



Christa Hooijer is director of FOM, the funding agency for physics in the Netherlands. She obtained a MSc in applied physics at Twente University and a PhD at VU University in Amsterdam. She started at FOM as scientific programme officer and ran among others the FOM/f programme for women in physics. The problem of women in physics is a result of personal choices greatly influenced by societal expectations of women and of social images of what a 'proper' scientist is. As statistics is made up of individual cases, we strongly believe in the necessity of tailor-made solutions to individual situations. This has been facilitated by the FOM/f programme that is continuously running since 1998 at FOM. The main purpose of this programme is to increase the number of women in permanent positions in physics in the Netherlands. In this talk I briefly indicate the why's and how's of this long running programme, and show some of its results.