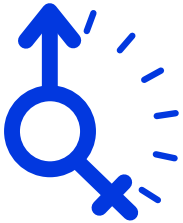




# ITCOUNTS: LET'S START BY COUNTING

A citizen science app to shake things up to move forward in gender equality  
#GENDEREQUALITY #CITIZEN #BIGDATA



## WHY ITCOUNTS?

#genderequality #invisiblebias #citizen

In Europe women represent 33% of the european scientific community, in the USA about 5.12% of airline or commercial pilots are women, and in the world 86% of the business angels are men. Today we know that a lack of gender equality in sciences, business, politics, arts or medicine has big consequences for society as a whole, so it's time for change! However the debate about representation in diverse fields between men and women often becomes heated or seems reserved to experts. More than ever we need a tool that is objective, quantitative, and easy, to talk about gender equality.



## WHAT IS ITCOUNTS ?

#crowdsourcing #count #sexratios #app

ItCounts is a community of people who want to make gender equality a reality in everyday life. The main tools of the community are an app and a website that allow every user to report sex ratios in professional and personal life in less than 2 minutes, to share and analyse them to learn from data, and bring concrete solutions to observed numbers.

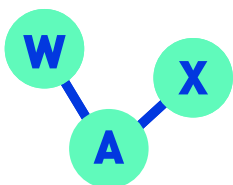


## WHAT TO DO WITH THE DATA COLLECTED BY ITCOUNTS ?

ItCounts data is available to be downloaded free by anyone on the website [itcounts-app.org](http://itcounts-app.org) allowing anyone to analyze it easily; ItCounts is part of the open data movement.

The counts collected by the users will be used to:

- make people more aware of gender equality issues by publishing infographies every month based on the data
- diagnose specific institutions, companies and disciplines to help identify inequalities everywhere
- promote actions in favor of gender equality by spotting, underlining and sharing good practices with the involved community
- create knowledge and an active community by developing research projects and sharing our findings



## WHO IS BEHIND ITCOUNTS

ItCounts is a project created and implemented by a french Non Profit Organization , WAX Science that promotes stereotype free science through creation and dissemination of innovative tools.

If you're interested in WAX Science, please contact us : [contact@wax-science.org](mailto:contact@wax-science.org)

App available on the stores: **ItCounts**

Email: [contact@itcounts-app.org](mailto:contact@itcounts-app.org)

Site: [www.itcounts-app.org](http://www.itcounts-app.org)

Twitter: [@itcountsapp](https://twitter.com/itcountsapp)

Facebook: **It Counts app**

