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"The future is not something we enter. The future is something we create." - Ray Kurzweil

The fight for gender equality has undergone a remarkable transformation in recent decades. Previously dismissed as a niche concern, it has now become a central issue in public discourse. This shift is reflected in legislative advancements, with policies tackling gender-based violence and parental leave garnering increasing support. Finland ranks 4th in the European Union on the Gender Equality Index with 75.4 points out of a hundred. Our country has successfully implemented such measures to ensure a safe and satisfactory life for all its citizens. Despite these legal and social advancements, achieving true parity still is an elusive goal across much of the country. While progress and improvement remains ongoing, the growing potential to build a fairer future for all must be harnessed. The quickly developing domain of technology has the potential to become a powerful tool for women to overcome traditional barriers and contribute meaningfully to society.  
  
For this to be implemented, the digital divide between men and women must be bridged. Digital divide refers to the unequal access to information and communication technologies between social communities. Finland too experiences a digital divide, with men being slightly more likely to own cell phones than women. Initiatives promoting digital literacy programs and training women to utilise mobile technology equips them with the tools they need to participate fully in the online economy. Furthermore, technology empowers women by creating a base for entrepreneurship and economic independence. As of now, only 30% of women in Finland are entrepreneurs. But online marketplaces can provide women with a platform to showcase their innovations, which are able to reach a wider customer base than ever before. Marketing via social media allows women to build brands and connect directly with consumers, avoiding possible exploitation. Amanda Sundell, founder of eco-friendly company DROPP states, “Supporting young entrepreneurs irrespective of gender should be the aim, but encouraging women to pursue careers in tech and other male-dominated fields could help increase the number of female entrepreneurs across the board.” These opportunities not only improve women's livelihoods but also challenge societal norms that may have previously confined them to domestic spheres, thus enriching their lives.  
  
From bridging the digital divide to fostering entrepreneurship and activism, technology holds immense potential to level the playing field for a future where women thrive. Finland will extend its support to all countries committed to empowering women through technology.

SOURCES-  
  
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