

EDU501370

Women in BIM – The Growth of a Global Community

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Learning Objectives

1. Understand the key drivers, ambitions and core values of Women in BIM as a community.
2. Learn about how diversity and inclusion across your organisation can ultimately support productivity and growth.
3. Learn about how to ensure that you retain the best talent in your organisation or be able to support WIB.
4. Understand the core drivers of the United Nations Sustainability Goals.

Description

This session will focus on the core ambitions and work of Women in BIM, focused on the uptake, history and global reach of this organisation over the last 10 years. As an industry group spanning 30 countries across the world, our members and regional leaders are all in place to support and encourage digital methods and processes to their projects and to their work. Women in BIM was founded in 2012 as a response to the lack of Women in BIM and Digital roles across the built environment and our main ambition is to ensure there is equal representation and a stronger focus on retaining Women across the industry on a global level. With more and more people moving into varying industries and organisations across the world focusing on retention the WIB group is more important than ever in encouraging and celebrating female role models across the world. This session will also discuss the importance of Diversity and gender equality as a key ambition of the United Nations Sustainability goals.

Speaker(s)

Rebecca De Cicco

Founder & Global Chair, Women in BIM

Principal, Digital Enablement, Aurecon

Rebecca De Cicco is the Principal of Digital Enablement for advisory firm Aurecon, acting to drive and support growth in digital enablement opportunities across the group, helping clients to strategize, create and manage assets in a more intelligent and digitally focused way. In March 2021, Rebecca's own consultancy Digital Node was acquired by Aurecon, where she provided leading digital transformation and BIM capability to its people, clients and projects. Her work across the group focuses on advisory as well as upskilling and educating industry in the adoption of digitally focused processes, requirements and technologies, all of which are a great passion to her.

Rebecca is also the sole founder of Women in BIM (WIB) which she co-created in the UK in 2012 to support the lack of diversity across our sector and in particular digital. Her vision was to create an opportunity to gather and grow women in the digital space by providing an outlet to network, share and work together. The group began as a UK focused initiative and it has now become a global support network with WIB regional leaders appointed in over 45 countries across the globe driving and supporting their main themes and incentives.



Introduction

When the [Women in BIM](#) initiative was set up in 2012 we wouldn't have imagined that 10 years later we would have grown into a globally recognised initiative with men and women representing us all over the world. With over 60 regional leads across over 35 countries we have seen enormous growth in our core objectives and incentives, concreting how important the group is and how important our people are in driving diversity across our sector.

In 2022, we reach a milestone of 10 years. With that brings great responsibility in concreting our support and our projects. The way in which our sector continues to evolve only concretes the fact that we need to also evolve as a group. Changing the way we communicate and engage with our members is key. This is why, this year, in honour of this milestone, we will be hosting our first ever WIB Conference which will aim to bring together our global community in unity, driving change and influencing our industry at the highest level.

2021 continued to present us with challenges, The global pandemic, skills shortages and attrition in our companies, made our focus on supporting one another more important than ever. As an industry, we have seen enormous changes, development of our communities, and the resurgence of many different initiatives which requires us all to support each other and collaborate to drive change.

10 years on and the Women In BIM group continues to grow globally, connecting women in BIM-related roles for support, networking and education. The group has had a great influence in empowering our members and encouraging young women looking to begin their career in the construction industry. This is also one of the reasons we launched our [Women in BIM Mentoring Scheme](#) in March 2020 – designed to inspire collaboration and to exchange knowledge and skills with women around the world. In our third year, we have seen enormous growth in this project, with our applications for 2022 far exceeding our expectations. The scheme continues to grow and gain traction all over the world. We are also thankful for all of those involved in helping us, by managing applications, matching mentors and mentees, and overall facilitating connectivity amongst our global community who continue to inspire and support us.

As always, we are especially proud of all our core team, regional leads, mentors, mentees, and group members. We are not only providing a support network, but also enhancing visibility for women in construction, for example by creating industry speaking opportunities for female professionals in the digital built environment. We're also game changers, leading on digital transformation for ourselves, our businesses, and our industry.

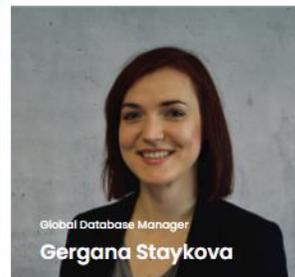
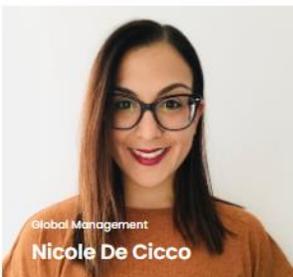
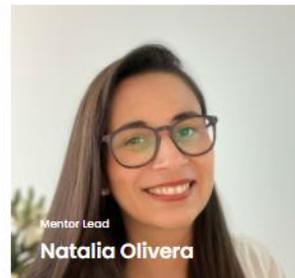
We couldn't do this without the help of our supporters and sponsors. For 2021, [Glider](#) Technology acted as our Gold Sponsor for the second year running, supporting our team in growing exceptional presence across our network. We were also fortunate to have [i3PT Certification](#) as a Silver Sponsor and we are extremely thankful to the two organisations for helping us to grow. 2021 also brought another tier and regional specific support network in the form of Asia Pacific and we thank Aurecon, GHD and Mott MacDonald for supporting us as sponsors in this region as well as our Regional Leads in Australia for making this happen.

As we look ahead, I see great change, enormous growth and support for our industry. Construction as we know it has fundamentally changed, and will continue to do so. We need strong and diverse participants to support this growth. Women in BIM will continue as we have in the past 10 years, to act as this key player, enabling this industry shift to occur. As a global community, we come together to ultimately drive and change industry for the better.

WIB Core Team

The core WIB team help us to drive our projects, initiatives and events. This team grew immensely last year with the core team now covering multiple regions, concreting our global representation, with much support from Regional Leads all over the world. In 2021, Global Vice Chair Vicki Reynolds unfortunately stepped down from the group. Vicki was instrumental in the growth of Women in BIM over the 4 years she was involved. Alongside her was also Mentor Lead Katya Veleva, who wanted to pursue her career goals and start her own business.

As mentioned above, despite these two amazing women stepping down, the core team continued to grow, bringing in new core team members representing different regions now including Giulia Pustorino in the UK, although heavily supporting the Italian culture, Michele Tenedini located in South America and Lindsay Prichard-Fox located in North America, all stepping in as Regional Lead Coordinators specific to their regions. We also recruited Ruth Ramsden in the UK as Global Engagement Lead and Natalia Olivera in Uruguay, appointed as the new Mentor Lead for 2022.



WIB objectives and core drivers

Women in BIM continues to focus on growing a diverse industry in line with the current uptake of BIM and Digital engineering and construction methods across the built environment on a global level. One of our main drivers is to enable the built environment to become more diverse, open, and inclusive at every level across our sector. With this in mind we have three key objectives which we continually include in our planning of our major projects and initiatives.

These objectives are:

1. **To Encourage and Support Women in BIM:** *Supporting one another is crucial as we strive to develop a more inclusive industry. Our network of members are in place to support, share and encourage each other to grow their skills and opportunities across the world. This is especially important to us as we see great challenges in multiple regions of the world, and having a network to support is incredibly important.*
2. **To Attract and Promote Women in BIM:** *We want to attract women into careers in BIM and digital construction by showcasing role models and maintaining a support mechanism across our network. We also aim to help women in BIM related careers excel by continuously building their confidence and their knowledge. Many of our annual projects and activities are designed specifically with this in mind and also address the issues with global skills shortages across our sector.*
3. **To Advance and Retain Women in BIM.** *Research shows that a number of women are leaving careers in Construction after just a few years as well as the impact of the global pandemic forcing some out of their traditional roles. WIB want to celebrate women in senior BIM roles, and provide opportunities and knowledge for them to advance further. This will help to increase the representation of women in construction at leadership levels, and by bringing together women in BIM and digital related roles from around the world we can continue to empower and support each other.*

Thanks to the hard work of our core team and support from our members, sponsors, and allies, the WIB community has continued to expand. With the number of people signed up to our membership portal and following us on social media increasing year-on-year, our steady global growth is a clear indicator that the work we do is relatable and essential across many regions of the world. Our growth is indicated below:

Website Membership (as of March 2022)

Total members 1285

LinkedIn Organisation Page (as of March 2022)

Total followers 2028

LinkedIn Group (as of March 2022)

Total members 1868

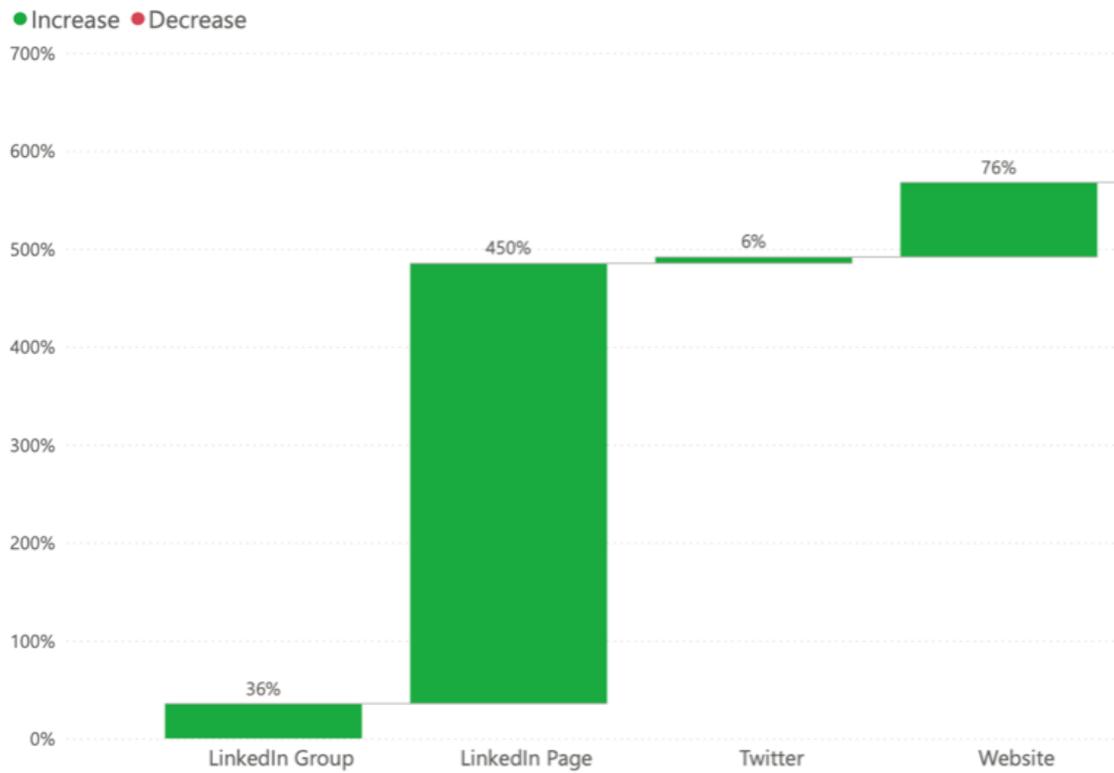
Twitter (as of March 2022)

Total followers 5006

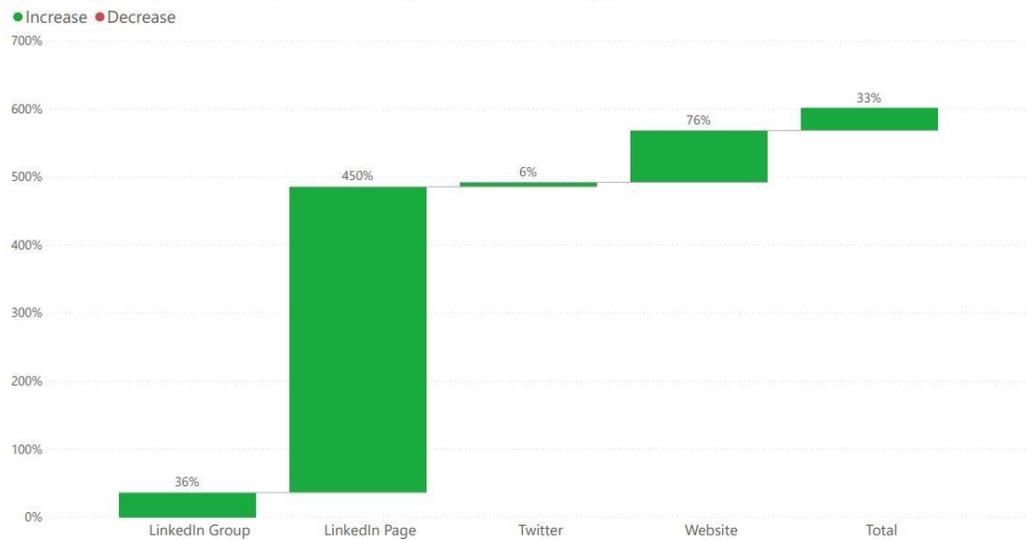


As you can see, our change in members and followers across the past 12 months has shown a rapid increase, predominantly due to our shift as a LinkedIn company instead of a group. We also have a series of independent regional groups across LinkedIn which are steadily growing and managed by our regional leads across the world. We envisage that this will continue to expand as local groups will begin to come together in person for conversations in a variety of differing countries and regions. Our core team act as administrators to ensure that we are consistent in our messaging and that the group continues to fulfil the core ambitions of Women in BIM.

% Change in Members and Followers by Platform from 2020 until 2021



% Change in Members and Followers by Platform from April 2021 until March 2022



2021 also saw an expanded network on our LinkedIn community with the continuation and development of localised groups to support different languages and policies in BIM globally. As much as we were focused on retaining one group, we expanded our reach on LinkedIn and have now one organisation and a series of subgroups, all sharing knowledge and connecting locally in their respective regions. The community on LinkedIn is shown below:

 **Women in BIM**
1.9K members
Recognising and Supporting Women in BIM. Our Vision: To support and grow a global community of **Women in BIM** and create an opportunity for a diverse construction industry. Our Mission: To create a global online...

 **Women in BIM - Portugal**
52 members
"Women in BIM" é uma rede internacional de profissionais dentro da Indústria AEC, dedicada a apoiar mulheres em funções relacionadas com BIM. O objetivo deste grupo, **Women in BIM - Portugal**, é fortalecer...

 **Women in BIM - Italy**
162 members
Women in BIM (WiB) ha l'obiettivo di promuovere l'immagine delle donne nel mondo dell'architettura, dell'ingegneria e delle costruzioni (AEC industry - Architecture, Engineering and Construction). Per far...

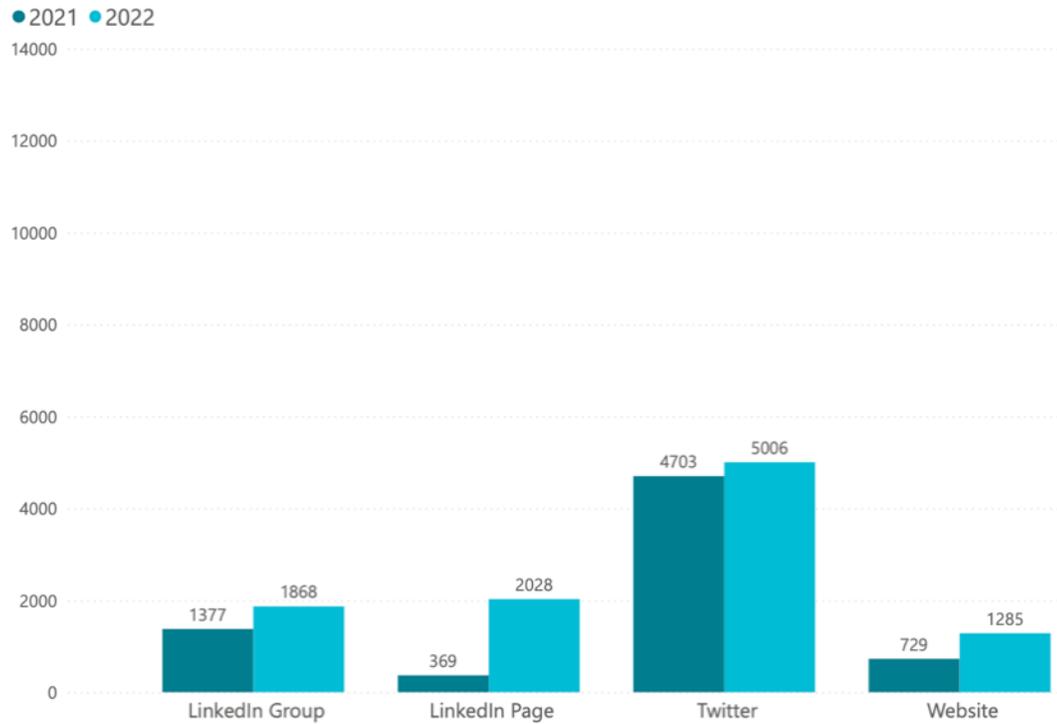
 **Women in BIM - Brasil**
90 members
A **Women in BIM** é uma rede global de profissionais dentro da Indústria AEC, dedicada a apoiar e encorajar mulheres em funções relacionadas ao BIM. O objetivo deste grupo, **Women in BIM - Brasil**, é fortalecer e...

 **Women in BIM (South Africa)**
24 members
As fellow professionals **in** the Architectural, Engineering and Construction (AEC) industry, our aim is to CELEBRATE the role of **Women** in the Construction Industry, specifically in **BIM** related professions. We wan...

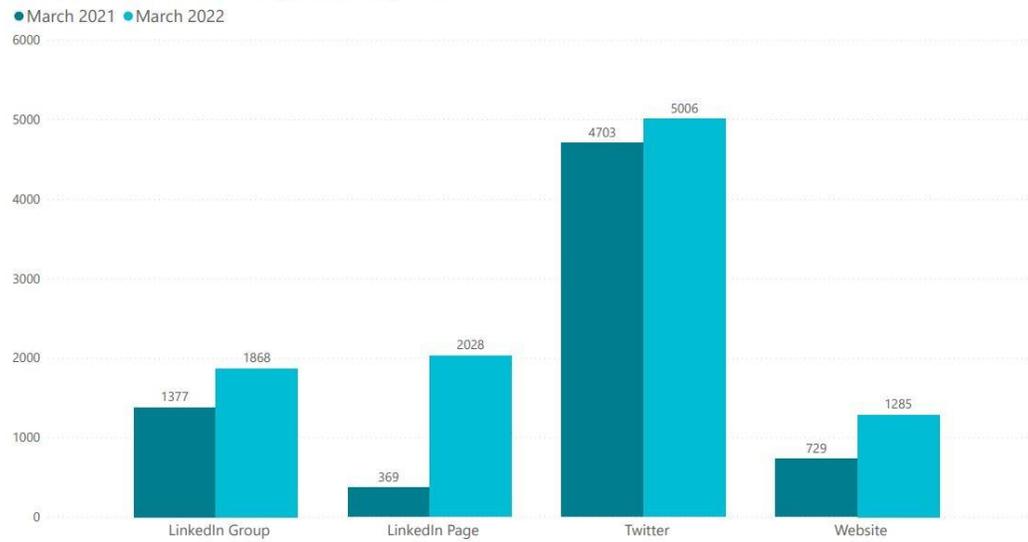
 **Women in BIM - Denmark**
6 members
"Women in BIM" is an international network of professionals within the AEC Industry dedicated to supporting women in BIM-related roles. The objective of this group, **Women in BIM - Denmark**, is to strengthen...

 **Women in BIM Scotland**
4 members
WiB Scotland is aiming to empower **women** across our nation **in** making game-changing contributions to the digital development of the built environment, both in the context of new capital investments and existing...

Members and Followers by Platform per Year

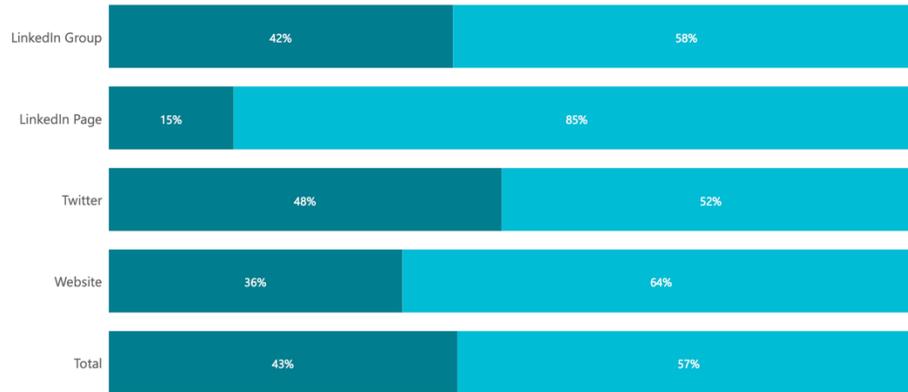


Members and Followers by Platform per Year



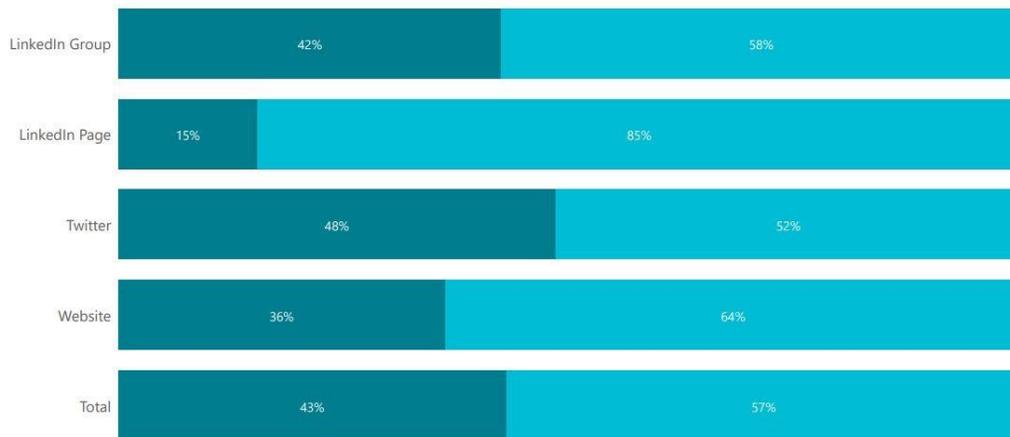
% of Total Members and Followers by Platform per Year

● 2021 ● 2022



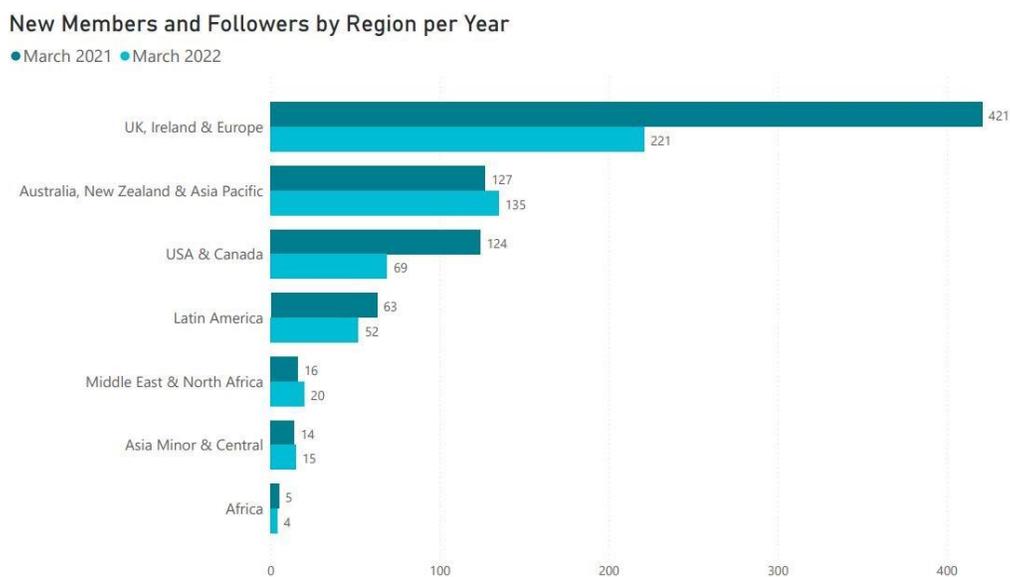
% of Total Members and Followers by Platform per Year

● March 2021 ● March 2022



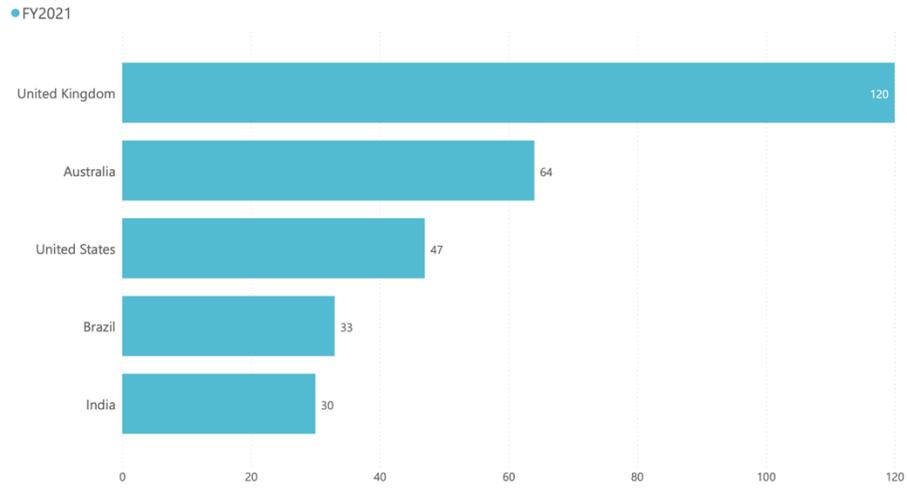
Global Growth

Women in BIM continue to grow our reach across the globe, supporting both national and local drivers and policies which effectively require an uptake of digital roles and skills across our sector. Our members are positioned all over the world with the following regions still drawing in higher numbers. Here we have outlined regions where we feel it is important to draw our attention in the coming 12 months to grow and drive support in those relevant regions as well as our strategy around growth which is further outlined below.

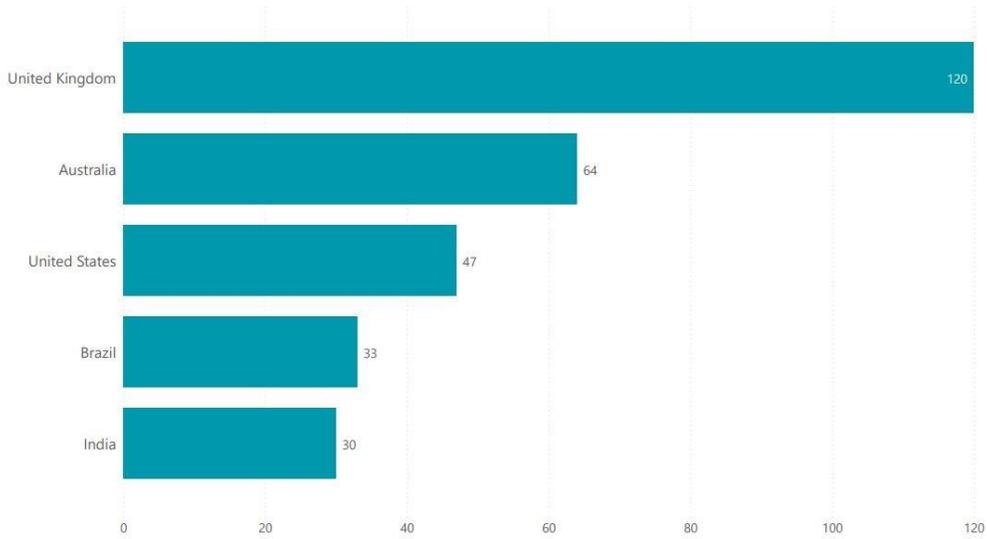


As you can see from the diagram above the regions of the world where we have continued to grow and have our highest reach in members are the UK, Ireland and Europe, with rapid growth across Australia, New Zealand and Asia Pacific. This is a clear indicator of the leaders across these regions which are continuing to promote and drive the incentive.

Our top 5 countries are listed below and we have continued to grow in the top two countries, the United Kingdom and Australia and our growth plans will hopefully drive an increase in numbers across the United States, Brazil and India.

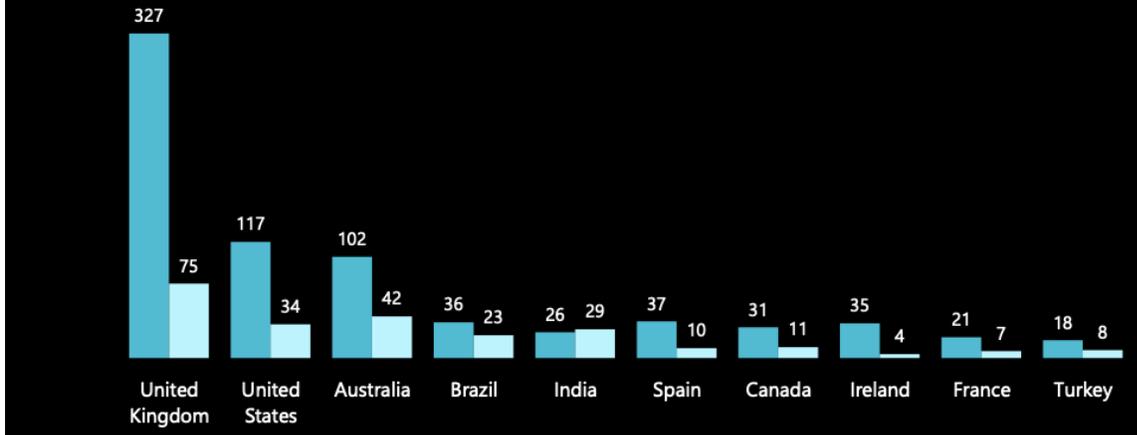


Top 5 Countries by New Members until March 2022



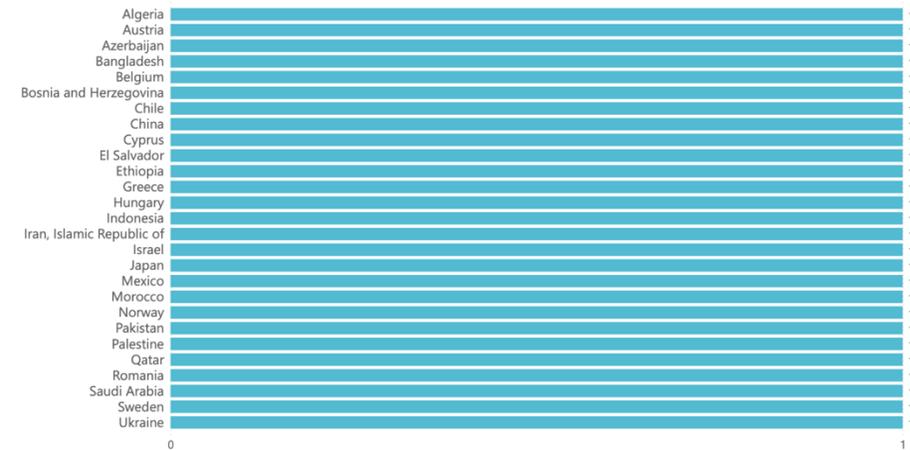
Top 10 Countries by Membership

Speaker ● No ● Yes



New Members by Country

● FY2021



Country	Count of new members
Algeria	1
Austria	1
Azerbaijan	1
Bangladesh	1
Belgium	1
Bosnia and Herzegovina	1
Chile	1
China	1
Cyprus	1
El Salvador	1
Ethiopia	1
Greece	1
Hungary	1
Indonesia	1
Iran, Islamic Republic of	1
Israel	1
Japan	1
Mexico	1
Morocco	1
Norway	1
Pakistan	1
Palestine	1
Qatar	1
Romania	1
Saudi Arabia	1
Sweden	1
Ukraine	1

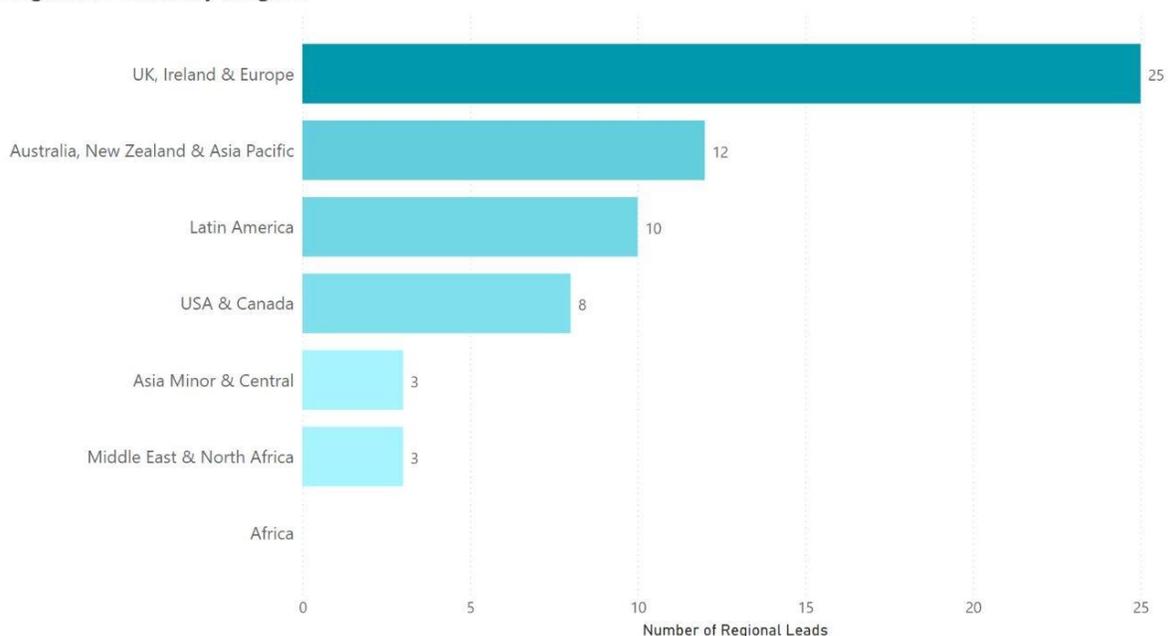
WIB Projects

At WIB we are committed to influencing positive change across our community and as such we aim to support and grow a variety of projects as part of our work. During 2021 we implemented multiple key projects including the Regional Lead Initiative and the WIB Mentor Scheme for 2021.

Regional Leads

In 2021 our network of Regional Leads continue to grow reaching 50 Leads across 30 different countries covering six continents. Together, we have supported one another, hosted events, collaborated, and shared ideas. Due to the increase in Regional Leads, Women in BIM expanded the core team in September 2021 and brought in three new core team members Giulia Pustorino, Michele Tenedini and Lindsay Prichard-Fox, now our Regional Lead Coordinators specific to their regions.

Regional Leads by Region



For 2022 we plan to expand this network to regions which are not yet represented in order to reach even more women in BIM and further diversify and strengthen our global collective. Currently, it is evident that we have only a small number of members in what are some of the most populous countries in the world, e.g. China, Egypt, Indonesia, Japan, Malaysia, Nigeria, Russia, and Turkey.

For this reason, we will aim to recruit Regional Leads in these countries, who will support us in solidifying our presence and attracting more women to join the WIB community across the regions of Central and Eastern Europe, Middle East, India and South-East Asia as well as the African continent.

As we continue to grow our reach, we also engage with regional representatives in the form of regional leads to endorse and support our key objectives. As you can see by the list below, we still have much

work to do and we are still hoping to secure regional leads across many more countries and cities in the world which we currently have no representation. This will allow us to continue to empower and encourage young women to enter this industry and enable them to have a voice.

These countries include:

Afghanistan, Albania, Algeria, Angola, Austria, Bahamas, Bahrain, Bangladesh, Barbados, Bolivia, Bosnia, Botswana, Bulgaria, Colombia, Ecuador, Ethiopia, Fiji, Finland, Guatemala, Hungary, Iceland, Indonesia, Iran, Iraq, Israel, Jamaica, Japan, Jordan, Kenya, Lebanon, Liberia, Lithuania, Luxembourg, Madagascar, Malaysia, Malta, Monaco, Montenegro, Mongolia, Morocco, Nepal, Nigeria, North Korea, Pakistan, Panama, Papua New Guinea, Peru, Philippines, Poland, Qatar, Romania, Russia, Saudi Arabia, Serbia, Slovakia, Slovenia, Solomon Islands, Somalia, South Korea, Sri Lanka, Sudan, Sweden, Switzerland, Syria, Ukraine, Vanuatu, Venezuela, Yemen, Zambia, Zimbabwe.

WIB Mentor Scheme

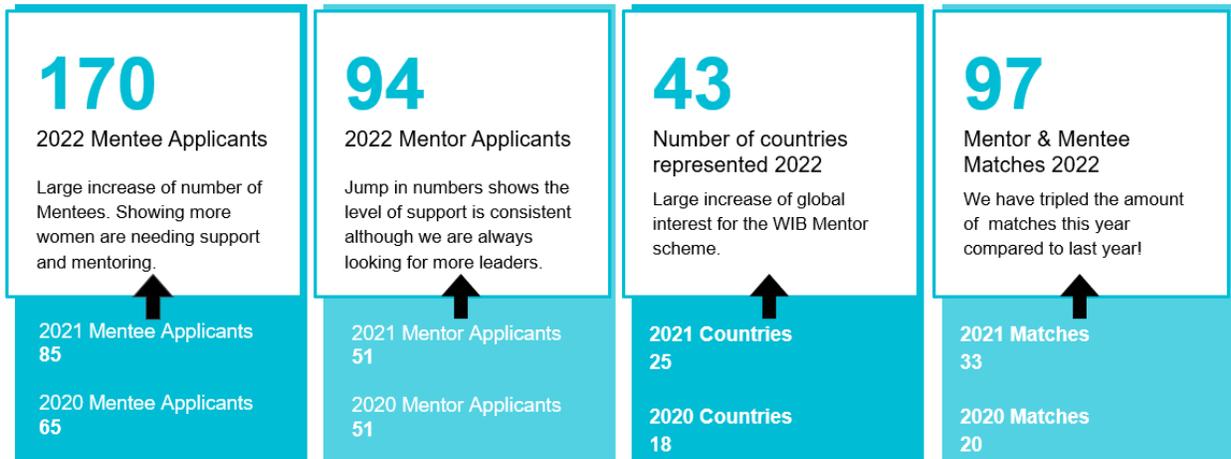
In early 2020, we launched our first year of the WIB Mentor Scheme as a natural way to implement our core values and objectives of diversity and inclusion. Mentor Lead at that time, Katya Veleva, played an instrumental part in the organisation and development of our Mentor Scheme, and we were extremely fortunate to have a professional coach and mentor on the Core Team.

We invited all of our members and the wider community to take part in the program and to sign up to become either a Mentor or Mentee. We had originally planned to begin the program with 10 matches but due to the overwhelming number of applications we extended this number to 20 matches internationally. We received 51 Mentor applications and 65 Mentee applications from across 18 countries. In 2021, the numbers grew from 65 to 85 Mentee Applications, with our Mentor numbers staying at 51 applicants. Due to the higher number of applicants, we were able to make over 30 matches, 10 more than the previous year, with our numbers for 2022 already exceeding 2021 applications. This shows that our Mentor Scheme is slowly growing. This is something of which we at Women in BIM are very proud.

Without wishing to disappoint those who were not matched with a Mentor, we set up a series of group mentoring events to accommodate all our Unmatched Mentee Applications (UMA's). We were able to source some fantastic Mentors to host these workshops and despite the groups having smaller numbers, these were very well received across both 2020 and 2021.

When we started the programme, we could not have predicted what condition the world would be in, but fortuitously we were in a strong position to adapt. Due to the geographical spread of our applicants, it was always the plan for parts of the mentoring programme to be delivered online and as a result we have seen some excellent mentoring partnerships lead to technical, personal, and business growth.

The purpose of the Mentor Scheme is to encourage and empower our members in personal development and professional growth, eliminating self-doubt and helping to identify and achieve career goals whilst being able to identify and correct gaps in skill sets. We strongly believe that the WIB Mentor Scheme has helped to develop a pipeline of future BIM specialists who understand the skills and attributes needed to succeed within the digital built environment and are excited to continue the scheme for its third year in 2022 with new Mentor Lead, Natalia Olivera.



WIB Education Initiatives

Women In BIM recognise that aspirations towards a career in digital construction can emerge, and be encouraged, well before joining the industry. Teaching staff and careers advisors in educational institutions play a vital role in supporting girls and women in considering and securing a BIM career. Women In BIM co-ordinate an Education Network to gain better insights into the barriers and opportunities for supporting girls and women into BIM careers. This network comprises Women In BIM members who work in institutions and on initiatives along the educational pipeline, at college level, through university, to postgraduate and professional education. The network adopts the following goals:

Goal 1: To expand industry knowledge about the barriers and opportunities within educational environments, for supporting women in choosing a career in digital construction..

Goal 2: To develop and implement initiatives that support educational institutions to improve gender equity in subjects and activities related to digital construction.

The Education Network has already begun working towards Goal 1 by launching a UK-wide research project that explores that current barriers to supporting women in choosing a BIM career. This project was the subject of a Women In BIM education podcast in July 2021. The outcomes of this project will provide an evidence based approach for developing new initiatives towards achieving Goal 2.

In 2022/23, the Education Network aims to complete the research project and share findings with members and industry networks. The Education Network will also seek to expand its membership to ensure as many educational routes and institutions are represented.

WIB Careers in BIM & links to the Australian BIM Academic Forum (ABAF)

As part of the Women in BIM discussions across Australia, our regional leads hosted a series of webinars discussing the importance of Digital / BIM related roles in the industry today. Focused on the varying regional requirements for BIM and digital across Australia and its state jurisdictions, these sessions, included as links above, provided great insights for our members.

Key themes included:

1. The importance of organisational support and providing opportunities for young people to transition from traditional to digital roles. Many organisations do not help to support this and therefore many are at a loss as to how to transition.
2. Role requirements and titles continue to change, we find that with the uptake of digital across our sector the terms BIM or Digital Engineering are commonly misunderstood and require clarity both across industry and within education.
3. Often our education pathways don't support the new roles populating our industry which can provide a great challenge.

As a result of the webinars WIB published a report on our findings which can be found at the below link

<https://womeninbim.org/report>

Women in BIM also acted as a key contributor to the Australian BIM Academic Forum (ABAF) report on the uptake and implementation of BIM across Australian Education institutions. The Report titled: BIM education at Australian universities: 2020 insights provides an update of Building Information Modelling (BIM) education and training at Australian universities. Key objectives focus on exploring the latest BIM advancements while identifying shortcomings to be addressed in improving the quality of training and education offered to students in Australian universities. The report aims to establish a more robust, shared vision between academic, industry and student stakeholders regarding BIM education in Australia and is a key document in the uptake and implementation of digital across our tertiary institutions.

https://womeninbim.org/wp-content/uploads/2021/12/ABAF_BIM-education-at-Australian-Universities-2020-Insights.pdf

2022: Our Future Objectives & 10 Year Anniversary

As we progress through 2022 and recover from challenging times, WIB are progressively looking to impact and implement our core drivers for growth. To that end, we have begun planning multiple online events and our regional leads support us in determining the needs of our members and of industry alike in the themes we tackle as an industry.

As part of our project work, we will be undertaking our third year of the WIB Mentor Scheme and we plan to launch a WIB in Education initiative with key activities supporting the education space. Our core team member Natalia Olivera will lead our Mentor initiative as the strategic lead with the support of our regional leads and core team all over the world.

WIB will continue to support conversations about key topics which affect the BIM community at large through a further series of podcasts and 2022 will see the introduction of our first conference, aimed to support our members and wider global community on thought leadership, digital and change across the built environment sector on a global level.



Thank you again to all our teams, members, mentors, mentees, partners, supporters and sponsors. 2021 was a great year for us and we continue to grow and support the key ambitions of our group whilst connecting again finally face to face with each other as a community. 2022 does present great challenges for women in regions that are faced with great adversity and we aim to grow our projects and support network in these regions to ultimately act as a driver for change and ultimately to be able to support and encourage women across the world.