Annual Report

2024

Content

1. This is Pink Programming

Our vision

We want to **make the joy of programming available for everybody** and build a tech world where women (cis and trans) and non-binary developers are not the exception anymore.

Our mission

Inspire beginners and make coding accessible for more women and non-binary

By arranging coding events and creating community, we arouse curiosity, inspire and share the joy of programming. We create an engaging and safe space for all women regardless of age and background.

Support existing programmers

We create a network of support and empowerment for beginners as well as senior programmers. By arranging networking events we enable knowledge and experience sharing and contribute to keep the existing female and non-binary developers in the tech industry.

Educate the industry

We partner up, inspire and educate companies on how to create more diverse and inclusive workplaces in order to improve their journey in DEI, to not only attract more women and non-binary programmers but also retain the existing ones.

Our story

Pink Programming is a leading force for gender equality in the tech industry, working to increase the number of women and non-binary programmers while driving diversity and inclusion.

It all began with a coding camp in 2015. Three women working in software development, tired of the lack of female colleagues, decided it was time for change. By bringing together women and non-binary individuals, they not only shared the joy of programming but also ignited a movement to bridge the gender gap in tech.

Today, Pink Programming is a key player in the tech industry, empowering over 1,000 participants annually through innovative and inspiring activities. Supported by 100 active volunteers, we've built Sweden's largest network for female and non-binary developers. With over 29,000 people connected to our community, our reach and influence are driving tangible change.

Our work focuses on coding, but goes beyond— we're breaking down barriers, redefining who belongs in tech, and shaping the future of the industry.

As we move forward, our mission is to continue leading the way toward a truly gender-equal tech industry. By fostering curiosity, collaboration, and empowerment, we are not only addressing today's challenges but also transforming the landscape of technology for generations to come.

Organizational chart

All Pink Programming Members

↓ ↓ ↓

Auditors	The Board	Election Commitee

↓

The Office

↓

Volunteer teams

Words from chairperson

Wow, what a year it's been. Looking back on 2024, I feel so proud and thankful to be part of this amazing community.

From hosting camps and events to launching initiatives like our first Pink After Work in Gothenburg and presenting a new website, 2024 has been a year of memorable moments. With 60 new members and over 1,000 event participants, we've proven that change in tech isn't just possible - it's happening, and we're driving it.

What stays with me most are the connections and stories I've been fortunate to be part of - seeing someone code for the first time, a member landing their dream job, or partners expressing how impressed they are with our impact. Pink Programming isn't just about coding; it's about creating a space where people feel seen, supported, and empowered to achieve amazing things.

Thank you to everyone who showed up, volunteered, partnered with us, or believed in our mission. You're the reason Pink Programming keeps growing. I can't wait to see what we'll do together next year.

With pride and excitement,
Frida Stjernholm
Chair of the Board

2. Highlights 2024

Highligts of the year

Another year has passed, and we're so proud to keep driving change in tech with the power of this community. Thank you to every member, volunteer, partner, ambassador, follower and friend.

Followers on LinkedIn
10 000+

Members–all time high!
200+

This year, we are proud of...

- **Receiving first time long term funding** from both Region Skåne and Jämställdhetsmyndigheten.

- **Getting nominated for Educator of the Year** by Developers Day.

- **Receiving donations** from Beijer Electronics and Tech Sweden

And there is more to be proud of...

We expanded and grew by

- Hosting **3 IRL programming camps** - for the first time in five years!

- **60+ new members** joining the organisation.

We delivered the Pink mission by

- Hosting 30+ unique Pink events during the year with **1000+ participants joining**

- Delivering the **Leading for Inclusion in Tech course** with excellent participant reviews.

- Launching the **new Pink Programming website**.

And even more...

We kept building connections by

- Hosting our first ever **Pink After Work in Gothenburg** and signing Scionova as our new venue partner in the city

- Joining community gatherings at **Women in Tech and Øredev conferences.**

We worked close to the industry by

- Renewing **partnerships with longterm supporting companies** Neo4j, Axis Communications, BorgWarner, Tretton37, SEB, Qinshift.

- Signing **new sponsoring partners** Electronic Arts, Codescene, and Sony

- Delivering lectures and inspirational speeches as part of Region Skåne's STEM UP project

Impressions and Impact

Malmö Company of the Year, Beijer Electronics, donates prize money to Pink Programming

NOMINATED TO
EDUCATUR OF THE YEAR 2024

DEVELOPERS DAY

Kreativt tänkande och nätverk ska locka kvinnor till IT-branschen

IT-branschen växer, men trots detta är det fortsatt få kvinnor som intresserar sig för en karriär inom IT. Men allt fler organisationer visar vägen framåt! Grupper som Sigma Smart Women Society, WiTech och Pink Programming drar sitt strå till stacken när det kommer till att skapa förbilder och sprida intresset för IT till unga tjejer och redan yrkesverksamma kvinnor.

15 Okt, 2024 • Karriär • IT

3. Operations recap

Pink Events
Sundays, After Works, and other events

Networking and coding with hundreds of people throughout the year, we're proud of the strong attendance at our events! Every month, new connections been made and we've dived into relevant topics and programming languages together.

Would recommend us to a friend

98%

Event participants

800+

More shining statistics:

- **We get top feedback:** 4.6 out of 5 in overall event rating from our participants
- **We reach new people:** Almost 50 percent joined us for the first time.
- **We succeed in inspiring participants: 92 percent were likely to continue coding** after joining ur events.

This year we...

- Successfully delivered **25 external Pink events** across Sweden
  - 11 Pink Sundays
  - 12 Pink After Works
  - 1 Digital Event
- Explored 8 programming languages:
  - Python, Java, Cypher, C++, Javascript, React, Dart & Nim

We offered workshops at various levels - reaching a broad audience

- 2 Beginner events
- 4 Beginner/Intermediate events
- 4 Intermediate events

Event Highlights

"This was absolutely awesome, I met so many new fun people and I would love to come to future events like this!"

"I always love the unique and open vibe at Pink events!"

"It was great to be able to learn something new and be able to network with people from the area in Malmö"

Pink Camps

Over the past year, we successfully hosted three camps, drawing on the expertise of experienced camp veterans to shape compelling topics and provide support to the team. We tested a new team structure, and several inspired participants even stepped forward to join Pink as volunteers after attending the camps.

Overall camp rating

4.6/5

PyWeb Winter Camp in Järvsö with 12 participants,

Cyber Security Summer Camp in Hjärnarp with 12 participants

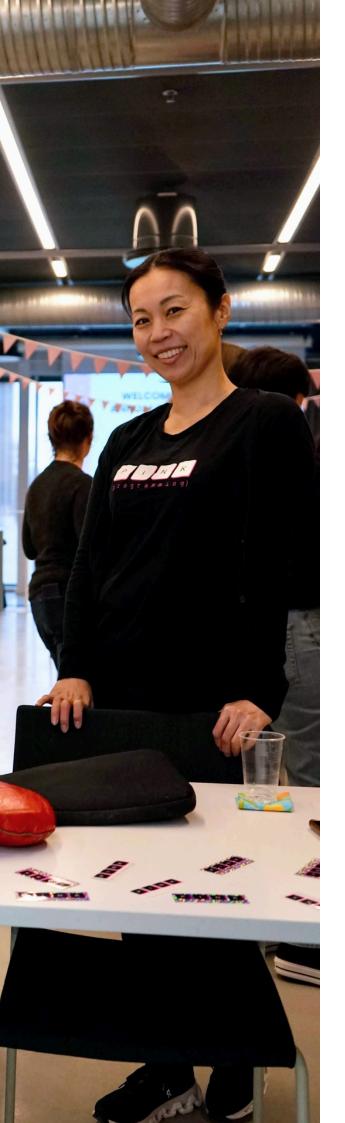**Robotics & AI Summer Camp** in Hjärnarp with 10 participants

Camp Highlights

The best thing...
*"For me, it was the social aspect. It really dragged me out of a social slump I have been in for a while and I am **still talking to some of the participants** after the camp."*

*"I am **proud of being part of this community**! So grateful for all the amazing people and for this shared safe space. I feel more motivated and inspired to continue in the tech business thanks to this!"*

Pink Community
Members

We've continued to grow our membership base, and a new member category has been introduced - associate members! It's been a year with a lot of active members. We have hosted engaging member activities that received great feedback and brought together over 200 members in total!

100%

Of Pink Programming members would recommend being a part of the organization

Physical Annual Meeting in Malmö where 30+ members collectively decided on the future of the organization.

Member focus group work on projects like website development and camps structure.

Community gathering at Øredev – members from around Sweden joined the conference to learn new things, connect and dine with other fellow Pinkers.

Community gathering at Women In Tech - talking about our mission and meeting likeminded people.

Summer and winter parties in all three cities to celebrate all great work during the Spring and Fall season.

Pink Community

Pink Getaway – our third annual member weekend in the countryside! The event was fully booked, and brought 30 Pinkers together.

4.9/5

Overall experience rating on the Pink Getaway

What was the best part?

"Dinners outside, where I got to talk to a lot of pinkers and get to know everyone on a more personal level. We also had a lot of fun dancing/Finnish karaoke. Overall I guess all the laughing was the favorite part!"

"The inclusion workshop!"

Volunteers

Strong engagement
Volunteer engagement remains strong across all six volunteer teams and additional project groups in Malmö, Sthlm and Gothenburg.

Courage to try new things
Several volunteers stepped up to lead coding workshops and deliver inspirational talks for the first time.

Team building and organisation
Regular teamleaders meetings for experience sharing, teambuilding meetups and working on joint organization and planning have resulted in smooth work and engaged volunteers.

80+

Active Volunteers

Statements from the community

"Pink has giving me new work opportunities (gotten three work opportunities thanks to Pink network) and new knowledge."

"I feel more supported and have a community where I can talk about my experience as a woman working in a male dominated field and feel understood."

"I'm a developer because of Pink Programming!"

"Fighting for gender equality and DEI hiring is more important and relevant as ever nowadays, due to the political climate.

Pink Communications & Visibility

In 2024, we continued to amp up our communication, achieving significant milestones along the way. From new initiatives and updates to a growing audience and exciting recognition, it's been a year of progress and momentum.

Site visits on our event pages
15 000+

New followers
2100+

In 2024 we...

- **Launched our new website**, making it more accessible for both visitors and users
- **Introduced Monthly Program releases** resulting in a significant impact and increased engagement—particularly on LinkedIn
- **Gained 2140 new followers**—more than double the target of 1000 new followers.

Visibility Highlights

- *Nominated as a finalist for Educator of the Year by Developers Day*
- *Participated in a panel talk at the STEM UP project kickoff by Region Skåne.*
- *Represented Pink Programming at Skåne Innovation Day.*
- *Attended TechSveriges webinar on efforts for digital competence in Europe.*
- *Held lecture about diversity in tech for Pauliskolan High school students.*
- *Represented the organisation at Øredev Developers Conference & Women in Tech Conference*

Partnerships

It's been another wonderful year together with our partners. Not only have we renewed partnership with long-term supporting companies, we've also have new partners joining us!

4.9/5

Overall rating on our collaboration from sponsors

20+

Established and renewed partnerships with companies

Renewed sponsor partnerships with long-term partners: Neo4j, Axis Communications, BorgWarner, SEB, Tretton37.

Signed new sponsor partnerships:
- Electronic Arts
- Codescene
- Kognic
- Chalmers
- Globallogic

Had an awaited return of previous sponsoring partner Telavox

Continued appreciated collaborations with Women in Tech and Øredev Conference.

New venue partnership in Gothenburg with Scionova.

Partners & Supporters 2024

neo4j S|E|B Qinshift

AXIS COMMUNICATIONS GlobalLogic A Hitachi Group Company KOGNIC

BORGWARNER TELAVOX

CodeScene SCIONOVA AVANCEZ 1829

MEDIA EVOLUTION Electronic Arts

REGION SKANE JÄMSTÄLLDHETS MYNDIGHETEN BeiJer ELECTRONICS Malmö stad

tretton37 STICKER APP scrive. SONY

Mentimeter

OpenTech Jämställd Utveckling Skåne ØREDEV DEVELOPER CONFERENCE

Confetti womengineer

Leading for Inclusion in Tech

In 2024, we continued to develop our offers of education and lectures on how to effectively foster more inclusive workplaces, leading to talent attraction and more diverse tech teams.

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We explored a wider range of course formats with input from partner companies as well as adjusting content for new target groups and continued to integrate the education segment inhouse for future sustainability.

Delivered a lecture on the topic for Vocational Colleges project around Sweden as part of the STEM UP project.

Conducted reseach during a focus group workshop with female and non-binary developers to find what they are looking for in their future employers.

Hosted the Leading for Inclusion in Tech course - addressing topics like unconscious biases and minority stress, featuring interactive exercises and experiences sharing.

4.1/5
Overall rating on the course

100%
Learned something new

Course Highlights

"Thank you it's been wonderful taking part of this course. I feel like I've been given tools on how to create a more inclusive space. It's great pointing out how phrasing things change the experience."

"Thank you for this experience. It made me inspired to be more mindful about the language I use and actions I do in my daily work and private life."

4. Financials

Financials

According to budget predictions for the year, the organization aimed to invest some of its saved buffer in longterm sustainability for the organization in 2023* which meant predicting a minus result for the year. This was also the case, however the actual minus result was a bit less than expected.
For example by allowing for the financial consultant to work alongside the MD during Spring,

The years financial result & comments

Income	
1. Sponsoring from companies	1,455,238
2. Grants	1,263,072
3. Participant fees	113,755
4. Other income	37,211
5. Equity	
Total income	**2,869,276**

Costs	
Operational costs	1,203,568
Staff & remuneration	1,733,200
Total costs	**2,936,769**
Result	**-67,492**

- Succeeded in securing more longterm and sustainable operational fundings
- Increased funding from national, regional and local institutions
- More than doubled our organisational grants from 2022 to 2023
- First time operational grant from Region Skåne

5. Pink Office & Board work

Pink Office Work

It has been another fun and intense year at the Pink Office, from managing financial and administrative tasks to maintaining internal and external communications–all while keeping an eye on the future.

What we have been up to

- **Secured finances** through sponsorships, grants and public funding.
- Managed **budget work and reporting**.
- Overall responsibility **managing organization and its operations**
- Continued **running the Pink HQ office** from Media Evolution City in Malmö
- **Facilitated the Pink Communit**y through recruiting, onboarding, management, member administration and internal communications like Coda and Slack.
- Maintained **daily external communications** through newsletter, website, social media and press/PR.
- Entertained **industry relations** and existent/future collaborations
- Focused on **employee & competence development** and welcomed two Pink interns for fall season.
- Scoped for **development projects** together with the board.

Pink Board Work

Pink Programming wouldn't be what it is today without our brilliant board. With a mix of both new and familiar faces, the board has board has done an outstanding job in 2024, enabling Pink to grow and continue aiming high.

Highlights of this year's board work

- Arranged a **physical Annual Meeting** at Media Evolution in Malmö in March.

- Conducted board and strategic work through monthly **digital board meetings** and in-person meet-ups.

- Further **developed board workforce groups** and **improved board routines**.

- Established **new routines for the Pink Nomination Committee**.

- **Collaborated closely with the office** to review policies and steering documents.

- The **board's employee representative worked with managing director** on contract renewals, salary revision, and employee development.

The Board 2024

Thank you for another great Pink year!

PINK
{programming}