

WINNET

SWEDEN

Swedish National Federation
of Resource Centres for women

Report

Baltic Sea Region Conference with focus on Gender ICT!

November 18, 2010 in Stockholm, Sweden

In Cooperation with



**TILLVÄXT
VERKET**



Table of contents

Background.....	3
Introduction.....	4
Welcome to the Conference, Thomas Johansson	4
The Baltic Sea Strategy – A Swedish Perspective, Erik Kiesow	5
Statistical Portrait of Women in ICT in BSR countries, Marta Hozer-Kocmiel , PhD and Urszula Zimoch , University of Szczecin.....	6
Gender Equality within Interreg Projects in the Baltic Sea Region, Karin S. Lindelöf , Ph.D.	8
Quadruple Helix –promoting innovation through cluster networking and capacity building in ICT, Sofia Händel	12
Women in INnovation – a project idea, Lisbeth Arbrandt-Holmquist and Erica Lindberg	16
Women’s Resource Centers promoting innovation in Gender Equality across Europe, Carin Nises project Coordinator, The Municipality of Älvdalen, Sweden	18
The Baltic Sea Region: a Region with Gender Equality as a driving force for Regional development and Growth! Prof. Danuta Hübner , Chair of the European Parliament Committee on Regional Development	19
Dialogue conducted by Winnet Sweden	23
A digital agenda for Sweden, Ministry, of Enterprise, Energy and Communcations State Secretary Marita Ljung	24
Presentation and summing ups of the dialogues.....	28



Background

Jämställd IT! – a project for more women in IT and Technology

An overall objective of Swedish gender equality politics is that women and men should have the same power to shape the society and their own lives. The goal for the IT politics is for Sweden to be a sustainable information society for everybody.

However, there is an uneven distribution of sex in the IT and telecom sector at universities and colleges. The same situation exists among professionals in the industry. The government has instructed the Swedish Agency for Economic and Regional Growth in cooperation with WINNET Sweden to conduct a national conference where equal IT is the theme for dialogue and conducting of an action-plan on how to cooperate nationally to increase women participation in the IT and technology field. WINNET Sweden's work in the project **Jämställd IT!** is the foundation/base for the national action-plan.

During the fall of 2010 WINNET Sweden will invite Swedish, Nordic and other European actors around the Baltic Sea to establish a platform for an equal development in IT and technology field. The goal is to get more women active in the area and an increasing number of women among entrepreneurs and innovators. The project has a Quadruple perspective to protect the interests of the public sector, IT companies, knowledge-intensive non-profit networks and organizations where Winnet Sweden and Europe is included.

The work of the project "Jämställd IT!" is carried out in cooperation and with funding from the Ministry of Industry, the Swedish Agency for Economic and Regional Growth's RC programs and SIDA's Baltic Sea Unit. With support from SIDA, a Baltic Sea Conference will be held in November 2010, with focus on developing Baltic Sea cooperation in IT and equality with participation of RC's.

"Jämställd IT!" will lead to a national action plan for how sustainable equal IT will be an engine for an increased regional Economic Growth in Sweden, around the Baltic Sea and the rest of Europe. The national conference will be performed in December 2010. After the Baltic Sea Conference Winnet Sweden will together with the Swedish Agency for Economic and Regional Growth develop a cooperation with actors around the Baltic Sea to produce a project in EU Baltic Sea strategy. The project start with a dialogue conference with an analysis of all of the action documents in the Structural funds programs eight areas, with focus on IT, gender and equality are presented and discussed. To the dialogue conference representatives of the eight Regional and Structural partnerships will be invited along with the Resource Center for Women and other actors with interest and mission in the area.



WINNET SVERIGE

Jämställd IT!
- a project for more women in IT and Technology

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Activities

Dialogue Meeting
October 15, 2010 10:00-16:00 Stockholm, Arlanda

Research Meeting, Lulea
November 10, 2010,

"Jämställd IT!" Baltic Conference
November 18, 2010 09:00-17:00 Stockholm,

National Conference organized by the Swedish Agency for Economic and Regional Growth
a cooperation with Winnet Sweden
December 18, 2010, Stockholm, Clarion Hotel

Conference Program "Jämställd IT!"
Conference program is under development and will be sent by email as soon as possible and will be available at www.winnet.se

For further information contact
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Logos for: SIDA, Tillväxtverket, and Sida.

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Welcome to the Conference

Thomas Johansson, director, Sida's Baltic Sea Unit

[If I am the host or not I think we can discuss later. I think the most impressive work has been made by Winnet who have organized this conference with the support from the Sida Baltic Sea unit].

You are all very welcome to this seminar. I think we have a very exciting day in front of us, because the topic of today, Baltic Sea region conference with focus on gender ICT!, is not discussed very often. It is a rather new way of looking at the Baltic Sea cooperation, and we are very proud to have the possibility to support this kind of project and the idea of taking the Baltic Sea cooperation to the next level. The Baltic Sea cooperation activity has to take another step to the next level. When men in my age talk about the Baltic Sea cooperation, they usually start to talk about old memories from the beginning of the nineties. I to, was involved in the Baltic Sea cooperation at that time, and I used to talk about how the sea divided us and how we had come together. I think this united approach, that together we can stand up to the global competition, is what this whole thing is all about. As a whole, the Baltic Sea region is a rather big region, if viewed from a global perspective – around 100 million people. Sweden is a small country, Finland is a small country, Poland is a little bigger, but together we can take the next step to meet the global competition.

I'd like to say welcome to Sida. Sida, as you know is the Swedish International Development Cooperation Agency. The Sida Baltic Sea unit is a small part of this big institution, and our aim is to support and increase cooperation in the Baltic Sea region. It is very nice to have the possibility to have this meeting here at Sida. I can tell you that a lot of people from all over the world are interested in our way of promoting cooperation in the Baltic Sea area. If we also are able to solve gender and ICT issues together so much for the better.

When I first started this job five years ago, I didn't really know what this unit was supposed to aim at, so I went out and visited different parts of Sweden. On one of my first trips I went to Kalmar. In Kalmar they said to me: "You should work to increase communication – not transportations or flight connections. You should promote cooperation through information, communication, and IT-technology. That is how we take cooperation in the

Baltic Sea area to the next level". That was five years ago and I've carried this advice with me ever since. I think this is the first concrete project that focuses on gender ICT in the Baltic Sea region.

I am sure that Erik Kiesow will talk more about the European Union Baltic Sea strategy in detail after I am done, and I think it's very nice that Swedish politicians and politicians on the European level have decided that we should have a common strategy. Now it's up to us, you and me, and everyone in Sweden that sees possibilities in the Baltic Sea cooperation to use the strategy, to come with ideas. I know that you have ideas how to take this project further and work with it for a long time.

Getting people to meet in one way or another is something that we are working much with in the Baltic Sea unit and this conference is one example of such a meeting. We are also thinking of developing new instruments to get people to interact, for instance we have started a Baltic Sea blog. We believe it is important to find and use new media through which we can make new contacts, meet and write to each other in an easy way, match make, and make ideas more open to everyone. That is one of many things we work with, and we will surely be grateful if we can work together to develop different kinds of instruments in the ICT area, and of course we should also have the gender perspective on this. I sometimes say that we have two main, problems in the Baltic Sea area. One is the issue of demography – we are getting older and older. The other problem is the countryside and the issue of rural development. To these problems, I offer the same solution: We have to get women to want to live in the area, to want to live in the countryside, to have an attractive region. Because in the issue of rural development and demography, perhaps we men are not as important as women are.

It is very nice that you have come so far in the process of working with this project and cooperation in the Baltic Sea area. I hope and I am certain that you can take this project even further, and perhaps even make it a bigger project and a project that involves the whole Baltic Sea region.

Once again, welcome to this conference, and if you have any questions I will be here most of the day. Welcome!

The Baltic Sea Strategy – A Swedish Perspective

Erik Kiesow, Prime Minister's Office Sweden

Starting point for the Swedish government

- Sweden at the core of EU
- Neighboring country cooperation in focus
- The environment of the Baltic sea
- The Swedish Presidency in 2009

Starting point for the European Union

- Eight out of nine Baltic Sea countries are member states
- The Baltic Sea Region – a concern for the entire EU
- Northern Dimension, Partnership with non-EU
- EU:s integrated Maritime Policy

Joint Baltic Sea Policy Concerns Three EU Institutions

- European Parliament Resolution, 2006
- European Commission Proposal, June 10, 2009
- European Council, October 29-30, 2009

The Presidency – Our Perspectives

- Ownership
- Principles
- Governance

1. Ownership

- Wide Consolidation and Consultation
- Four priorities – Something for Everyone
- "Stockholm Joint Declaration", September 18, 2009

2. Principles: "Three No:s"

- No New Funding
- No New Institutions
- No New Legislation

3. Governance = Power

- European Council Conclusions
- The Hierarchy of the Commission (Coordination, Project Management, National Contact Persons)
- Future Presidencies: Poland 2011, Denmark 2012, Lithuania 2013, Latvia 2015

The Coordination of the Swedish Government Offices– Secretariat at the Prime Minister's Office under the Minister for EU-affairs

- Ongoing consultations between all Ministries
- Cooperation with different Managing Authorities
- Assignment of the Government to 21 Agencies
- Swedish Agency for Economic and Regional Growth: Assignment for knowledge based Development
- Sida's Baltic Sea Unit: task to support Swedish participation

Current direction – "From no to yes"

The other side of the coin:

- Yes to Alignment of funds
- Yes to Alignment of institutions
- Yes to Alignment of policy

Next step

- Progress Report, June, 2011
- Breakthrough in EU Policy (long term budget, next program period etc.)
- Danube strategy

Statistical Portrait of Women in ICT in BSR countries

Marta Hozer-Kocmiel, PhD and Urszula Zimoch, University of Szczecin

Statistics as a way of describing the reality

“When you can measure what you are speaking about, and express it in numbers, you know something about it; but when you cannot measure it, when you cannot express it in numbers, your knowledge is of a meager and unsatisfactory kind” - Lord Kelvin

Contents:

general part- population of Baltic Sea Region countries, economic activity and employment

thematic part- describing women in ICT (with focus on usage of technologies, computing skills, computing education, usage of e-services, as well as employment in ICT and women at managerial posts)

Basic definitions

ICT-Information and Communications Technology- According to the European Commission, the importance of ICT lies in its ability to create greater access to information and communication in underserved populations. To characterize the ICT sector using statistical data the fields of computing, science and technology and a highly developed knowledge-based sectors should be taken under consideration.

ICT specialists- with the ability to develop, operate and maintain ICT systems. ICT constitute the main part of job.

Advanced users- competent users of advanced, and often sector-specific, software tools. ICT as a tool.

Basic users- competent users of generic tools (e.g. Word, Excel, Outlook) needed for the information society, e-government and working life. ICT as a tool.

Why analyzing the issue is so important?

Rising women's activity in ICT sector will transform their lives for the better, as ICT is an agent of change.

Increase of participation of women in ICT would reduce labour market segregation and allow women to receive higher salaries.

Increased usage of women's IT skills will allow many companies, institutions and private persons to benefit from women's skills in that area.

ICT is one of the most dynamic sector of economy, participation in this sector enable women to influence economic growth and alleviate the effects of the economic crisis.

Demographic changes cause structural changes in labour market; many people leave the labour market to retirement. Women successfully take part in economic activities, therefore this is the time to encourage them to train and find work in ICT sector.

It can be said, that gender differences in ICT can be analyzed for both equality and efficiency reasons.

ICT participation equality policies and programmes are very important. Gender imbalance in the sector is not self-regulating, therefore proactive practices are essential.

While promoting women's participation in ICT, we must keep in minds how strongly BSR countries differ.

For a precise estimation of the situation using statistical data is a must.

Great diversity of size in BSR countries

Higher economic activity rate of man, increase of women's activity rate in most of BSR countries

Increase of women's employment rate, slight decrease of the rate for men

In wealthier, northern BSR countries lower unemployment in HRST

Very strong disparities in computer usage by age among women

Strong disparities in the Internet usage by age among women

High percentage of women use the Internet less often

In Poland, Lithuania and Latvia big amount of women have never used a computer or the Internet

Clear increase of popularity of

e-services among women in 2009 comparing to 2004

High level of computer skills strongly connected with women's age

More satisfying results for middle level of women's computer skills

Alarming low women's employment in computing activities

Younger women more often employed in computing activities

Confirmation of clear differences in women's Internet activities by age in 2009

Clear division among countries for more and less wealthy

Women use computer at home, less often at gainful work

Most common source of computer skills for women are: self-study (practice) and learning from others

Very high level of mobile phone usage among women in all BSR countries

Strong differences among BSR countries

For one female legislator/manager accrue about 4 female professionals or technicians

Even in most developed countries, employment in ICT comprise less than 5% of total employment

In countries with the highest women's participation in ICT, % of female presidents in following research is 0

Strong domination of women in Science and Technology

Summary

the empirical analysis of the situation of women in the labour market, including the issue of ICT showed a very strong differences between the 9 BSR countries

distinct divide into two groups: wealthy northern countries – Norway, Sweden, Denmark and Finland, whereas the second group includes: Poland, Lithuania and Latvia

strong differences by age among women and their computing activities and skills

long way to meet criteria of developed Information Society with an active participation of women in some of BSR countries

Thank you for your attention!

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Gender Equality within Interreg Projects in the Baltic Sea Region

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Sida's mission in the Baltic Sea Region is mainly about strengthening the implementation of the Baltic Sea Strategy. Ensuring equal opportunities for women and men is a central issue for the fulfilment of this strategy, but studying and evaluating gender equality is difficult as it includes many qualitative aspects, not just measurable quantified data. It is also difficult to define causality in any simple ways. Nevertheless, it is obvious that gender equality is an issue that cannot be neglected – for democratic, economical and creativity reasons. *Gender mainstreaming* is the international strategy that has been adopted by EU (as well as by UN and several individual countries such as Sweden), to ensure equal opportunities for women and men. This strategy implies that gender equality aspects should be included in all areas of activity, and being considered not as a special issue but as a part of the ordinary work. The strategy of gender mainstreaming also applies to Interreg programmes and other use of EU funds.

Today, I will present a study that has been carried out on behalf of Sida's Baltic Sea Unit, by Josefin Dahlander at Sida and myself. We did the main work on this study during last year and the report will be available in print from Sida shortly.

Background and aims

The background of the study is some of the experiences that female project participants and project leaders have expressed spontaneously in various Interreg and Baltic Sea Region contexts during the last couple of years. These stories have been used as inspiration for designing this study, together with observations made at conferences with Interreg and Baltic Sea Region themes, where male speakers have been dominating largely, especially on issues of big regional and economical importance, such as transportation, infrastructure and

environment issues. Women have been represented mainly in relation to social and cultural issues, which comprise a relatively small portion of the Interreg budget.

The aim of the study has been to map out, analyse and evaluate the degree of gender equality within a number of Interreg projects in the Baltic Sea Region, focusing on everyday project work. Focus is on the experiences of individual women, who are project leaders (or local partner or work-package leaders) within Interreg, and to study gender equality through aspects relating to *power*, such as *representation*, *resources* and the actual *content* of project activities. Target groups are politicians and officials within authorities, local communities, regions, and organisations working with regional development and Interreg in the Baltic Sea Region.

Theory and method

The main theoretical points of departure for this study are drawn from feminist or critical gender theory on *culture, organisation and regional development*. The research design is comprised of two integrated parts. The first one is a small desk study, a mapping of the gender structure within the Baltic Sea Region Programme (2007–2013) in general, as well as of four specific projects within this programme. This mapping functions both as a separate data set and as a context to the second part of the study, which is comprised of interviews with project leaders (or local partner or work-package leaders) within these four projects, and a fifth project where we have not had access to written project materials but was allowed to carry out interviews.

On programme level, we have studied the representation of women and men on various positions within the programme/the projects altogether, based on information on the Baltic Sea Region Programme website (<http://eu.baltic.net>).

On project level we have surveyed project applications and websites, examining information on women and men within the project organisation (staffing, work tasks, responsibilities etc). This information has been analysed with the so-called 3R method, developed by the Swedish gender equality expert, researcher and investigator Gertrud Åström, to be used for gender mainstreaming of organisations. The three R:s stands for *Representation* – where are women and men represented? *Resources* – how are they distributed between women and men? And *Realia*, the actual *content* of the organisation's activities – how is gender aspects being accounted for in this? Together, these questions make possible a methodical review of an organisation, quantitatively as well as qualitatively.

Applied to Interreg projects in the Baltic Sea Region, this method has generated questions such as: On which positions/functions within the projects – or as end-users of the project results – are women and men located? How are the project resources (such as salaries, travel expenses, project funds, offices, titles, status, power, influence) distributed among women and men? How are gender and gender equality aspects being accounted for in the actual project work (in ideas, questions, problem formulations, documents, reports, theories, methods, analyses, results, guidelines and policies, planning, implementation and so on)?

The second part of the study is based on interviews with seven project leaders (or local partner or work-package leaders) within the chosen projects, all of them women, but from four different countries (Sweden, Finland and two of the Baltic countries, for anonymity reasons I will not tell which ones). The aim of this part of the study was to map the symbolic and discursive gender order in the practical, everyday project work, as it is experienced and described by the interviewees. Through the interviews we wanted to illuminate issues about gendered leadership and the conditions for leadership within the projects, about gendered working processes and conditions for women and men within the project organisation and everyday project work, and to what extent gender issues and gender equality is being accounted for in

practical project work – in all that happens before official documents and reports are being published. Also here did we use the 3R method, with focus on the last R, *Realia* or the actual content of the project work: How do the project leaders perceive that they are being treated in relation to their gender (as well as other relevant factors such as age, disability, ethnicity, sexuality, class etc)? How is this treatment affecting their working situation and their possibilities of leading the project efficiently? What does the project culture or working climate look like? Which unwritten rules are there? Who is allowed (or not allowed) to say or do what? Which jokes are accepted or not? Whose suggestions and ideas are regarded as important and included in the project, and whose disappears along the way? What are the effects (on the results as well as on the ongoing work) when certain people are allowed to have impact on the working process, while others are not?

Results desk study

In the two central documents of the Baltic Sea Region Programme, the *Operational Programme* and the *Programme Manual*, gender equality is emphasized a couple of times. When EU's horizontal policies are mentioned, the ensuring of equal opportunities, including the gender perspective, is described as an important principle for the programme. It is stated that the promotion of equal opportunities for women and men, as well as the prevention of all kinds of discrimination based on sex, ethnicity, age or disability, will be regarded as a positive factor in the choice of projects. The project owners are encouraged to integrate these factors into the projects or at least take into account the project's impact on issues regarding equal opportunities. Project activities aiming at promoting equal opportunities should to be described in the application as well as in the reporting. Projects aiming at structure-building should describe how women and men are represented within project-planning, decision-making and in target groups or as end-users. However, there are no detailed guidelines in these documents stating or defining how this should be done in reality.

In our mapping of the Baltic Sea Region Programme 2007–2013 it became clear that there are some deficits regarding the gender equality of *representation*. Men are often on leading positions within the partner organisations and are therefore chosen to represent the organisation in project contexts, such as working group or steering group meetings. Regarding work-package leadership, there is a more gender-balanced situation. Women are thereby having relatively large impact on the actual project work, but less influence over the integration of the projects into the partner organisations.

For four of the projects we have also had access to their applications to the EU commission and have studied these from a gender and gender equality perspective. The application template includes a special box where the “promotion of equal opportunities” within the project is to be specified. Gender aspects are highlighted in the application instructions, but equal opportunities also includes other aspects, such as age or ethnicity. Two of the studied applications include formulations about the project being “gender neutral” (words taken directly from the application instructions), but that the project encourages women’s participation on different levels and positions within the project. One of these applications points out that the project leader as well as several of the people responsible for different parts of the project, in different countries, are women. The other application shows a conscious and long-term strategy of getting a more gender-balanced representation, e.g. in steering groups and among speakers at conferences. In this application there is also a very important statement about the project being sensitive to the fact that women are less frequent within the field of the project and that this requires “*a specific openness towards female participation in project activities, in order to obtain the desired gender balance.*”

Another project is described as “neutral to equal opportunities”, but the application does not mention gender specifically. The project objectives in themselves are also described as promoting equal opportunities and a more equal society in general. The fourth project application describes explicitly how they both are encouraging the participation of women in the project, e.g. on strategic or leading

positions, and are actively trying to take the interests of different groups (e.g. based on gender, age and ethnicity) into account in project activities and results.

How many of these formulations that are merely cosmetics and which of them having a real content is of course difficult to decide, but two of the projects seem to have a more conscious gender equality strategy than the other two. However, only one of the four projects has taken gender aspects into account also in the description of the actual *content* of the project (Realia), while two of the projects are staying on the level of gender equal *representation*. One of the projects does not mention gender at all, which of course can be a sign of gender neutrality, but more probably of gender *blindness*, as gender equality is mentioned specifically in the application instructions.

However, except from the “gender/equal opportunities box”, none of the projects mention gender equality in the rest of their applications, not even the one that clearly states that they are going to integrate these aspects in their project activities.

Results interview study

In general it seems that the interviewed project leaders (including local partner or work-package leaders) think that the Interreg projects function relatively equally, both regarding gender and other aspects, that it is a nice working atmosphere, and that everyone can make their voice heard. Some say explicitly that it is the ideas that are in focus in the project, and if you have a good idea people will listen, regardless of who presents it. It seems like the very idea of network-building and collaboration within Interreg programmes promotes equality on many levels. At the same time, it seems that it is still often women who are secretaries and assistants, dealing with practical and administrative things, and men who are experts, special advisers and steering-group chairs, who have the last word in how something should be done, who sign papers and who represent the project on certain occasions when weight and authority is required. In general the interviewees also tend to trivialise their own experiences of inequality and discrimination. To say that one “does not care” is a common strategy among the women in the study.

However, among the interviewees there are also those who tell about numerous discriminating situations, both that they have experienced themselves and that they have observed around them. So-called male dominating techniques or sexist or homophobic jokes is one aspect of this, another is how masculine norms are being re-created within the Interreg context, and in the type of male-dominated businesses within which the projects belong. It is important to note that these testimonies not only stem from the Interreg projects themselves, but also from the participants' own organisations or workplaces, present or former. All the interviewees are working in male-dominated businesses and there are several overlaps between the projects and their daily working situation. Their own organisation is a partner – sometimes Lead Partner – in the Interreg project, and thereby becomes the daily situation at work also relevant for the Interreg collaboration. The interviewees' own attitudes towards EU's demands on taking gender equality aspects into account also vary greatly. Some of them think that the ambition of gender mainstreaming is very good, but call for clearer guidelines on how this should be implemented: for example on how gender aspects can be accounted for on project level, or how gender sensitivity can be an important factor when approving grants on programme level. However, one interviewee is more sceptical whether the focus on gender has any effect in reality, while another expresses the view that the accounting for gender aspects is a defeat in itself, as it shows that there *are* problems with gender inequality.

Many indications also show that there are other variables than gender, which can be equally or more important, for someone to have influence over Interreg collaboration. These can be age, experience, expertise, formal responsibility, and – in this international context, not least important – fluency in English! Another tendency in the material is that the interviewees find it difficult with more integrated gender equality thinking, i.e. beyond counting the number of women and men within the projects. Issues about influence, impact potential, distribution of resources, shaping of norms – in short: the power to shape society (and their own lives) for both women and men, as the Swedish gender equality policy states – is to a large extent left unreflected and in some cases this risk to re-create traditional

gender patterns. These are the same tendencies as was observed in the project applications, and it also corresponds with problems that have been identified by political scientist Malin Rönnblom, Umeå university, in relation to regional development projects in Sweden (2008). Issues of numbers and representation are being one-sidedly focused, at the expense of power issues and of important gender aspects of the actual content of regional development.

There are also ideas among the interviewees that gender equality varies with nationality, class and age. The Swedish and Finnish interviewees imagine that society is more gender equal in the Nordic countries than in Poland and the Baltic countries, but they also present concrete examples from their own projects that show the opposite. The degree of gender equality is also believed to be connected to education, social background and generation. These are common understandings in society in general: both that the well-educated middle class would be more gender equal than the working class and that every generation is more gender equal than the last, almost automatically. This is a strong discourse, but does not necessarily correspond to reality. The unequal relation between East and West also seems to be re-created within the projects, although the Interreg programmes in the Baltic Sea Region are striving to achieve the opposite.

All in all, there are large possibilities for improvement of the Interreg collaboration when it comes to promotion of equal opportunities and gender equality. Of special importance is that the instructions and demands from EU become more clear and detailed, both towards the project owners and the ones that are to evaluate and approve the project applications. It is important that the “gender box” in the application template is perceived as relevant and decisive, and that there are expectations that what is written in that box also should be visible in other parts of the application. Concrete examples of how gender aspects can be accounted for in everyday project work – i.e. gender mainstreaming with focus on power aspects – also open possibilities for gender equality ambitions within each project, which goes beyond the level of representation and that can lead to a more equal gender order in the entire Baltic Sea Region.

Quadruple Helix –promoting innovation through cluster networking and capacity building in ICT

Sofia Händel

Quadruple Helix is a project where municipalities, universities, entrepreneurs and civil society actors from Sweden, Finland and Estonia have come together to strengthen gender equality and entrepreneurship in the region.

For a period of two years efforts to promote women entrepreneurs by cluster networking and increased technology skills are combined with efforts aimed at business support actors, where the overall goal is to achieve non gender biased policy and practise.

Gender mainstreaming and targeted measures

The Quadruple Helix project aims at making a contribution in unlocking potentials for regional growth. One way is to enhance business efforts in sectors where many women are active, in practise this could mean more cluster and innovation initiatives in gender balanced or women dominated industries. Another way is to make sure a gender perspective is vivid in all actions to promote entrepreneurship and innovation, so called gender mainstreaming.

In the project such general efforts at identified target groups are combined with efforts aimed directly at women owned businesses.

Cluster initiative

Quadruple Helix makes its own investment the Tourism Industry and has initiated a small scale cluster consisting of tourist entrepreneurs operating in archipelago areas in Estonia, Finland and Sweden. This team of entrepreneurs (E-team) works both locally and cross border forming a functioning business network. Capacity building in ICT is a

vital component in the group work and the E-team takes part in a pilot study of tourist services adapted to mobile phones. New applications are developed and tested on the basis of the needs expressed by the participating SME's.

Three areas of development:

- Gender mainstreaming in policies and practise regarding entrepreneurship, innovation and clusters
- Methods, strategies and tools for enhancing business efforts and cluster development in business sectors where many women are active.
- Interaction between industries where many women are active as entrepreneurs and technology-based clusters. Quadruple specifically targets tourism industry and a technology cluster focusing on developing mobile phone applications.

Expected results

The Quadruple project is expected to contribute to:

- New transnational networks of enterprises and business promoters
- Increased potential for growth in tourism industry
- Developed strategies for gender mainstreaming in entrepreneurship, innovation and cluster programmes
- Better conditions for women entrepreneurs in order to benefit from business-support operations
- Developed tailor-made training programs for cluster coaches
- Active creative links and interactions between actors in tourism industry and technology-based clusters
- New ICT applications for tourism industry.

Mobile Tourist information

The mobile phone's importance in communication with tourists is increasing. It opens up new opportunities for tourist enterprises to reach customers, while tourists easily can access useful information.

– Almost everyone carries their mobile phone with them, so when more services are available both entrepreneurs and visitors can benefit. The mutual value is a key to new ICT-innovations, says Professor Christer Carlsson at Åbo Akademi University.

Presenting tourist information on a website means of course that anyone who seeks the information must have access to a computer with internet connection, which is not always the case when travelling.

One way to give tourists access to useful information during the trip is to offer services over mobile networks, for example internet in the mobile phone through server connections or SMS-services.

Adapt to the small screen

– The tendency is that users are moving from desktop to laptop, through even smaller laptops to smart phones. This means that existing web services must be adapted to the small screen format if one would like to make use of this portable communication channel, says Christer Carlsson from the IAMSR at Åbo Akademi University, one of eight partners in the Quadruple Helix project.

Strengthen innovations from SME's

This great potential for digital mobile services in the tourism industry is one of the cornerstones in the Quadruple Helix initiative to strengthen innovation and entrepreneurship in the central Baltic Sea region. The project has initiated a network of tourist entrepreneurs operating in coastal and archipelago areas in Estonia, Finland and Sweden who now are involved in ICT capacity building. The participating entrepreneurs learn more about the technology

and give feedback on how applications should be designed to fill tourism industry needs. They also test developed prototypes in practise.

So what type of mobile services are we talking about? Christer Carlsson gives some examples:

– For the tourism sector it is so far primarily search- and booking applications, sightseeing through video animations, digital tickets and travel logs that are in place.

Downloadable applications

Another solution developed by IAMSR is a digital fishing permit. In this specific solution the first step is to use GPS coordinates to find out where you are on a map and then to determine whether a specific area requires a permit. If yes, one can order a digital fishing license, pay for it via the mobile phone and then have it delivered to the phone as a text message.

– Now we are in the phase where the entrepreneurs in the Quadruple-network express ideas and needs that can be solved with the help of mobile technology. It shall be interesting to see what type of innovations that will come out of it, he says.

Innovation potential

The development in the mobile industry is moving fast; when the IAMSR mobile technology research group began its research in this area in 1999 very few could imagine the diversity of possibilities that are here today a decade and three generations of mobile phones later. Today, numerous variations of mobile services are waiting for their big breakthrough.

– The innovation potential is great for new applications of course. But the potential also lies in the rethinking of business models. Small enterprises with limited individual resources can join their efforts and specialities and collaborate in creating new systems, in sourcing specific expertise etcetera. This way it becomes possible even for very small enterprises to offer this type of services, Christer Carlsson concludes.

- 2 year INTERREG project combining a gender perspective with ICT
- Joint effort of authorities, universities, entrepreneurs and civil society actors in Estonia, Finland and Sweden
- Funded by Central Baltic INTERREG IV A programme & Tillväxtverket (Women's Resource Centre Programme)

Gender, clusters and mobile solutions in combination

- Initiated a small scale cluster / network in the tourist sector
- Strengthen women owned SME's through cooperation, international contacts and capacity building and practical experience in ICT, mobile phone services.

Quadruple Helix

- Added a sector to triple helix model
- Public authorities - Universities-Entrepreneurs and NGO's
- Municipality of Norrtälje
- Stockholm County administrative board
- KTH
- Åbo Akademi University
- Saaremaa University Centre
- Läänemaa Tourism
- BalticFem
- Eurohouse
- + WINNET Europe

Background

- Malin Lindbergs study on how public promotion of clusters and innovation systems in Sweden is distributed shows that:
- 47% supported Basic industries/Manufacturing industries
- 33% New technology
- 20% Services/Experiences

Gender distribution in branches

- Gender equality story line in project structure
- Recognising this gender gap in public funding one can Quadruple uses two measures in its structure to change the situation.

Gender equality story line in project structure

- Recognising this gender gap in public funding one can Quadruple uses two measures in its structure to change the situation.

Inclusion

- Inclusion of sectors employing many women in the public support to clusters and innovation systems.
 - The Quadruple project includes tourism industry

Bridging

- The measure of 'bridging' highlights innovation systems and clusters that manage to bridge the gap between men dominated, women dominated and gender balanced branches of industry.
 - The Quadruple project combines tourism (gender balanced) and ICT (men dominated)

Focus areas in general (WP3)

- Increase the knowledge and awareness among business and policy actors on how to promote gender equal cluster networking
- The project will design and implement models, methods and tools for gender mainstreaming in cluster promotion
- Promote cluster and innovation initiatives in branches where many women are active (in CBR)
- Enhance women's use of ICT and active participation in the Information Society

Cluster initiative in practise

- Coastal and archipelago regions; Roslagen, Åboland, West Estonia. Tourism plays an important role.
- 15–20 tourism entrepreneurs in each country – E-teams
- Local development program (bottom up) and cross border activities
- Micro enterprises. Say themselves they need a network (same size) and join their resources in order to develop and expand the various business'
- In order for SME's to provide mobile apps, at this early stage, cooperation in a network might be the way. New business model.

ICT – mobile services

- Assumed that effective mobile solutions will be a competitive advantage for the Travel Industry in the future
- The phone – a personal device that we bring everywhere. Thus clever to build a platform for tourist services on mobiles
- The basic services – where to stay, where to eat, activities, how to travel etc. Easy accessible and complementary information
- Big breakthrough now with smart phones

Pilot test of mobile services

- Capacity building in ICT and connection with cutting edge research
- Needs analysis – Adapt new services to the demands of tourism SME's
- 3–4 ideas from the E-team will be realised as mobile prototypes
- Test it during the project
- Rings on water... hopefully new knowledge will lead to own initiatives

Results so far...

- E-team members do business with each other
- Ideas of new packages and travel routes
- Mobile solutions to solve practical matters
- Spin offs to other tourism actors
- Routes – Skärgårdens Ringväg and Roslagsleden, West Est- bases for new cooperation, packages and mobile applications?
- Baltic circle – our cross border cluster?

Thank you!

Clusters

- “Clusters are geographic concentrations of interconnected companies, specialized suppliers, service providers, firms in related industries, and associated institutions in particular fields that compete but also cooperate”.

Michael E. Porter in On Competition (1998).

Cluster initiatives

- “Cluster initiatives are organised efforts to increase the growth and competitiveness of clusters within a region, involving cluster firms, government and/or the research community”.

Örjan Sölvell, Göran Lindqvist & Christian Ketels in The Cluster Initiative Greenbook (2003).

Quadruple Helix

–promoting innovation through cluster networking and capacity building in ICT

Quadruple Helix is a project where municipalities, universities, entrepreneurs and civil society actors from Sweden, Finland and Estonia have come together to strengthen gender equality and entrepreneurship in the region.

Cluster networking and access to technical knowledge and research can boost innovations in small women owned enterprises.

Lead Partner:

Municipality of Norrtälje (Sweden)

Partners:

Stockholm county administrative board (Sweden)

BalticFem (Sweden)

KTH – Royal Institute of Technology, Industrial Economics and Management (Sweden)

Åbo Akademi University (Finland)

Eurohouse (Estonia)

Läänemaa Tourism Association (Estonia)

Foundation Saaremaa University Center (Estonia)

Partnership

For more information visit

www.quadruplehelix.eu

Women in INnovation – a project idea

Lisbeth Arbrandt-Holmquist and Erica Lindberg

Background

- Promoting female entrepreneurship for the last ten years.
- Work has been carried out
 - locally,
 - regionally and
 - internationally.

To start Innovative businesses

- Women in Sweden are just as likely to want to start innovative businesses as Swedish men, and even more so than women from other European countries.

Lack of statistics

- The Swedish Patent and Registration Office (PRV) have little or no statistics that shows gender representation in innovation. PRV's policy is to not register gender regarding the patents.
- It's a lack of gender-based innovation statistics.

How to define Innovation?

- Studies have shown that western policy has had focus on male contributions and fields of innovation.
- The industrial fields and new technology, dominated by men, are giving a lot of support.
- Female fields of innovation are made invisible and given less priority.
- The Eurostat survey = women are underrepresented in innovation.

Weak point

- The support system for innovations must be reformed in order to meet the demands on increase regional development.
- The gender structure today disadvantage women as innovators which is a problem on a individual level as well as a structural level.

The Baltic Sea Strategy

- One of the priorities is to exploit the full potential of the region in research and innovation.

The Innovation Capacity Index (ICI)

- Sweden's neighbouring Baltic Sea states rank between 20 and 40 regarding conditions for innovation, with the exception of Finland, number 2, and Denmark, number 11.
- Sweden is ranked at number 1
- Sweden's strengths are seen in the fields of human resources; finance and support; and firm investments.

Have Sweden little to gain from cooperating?

- Slow grower regarding innovation
- We shows what the EIS report calls relative weaknesses in throughputs and innovators;
 - getting ideas made into commercial products and on to the market.
- Sweden put a larger portion of the state's tax revenue towards research and development (R&D) than several other comparable countries, but has lower throughput.

The Baltic Sea Region programme

- We find that collaborating with our neighbouring states is of mutual benefit for all.
- Better coordination and joint efforts regarding innovation and entrepreneurship = economic success for the Baltic Sea region.

Women in INnovation in the BSR

- Women in INnovation, WIN, will be the project that produces joint solutions for a shared problem of the BSR.
- Focus on utilising resources which today are not seen as resources due to the gender system.

The Project idea

- The goal is to reform existing innovation policies to foster innovations in branches dominated by women, like tourism and health care and social sector.
- Strategies will be made to promote building of cross-border clusters in eg the health- and tourism sector to give new innovations and to strengthen women's innovations in the region.

Overall objective and aims

- Increase the number of women innovators, through reform existing innovation policies and system.
 - a) Create a joint knowledge base regarding gender conditions in the field of innovation.
 - b) Develop strategies and a method for absorbing good innovations in female-dominated health- and tourism sector
 - c) Mapping and exploring cluster potential regarding gender conditions in the field of innovation

Target groups

- *Public*; Policy makers, responsible for innovation or/and cluster policy (national, regional and / or local level).
- *University*; For instance Innovation Office, R & D.
- *Private*; Business (SME), Trade associations, Practitioners (Potential innovators or /and special interest groups).
- *Non-governmental Organizations*; Winnet (Women in Network) or / and other special interest groups.

Wider range of actors

- WIN will test a Quattro Helix model in order to include a wider range of actors in the innovation policy (eg Women's RC/ Winnet)

Short work plan (to be developed)

- Joint knowledge base; What does research say and what happens in practice?

Activities:

- 1 Joint methodology development
- 2 Regional performing of studies/mapping
- 3 Joint summary and interregional learning
- 4 Seminars where researchers and practitioners meet

Short work plan (to be developed)

- Practical pilot actions;
Strategies and a method for absorbing good innovations. Exchange between traditionally female sectors like tourism and social and health care, and traditionally male dominated fields of innovation and research.

- Ideas of themes:

- 1 Regional meetings between the two sectors to develop new ideas and innovations. What is an innovation? Case suggestion: Find a solution for other partner counties markets through case description shared by partners.
- 2 Comparisons between partner regions.
- 3 Interregional meetings between partner regions. Networking, presenting results comparisons between regions.
- 4 Speed dating between persons with ideas and entrepreneurs in an interregional context.

Short work plan (to be developed)

- Gender and innovations -Cluster potential ; Mapping and exploring cluster potential & "innovation starter/guide"
- An "innovation starter/guide could be a person from the support system for innovators
- Contacts between chosen "innovation starters/ guides" between partner regions. Key persons at regional meetings

Partners

- Östergötland County Administrative Board – (Swe; Länsstyrelsen Östergötland)
- Winnet – Women in Network Östergötland (East Sweden) – (swe; ResursCentrum i Östergötland)
- Application Interreg IVB
- Potential partner meeting 15 dec Stockholm

Contact

- Östergötland County Administrative Board on the web:

www.lansstyrelsen.se/ostergotland/Om_Lansstyrelsen/in_english

www.lst.se/lst/en/

- For more information please contact;
erica.lindberg@lansstyrelsen.se
anna.bergdahl@lansstyrelsen.se
lisbeth@baltrusse.com

Women's Resource Centers promoting innovation in Gender Equality across Europe

Carin Nises project Coordinator, The Municipality of Älvdalen, Sweden

Background

- Nordic conference in Stockholm autumn 2007, the project WIN NET EUROPE
- Initiative taken by the responsible EU-commissioner, Danuta Hübner
- Further lobbying by NRC, National Resource Centre for Women
- Supported by the Swedish Agency for Economic and Regional growth
- Lead Partner Municipality of Älvdalen (W7 Dalarna)

Priority is to address the problems with:

- Low employment rates among women
- Horizontally segregated labourmarkets
- Lack of women in entrepreneurship
- Lack of women in innovation and technology - Resource Centre as a method

Methods and goals

- Identify and highlight good practices
- Exchange of experiences, study visits and work shops
- Analyse regional conditions, identify obstacles and potentials
- Develop 9 regional strategy- and action plans (ROP)

Activities 1 – MAGs

- Multi Actor Groups (MAGs) has been established in the participating 9 regions with representation of the quadruple helix groups
- They will analyse good practises from other regions and elaborate action plans
- They will meet six times during the project
- Interregional training has been organised for the process coaches of MAGs

Activities 2 – Study visits

- Study visits, one outgoing and one hosting per region during the autumn 2010
- Reports from the visits will be an input for the next phase, workshops

Activities 3 – workshops

- Two thematic workshops in Italy, 29th-30th of November
- A research workshop in Finland in March 2011

Products

- 9 Regional action plans (ROP)
- Improved policies for local and regional development
- The results will have an impact on EU's next period for Structural Funds Program starting 2013.

Activities realized

- Launching Conference in Tällberg, Sweden Feb 2010
- Brochures for communication and launching of web page, www.winnet8.eu
- Sub contracting of an external evaluator and of two Head resechers (Finland and Sweden)
- Interregional training of process coaches for the MAG's in Évora, Portugal June 2010
- Partnersshipp meeting in Edinburgh, Skottland Sept 2010
- Study visits in all Regions Sept – Nov 2010
- Steering Group meetings in Sweden, Portugal and Scotland

Budget

Projektperiod	2010-01-01 – 2011-12-31
EU	€ 1 835 850,65
Nationell medfinansiering	€ 520 927,90
Total budget	€ 2 356 778,55

The Baltic Sea Region: a Region with Gender Equality as a driving force for Regional development and Growth!

Prof. Danuta Hübner, Chair of the European Parliament Committee on Regional Development

Honourable Chairperson,

Ladies and Gentlemen,

Good to be back in Stockholm.

It is a great pleasure to be here. I would like to thank the organizers for inviting me to this conference. My thanks go especially to Ms. Britt-Marie Torstensson, the president of WINNET Sweden and other colleagues, whom I was pleased to meet before in Brussels.

Each time I participate in debates about what we women can do together, they always a beginning of something new. I hope this will be also the case of your meeting and as a follow up you will be able to launch a new flagship project on gender and ICT.

Perhaps some of you read in your childhood, or maybe later in life, a sequel to *“Alice in Wonderland”* titled *“Through a Looking Glass”*. In that book, Alice ponders what the world is like on the other side of a mirror. And since she is not only a thinker, but also a young woman of action, she climbs up the fireplace, pokes at the mirror that hangs behind it, and then she finds herself in an alternative world, the Looking-Glass Land. She enters a sunny garden, in which the flowers gifted in human speech look at her as „ a flower that can move about”. And then Alice meets the Red Queen and she is stunned at how fast the Queen can move around. The Queen then reveals to her that the space is divided into squares on the pattern of a huge chessboard and gives her a chance to advance her position to becoming a queen herself if she can move all the way to a certain point in a chess match. Alice, by boarding a special train jumps over to that place by advancing two spaces at once.

Are the resource centres such a special train?

Why do I retell to you this very well-known tale that was born in the wonderful imagination of Lewis Carroll? Does it have any connection with the more mundane things like regional growth, Baltic Sea strategy, Europe 2020 or the flagships projects in ICT?

I remember one speech given at the Nordic Conference on Women’s Entrepreneurship and Regional Development in October 2007 here in Stockholm, at which I also had a possibility to present my views. The speaker, Mrs. Tarja Cronberg, Finnish Minister for Employment said that when we speak about innovations, the first picture that comes into our mind is that of “large and fascinating technology or science parks with tall men in their black suits”. It is true that this picture less and less realistic, but it still forms a powerful underlying narrative and our perceptions of innovation, of how a “scientist” or an “innovator” looks like. Women in the field of ICT, even if they do a ground-breaking discovery, most of the time work within this “male” narrative. And if we are gathered here to give a new perspective on gender equality, especially in the ICT sector of our economies, it would be helpful if we could form a new narrative that would give women a strength and even a thrill of finding out of a sudden, like Alice did, that world does not have to look like it always did. That in fact there is an alternative world, in which we can move around with the speed of light and advance two moves at once, unburdened by conventional thinking and the dominating gender patterns. In that world we can all become queens by boarding the “magic train” and winning the global chess game.

This new narrative, a very powerful narrative of freedom and infinite possibilities, can give to every young woman preparing herself for a career in the ICT, or any other innovation-demanding field, an unshakable conviction that life-changing innovation can start in the mind of a single woman. Such a conviction can be an incredible spur to individual achievement and success.

We know that this narrative of power and singular courage is not, in case of women, enough. At some point even the most motivated woman can collide with the society's perceptions and expectations, in other words with that famous glass-ceiling (which I prefer to call it by its real name: a thick layer of men). In the Report of the conference of October 2007 there are many interesting findings – one of them struck me in a particular way: a group of young Swedish women just establishing themselves in their new occupation in the ICT area, after a year of coaching were expected to be “strong and resolute”, in the Report's words. Instead, they “regarded themselves as inexperienced and ignorant, unsure of themselves and with vague perceptions of what to expect of working life.” Many well educated young women considered themselves equal with men, but when they had to compete with them, they fell behind. They also had a tendency to subordinate to men in situations when they did not understand the codes in their workplaces that were usually not gender-neutral. Many of them had also encountered an open male opposition when entering traditionally male-dominated occupations. The research I mention was done in Sweden, but this is obviously not a case particular to one country.

This is why, like Alice in a Looking-Glass Land, women in Europe need to board the ‘magic train’ that will augment their intrinsic power with its own steam. In fact, this train is already at the station waiting for willing passengers. I am speaking of course of the Women Resource Centres all over Europe, and of all the projects that are under way within the framework of WINNET. Your work is of inestimable value for the future. Empowering women as participants in the labour market, entrepreneurs, inventors, innovators and creators of the new economy is a matter of not only rightful equality, but also of the long-term growth and sustainability of the

European economy as a whole. The Strategy of 2020, a “mix bag’ of various initiatives, is unfortunately lacking when it comes to so called “woman factor”. On one hand, it notices the problem of underemployment of women, it advocates gender equality as means to increase labour force. It also promotes, on the states level, ideas that could help women to better connect work and family life, like the adoption of the life-long learning principle, including flexible learning pathways between different education and training sectors and levels, a work-life balance and increase in gender equality. On the other hand, there is no mention of women in the Flagship program “Innovation Union”. This is why I am wholeheartedly supporting the proposed outcome of this gathering, namely the formation of the “Flagship project Gender and ICT”, to be developed in 2011. In the light of findings concerning the status of women in non-traditional technology jobs that I mentioned above, this initiative is needed and necessary like oxygen. Innovation, information, communication – this is something at which women excel. We have practiced skills needed in these areas of human activity for centuries.

Because of these specific qualities of women, we would also need to redefine somewhat the notion of innovation itself. “Innovation”, “innovative approaches” do not equal technology or material production only. Those terms ought to refer in an equal degree to the ability to form new patterns of cooperation in society, to doing something for the cause of intergenerational solidarity, to working for creation of a vibrant civil society and a “life-forming” and “life-advancing” environment, especially in the context of the threat of climate change. In other words, social innovation should be treated on par with technological innovation. ICT, in its most technical part, should form a life-supporting system for the growing sectors of our economy connected with the incoming demographic changes and the demands of sustainable growth. In the new economy of the XXI century labour market, social services and domestic arrangements are no longer separate entities – they should be mutually supporting each other in a virtuous circle. Both technological and social innovations should feed off each other with constant information feedbacks and resource exchange.

For this purpose, we ought to take up innovative concepts like clusters and think how they could be used for building the world-class project of social and cultural infrastructure, like care for the elderly, urban youth apprenticeship or even literacy projects, etc. This is the way in which local, often underfunded, geographically scattered projects could become a part of a European-wide network of “clusters of hope”.

The Baltic Sea region is probably the best place in Europe to think about combining the technological and social innovation. According to the data assembled by the European Investment Bank, of the 21 of the most innovative regions in terms of R&D intensity, 7 are to be found in two countries: Sweden and Finland. Also Denmark is significantly above the EU average in this respect. When it comes to the new members, Estonia is leading the pack of the 10 countries that became members in 2004. The region, according to the Communication by the European Commission, is “a highly heterogeneous area in economic, environmental and cultural terms, yet the countries concerned share many common resources and demonstrate considerable interdependence”. Such a concentration of talent means and infrastructure presents a unique opportunity for this region to become a model macroregion, when concrete projects and action plans can achieve a “fast track” application through strong Triple or Quadruple helix networks in public-private partnerships, thematic focus and increased added value in regional concentration of innovation.

The Baltic Sea Strategy is so promising because its flagship projects and strategic actions are based on what is already emerging in the region, namely the Baltic Sea Region “brand”, based on “smartness” in research, innovation, application and cooperation.

When I spoke a moment ago of the Europe-wide network of ‘clusters of hope’, my conviction is that they could be patterned on the ScanBalt Bioregion, one of the most successful leading cluster collaboration that introduced in 2004 the sustainability principle combining all fields of life sciences: health, nutrition, energy, environment. In Europe we need more cross-sectoral reference projects for innovation of this type, not only in the health and life sciences, but also in social innovation when it comes to education, reducing the cultural deprivation

of certain groups, or challenging issues like changing demographics of our societies or migrations.

Let me say that in my opinion, management of social changes, of human aspirations and hopes will become one of the sources of growth in our economy in this century. The era of mass-production is over. It means that we are entering a different stage of growth, not only based on sustainability but also on sensitivity. In the world where one university degree is not enough, perhaps most economists or ICT workers would have to gain another degree in psychology in order to be able to direct the stream of social innovation. What would be needed would be social imagination, ability to make technology “people-oriented” to meet individual needs and aspirations. Women can develop a comparative advantage in this field.

We are living in a time of many changes in our economy, our domestic lives and also in global affairs. President Obama said “Yes, we can” – but sometimes the fact that we can do something does not mean that this is easy. No change is painless. I cannot refrain from sharing with you my favourite quotation about structural change. In 1829 a governor of the state of New York wrote to then president Andrew Jackson the following letter: “The canal system of this country is being threatened by the spread of a new form of transportation known as “railroads”... If canal boats are supplanted by railroads, serious unemployment will result. Captains, cooks, drivers, repairmen and lock-tenders will be left without means of livelihood ... As you may well know, Mr. President, “railroad” carriages are pulled at the enormous speed of 15 miles per hour by “engines” which, in addition to endangering life and limb of passengers, roar and snort their way through the countryside, setting fire to crops, scaring the livestock and frightening women and children. The Almighty certainly never intended that people should travel at such breakneck speed”. Of course, we can have a good laugh now at the poor governor’s expense, but his anguish and disbelief about the speed of change he observed were quite sincere. I think that we are actually at a very similar moment in human development, when we look around us sometimes with equal astonishment. We know, or at least we suspect, that we will have to considerably change our living habits.

As Catalan economist Santiago Nino Becerra writes in his book “El crash del 2020”, we are at the threshold of epochal change in our thinking when it comes to the model of economic development. The reality will force even the unwilling to change the habits of consumption. We know today, for example, that in 65 years we will not have uranium any more. We will thus be much more careful about our ways of consumption and production and the way we deal with what the Earth gives us. According to Becerra, making more, producing more will become an obsolete way of thinking and doing. We will be producing only what is really necessary and sustainable. As he writes “Nobody in his right mind will want to buy to his or her home 60 tv sets, even if they would only be priced at 1 euro.” We will also have to redefine some well-known concepts, like employment and unemployment. Many of our labour market policies were conceived in the very different economic context of the 1950s and 1960s. They do not respond easily to the needs of rapid and flexible adaptation to changing circumstances. What we need to protect is the capacity to change. In such a new picture, economy will be increasingly becoming more of a relational enterprise, be built around creative industries and cultural sector in general – what is actually noted in the Fast Track Strategic Action of the Baltic Sea Strategy under the heading “Develop a common Baltic Sea Region strategy to promote service innovation”. This, by itself, shows that this region is the most attuned to these coming changes and open to the future. I would even venture to say that the Baltic Sea region, thanks to a multidimensional Baltic Sea strategy and the attitude of cooperation, can be called a leader in Europe’s march to a new frontier of innovation.

To conclude, let me say something about the connection of women and development. The Polish

sociologist Zygmunt Bauman in his manifold writings warns us against the formation of the two categories of citizens: “the global;” – highly skilled workers – the winners in the knowledge economy and “the local”, – unskilled, excluded from the formal economy – the losers in the process of globalization. I would somewhat modify, or refine the Bauman’s definition when it comes to women. The fact is that for a very, very long time, the majority of women were considered as “local citizens”, even if they were highly skilled and more resilient to adapt to the demands of the world beyond their traditional “place”. The “global citizen” was usually male, even if he had lower level of education and less transferable social skills. In the new emerging era, if we want to develop our societies and to ensure a sustainable growth we have to do everything that all our citizens become “global”. We need all the human capital that we can get. And human capital, it is worth of remembering, does not have gender as such. Only those who want to exclude, to stigmatize a large portion of society, still think of gender as something that is a reason to erect barriers. To me, what is especially appealing in the Baltic Sea region is that it is making a conscious effort, on the level of the European Commission, states, the regional authorities, the civil society. Let’s use the Baltic Sea Strategy to do away with the old prejudices, to take women up from that status of “local citizen” and to prepare them to become winners in the global chess games. In the alternative Looking-Glass Land Alice could without much effort jump two spaces at once. In as much as the real world, though, can resemble a fable, I think that Baltic Sea Region women, with a bit more effort, can do more.

Thank you for your attention.

Dialogue conducted by Winnet Sweden

The dialogue will focused on Gender ICT in the following areas of concern:

- The gender perspective in the Baltic Sea Region. Strategy and flagship project and Baltic Sea program.
- Strategically cross border cooperation
- Entrepreneurship and innovations
- Social integration and women opportunities on the labor market with a focus on gender and ICT, both in cities and rural areas.

Results from the dialogue:

During the Baltic Sea Region Conference Winnet Sweden conducted a group dialogue concerning the following issues:

- How can Winnet Sweden and its organization with local and regional RC for women, in collaboration with other actors, be a part of a national platform to raise and strengthen the participation of women in IT and technology?
- How can Winnet Sweden and its RC organization with their experience and expertise urge on the work for a strategy for cross-border cooperation in the Baltic region to promote women's entrepreneurship and innovation with connections to ICT?

The results and conclusions from the dialouges were:

- To continuously conduct dialogues and seminars on the issue of gender and ICT in the Baltic Sea Region.
- Make Winnet Sweden the national coordinating agent for gender equality issues in the ICT sector.
- Promote, improve and organize the Winnet Sweden network in order to make use of the work that is already being conducted concerning gender and ICT development on a local and regional level in Sweden and in the entire Baltic Sea Region.
- Promote good examples and best practice.
- Thoroughly define how a flagship project concerning gender ICT can contribute to social and economic development and growth.
- Promote women's participation in ICT education.
- Focus on areas of the ICT sector that tend to appeal to women, such as Public Relations and design.
- Promote ICT as a possible career choice, emphasizing on the possibilities that ICT education can mean for women.
- Establish long term cooperation and partnerships in the Baltic Sea Region.
- Work towards a change in attitude concerning the ICT sector.

A digital agenda for Sweden

Ministry, of Enterprise, Energy and Communications State Secretary Marita Ljung

Good afternoon everyone, thank you Winnet Sweden and all others involved in organizing this conference.

It is great for me to be here today, and to have the opportunity to speak at this conference. It's not only my second speech, it's also the second one in English. So please bare with me..

I would like to start by saying something about myself. I am the newly appointed State Secretary for Regional Affairs and Information Technology.

I live in Västerås, it's about 100 kilometres from Stockholm and I have been working in Swedbank, Sweden largest bank for many years. My political background is mostly at the municipal level but I have also been a member of the board of Mälardalen University in Västerås and Eskilstuna.

First of all I would like to mention that after the general election in September we have formed our new government. The new minister for Regional Affairs and Information Technology is Anna-Karin Hatt, my immediate boss!

This is the first time the Swedish Government pulled together the very important issues of Regional Affairs with Information Technology.

The Swedish Government has for a long time supported efforts to strengthen and develop women's opportunities in regional growth, for example within entrepreneurship and the ICT sector. A key player in this area is Winnet Sweden and the Resource centres for women who's work is of great value.

As we have heard earlier today, during our EU Presidency, Sweden prioritized a deepened cooperation between countries in the Baltic Sea Region. I am happy to take part in this very concrete expression of cooperation.

Especially since this is an area where I believe we have much to learn from each other and where we also can act as a test lab for the rest of the EU.

Women's representation is still very low in both ICT education and the ICT sector. We need to change this fact – for many reasons. It is a matter of equality, quality and economic growth. Let me get back to that later.

One of the most important tasks that the newly elected minister of ICT, Anna-Karin Hatt, will launch during the next year will be the Swedish Digital Agenda.

As you may have heard, the European Commission adopted a **Digital Agenda for Europe** earlier this year. That is a five-year programme aiming for increasing access to ICT services in society and enhancing trust and security for those using these services.

It outlines the most important areas where reforms are needed in order to maximize the impact of ICT. There is an urgent need to create a digital single market, just to mention one example.

We all want Europe to be an advanced information economy. But why then, do we still have 27 different single digital markets instead of a single one?

Spotify, which is probably the current most promising startup of

online creative content provider, and also a Swedish one, needs to clear the intellectual property rights (IPR) in each and every one of the 27 member states in EU. That is clearly not optimum.

In May this year the European ICT ministers could agree on ministerial conclusions on this very important subject. The IPR issue is an ongoing project in the EU.

The embryo of the European Digital Agenda is actually Swedish.

During our presidency 2009, we started a discussion about what was going to replace the ICT strategy i2010.

A consultancy report, as a base for the discussions, was commissioned and we encouraged everybody who was interested in the ICT policy to take part in the discussions. Social media was used (for the first time in Swedish Government history!) to gather good ideas and comments from the public.

During the Visby Conference about a year ago the Visby declaration could be reached, which gave input to the Commission and it's work with the European Digital Agenda.

Meanwhile, we saw the need of a Swedish digital agenda as well.

Next year a Swedish digital agenda will be presented. It will be built on the best ideas, best practice and the boldest ideas. The way I see it, this strategy will help us finding out what we want to achieve, and reach even further.

About thirty years ago, Bill Gates had a vision of one computer on each desk and in every home. At that time, the idea seemed preposterous. Today, that vision is modest to say at least. Only one computer in a household?

In my vision, ICT is a factor that improves quality for people in their everyday life.

We want ICT to be present everywhere and always as a tool for the user. The user should not need to compromise with technology. It should always be the other way around.

Let us assume, for a moment, that we have succeeded. What could be the results?

Well, I believe that those students who in a traditional school had the steepest learning curve, could gain the most with modern technologies and achieve just as good results as the rest of the class.

Electronic health files for a patient could easily be transmitted between doctors and hospitals which could improve both efficiency and quality of the health care.

But if we want to, we also have the possibility to make the patient king of the information. Let us

consider for the moment that he or she will need to authorize every time that the files are to be read by someone.

From an e-government perspective, that is quite an easy task to achieve. We might not improve efficiency, but we will give back the power to the patient, and for some patients that might be just as valuable.

I don't think there is a clear right and wrong here, but as a liberal minded person I like the freedom of choice.

The current trend of people **working from their homes**, maybe a day every week, will become more popular which will lessen the carbon footprints, traffic congestions and probably also improve quality of life.

I also envisage a society where people with disabilities with help from ICT can participate in all of the democratic aspects of a society.

With ICT you can participate in public hearings, ask questions in a seminar from your living room just as if you were present there among the rest of the audience.

These are a few examples where I can see that the deployment of ICT really can make a difference. I want to see the power move closer to ordinary life to the average Joe, away from unofficial channels and semi secret societies.

When everything you need for forming an opinion is available on the Internet, you can participate in the democratic process in your own home, after the kids have fallen asleep.

Even if you are disabled, with ICT you can study at your own pace, whenever it suits you and be a part of something that we in Sweden refers to as the "Kitchen table democracy".

In order for this to work, we need to focus on e-governance. We need new services, better services and we need different branches of the government, counties and municipalities to cooperate.

We need to make sure that ICT systems all over can communicate. The systems itself do not need to be the same, but with open standards and interfaces we can make sure that the systems can talk to each other and provide benefits for the user, whom should always be in the center.

The Swedish version of the digital agenda is far from finished, but this is a draft. Our intentions in the areas of e-democracy, e-government and e-health will especially improve the quality of life for women. Despite all our gender equality efforts, women in general still have the main responsibility for the household and children. More accessible e-services, including e-health, will facilitate the life of women – and men.

It is my strong belief that it is not the lack of knowledge and competence in ICT that hinders women from participating more in the professional information society.

I think it is more a question of attitudes and lack of role models.

In 2007 the Swedish Government commissioned KTH – the Royal Institute of Technology – to formulate an action plan for gender equality in the ICT area.

KTH's recommendations are mainly directed towards the academia and the ICT sector and is about attracting girls and women to ICT education and ICT jobs. It is, again, mostly about attitudes and role models.

KTH's action plan is still valid and I encourage both the academia and ICT sector to keep on working in this area and not the least to broaden and deepen their cooperation. In order to attract girls to ICT education, the ICT sector has to show all the interesting job opportunities there are in the ICT area.

One good example of the ICT sector taking it's responsibility is the mentorship programme Womentor. In 2005 the Swedish Government commissioned the Post- and telecom Agency (PTS) to start a mentorship programme for increasing the amount of women leaders in the ICT sector, in order to develop role models.

In 2007 the industry organization IT&Telecom Industry took over the responsibility for this programme and are now running the fifth round with about 30 mentors and 30 adepts. That's how we want it!

There is also a low representation of women in the areas of innovation and entrepreneurship. I believe there is a connection with that and women's share in the ICT area.

Many new companies have their roots in ICT innovations. Turning innovations into business, entrepreneurship is needed.

The promotion of women's entrepreneurship is a prioritized area for the Swedish Government. There is huge potential for economic growth if we succeed in increasing the number of women business owners and in encouraging them to let their businesses grow.

We have launched an extensive program during 2007–2010 to promote entrepreneurship among women. The program has covered four areas:

1. Business-development services and information, where methods for business oriented IT and Internet use should be prioritized for activities in sparsely populated areas
2. Financing (innovation loans, support to business angel networks and matchmaking)
3. Attitudes and role models (ambassadors for women's enterprise etc)
4. Special efforts within existing national programs (business transfer, mentorship, entrepreneurship education) including development of ICT services for business women in green enterprises and in sparsely populated areas

The ICT-related projects within this program are mainly aiming at helping women-led businesses to benefit from marketing and sales via websites and social media. We find these projects in various sectors, such as horse business and tourism and other areas of the creative content industry. Some projects are also aimed at specific groups such as the Sami, and specific geographical regions.

We have also launched a **research program** on women's entrepreneurship and have improved our business statistics to increase our knowledge about women's entrepreneurship.

Access to finance is a crucial factor for women business owners in most countries. For example, the Swedish systems tend to have a focus on industry, while many women start their business in the service sector.

Women in Sweden tend to start firms in sectors which require less finance. This creates a demand for smaller loans. Therefore, we have introduced a micro-loan, which have the highest percentage of women borrowers of all our public financial instruments.

I look forward to see the conclusions of this conference and the other conferences that have been and will be arranged in the area of Gender and ICT this autumn.

From these conclusions we will decide where we go from here, what steps we need to take.

We will also discuss how the issue of Gender and ICT can fit into the Digital Agenda of Sweden. We will come back to that during next spring.

But don't sit and wait for a new ICT strategy! I want you all to keep up your good work.

I know that there are loads of good initiatives and project throughout Sweden, the Baltic region and the European Union.

To all you local and regional enthusiasts – it is you that are the driving force. We need you in our common efforts to make a change – a change towards a higher representation of women knowledge and experiences in the ICT field.

Thank you!

Presentation and summing ups of the dialogues

Grupp 4 Room 22

- Dialogue seminars
- Winnet Sweden – national coordinator.
- Decisions maker
- Projects on a national level.

Group 2 Room 11

HOW

Organizing and making the wrc-network visible.

- Go further by using knowledge and experiences within local and regional wrc
- Using and showing best practices and models.
- Avoid building up new structures and platforms
- Clearly describe the benefits of a flagship project

Group 3 Room 12

1. Education

- promote, highlight, lobby, for more women studying ICT and technology.
- Focus on ICTsectors that can be womendominated or gender balanced (media, Real estate, trade graphical design.)
- Highlight good examples there women are active in social media.
- Push for ICT as career path, involve companies actively. You study things where labor market is good. Show opportunity in IT for women students.

2.

- Find long time partners in the region. Long relationships, RC's and other actors such as universities.
- Make partnership stabil.
- Funding is essential, maybe European RC-money to make sure the long term commitment.
- Cross border visits, exchange.
- IT, e-learning, communication platform, maintain connections/cooperation trough IT.

Group 1 Room 10

A national platform:

- Education

Winnet: 160 org I WS, LRC has connection to the small villages, use that!

Change attitude to ICT

National – Regional – Local level

Proposal for the future

- Creation of a Baltic Sea Region platform for co-operation
- Development of a Baltic Sea Strategy Flagship project with focus on Gender and ICT and Entrepreneurship
- Baltic Sea Region seminars to increas women`s participation in ICT and new technology on the labour market and in entrepreneurship