

AI EMPOWER LAB

by WOMENTOR

Abstract

From Challenges to Change: The AI Empower Lab

The Search for Practical Solutions to Democratically Organize
Gender-Inclusive Alternatives in the Work-Age of AI

Keywords

Artificial Intelligence, AI Literacy and Resilience, Diversity and Inclusion, Gender Equality, Inclusive Technology, Creative Industries, Knowledge Workers, Participatory Design, Interdisciplinary Research

Project Overview

This abstract presents the ongoing research project, **AI Empower Lab**, dedicated to developing innovative solutions and a prototype aimed at empowering women and minorities in the age of artificial intelligence. Funded by the FFG in the **Impact Innovation** Program and led by [WOMENTOR](#) – a verified social business in Austria. This project utilizes the expertise of a dynamic interdisciplinary and international team and advisory board. The team is united in its mission to tackle the pressing **challenge of gender inequality in AI**, seeking **inclusive** and equitable **solutions** for the sector of **knowledge workers** and the **creative industry**. The project aims to enhance AI literacy and resilience among affected groups, advocate for inclusive technological practices, and promote environments where gender diversity is valued as a crucial asset. By fostering equitable participation in AI-enhanced workplaces and supporting the development of gender-sensitive AI applications, AI Empower Lab aspires to create a model for democratically organizing work in technology-driven industries, ensuring that advancements in AI benefit all segments of society, particularly those at risk of being marginalized.

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Introduction

As artificial intelligence (AI) rapidly evolves, its impact on the workforce is disproportionately felt by gender and marginalized groups, especially in creative and knowledge-driven industries. AI Empower Lab aims to mitigate these disparities through inclusive practices and policies that advance gender equality in our digital future.

Problem Statement

AI's transformative potential risks deepening gender inequalities by displacing jobs and excluding vulnerable demographics from emerging tech sectors. Addressing these challenges is critical to prevent an expansion of gender gaps and to guarantee fair access to technological advancements.

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“First of all, AI doesn't take your job.
People who use AI will take your job.
In the next few years, some will develop new skills and
then do the job of 10 others”

Mo Gawdet

Objectives

The project aims to empower vulnerable groups by boosting AI literacy and resilience, advocating for inclusive tech practices, and cultivating workplaces where gender diversity is valued. Efforts are geared towards facilitating equitable participation in AI-driven environments and fostering the development of gender-sensitive technologies.

Methodology

The project's participatory approach involves stakeholders from affected communities, gender experts, technologists, and policymakers. The "Double Diamond" design process guides our exploration of solutions, employing gender-focused workshops, stakeholder mapping, and impact assessments to tailor interventions.

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Expected Outcomes

AI Empower Lab is set to generate practical insights and tools that directly address the unique challenges faced by women and other marginalized genders in AI contexts. Outcomes include targeted training programs, inclusive AI deployment guidelines, and strategies that advocate for gender equity in tech adoption and workplace integration.

Impact on Gender Equality

By equipping individuals and organizations to tackle gender disparities in AI, the project directly contributes to achieving SDG 5 (Gender Equality). Benefits include broader AI education access, increased representation in tech roles, and enhanced policy support for gender inclusivity.

Conclusion

AI Empower Lab represents an essential stride toward an equitable tech-driven future, emphasizing proactive and inclusive strategies to ensure that AI benefits are universally accessible, particularly to those most at risk of being marginalized by rapid digital transformations.





Core-Team

- **Josefine Schulze, MSc:** Managing Partner at WOMENTOR and a seasoned business consultant for sustainability. With her background as a political scientist and socioeconomist, Josefine excels in impact measurement and risk assessments, deeply committed to advancing social and ecological sustainability.
- **Desiree Jonek-Lustyk, MSc.:** Founder of WOMENTOR, Desiree is a trailblazer in diversity, equity, and inclusion consulting. Her leadership has cultivated a vibrant community of over 1,200 members, driving forward innovative strategies and championing gender equity in social entrepreneurship.
- **Dr. Klaus Speidel:** Philosopher and AI expert known for his ability to make complex subjects accessible. As a lecturer at the Angewandte and a celebrated writer and curator, Klaus enhances public understanding of art and technology in Europe.





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- **Seth Rothery:** Based in Australia & New Zealand, Seth is a seasoned marketing specialist with a focus on AI in marketing. His strategic expertise in digital marketing significantly boosts the project's reach and effectiveness in dynamic markets.

			
Désirée Jonek-Lustyk, MSc. Innovation Management, Service Development, Expert for Diversity & Inclusion	Josefine Schulze, MSc. Product Development, Partnership Management & Socioeconomist	Seth Rothery, MSc. Senior Marketer with a focus on AI, Communications & Content	Dr. Klaus Speidel Lead AI Research, AI Expert in the Creative Industry
WOMENTOR VORSTAND	WOMENTOR VORSTAND	DRITTELEISTER	DRITTELEISTER

Advisory Board Members

			
Ass.-Prof. Dr. Erman Arcar Assistant Prof. for AI University of Amsterdam	Anja & Julie Teßmann Sisterhood Berlin, Senior Marketing Manager Expert for AI Marketing	Carina Zehetmaier Präsidentin Women in AI Austria	Stephanie Meisl Co-Founder D#AVANTGARDE Let's talk KI Expert for technology, art & creativity
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**An Application for the MOMENTUM KONGRESS 2024 "ALTERNATIVES"
TRACK #2: Organizing more openly, inclusively and democratically**

