

Moonpig Partners With Stemettes to Support Gender Diversity in Tech

In 2021 the Moonpig Group Foundation was created to spark moments of joy in our community. We know how important it is to keep people connected and we're proud that our organisation helps people to show others that they care; the Foundation gives us the means to drive this even further.

This year Moonpig Group partnered with award-winning social enterprise Stemettes to tackle one of the Foundation's focus areas: diversity in tech. Stemettes work to inspire and support young women and non-binary people aged 5-25 into Science, Technology, Engineering and Maths careers.

Some of the ways Moonpig will be working with Stemettes include creating engaging content for their website and social, longer term initiatives such as skills academies, and impactful activities focused on engaging participants in tech, such as the recent hackathon event.

On Saturday 27th November our two organisations came together for the Stemettes Connection Hack at Moonpig. Around 50 participants of Key Stage 3 age were asked to come up with STEM ideas themed around connection and technology in order to help alleviate loneliness, alongside volunteers and judges from Moonpig's tech and product teams. Activities included web coding (HTML), Computer Aided Design, Inspirational Role-themed teamwork and App Building.

The participants worked on the brief with their peers, before presenting their ideas at the end-of-day showcase. The Moonpig judges assessed presentation quality, creativity, innovation and the ability of the team to meet the brief.

The winners were due to visit the Moonpig London offices this month for a prize-giving event which unfortunately has been postponed due to current work-from-home guidelines, but all attendees received goody bags packed with gifts for taking up the challenge.

We're excited to continue our partnership with Stemettes as we both continue to strive for a more diverse and inclusive future of tech. Other upcoming initiatives include exclusive Moonpig content for The Stemettes Zine website and an activity-packed skills academy at Easter.