

## **Show Notes**

### **Designing for Everyone: Introduction**

What do snow plowing, car safety, investment management and face recognition technologies all have in common? They all have impacts that are gendered. Yet, business leaders and policy makers often fail to consider these gendered impacts in the way that they design their policies, products, services and processes.

To think about how to unlock innovative opportunities using an intersectional gender lens, GATE joined with our Rotman partner, the TD Management and Data Analytics lab, to host a one-day conference in the Spring of 2023 called “Gender Analytics: Possibilities” (or GAP).

We’ll be sharing exciting panel conversations from the conference with you in this limited-edition podcast series. This intro will give you an overview of the concepts. Stay tuned for episodes on decolonizing data and design, inclusive government policy, responsible AI, and more!

#### *Resources:*

- [Gender Analytics: Possibilities conference](#)
- [Busted: A podcast busting myths about gender and the economy](#)

Gender Analytics is a way to analyze your products, services, processes and policies with an intersectional gender lens to uncover hidden opportunities for innovation and improved effectiveness by considering gender, race, Indigeneity, disability, ethnicity, sexual orientation and other identities. Learn more here: <https://www.gendereconomy.org/gender-analytics-online/>

#### *Credits:*

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### **Transcript**

Sarah Kaplan: Ok, so I have a question for you. What do snow plowing, car safety, investment management and face recognition technologies all have in common? They all have impacts that are gendered! That is, things that we think are somehow gender neutral like snow plowing, may not be.

Let’s take snow plowing: Most municipalities focus on getting the roads clear after a major snowfall. But, when you clear snow from roads before you clear sidewalks, it turns out that you get many more slip-and-fall accidents and most of these are women—because they are more likely to be the ones walking kids to school in the mornings.

Or, what about car safety? We see that women are 47% more likely to be injured and 17% more likely to die when they get in a car accident because most vehicle crash tests are done with crash test dummies that are male-sized and have male physical features.

Or, investment management. Research shows that women are highly likely to leave their investment advisors when their spouses pass away because those advisors had never worked with them effectively.

Or, let's look at facial recognition technology. It is coming under fire for many reasons these days, but one important one is that they are much less accurate in recognizing women's faces, especially women of color.

In all of these examples, business leaders and policy makers are failing to consider gender impacts in the way that they design their policies, products, services and processes.

Hi, I'm Sarah Kaplan, a Professor of Strategic Management at the University of Toronto's Rotman School of Management and Founding Director of the Institute for Gender and the Economy, otherwise known by its acronym GATE. My pronouns are she and her.

To address these questions and think about how to unlock the innovative opportunities for new products, services and policies... and also think about the hidden risks that come from not examining your business or activities using an intersectional gender lens, we at GATE joined with our Rotman partner, the TD Management and Data Analytics lab, to host a one-day conference in the Spring of 2023 called "Gender Analytics: Possibilities" (or GAP).

The conversations on all of the panels were eye-opening. So, we wanted to share them with you in this limited edition podcast series "Designing for Everyone."

We talked about, decolonizing data and design, more inclusive government policy, more equitable financial services, inclusive analyses of the law, sports analytics, responsible AI, and perspectives from designers on the ins and outs of inclusive product and service design. Each of the episodes in this podcast series covers one of these topics.

One thing that I know about this work is that it is often extremely useful to see examples from other sectors and industries, so we tried to bring together some really different perspectives and explore a wide variety of contexts. In the episodes that follow, you will see that we looked at many intersections: gender, race, Indigeneity, disability and others.

But, before we dive into the next episodes, maybe you are wondering: What is Gender Analytics anyway? We've been developing this concept for a few years now and it is fundamentally about developing inclusive products, services, programs and policies. It's about using inclusive analysis to uncover hidden risks in your current offerings and innovative opportunities for the future. And, importantly, even though the name says Gender, you can't do any analysis without considering how gender intersects with Indigeneity, race, ethnicity, disability, sexual orientation and other identities to shape impacts.

So, we are flipping the script. When most people hear the word "inclusion" or "diversity," they immediately think about talent management: how are we going to recruit and promote diverse talent? But, here, we are going to focus on inclusion in the outputs of the organization: how do you go to market, how do you serve your constituencies, how do you innovate?

Now, that doesn't mean that Gender Analytics has nothing to do with talent management, because if you are going to do Gender Analytics properly, you'll need diverse talent on your teams. So, the more committed you are to equitable outputs, the more you will be required to build up the diverse talent in your organization. And, even more importantly, there's a huge ricochet effect. When you hire diverse talent, and then they get to work on assuring that the products, services and programs are inclusive, you put the traditionally more-marginalized people front and center in the organization.

They aren't just "diverse talent," they aren't just "included", you aren't just trying to make sure they "belong," but instead diverse talent is at the heart of what makes the organization tick.

So, when we talk about Gender Analytics, we're talking about how data is produced—examining it for biases and collecting intersectional disaggregated data— we're talking about using qualitative and quantitative data to generate inclusive insights, we're talking about incorporating those insights into product, service, program and policy design, and as you'll hear throughout the podcast series, we're talking about how to collaborate with, and co-create with, users, constituencies and stakeholders in this process. I really hope you enjoy the conversations that follow in the next episodes. If you want to learn more about Gender Analytics, you can go to [genderanalytics.org](http://genderanalytics.org).

Now, as is customary at the University of Toronto, we like to start our events with a land acknowledgement. I want to acknowledge that the land on which the University of Toronto is located is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis from across Turtle Island. Toronto is covered by Treaty 13 with the Mississaugas of the Credit. And we are grateful to be able to work on this land.

Of course, it is one thing to make this acknowledgement and it is another thing to build reconciliation into our work. That's why the first panel of the conference (and our first episode of this podcast) focuses specifically on how we can decolonize data and design. Stay tuned for this and other episodes. And please follow this podcast and all of the other podcasts produced by GATE Audio productions.