What can we learn from similar male dominated industries?
Which industries did we look at?

Oil and Gas, Rail, Petro-chemical, Conventional Energy, Renewable Energy, Technology, Construction and Mining.

<table>
<thead>
<tr>
<th>Companies with Innovative Campaigns</th>
<th>Industry Organisations</th>
</tr>
</thead>
<tbody>
<tr>
<td>British Petroleum (BP)</td>
<td>Women in Mining (WiM)</td>
</tr>
<tr>
<td>Siemens</td>
<td></td>
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<tr>
<td>BHP Billiton</td>
<td>Women in Construction (NAWIC)</td>
</tr>
</tbody>
</table>
Attracting more women to choose a career in Nuclear Educational Material & Events

Role Models

Diversity Campaigns

BP Educational Programme: Engaging with girls as young as 4 years old
BP / Oxford University: Springboard Initiative – role models for graduates

Siemens/Royal Academy of Engineering in the UK,: Girls into Engineering 20% increase in female applicants for internships

BP campaigns: - “What advice would you give your 21-year old self?” and Celebrating International Women day
# Recruiting female professionals

<table>
<thead>
<tr>
<th>HR Policy / Benefit Packages</th>
<th>Line Management Buy-in</th>
<th>Targets for Female Hires</th>
<th>Female Friendly Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flexible hours</td>
<td>Commitment and buy-in from line mgt who make hiring decisions</td>
<td>Target: BP 2020 =&gt; 25% female group leaders in 2020 ⇒ 30% of Senior mgt by end of 2015 ⇒ 1 more female on board level</td>
<td>Job advert wording: Eg. Dedicated iso Assertive BHP features women across the banners and design on their website:</td>
</tr>
</tbody>
</table>
Retaining female talent & supporting Career Progression

Employee Networks & Mentor Programmes
- BP and BHP facilitate in-house networking groups for women
- Include Men
- WiM: Speed-mentoring dinners
- NAWIC: CEO Shadow Pilot Programme

Work/Life Balance
- Flexible hours*:
  - Absenteeism
  - Employee turnover
  - Higher productivity

Childcare Facilities
- Siemens:
  - Bonus to employees returning from maternity leave
  - Offices in Germany with their own day-care

* Source: Whitepaper of the US government on economics of the workplace www.whitehouse.gov
Summary & Recommendations

**Attract** more women to choose a career in Nuclear and effective **Recruitment** strategy

- Targeted education, role models and diversity campaigns
- Good policy line manager buy-in, effective advertising and targets

**Support** **retention** and **career progression** of women in the industry

- Flexible working environment and focus on work/life balance
- Structured mentoring and development programmes