

Report Logmaster activities for women in logistics by FHOÖ – 08.04.2025

On the 8th of April 2025, at the University of Applied Sciences Upper Austria (FH OÖ), the 11th edition of Diversity Day took place. This event aims to bring awareness to the campus regarding the diversity that our university fosters due to the professors and students who become part of the FH OÖ community each year. Cultural, religious, orientation and behavioral differences are inevitable, but understanding and respecting them is essential for the development of our university and society in general. From this perspective, Diversity Day was created, and FH OÖ has taken it very seriously each year.

This year, similar to previous ones, Diversity Day also included a workshop entitled "Women in Academia Day," which aimed to empower women working in research and logistics to aspire to and have the resources to obtain management positions in these fields. It is known that even in 2025, women struggle with inequality and stereotypes, with research and logistics still being considered male-dominated fields. In this workshop, women from logistics companies, research institutions, and universities gathered to make a plan for the future of women. It was a brainstorming session that brought us closer and helped us connect in order to achieve a common goal: to make it easier for women to gain recognition for their work, to create a strong network, and to find solutions for different problematic situations that women may encounter at work.

The event started with a networking session during lunchtime, where women had a chance to get to know each other and to have a relaxing and engaging time. After that, there was an introductory session where each woman presented herself, highlighting the job and position she held within the organization she represented.

Finally, the most important activity that took place was the brainstorming session. It consisted of placing four tables in separate corners of the room, each with a flipchart page displaying a question in English that was considered highly important. The questions were related to the difficulties women encounter at work, and the task was to find solutions and perspectives for each of them. The questions included:

1. What are the communication channels and ways of bringing awareness to the public about the role of the women involved in the workshop within their institutions, and how can we offer them recognition for their projects?
2. Which skills, classes, and knowledge do these women consider important for their future development in order to fight against stereotypes?
3. What topics would they like to discuss in future editions of Women in Academia Day?
4. After this event, will they feel more supported by their institutions and more empowered to develop themselves and aim for management positions?

The women grouped into teams that were chosen randomly and tried to find solutions for each of the four questions from above. After all teams had finished, the results were presented and discussed.

At the end of the event, Denise and I offered the women working in research and logistics Logmaster flyers and presented the project in detail. As another visual representation, we used the roll-up banner available to us.

In the end, after Women in Academia Day concluded, all women joined the Diversity Day workshop, where important discussions about Diversity, Equity, and Inclusion (DEI) took place. Influential managers from German companies participated and gave insights about diversity within their institutions. Moreover, our team, Logistikum, represented by Putz Egger LisaMaria, prepared a presentation about the role of women in the development of logistics, using real data and references from our team's experience.

Additionally, during March, as part of the Diversity Day concept, there was a Creative Challenge for those who wanted to participate. The task was to create an artistic piece of any kind (a song, painting, image, etc.) that would present their understanding and feelings about diversity.

At the end of the event, the winner was voted, and seven teams received different prizes for their artwork. The day concluded with more networking and engaging discussions. It was a successful day, and FH OO managed to present the Logmaster project to the participants and discuss with women their needs, aspirations, and possible solutions for a better and more inclusive future in logistics.

Below, you can find attached photos from our event:



