



PINK PROGRAMMING

Annual Report

2025

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This is Pink Programming

Our vision

We want to make the joy of programming available for everybody and build a tech world where women and non-binary developers are no longer the exception.

Our mission

- Inspire beginners and make coding accessible through inclusive learning experiences
- Support programmers at all career stages through community, networking and empowerment
- Educate and collaborate with the tech industry to foster diverse and inclusive workplaces

Our story

Pink Programming began in 2015 with a coding camp initiated by three women working in software development. Frustrated by the lack of female colleagues, they decided to take action. By creating a space where women and non-binary people could explore programming together, they sparked a movement.

Today, Pink Programming empowers over 1,000 participants annually through events, camps, and community initiatives. Supported by ~100 active volunteers and a wide network of partners, we continue to challenge norms, remove barriers, and redefine who belongs in tech.

As we move into our next decade, Pink Programming is well positioned as both a grassroots community and a respected industry partner – continuing to inspire individuals, support careers, and shape a more inclusive future for tech.

Organisational chart



The Pink Spirit

At the heart of Pink Programming is a simple belief: when people feel welcome, supported, and inspired, they stay – and they thrive.

The Challenge

Women and non-binary people remain underrepresented in tech due to limited access to inclusive learning environments, lack of role models and networks, and non-inclusive industry cultures. They also tend to leave tech roles at a much higher rate than men.

Our Activities

- Inclusive coding events, camps, and meetups
- Long-term community building and volunteer leadership
- Industry collaboration, advocacy and education
- Visibility and storytelling through communication and partnerships

Outputs

- 1000+ participants engaged annually
- High-quality learning experiences
- A strong, engaged community
- Long-term partnerships with companies and institutions

Outcomes

- Increased confidence, skills, and motivation among participants
- Higher retention of women and non-binary people in tech
- Companies better equipped to work inclusively

Long-term Impact

A more gender-equal, diverse, and sustainable tech industry, shaped by people who feel they belong.

"I have met so many people through networking which has impacted my studies and career in the best way. I feel more comfortable as a student being in the tech industry with Pink by my side."

- Pink Programming Member



"Through Pink Programming I've gained confidence, expanded my network, learned new skills, and found role models that have helped me make clearer career choices and feel more at home in the tech industry."

- Pink Programming Member

"I started programming thanks to Pink Programming. Now I have a computer science degree and work as a developer/data scientist, which I don't know if I would have done otherwise. I love this industry and I am forever grateful <3"

- Pink Programming Member



"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."

- Pink Programming Member

Words from the Chairperson of the Board

What a milestone year this has been. Celebrating 10 years of Pink Programming hasn't just been about looking back at where we started – it's been about proving to ourselves what we're capable of now, and deciding where we're heading next.

This year, over 1,600 people joined our events. Our camps sold out. And our volunteers showed up again and again, creating spaces that felt warm, generous, and safe to grow in.

The Pink Programming Festival is a moment I will carry with me for a long time. With more than 300 participants and the dedication of over 50 volunteers, it became our largest event ever. Seeing community members, partners, students, and industry leaders share the same rooms – listening, learning, and challenging each other – made me incredibly proud.

What moves me most is not the numbers, but the courage I see in our community. The courage to try, to lead, to speak up, and to support one another.

Thank you for making this anniversary year feel alive and full of hope. I'm so grateful to be on this journey with you.

With warmth and pride,

Frida Stjernholm
Chair of the Pink Programming Board



2025 at a glance

This year, we reached record levels of participation, visibility, and industry collaboration - all while continuing to build a welcoming, community-led organisation. Strengthening our position as Sweden's largest network for women and non-binary people who are programmers. Highlights from the year include:

100+

active volunteers

30+

partner companies &
organisations

100%

of members would
recommend Pink
Programming

1600+

event participants
(all time high!)

94%

of participants were
inspired to start or
continue a career in tech

300+

festival participants
(biggest event yet!)

30K

followers across
channels

2200+

new followers
on SoMe

1400+

new newsletter
subscribers



Pink Events

After Works & Pink Sundays

2025 was defined by consistency, quality, and strong demand for Pink Programming's events. Our coding- and networking events are a core part of our mission to create inclusive, accessible pathways into tech. Through community-driven workshops and networking sessions, we bring people together to learn, connect, and collectively shape a more equitable tech ecosystem.

- Our events were fully booked month after month, demonstrating both trust and relevance among our target groups.
- **23 events** across Malmö, Lund, Göteborg and Stockholm
- **1,600+ participants** (all time high!)

- Nearly half of all participants (48%) were first-time attendees, showing our continued ability to reach new people.
- Across the year, **11 programming languages** were represented, with content spanning beginner, intermediate, and mixed-level experiences.

The top three reasons why participants join our events:

Deepen their programming skills

Explore career opportunities

Support a gender-equal tech industry

"Just a big thank you! Events like this really matter, and I hope you continue creating them, they make a difference."

- Pink Programming Event Participant



"I just started to study for full stack development and this AW connected me with awesome mentors."

- Pink Programming Event Participant





Pink Programming Festival

The Pink Programming Festival was the flagship event of 2025 - our biggest event yet and a defining moment for Pink Programming. The Festival's two days - the Industry Day and the Festival Day - attracted hundreds of tech industry leaders, emerging talents and programmers of the future on a joint mission to take action for an inclusive tech industry for the coming decade.

The festival was co-created with the community through a dedicated Festival advisory group and open calls, reflecting Pink Programming's core values of participation, trust, and shared ownership.

300+
took part in the festival

4.8/5
volunteer experience

4.7/5
overall inspiration
rating by guests

Industry Day

A morning hackathon and an afternoon of talks, panels, and networking, the forum highlighted learnings from ten years of Pink Programming, while creating space for new collaborations. Highlights from the day:

- **Hackathon: Not Your Average Hackathon**, with STEM UP!
- **Panel: Best Practices from Inclusion Experts**, with Pink Programming, Ung DataTjej, Women In Tech, GEM (Game Habitat)
- **Panel: Investing in Diversity**, with Region Skåne, Malmö Stad, Axis Communications, Wireless Car
- **Talk: From Beginner to the Boardroom – The Pink Journey**, with Phiphi Tran and Tanya Lytovchenko
- **Talk: Ten Years of Pink Programming: Looking Back, Moving Forward** with Jessica Pålsson and Johanna Belfrage

Participant stats & takeaways:

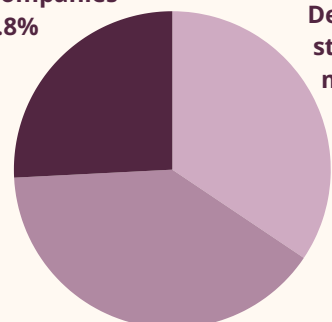
New perspectives on inclusion in tech

Practical strategies for inclusive organisations

Inspiration from real journeys in STEM

Partner companies
25.8%

Developers, students & members
34.4%



Tech companies & organisations
39.8%

"[My takeaway from the event was] a clearer picture for how my organisation can work with a more inclusive strategy for all developers."

- Inclusive Industry Forum attendee

Festival Day

A full day of hands-on workshops, learning sessions, and networking – created by and for the Pink Programming community. Open to women and non-binary people of all ages and experience levels. Some highlights from the day:

- **Generative Art, AI, and Career workshops**
- **Live podcast: Q&A with the “Developers!”-podcast**
- **1:1 Tech Talks** with professionals from our network and a **Business Lounge** with partner companies
- **Digital and analogue Craft Labs**, tinkering with Arduino boards and creating Fanzines, customised mouse pads and more
- **Art exhibition** challenging stereotypes in STEM
- **Vision workshop: Tech & Inclusion in 2035**
- **Cyber Security Scavenger Hunt**

Participant stats and takeaways:

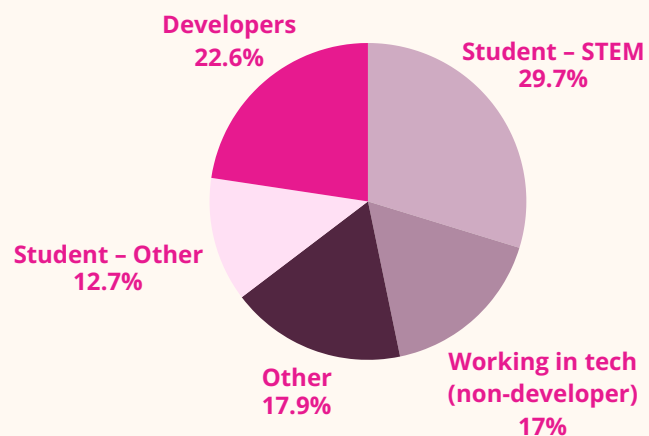
New friendships and networking connections

Motivation to pursue STEM/data careers

New job leads and career advice

58%

first time attendees





"I'm leaving with the amazing feeling of having watched so many women inspire and uplift one another."

- Pink Programming Festival attendee



"I learnt a lot about programming in the digital craft lab, and feel a bit more secure in really going the stem route and getting into engineering programs!"

- Pink Programming Festival attendee



"[The best thing about the Festival was] How friendly and inviting everyone was, no pretentious attitudes that you often see in conferences."

- Pink Programming Festival attendee





Pink Programming Camps

Since the start, camps have been a core activity for us. This year was no different. With our coding camps we continued to offer immersive, five-day learning experiences that go beyond our regular events.

- Winter Camp: Pixel & Python - An introduction to game development with sprinkles of AI.
- Summer Camp: Robotics & AI - Merging the World of Hardware and AI.
- Both camps sold out completely!

The camps provided space for experimentation, collaboration, and creativity – both for participants and volunteers. Learnings from the year have informed clearer structures, codes of conduct, and planning timelines to ensure sustainability for future camps.

4.7/5

average participant
rating



"[The best thing was the] organisation, all the women and community feeling, I loved how hands on the electronic workshop was and how much information we got exposed to"

- Pink Programming Camp attendee



"So fun to code my first little games, I was surprised to see how easy it actually was!"

- Pink Programming Camp attendee





Community

Members

At the heart of everything Pink Programming does is our community. In 2025, 197 members actively contributed to our operation by attending our activities, representing Pink Programming at industry events and being active in our internal communication channels on Slack.

- Arranged **13 internal events and community meetups**, co-working sessions and gatherings in each city connected to the Annual Meeting.
- Created the largest member event in Pink Programming's history: the Community Dinner & Celebration in connection to the Pink Programming Festival.
- Continued co-creation with the community: open call for Camps, Festival activities and content, as well as finding speakers and themes for our events.
- We also arranged member meetups at significant industry events such as the Women in Tech Conference, Øredev Conference & Dream Hack, where we offered free tickets to our members.

Volunteers

Our devoted and engaged volunteer teams were made up of 100+ active volunteers throughout the year. Highlights from 2025 include:

- Volunteer applications reached an all-time high during our recruitment period!
- Successful onboarding of new volunteers, particularly for the festival.
- Sustaining volunteer engagement through team building and organisation. For example, we held a successful workshop on conflict management and collaboration with our Camp volunteers.

“Being trusted to step into this role and contribute to such an inspiring community is truly special to me ♡ Thank you Pink, and thank you to the community – you are the kindest”

- Pink Programming Volunteer



“I’ve never seen a community this engaged for a common cause, I learn every day from You.”

- Pink Programming Volunteer

4.8/5

average volunteer
experience rating



Communications & Visibility

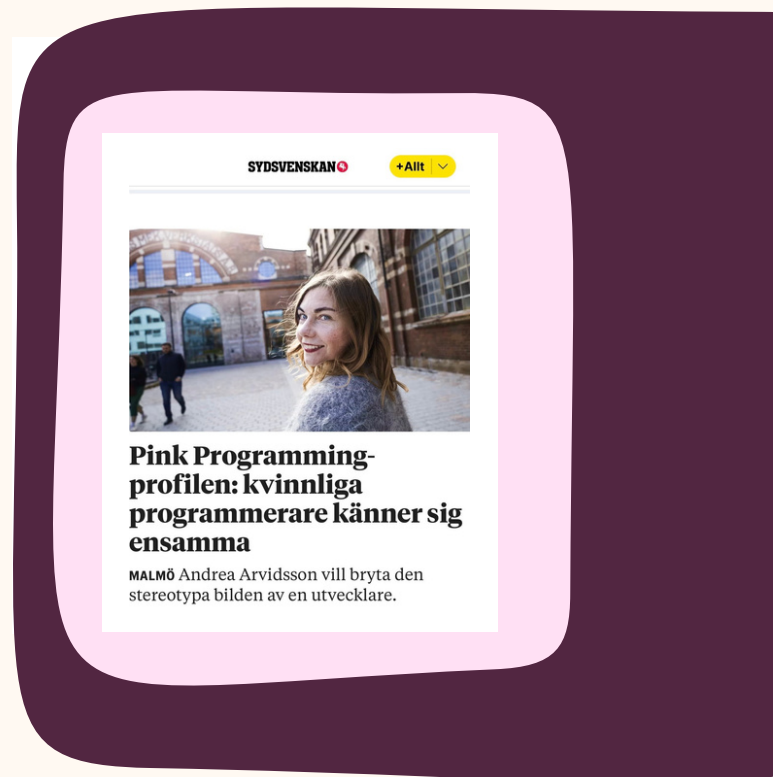
In 2025, Pink Programming significantly increased its visibility and reach. Our updated visual identity and consistent monthly program releases were key success factors, strengthening recognition and engagement across platforms. Highlights of the year include:

- High-performing festival communication: The Pink Programming Festival generated **70,200 impressions** across platforms, with engagement rates significantly above sector benchmarks.
- **2,200+** new followers on SoMe (yearly goal exceeded!)
- Doubling the amount of subscribers to our newsletters!
- **30,000 connections** across platforms (including newsletter subscribers)
- New updated visual identity implemented across all channels.
- A cover feature in Sydsvenskan highlighting Pink Programming's 10-year anniversary

Popular posts and new visual identity:



The cover of Sydsvenska Dagbladet:



The article post on Instagram had the highest reach yet!



Partnerships & Industry Engagement

30+

partner companies & organisations

100%

of partners recommend collaborating with us

Pink Programming plays a dual role in the tech ecosystem: as a grassroots community organisation and as a professional knowledge partner and catalyst for systemic change.

Through formats like the Inclusive Industry Forum at the Pink Programming festival, we translate community experience into industry-relevant insights, supporting companies and public stakeholders in advancing their diversity, equity, and inclusion work in a structured and impactful way while creating meaningful opportunities for our community.

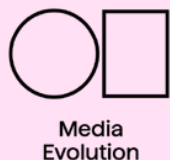
“We work with Pink Programming because we want to support a more gender-equal tech industry. [...] One of our company values is to ‘... thrive in a culture that is open and inclusive’ and so supporting Pink Programming is to truly live this value.”

- Marie Gaillard, Senior Director of Engineering at Neo4j

Throughout 2025, Pink Programming has actively participated in a wide range of industry, academic, and public-sector events, strengthening our visibility and reinforcing our role as a knowledge-bearing actor within the tech ecosystem. By contributing, we ensure that community-driven perspectives on inclusion, competence development, and the future of work are represented in key decision-making spaces. Selected engagements in 2025 include:

- **Foresight Cycle on Competence Development with Media Evolution & Region Skåne:** Core contribution to a regional foresight process shaping future skills and workforce development.
- **Workshop with IUC Syd & Malmö University:** Participation in the design of a new training programme for technology teachers.
- **STEM UP SYV Meeting:** Lecture for study and career counsellors as part of the national STEM UP initiative.
- **Women in Tech Conference, Øredev Conference & Dream Hack:** Member participation at major tech and innovation events.
- **Malmö Stad 2050 – Future Strategies Focus Day:** Participation in cross-sector discussions on long-term regional development.

Partners in 2025





Board & Office Work

The Pink Board

- Arranged a digital Annual Meeting complemented by physical meetups in Malmö, Gothenburg, and Stockholm to strengthen member participation and accessibility.
- Conducted continuous strategic work through monthly digital board meetings, in-person sessions, and value-driven team development.
- Dedicated significant time and engagement to the planning of the 10-year anniversary year, including the Pink Programming Festival.
- Worked in close dialogue with the Managing Director to ensure a sustainable work environment, clear priorities, and long-term organisational health.
- Finalized a new multi-year strategic plan, grounded in input from members, volunteers and employees, as well as external trend analysis.
- Supported long-term financial sustainability through oversight of funding strategy and risk assessment.
- Represented Pink Programming in strategic external relationships.

The Pink Office

- Overall responsibility managing the organization and its day-to-day operations including running the Pink HQ office from Media Evolution in Malmö.
- Facilitated the execution of internal and external events together with volunteers and partners, including the Pink Programming Festival.
- Managed budget work and secured finances through sponsorships, grants and public funding, as well as scoping for development projects.
- Coordinated the Pink Community of volunteers and members through recruiting, onboarding, management, member administration and internal communications.
- Maintained external communications and visibility through newsletter, website, social media, press/PR.
- Participated in strategic work and future organisational planning together with the board.
- Represented the organisation at industry events and entertained key relations and partnerships.
- Maintained responsible employer practices, ensuring a healthy work environment, sustainable working conditions, and continuous professional development.



Financials

The organisation's financial management is guided by principles of transparency and long-term sustainability, ensuring that resources are effectively allocated to enable the organisation's mission and activities.

During 2025, we operated within a budget approved by the Annual General Meeting (AGM), with ongoing financial oversight by the Board and operational follow-up by the office, reporting total income of approximately 2.3 million SEK.

Maintaining a balanced funding structure between public and private sources is a deliberate priority, contributing to long-term sustainability and organisational resilience. Income was primarily derived from public funding including Jämställdhetsmyndigheten, Malmö Stad and Region Skåne (51%), and company partnerships (43%).

The organisation's primary cost areas consisted of personnel and the delivery of events and activities in line with its mission and operational plan approved by the AGM. The reported deficit of approximately 400K SEK reflects the following:

- A planned and strategic investment of 250K SEK from reserves to support events and activities marking the organisation's ten-year anniversary, approved by the 2025 AGM.
- An accounting adjustment of accrued vacation liability not previously recorded during the year.
- Lower than expected sponsorship income connected to the anniversary festival.

The deficit will be covered by reserves accumulated in previous years. Despite this, the organisation retains a substantial reserve buffer. The overall financial position remains stable, providing a solid foundation for the coming year.



Looking ahead

As Pink Programming enters our second decade, the focus is on:

- Deepening community engagement and leadership
- Continuing to develop more long-term, values-aligned partnerships
- Ensuring organisational sustainability while preserving our playful, people-first culture

We remain committed to curiosity, collaboration, and courage – and to shaping a tech industry where everyone can belong.

Thank you for joining us on this journey! We look forward to seeing what the next 10 years will bring.



Thanks for another
great Pink year!

P I N K

{ p r o g r a m m i n g }