**Trackunit and The Hg Foundation partner with High5Girls to help girls pursue STEM careers**

**London, UK. December 10, 2024:** Trackunit, a leading SaaS company for the construction industry, and The Hg Foundation, a grant-giving charity focused on improving tech education and skills, are pleased to announce a new partnership with High5Girls, a non-profit organization in Denmark.

The DKK 609,000 (USD 86,300) grant will support girls in Denmark to pursue careers in Science, Technology, Engineering and Mathematics (STEM).

Stereotypes about women’s abilities in STEM subjects begin early, often undermining their confidence in mathematical and technical skills. [In Denmark](https://ufm.dk/uddannelse/statistik-og-analyser/sogning-og-optag-pa-videregaende-uddannelser), only one in three of those admitted to higher education in STEM fields are women – a proportion which has remained unchanged since 2011.

“We are delighted to be launching this partnership, as it allows us to kick start a new, virtual High5Girls universe,” said Marianne Andersen, Founder and CEO of High5Girls**.“**We need a place where girls and role models can keep in contact in between on-site events.”

Support from Trackunit and The Hg Foundation will establish ‘High5Connect’ – an app providing girls with a space to explore learning resources, practical tasks, access to a network and mentoring opportunities with STEM professionals. Over three years, the app will serve over 1,200 participants, providing exposure to STEM careers and encouraging girls’ participation.

“The app will also enable us to reach girls in rural and hard-to-reach locations, and those whose parents cannot bring them along to on-site events,” said Andersen. “This will transform what High5Girls can offer.”

High5Girls works to empower girls and young women aged 13-19 through science camps, mentoring programmes, mother-daughter events and summits. Since being founded in 2018, High5Girls has supported over 1,000 girls.

“This is a cause that we are extremely committed to,” said Søren Brogaard, CEO at Trackunit. "We firmly believe that all these industries will benefit greatly from a better gender balance in the workforce.

“At Trackunit, we’ve been working hard to attract more women to the technology sector. The work that The Hg Foundation and High Five Girls does to open these doors to young women plays an integral role in breaking down barriers and delivering real opportunity.”

**“**The work of High5Girls to encourage girls’ self-belief and desire to work in STEM fields is vital,” said Søren Holt, Director at Hg. “Far too often, girls opt out of STEM choices at the first opportunity.

“Raising the aspirations of underrepresented groups in the tech sector is a core pillar of the Hg Foundation’s work, and so we’re delighted to be joining forces with Trackunit in this way,” said Holt. “We hope that by investing in great initiatives like this we can help change ingrained mindsets and give girls the extra support to take a leap into a truly exciting space.”

**About The Hg Foundation**

The Hg Foundation’s vision is that the tech workforce of the future harnesses the talents of all, regardless of background. It does this by supporting education and employment-based programs across the UK, USA, and Europe where it can demonstrate measurable, long-term, and scalable impact and make a difference to those that need it most.  To date, it has committed $30m to programs that will reach over 50,000 young people and adults from under-represented backgrounds. The Foundation’s work is solely funded by Hg – a leading investor in European and transatlantic software and services businesses. The Hg Foundation is registered Charity no. 1189216.

Find out more at <https://www.thehgfoundation.com/>

**About Trackunit**

Trackunit is a global technology company that connects construction through one platform to create a living, evolving ecosystem that delivers data and insights to the off-highway sector. With circa 3.5 million visible assets connected, it uses technology to eliminate downtime, improve safety, and help customers improve the bottom line in a sustainable, cost-effective way.

Find out more at: <https://trackunit.com/>

**About High5Girls**

High5Girls is a non-profit association founded in Denmark in 2018. The mission of High5Girls is to create a dynamic network that empowers girls aged 13-19 with the tools, interest, and confidence to excel in entrepreneurship and technological development. This is achieved through different activities for girls such as science camps and mother/daughter events. High5Girls’ vision is a future where both girls & boys develop future technological solutions. High5Girls is CVR registered association no. 40075720.

Find out more at: <https://high5girls.dk/index.php/en/high5girls-english/>