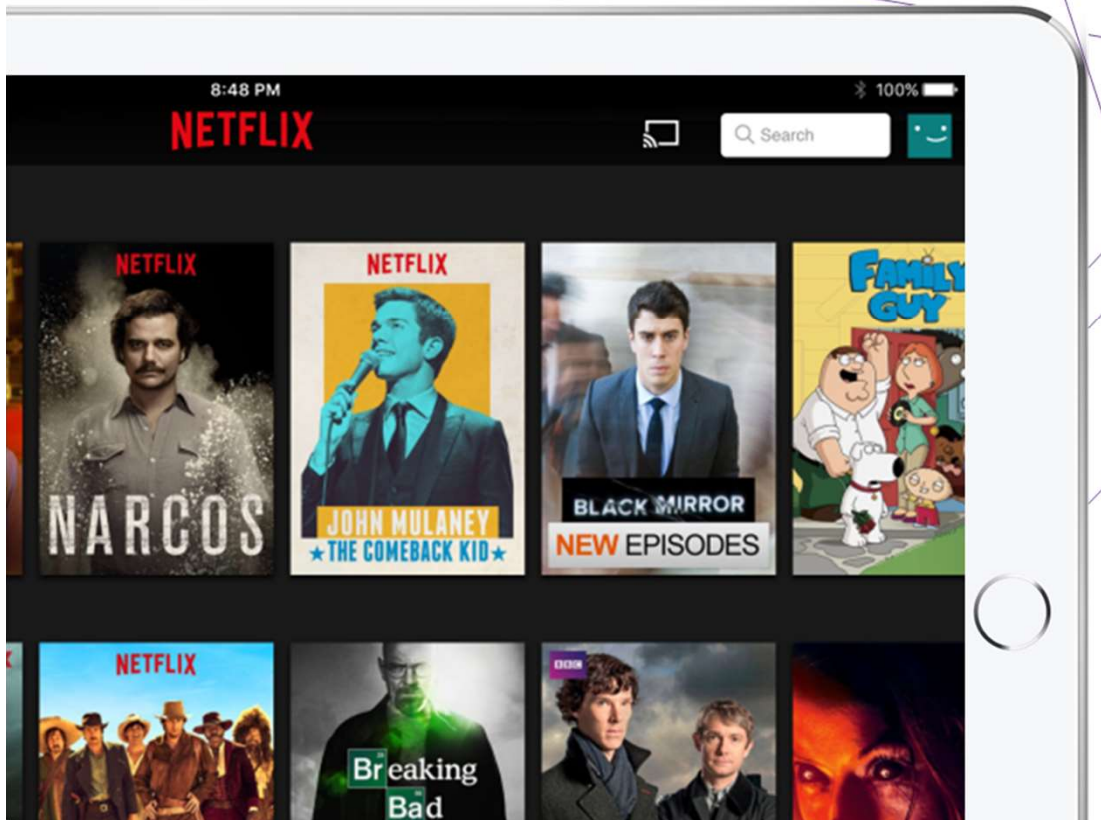
Malala found this character inspiring, long before she was shot in the head by the Taliban in Pakistan for daring to stand up and advocate for the right to education for girls and women.

UGLY BETTY was executive produced by Salma Hayek, a Hispanic woman. Malala met Salma Hayek at CAA, where they are both represented.

This is the Super Power of Entertainment: to **tell stories that move people, touch them, inspire them, and impact change.**



The Power of The Technology Industry



If you have a problem – there is likely an app for that!

Technology's Super Power is **to solve problems with entrepreneurial ethic, ingenuity and innovation.**

A robotic arm that's going to be able to create water on Mars?

A robot that will know exactly how you like your coffee in the morning and will pour it for you perfectly in the size mug you choose?

It is all happening now.

Both the Entertainment Industry and Technology, alike in might and stature, are extremely resourceful and powerful.



The Need For Talent



Both industries are crippled by the exact same thing: challenges with diversity, inclusion and equity.

We have the power to create tools to solve problems – the super power of the technology industry – combined with the ability to tell a story and spread a message, leveraging the super power of the entertainment industry.

We just need to set our aim more precisely.

WHY should we solve these problems of discrimination and bias?

What's in it for us as a company? As an industry? What's the value proposition for solving for equality? Because it's the "right" thing to do? Because it's the "moral" thing to do? Because we want to be nice people?

The real reason to solve these problems is that we are companies that want TO MAKE MONEY!

And to make money, **you need people and you need talent.**

A Diverse Team is a Strong Team

There is currently **a war for talent in the technology industry**



It's brutal in Silicon Valley. More companies to moving to Silicon Beach.

It's not just for sunshine and ocean breezes. Talent and real estate is **cheaper** here.

Tech unemployment is at 2.8%. Further, there is a limited pool of skilled technologists to meet growing demand as technology advances accelerate.

On the Entertainment front, **content creation is exploding**



Technology-based companies like Netflix, Hulu, Amazon Studios, YouTube, Facebook and Snap are increasing their dominance in the content business.

Start-ups are flooding into this space.

You also have the one-person operation: a woman posting make-up tutorials for millions of online followers. Videos of people unboxing purchases or playing videos games.

Enormous growth is happening in the content creation side.

Then you have **content consumption**



The global population is more than 7.4 billion people.

India and China alone each have more than one billion people.

The middle class is rising. When they have expendable income, they don't buy a car, house or washing machine. They buy a mobile phone and they want to watch people playing video games!

Teams that have diverse backgrounds better represent the different perspectives of the global population, which is critical to serving the global market.

Compete Like a NAVY SEAL

To get to 2025, we first need to get to 2018.

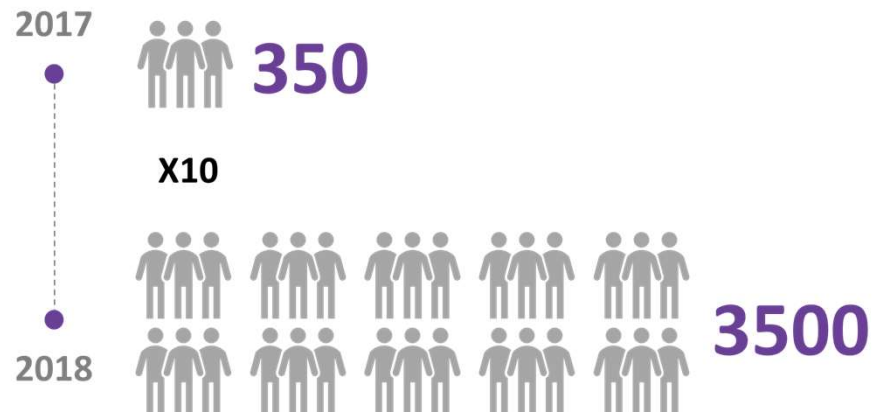
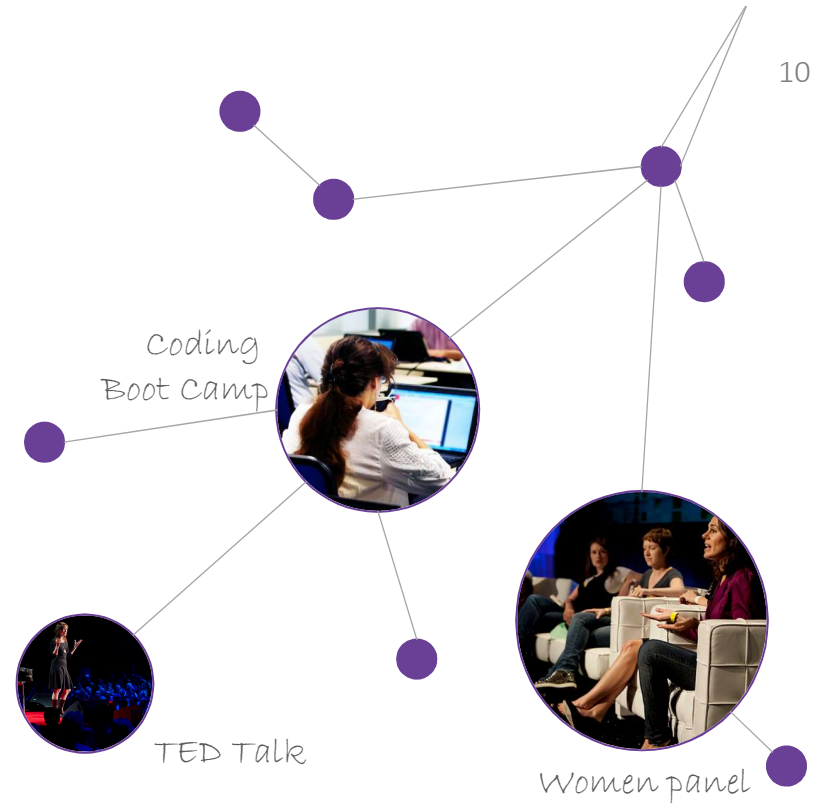
350 people attended the 2017 fall WiTH event.

Our audacious goal for next year is 10x growth: 3,500!
That's a lot of power fueling our mission to solve for equality.

Coming up, we want to have a one-day conference (**DIVERSITY-CON**) with speakers who inspire action and sponsors who offer boot camps and training on the next set of skills needed to compete in this global economy, so everyone there has the drive and skills to compete like a NAVY SEAL.

The goal: create a diverse workforce that is trained and ready to go!

We want your help and ideas in creating this event.



“What do you think are the **key performance measures** for solving for equality by 2025?”

“What **actions** must we take to get there?”

1. Get Involved, Commit and Collaborate!



It's time to take matters into our own hands.

It will take a group of thoughtful, committed individuals who want to change the world, who are determined to move the needle, who not only want to BE the change they want to see but are willing to TAKE THE ACTIONS that are needed.

If you want new results, you have to take NEW ACTIONS.


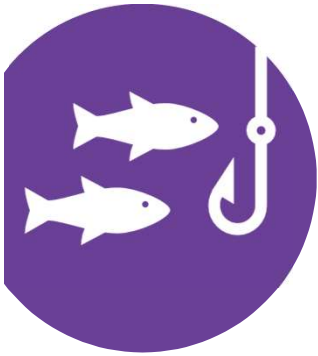
This is **a call to action to get involved** in the Solve for Equality by 2025 initiative. **Help us create "Diversity-Con."**

Tell us you are in!

"We are the Women of XYZ Studio, and we are ALL IN. We are the LBGQTQ employees of XYZ Video Game Company, We are the Latinx of ABC Tech Inc, We are the Black Employees of XYZ Entertainment, We are the Asians of ABC Talent Agency, and we are ALL IN. Further, here are the contacts of the Diversity and Inclusion department and Human Resources and Talent Management, and the contacts of the Millennial Employees, and the Veterans, and the Neuro Diverse employees, etc."



4 hours
a month



0.6%
of your
TIME

2. Teach Others How To Fish!

Grow The Pipeline By Teaching Others to FISH.

Everyone says they don't have enough time.

This is a myth that leaves you completely disempowered, blowing helplessly like a leaf in the wind.

You will never get MORE time. Time has no bias, it does not favor nor discriminate. We are all limited to 24 hours a day, 168 hours a week, 720 hours a month.

Consider this, 4 hours a month dedicated to nurturing the pipeline only amounts to 0.6% of your time!

We have been forced to become expert multi-taskers, so we can handle this.

If you are willing to ADOPT A FAMILY FOR THE HOLIDAYS or support TOYS FOR TOTS, why not consider adopting an eager individual at some other point in the year to teach them something that you know? How about mentoring people in your company, in order to nurture and develop the bench? **Even one hour per month of mentoring one person in your company will make a difference.**

How do you want to impact the pipeline?

Each of us has something we are passionate about, something we want to contribute. Our craft. Maybe you can teach coding to a woman that's turning her life around and wants to start a career in tech. Maybe you can share creative writing techniques with an aspiring screenwriter.

We MUST nurture the pipeline end-to-end in order to get them "bench-ready" by 2025.

1.

Join us as we Solve For Equality by 2025 in the
Entertainment and Technology Industries

2.

Nurture the pipeline by teaching people how to fish
(at least one person.)

Contact

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