

The Day the Beetle Taught Me How to Innovate

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New ideas are born in the life experience. Therefore, diversity, having people with different backgrounds working together around a problem, is central for solving the problems of the world regarding health, water, energy, environment and wealth distribution. However, women are only 30% of the scientists and 13% of the physicists.

In this talk we show evidence of the lack of female representation in physics and particularly at leading positions. We also bring data how diversity means efficiency and how we can create this diversity by empowering women through equity and empathy.

We also present a real example of how looking for the unusual in nature allowed a scientist to build a new idea for helping to obtain more clean water.

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