



Engineering 2014
Latin America and the Caribbean
Congress and Exhibition

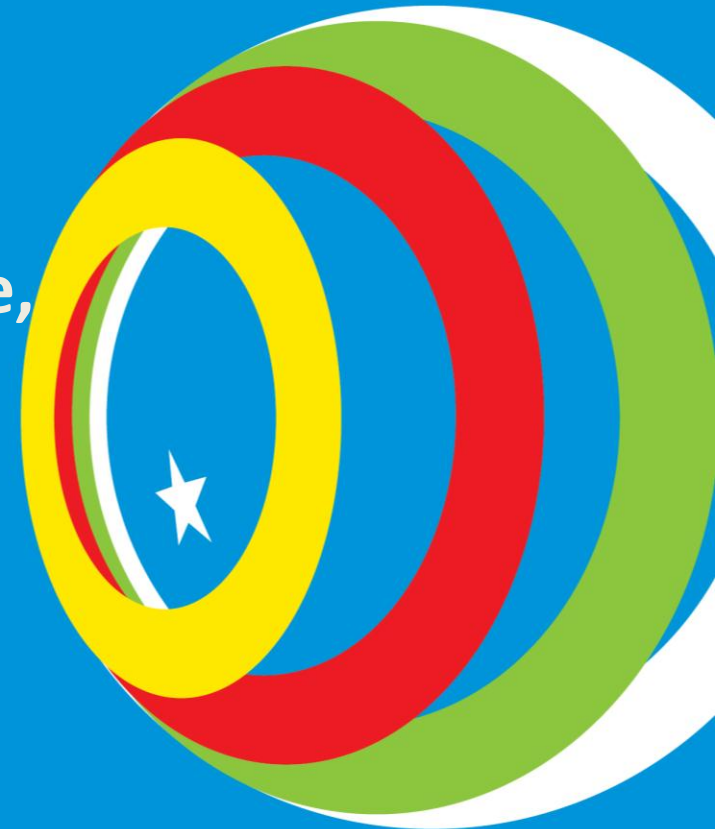
**Building a Sustainable
Regional Future**

November 4 - 6, 2014 - Centro Costa Salguero - Buenos Aires - Argentina

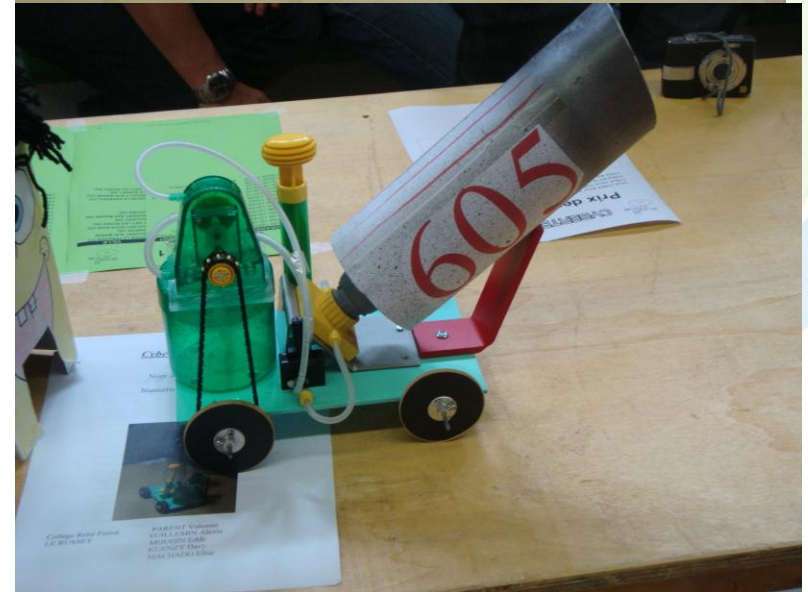
Technologies to build a sustainable and smart future, a new paradigm

Eng. Marie-Hélène THERRE,
Inclusive Innovation by Therre Consultance

Honorary president of
Women Engineers association



How technologies can motivate youth to engineering path : The CyberTech Contest

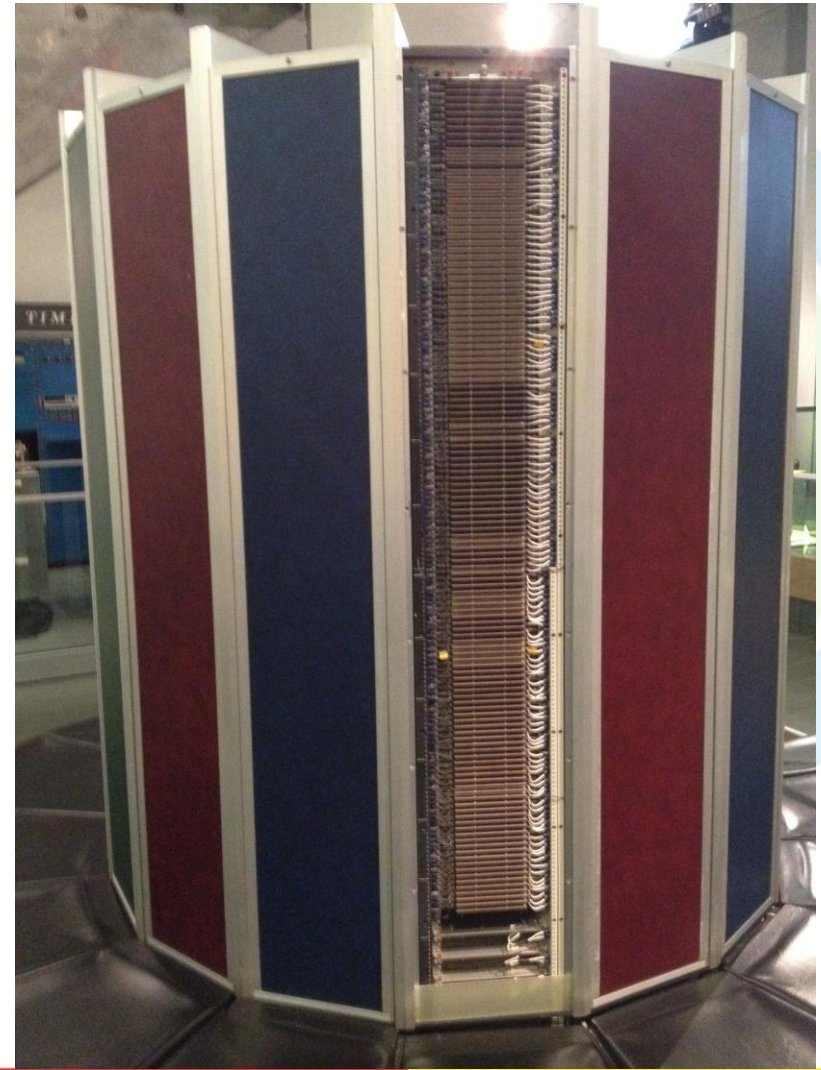


How technologies has reshaped the way engineers work today ?

A means to :

- Create new scientific knowledge
- Save time
- Save money

& now the
Industrial Internet



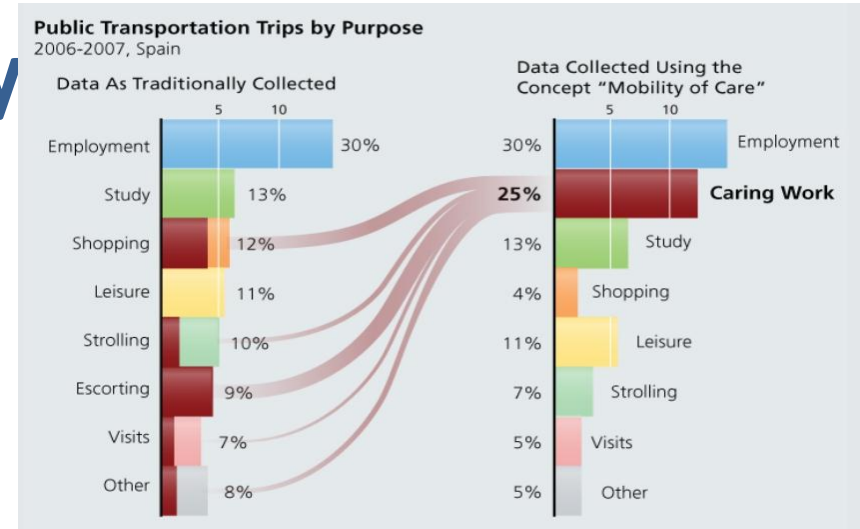
Do technologies benefit to all, to everyone ?

The screenshot shows the Google Translate web interface. At the top left is the Google logo. To the right is the user's email address, mhtherre06@gmail.com. A yellow banner below the logo reads: "Découvrez le navigateur Google Chrome doté d'une fonction de traduction automatique. [Télécharger Google Chrome](#) [Ignorer](#)". Below this is the "Traduction" header. The interface includes language selection buttons for "Anglais", "Français", "Finnois", and "Détecter la langue". The source language is set to "Français" and the target language is "Anglais". A blue "Traduire" button is visible. The text input area contains the following French text: "Marie-Hélène Therre est une ingénieure passionnée par l'innovation et la dimension Femme-Homme dans les sciences, technologies. Son ambition est de développer la dimension F-H dans les organisation pour générer de nouvelles idées, créer de la valeur ajoutée ... et contribuer à ...". The translated English text is: "Marie-Hélène Therre is a passionate engineer by innovation and Woman-Man dimension in science, technology. His ambition is to develop FH dimension in the organization to generate new ideas, create value and help ...".

How can technologies build a sustainable and smart future ?

With more social equity

- Data collection and data mining
 - Segregated data ?
 - Gendered mining ?
- Internet of things
 - Services
 - Smart usages



Can technologies make us moving forward to sustainable and smart future ?

- **A means to build a sustainable future**
 - To meet new usages, new needs and expectations
 - Compliant with new regulations, norms
- **And in a human perspective**
 - Comprehensive access to all and everyone
 - One of three criteria for Millenia (Y gen)

In what world do we want to live ?

Technologies are the outcome of human activities

Can we afford to ignore that ?

Thank you for your attention
mht@therre.eu



**How can our technologies help
us at moving forward to
sustainable and smart future,
further together ?**