

- ABSTRACT -

## **ENGINEERS, WE ARE MAKING THE WORLD WORK BETTER!**

The reason why there is such a little interest from women to start technical careers is because we need to feel in our daily job that we are helping people, that we are improving the world. And this perception, in technical jobs, seems to appear so far away. But in reality, we have a lot of power for helping the world being engineers, just that in a silent way. In my current job, I have in my hands the influence for deciding what are going to buy millions of consumers.

Here in Denmark, they are really concerned about happiness at work. You need to be happy and to feel satisfied while working. This way, it is tested, employees produce more and better, so it's a win-win for company and employees. Maybe due to this matter, here there is zero gender discrimination, as discriminating somebody for their gender has no sense. My boss is a woman, her boss is a woman, and my boss' boss, who is the CEO of the whole Tiger, is a woman.

*By Mercè Gorina Pradas, engineer in industrial design in Flying Tiger Copenhagen.*