

# **Winnet Baltic Sea Region, BSR, Thematic Partnership Project**

Workshop and Conference in Vilnius,  
Lithuania, September, 24-25 2014

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**WINNET**

# Long term Overall Objective

- The overall long term objective of Winnet BSR are to contribute to sustainable Gender Equal Growth in BSR by strengthen the implementation of evidence based and Gender sensitive measures for business development.
- Winnet BSR partnership, has identified Innovation, Entrepreneurship, ICT and tourism as key sectors for the partnership to focus on.

## **Other long-term objectives are to reinforce**

- 1) the process of gender mainstreaming in the EU Strategy for BSR,
- 2) the process of gender mainstreaming in national strategies aimed at SME support in the field of ICT and tourism and
- 3) reinforce the process of cross-clustering between ICT and tourism in BSR in light of a gender perspective.

## **Yet other objectives are to reduce**

- 1) the barriers for growth in SMEs led by women in ICT and in tourism through measures provided by local WRCs in BSR,
- 2) the barriers for growth in SMEs led by women in other sectors by applying the Winnet BSR methods and
- 3) the horizontal gender segregation in the business community in BSR, especially in ICT.

## **Winnet BSR Objectives are also to strengthen**

- 1) the position of SMEs led by women in ICT and in tourism in BSR
- 2) the position of women as actors in cluster initiatives in BSR and
- 3) the role of WRCs – in the Baltic States and Poland – through the involvement in a thematic partnership.

*Finally the long term-objective is to create thematic Quadruple Helix partnerships in all BSR countries focused on innovation, gender, ICT and tourism.*

# Sustainability of the Partnership

## SHORT-TERM Objectives

### PROJECT MANAGEMENT

1. Build a well-functioning partnership with representatives from five countries in BSR
- 2 Secure a well-functioning system for external and internal communication
3. Sign agreements among partners how to expand the partnership with new members
4. Create a structure aimed at identifying funding opportunities for the partnership
5. Design a model for updates of Winnet BSR progress in English linked to the Winnet portal.

# Analysis

1. Design a method for collection of comparable gender segregated data in BSR of SMEs in ICT and tourism
2. Design a method for collection of gender sensitive and non-gender sensitive practices in BSR of business development and innovation in ICT and in tourism
3. Collect data on women entrepreneurship policies in BSR
4. Collect data on policies for business development and innovation in ICT and in tourism in BSR
5. Analyses existing policies and practices for business development and innovation in ICT and tourism in light of a gender perspective in BSR

# Conferences

1. Arrange conferences in different countries to anchor the work in the thematic partnership and put a new theme on the BSR agenda
2. Capitalise on existing policy reviews and share knowledge on gender sensitive policies for entrepreneurship, business and innovation support in BSR
3. Share knowledge on gender sensitive measures for entrepreneurship, business and innovation support within ICT and tourism
4. Share knowledge on policy relevant research in the field of innovation, gender and growth
5. Disseminate results from Winnet BSR to policy makers, business support agencies, business leaders, gender equality expert and researchers.

# Workshops

1. Arrange workshops in different countries to anchor the work in the thematic partnership and put a new theme on the BSR agenda
2. Capitalise on results from initiatives implemented by WRCs and other actors in BSR aimed at supporting women's entrepreneurship in ICT and in tourism
3. Share experiences on the role of WRCs as an actor in supporting women entrepreneurship and innovation  
in traditional sectors such as tourism and in nontraditional sectors such as ICT
4. Share good practices from WRCs and other actors in BSR on gender sensitive measures aimed at business development in ICT and tourism
5. Increase the opportunities for SMEs led by women in BSR in ICT and in tourism to access markets and resources, including the instrument under EU funds from Horizon 2020 and Cosme
6. Capitalise on Interreg IVC Capitalisation Winnet8 projects result on how WRCs can be an actor for Economic Growth in BSR

# External Communication

1. Design a Winnet BSR Facebook with reports from good practices and research with relevance for the chosen theme
2. Design a model for regular policy reviews from the partnership to policy makers and other target groups
3. Integration of a gender perspective in the BSR, Innovation strategy
4. Integration of a gender perspective in at least of one of the priority areas Innovation, SME or tourism in the EU BSR Strategy
5. Expansion of the partnership with actors from at least one other country in BSR.

For more information:

From November, 1, 2014:

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

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[www.winnet.se](http://www.winnet.se)

[www.winnet8.eu](http://www.winnet8.eu)

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

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