WIN

Women in INnovation

– a project idea

Financier:

Sida

LÄNSSTYRELSEN ÖSTERGÖTLAND

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.

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 INovation 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

- **WIN**
- Will test a Quattro Helix model in order to include a wider range of actors in the innovation policy (eg women´s rc)

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.

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:
  - a, Promote cross-fertilization between sectors like tourism and social and health care, where many women are active and research- and technology-based sectors, where mainly men are active.
  - b, Gender, Equality and Rural development. How can women's innovativeness be a recourse for rural development?
    - 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.
- Regional support system should be a part of the regional meetings!

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 wanted

- **Established partners**
- Östergötland County Administrative Board – (Swe; Länsstyrelsen Östergötland)
- Winnet -Women in Network (East Sweden) – (swe; Resurscentrum i Östergötland).
- **Partners wanted:**
- 1,Organisations including authorities in regional development focused on women or with a wish to work with gender based projects, with an interest to develop the field of women and innovations. Your main focus is development issues either you work with women as a target group today or you wish to do so.
- 2, Organisations including authorities in the field of innovation and research both regional and national. As a organisation you are dealing with need driven innovations and business development.

Timetable and Contact

- Application
- Potential partner meeting 15 dec Stockholm
- 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;
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