



## Innovation and Gender for Growth!



MIĘDZYNARODOWE  
FORUM KOBIEC



Project duration; 1 June, 2017 - 30 November, 2018

[www.balticsearegion.org](http://www.balticsearegion.org)

# Content

Project description .....	3
Overall Objective.....	3
Aim.....	3
Introduction.....	3
Background and Added Values .....	4
In a Baltic Sea Macro-regional context .....	5
Partnership .....	5
Partnership and cross sectoral and multi-level governance perspectiv.....	5
Partners involved.....	6
Partners organisations .....	6
Communication and dissemination.....	7
Conference “ Mechanisms for Gender sensitive business acceleration- From Politics to Pratice”.....	8
Sustainability .....	8
Activities.....	9
Workplan.....	10-11
Contact details.....	12-13

# **Project Doing Gender for Sustainable Change in startups and innovation - boosting change! , IGG**

Project title: Doing Gender for Sustainable Change in startups and innovation  
- boosting change!

Boosting IGG

## **Overall Objective**

Closing the Gender Gap within new business and to boost and initiating a feministic foreign politics through activities within the area of Economic Empowerment in Business/Innovation and Development for Sustainable Growth

## **Aim**

- To enhance awareness, participation and adaptation of Winnet Center of Excellence<sup>®</sup> knowledge, in research, knowhow and methods within existing and upcoming business acceleration initiatives and platforms in Baltic Sea Region and beyond.
- to empower the networks between political dialogues and practical execution through a strong multi governance perspective with support of a Quadruple Helix partnership platform.
- to empower Winnet's position through concrete activities that could work as leverage onto the current discourse for a Gender Equal Development for Growth in EUBSR and beyond

## **Introduction**

The seed founding project will detect partners, platforms and initiatives in the EUBSR region and beyond and together with the "owners" detect needs and possibilities with the aim to develop doing gender modules within their programs. The project will future communicate the possibilities and the output in seminars and workshop to influence the use of the Winnet Center of Excellence<sup>®</sup> knowhow within initiatives and platforms, how to use policy evident research and development and combine theory with practices and vice versa, as well as affect the policy making to enhance their impact in practice.

## Background

During the last decade we have increased our understanding in the Baltic Sea Region (BSR) which is disseminated in the Eastern partnership countries, for the necessity to create gender awareness in Innovation, Entrepreneurship for Business support of methods and measures to achieve Sustainable Growth. There is still a lack of gender sensitive models and methods adapted to different industries, to Small Medium Enterprise, SME collaboration and to cross-clustering in Baltic Sea Region ,BSR, but also in the Eastern partnership countries.

Furthermore there is still a lack of gender perspective in policies targeting Business Development and Innovation in startups. Even though gender for sustainable growth has been highlighted in the Action Plan for the EU Strategy for BSR. 2013 The Thematic partnership Winnet BSR has found out is a need to build a system for co-operation within a Winnet Partnership.

### **Added Values:**

In previous EUSBSR projects have emerged the need for increased knowledge and how to implement gender mainstreaming in policies, strategies and action plans, as it demonstrated large differences between countries in the region. The need and the exchange of knowledge on methods and how to implement is a prerequisite to start the learning processes for developing and breaking norms and a established Winnet wide networks and, thematic partnership in, the Baltic Sea Region Also includes the Eastern Partnership countries. The existing innovation and corporate events and workshops / seminars have been from the start a wide network of countries and with a clear Quadruple Helix perspective. The added value is to highlight and to discuss Doing Gender in Startups and Innovation - implementation of methods for change in EU Baltic Sea + Eastern Partnership regions. Women`s Economic Empowerment it is important and how to implement successful methods of doing gender into startups and innovation - with a systematic approach, in organisation and or individual levels.

## **Baltic Sea Macro-regional Level**

A established Winnet partnership network built on the Winnet model – which includes a strategic partnership platform co-operation, with a multi governance perspective has been established. Women Resource Centres as actors, other NGO:s, private sector and policy and decision makers as well researchers has been involved.

A Winnet Centre of Excellence<sup>®</sup> in Baltic Sea Region, is established, 2014.

The idea of this seed project is to use the knowledge on how to implement and test successful methods, on gender into startups and innovation within other project initiatives in EUBSR. The knowledge will be disseminated to the Partnership in Eastern Partnership countries.

## **Partnership**

IGG will create a advisory board with partners from the partnership with specific knowledge in the area of concern. The Competence and knowledge of EU funding as well as the Baltic Sea Strategy 2016-2020, priority areas will be used to develop a pilot or a EU funded project. IGG Project is focused and committed to be the driving force to secure the knowledge of doing gender in startups and innovation and to disseminate to other priority areas within EUBSR and beyond.

## **Partnership and Cross Sectoral and Multi-Level Governance perspectiv**

The partnership comes from different areas in the Society and at all levels from the Civil Society. Universities - joining the Winnet Centre of Excellence<sup>®</sup> network, Business and Innovation support system and or private companies, from local and or regional levels. A multi governance a Quadruple Helix perspective.

## Partners involved

Partners from Thematic partnership Winnet BSR; Winnet Centre of Excellence<sup>®</sup> representative of International Women`s forum at Warsaw School of Economics, Poland, NGO ETNA, Estonia, Winnet representative from Estonia, with knowledge from Business Development and startups co-operation in and outside Estonia. The Competence and role is to share knowledge and experiences on how to network and cooperate within a strategic partnership to increase knowledge and test pilot training for how to do gender in startups and innovation. Special focus on best practice method; Winnet method of Success Teams, But also to test the toolkit of training on how to integrate gender in startups and innovation system and education. Winnet Sweden has been the leader of the previous initiative and has knowledge on how to co-operate in partnership and networks for startups and innovation EUBSR.for gender equal growth.

### Partners Organisations:

1/ Winnet Estonia ETNA: NGO, Competence Project partner. Business acceleration initiative holder. Added value this organisation gains from participating: Increased knowledge on gender equal sustainable growth. Platform for co-operation in Estonia and EUBSR and beyond

2/International Womens Forum, IWF, at Warsaw School of Economics NGO, Organiser of seminar and event, Competence Winnet Center of Excellence<sup>®</sup> Expert in Poland for women in business and innovation and gender, partner in Winnet BSR Added value this organisation gains from participating: Can integrate the knowledge into Warsaw School of Economics training and education - and contact with the policy and decision makers with a multigovernance perspective

3/ Luleå University of Technology, Sweden, University, Competence of organisation to be used in this project: Gender expert in innovation, Potential Host, target group trainers, Winnet Center of Excellence<sup>®</sup> partner Added value this organisation gains from participating: Secure training modul on gender and innovation

4/ Coompanion Gävleborg, Sweden, Social Cooperative Participate and contribute in seminar/workshop/event. Social cooperative business and innovation development. Experts in social cooperative business Added value this organisation gains from participating: Integrate gender in their organisations and partnership in Sweden and EUBSR

5/ Winnet Center of Excellence<sup>®</sup> at Stettin University, Poland. Policy evident research and development in gender equal sustainable growth. Participate and contribute in seminar/workshop/event.. Experts in research and development for sustainable gender equal growth Added value this organisation gains from participating: Integrate gender in their organisations and partnership in Winnet Center of Excellence<sup>®</sup> network in EUBSR and EAP.

## **Communication and dissemination**

All partners will use the Communication and Dissemination Strategy and Action plan. To disseminate the result, through TP Winnet BSR, Winnet Europé and Winnet Sweden's WebPages and facebook. Twitter will be used as a communication tool, both for internal as well as external publication and communication including the web pages of the partners. A cooperation with EIGE institute in Vilnius, Lithuania will be established to disseminate the key result on their webpage.

The key result of the project will be documented in a digital report, A proposal of future pilot and or EU funded programme project in EUSBSR will be created and presented which includes practical guide on how to implement doing gender methods into startups and innovation handbooks for EUSBSR and beyond.

- The partnership will use already existing website [www.balticsearegion.org](http://www.balticsearegion.org) that is in use for the TP Winnet BSR project and is sustainable through Winnet Swedens and Europes website platforms. SKYPE and emails and partners own websites
- The IGG project activities, Digital leaflets will be spread out. Special invitations to participate in the projects activities and seminar to important stakeholders and policymakers both in Baltic Sea Region and Eastern Partnership countries as well as on EU level. Partners will present the result in different seminars arranged by other actors.

## Conference

### **“ Mechanisms for Gender Sensitive Business Acceleration - From Politics to Practice”**

In the end of the project Winnet will together with partners, initiatives and science arrange a final conference. The conference main target groups are political, public authorities, organisation and incubators in the field of Business Acceleration.

The conference will focusing on how science, experiences and methods from the project can be practice in governance, policy, making, systems and cultural barriers to close the gender gap within Business and Innovation Start-up in the region.

TV-series + Exploring the women entrepreneurs in the BSR, A project initiative application to SI. Develop Winnet radio

## Sustainability

Winnets competence, knowledge and tools will be implemented in ongoing and upcoming platforms and initiatives as well as connect policy making and practice.

Enhance the role of Winnet Center of Excellence<sup>®</sup> as a knowledge and knowhow support in the region on all levels.

Winnet Sweden in co-operation with Winnet Europe and Winnet BSR, will secure the sustainability of the project together with the partnership. Combining several interdisciplinary approaches, its strategic interactive research agenda will be to increase understanding of the emergence, organisation and results of pilot test training on doing gender in innovation and implementation of methods into the future design of policy and actions.

The Winnet Centre of Excellence<sup>®</sup> will interlink researchers experienced into test - evaluation and follow up of implementation of method into startups. involvement and to compile empirical data from projects and other actions which have been funded by different EU or national or outside EU programmes. The planned development of an extended future project is to establish a co-operation within other EUBSR Priority Areas project and initiative to implement Winnet methods into their areas, Doing Gender for Sustainable Gender Equal Growth. To share experiences and increase knowledge and awareness how to build capacity to involve women and men on equal terms and condition Doing Business and Innovation for Growth. How actors could co-operate to secure gender as a driving force for Economic Development and Sustainable Growth.



## Activities

Short-term project objective	Activity/Operation	Indicator	Expected output
Establish a project plan with advisory board and investigate potential platforms for scale up.	Collect input from the advisory board and from previous Winnet Model project result/organisation.	Approved of partners	Finalised project plan including knowledge of interested platforms to be involved
Establish the Winnet product portfolio	Workshop on Winnet Modell frame and context; with Winnet partners, input from WRC:s in EU BSR and Sweden	Approval of advisory board and steering committee.	Attractive Winnet format products for event hosts, other priority areas in EUBSR and Eastern Partnership strategy and actions - 2020
Execute a pilot case (potentially Baltic lab)	Workshop/event/seminar	Participants enquiry	Positive feedback and suggestion on future formats
Establish new partner event initiatives	3 events - workshop and or conferences	New partners in the network	The network has expand with new partners and organisation with a Quadruple Helix perspective
Scale the format into expanded network	Round table meetings in EUBSR and beyond	Strategy and action plan for Winnet modul implementation 2020	Approved practical guideline on how to implement gender in startups and innovation in EUBSR and Eastern Partnership regions
Winnet Center of Excellence® Promotion of Sustainable Change - a Tool-kit for Integrating Gender Equality and in research and Innovation systems	Do a pilot test of training and Education	Evaluated and validated pilot test training for a Quadruple Helix partnership	a approved Tool-kit of training/education for Sustainable change integrating Gender Equality in research and innovation system
Develop a strategy and action plan - a practical guide on how to implement and integrate gender to be included in the practical handbook on how to support startups and innovation in EUBSR	seminar/workshop and to be finalised and presented at the final conference	a digital practical handbook created	included in the practical handbook for startups and innovation in EUBSR

# Workplan

Date(s)	Place/Country	Activity/Operation	Responsible partner	Invited stakeholders/participants
Jun-Aug 2017	Sweden	Form project organisation and advisory board with partners	Winnet Sweden	Partners and advisory board
Jun-Aug 2017	Sweden	Establish a project and communication plan with advisory board and investigate potential platforms for scale up.	Winnet Sweden	Agreed by partners and advisory board
November 2017	Sweden	Kick off workshop- 1. Detect the needs and possibilities within the initiative and platforms.	Sweden and Poland	Partners and interested partners in the region.
Aug 2017 - ongoing during the project time	In the region	Detect and engage ongoing initiatives in the BSR region.	Winnet Sweden	Winnet Sweden and Poland together with partners and advisory board.
Nov-2017 - Aug 2018	Poland/Estonia/Sweden	Winnet Center of Excellence ® Promotion of Sustainable Change - a Tool-kit for Integrating Gender Equality and in research and Innovation systems two days seminar. In connection with workshops.	Winnet Sweden and Luleå.	Platform and initiative owner partners and stakeholders..

Continued on next page

Nov-2017 - Aug 2018	Poland/Estonia/Sweden	Workshops for develop modules within the initiative/platform or in close connection.	Winnet Sweden, Poland and Estonia,	Platform and initiative owner partners and stakeholders..
March to Oct 2018	Depending on the platform/initiative	Execute pilot cases	Winnet Sweden and platform/initiative owner	Advisory board, partners and stakeholders.
Nov 2017- October 2018	Poland, Estonia and Sweden	3 Workshops - Scale the format onto expanded network. Establish the Winnet product portfolio.	Winnet Sweden	Winnet Poland, Sweden, Georgien and Estonia.
Nov 2017 – Oct 2018	Digital	Develop a strategy and action plan - a practical guide on how to implement and integrate gender to be included in the practical handbook on how to support startups and innovation in EUBSR	Winnet Sweden	Winnet Poland, Georgien and Estonia + Luleå
June 2018	At the Baltic Sea forum 2018	Conference and workshop “Mechanisms for Gender sensitive business acceleration - From Politics to Practice”, in Estonia	Winnet Sweden and Partners	Partners, participant and stakeholders in EUBSR and beyond.

## Contact details Partners IGG

### Project Management

**Contact person:** Britt-Marie S Torstensson

**Organisation:** Winnet Sweden

**Address:** S Skeppsbron 6, 802 80 Gävle, Sweden

**Phone:** + 46(0) 652766

**Website:** [www.winnnet.se](http://www.winnnet.se)



**Contact person:** Sirje Vällmann

**Organisation:** NGO ETNA in Estonia

**Address:** Kesk 3-7, Tapa 45106, Estonia

**Email:** [sirje.vallmann@gmail.com](mailto:sirje.vallmann@gmail.com)

**Website:** [www.fem.ee](http://www.fem.ee)



**Contact person:** Lina Andersson

**Organisation:** Coompanion Gävleborg

**Address:** S Skeppsbron 6, 802 80 Gävle, Sweden

**Email:** [lina.andersson@coompanion.se](mailto:lina.andersson@coompanion.se)

**Website:** [www.coompanion.se](http://www.coompanion.se)



**Contact person:** Dr Ewa Rumińska-Zimny

**Organisation:** International Women`s Forum, IWF, at Warsaw School of Economic`s Warzaw, Poland

**Address:** Nauki i Biznesu przy SGH, Al. Niepodleglosci 162, 02-554 Warszawa

**E-mail:** ewa.a.ruminska@gmail.com

**Website:** <http://www.mfk.org.pl>



MIĘDZYNARODOWE  
FORUM KOBIEC

**Contact person:** Ewa Gunnarsson

**Organisation:** The Technology University of Luleå, Sweden

**Address:** Luleå tekniska universitet , 971 87 Luleå, Sweden

**E-mail:** ewa.gunnarsson@ltu.se

**Website:** [www.ltu.se](http://www.ltu.se)



**Contact person:** Sandra Misiak-Kwit

**Organisation:** Winnet Center of Excellence® Uniwersytetu Szczecińskiego, Polen

**Address:** ul. Mickiewicza 64, 71-101 Szczecin

**E-mail:** s.misiak@wneiz.pl

**Website:** [www.wneiz.pl/wce](http://www.wneiz.pl/wce)

**Phone number:** 0048604509299





**Winnet Baltic Sea Region,  
Winnet BSR**

