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WELCOME

The Ada Scotland Festival aims to create a Scotland where computing science and technology are truly representative of all genders, inspiring and empowering people from all backgrounds to create an inclusive tech-driven future.

According to the most recent figures from the Scottish Qualifications Authority, girls only accounted for a fifth of all students attempting Computing Studies at National 5 and Higher Levels.

These figures continue into universities, where the BCS, The Chartered Institute for IT, reports approximately 20% of Computing Science students are female and this is reflected in the workplace where the Lovelace Report shows just 20% of UK tech workers are women with nearly double the number of women to men leaving the industry every year.

Encouraging girls, women, and non-binary people to achieve their full potential in computing unlocks rewarding careers for individuals, but it also injects Scotland's tech sector with new talent and diverse perspectives proven to spark innovation.

Scotland has bold ambitions to be a digital leader in the years ahead. Working to build gender-balance in the workforce now and in the future is a selling point on the world stage.

The Ada Scotland Festival is shifting the dial towards greater diversity in computing science and technology in schools, universities, colleges, and in the workplace. Through the 2025 Festival we've hosted more events than ever and grown activities across Scotland – from the Highlands to the Central Belt.

Our growth has been achieved in partnership with new sponsors backing the Ada Scotland Festival. Thank you to all our sponsors and partners, and to our team and volunteers across Scotland who make the festival happen.

Together we can achieve an inclusive tech-driven future.

Dr Matthew Barr, Festival Director

Our vision is to create a Scotland where computing science and technology are truly representative of all genders, inspiring and empowering people from all backgrounds to create an inclusive tech-driven future.



Ada Scotland Festival Team
Dr Matthew Barr (Festival Director),
Anna Doyle & Claire Johnston (Festival Co-Leads)

Ada Scotland Festival Champions

The Ada Scotland Festival could not happen without our fantastic Champions who support the delivery of the programme across education and industry, aiding us to increase our footprint across Scotland by providing regional support to deliver hub events and online classrooms.

Alisdair Gunn, Glasgow City Innovation District Becky Patel, Tech She Can Darren Brown, Inverness High School Derek Shanks, Lloyds Banking Group Fionnadh Carroll, Skills Development Scotland Heather Donnelly, SmartSTEMs Mari-Clare Mitchell, East Renfrewshire Council Nicola Menzies, Smarter Grid Solutions Sarah Davies, Peoples Postcode Lottery Steph Wright, Scottish Al Alliance and Diverse Al Tanya Howden, The City of Edinburgh Council Tiffany Young, Robert Gordon University Zhou Zhou, Barclays Private Bank Technology

2025 FESTIVAL IMPACT

Overall

2000+
participants

24
events across
Scotland

100+
volunteers &
20
partner organisations



 The Ada Scotland Festival was a finalist for the 2025 Scottish Women in Technology Diversity Initiative of the Year Award

 Expansion of "Ada Scotland Educator of the Year Award" to celebrate impactful educators across schools, colleges and universities.



"The Ada Scotland Festival is a nationwide celebration of inclusion in computing and technology".

University Partner

Schools

- 450+ school pupils from 50+ Scottish schools joined in person events
- I.3k+ school pupils from 20+ schools across the UK joined online events
- IOO+ educators engaged with the Ada Scotland Festival
- I3 multi-school events.

"We've had a significant jump in the number of girls choosing computing science at National 5 level Computing Science and NPA Computer Games Development after attending the Ada Scotland Festival in Inverness.

The girls felt that it was really helpful to see that other girls across the Highlands were also into computing and enjoyed all the fun activities. Hearing from and interacting with women involved in different aspects of computing, from gaming to design and finance was really inspiring."

Secondary School Teacher

"My IO-year-old daughter attended a great event organised by Ada Scotland Festival at the Barclays Eagle Labs in Glasgow, encouraging girls into the fields of tech and computing. She came home full of chatter and excitement about what they had been doing, so it was definitely successful in its aim to inspire a more diverse group of young people into the world of computer science."

Parent of Glasgow School Pupil

"The pupils were amazing, asking thoughtful questions, creating innovative concepts and really challenging the norms of the sector in all the best ways. It was so inspiring to be part of the Ada Scotland Festival."

University Lecturer









Universities & Colleges

- 15 Universities & Colleges participated
- I50+ students attended 5 in person events
- · 2-day Student Game Jam
- Early careers in tech workshops
- Future of Robotics Meet-Up
- Cyber Heist

"These are the kinds of events that genuinely can really make the difference between someone pursuing a career in tech and not - they're just as important now as when I was attending events of this sort when I was a student myself."

Software Engineer & Festival Volunteer

"This experience pushed us to think creatively under tight deadlines, collaborate effectively, and deliver something we're proud of."

University Student

"It was a fantastic networking opportunity, allowing me to connect with industry representatives and other students interested in similar career paths."

University Student



Industry

- 40+ industry champions attended round table events in Glasgow and Edinburgh
- 30+ organisations involved from Scotland's key sectors, including: Fintech; Financial Services; Creative Industries & Gaming; Education; Energy & Transmission; Healthcare & Life Sciences; Broadcasting; Digital & Technology.
- 10 Inspirational Spotlights highlighting positive role models in tech

"What stood out to me was the openness of the dialogue and the willingness to challenge assumptions. It was good to hear so many different perspectives and engage in a genuinely open discussion."

Glasgow Industry Roundtable Participant

"Genuinely privileged to be invited to a seat at this roundtable. Some great insights, open sharing of experiences and healthy debate on how we work towards gender equality in tech".

Edinburgh Industry Roundtable Participant

Media Coverage

- Press coverage online and in print from the Glasgow Herald, Scottish Sun & Digit.FYI
- 40k+ social media impressions
- **Ik+ social media** interactions.

EXPERTS CALL TO TACKLE TECH GENDER DISPARITY

Scottish Sun 26 September 2025

FESTIVAL AIMS TO ATTRACT MORE WOMEN AND GIRLS TO COMPUTING

Glasgow Herald 23 September 2025

THE ADA SCOTLAND JOURNEY

The Ada Scotland Festival launched during the Covid19 pandemic, when the festival was exclusively online. The Festival has evolved with more in person events year on year and the majority of these are now led or co-led by the Ada Scotland Festival Team.

Ada Scotland Festival Events



Geographic expansion has also been prioritised, with new hub events taking place across Scotland reaching many of our most remote and rural schools, addressing the urban-rural divide in tech opportunities.





"As always, it was a pleasure being part of the Ada Scotland festival and genuinely great to see the growth you have achieved over the past few years in reaching more girls."

Ada Scotland Partner

2025 Ada Scotland Festival Sponsor and Partner Profiles

Festival Sponsors

Our sponsors partner with us to deliver events and provide much needed financial support to fund schools from across Scotland to attend hub events in their region. Without their support we would not have the breadth and diversity of events and the ability to reach so many school pupils.

2025 Ada Scotland Festival Sponsors:

Headline - Barclays Bank



Regional (Edinburgh) – Lloyds Banking Group Regional (Highlands) – Royal London





Event - People's Postcode Lottery





Festival Partners

Our partners take on many and varied roles including: leading workshops; speaking at events; providing event space; advocating for gender balance in tech and computing; supporting event ideation; chairing meetings; delivering bespoke in-person or online events.

2025 Ada Scotland Festival Partners:

Abertay University BBC Scotland Code Wizards Codebase Edinburgh Codebase Inverness **Edinburgh Napier University ENUSEC** Glasgow Caledonian University Heriot-Watt University Highland School of Jewellery Morgan Stanley Ovo **QA** Apprenticeships Raspberry Pi Robert Gordon University Kandoking Skills Development Scotland Tech She Can University of Glasgow





"Hosting the Game Jam has been one of my favourite events in my career- such incredible talent, enthusiasm and teamwork in one room!"

Festival Sponsor



THE NEXT STEPS: BE PART OF ADA SCOTLAND'S JOURNEY

The Ada Scotland Festival's continued growth depends on the sponsors, partners and volunteers who make the festival happen.

Find out more about opportunities to take part in the Ada Scotland 2026 Festival and our work across the year by speaking to our team, or getting in touch with us: hello@ada.scot

Join us in creating a Scotland where computing science and technology are truly representative of all genders, inspiring and empowering people from all backgrounds to create an inclusive tech-driven future.

"Thanks to the Ada Scotland Festival for creating the opportunity to inspire more young women and non-binary individuals to pursue a career in tech."

University Lecturer

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