



**Winnet BSR Workshop on Gender, ICT and Entrepreneurship
for Sustainable Growth in Baltic Sea Region!**

Report

*from the Thematic partnership, Winnet BSR focus at the Workshop,
March 25–26, 2015, Stockholm, Sweden*



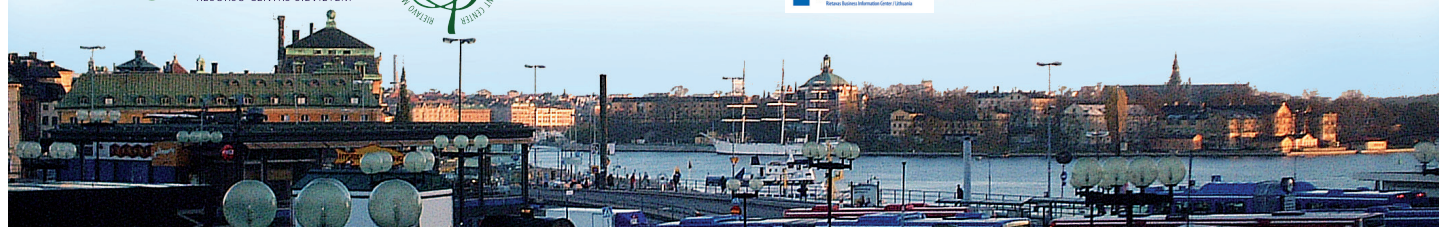
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MIEDZYNARODOWE
FORUM KOBIET



UNIWERSYTET SZCZECIŃSKI
WYDZIAŁ NAUK EKONOMICZNYCH
I ZARZĄDZANIA



– DAY 1 –

Welcome, SI, Swedish Institute Unit for Baltic Sea Cooperation

Opening, of the workshop with a wish of a fruitful discussion and result. Presentation of the moderator of the Workshop, Chatarina Nordström, Winnet Sweden

The Swedish Institute, (SI) open the workshop and presented their work, among other Areas they finance also Innovation, Creativity and Equality, ICE thematic partnership project, SI work's within the Baltic Sea Region strategy to promote and support co-operation over EU Baltic Sea Borders, www.si.se

Presentation of Winnet Sweden Digital Agenda – How to integrate and increase a Gender Perspective into "ICT for Everyone – A Digital Agenda for Sweden"

The 4th area is the role of ICT in societal development, in which gender equality is included. One issue is to identify background factors in the digital use. Therefore, Winnet Sweden started our own Digital agenda. Winnet Sweden are active in the Swedish Digitalisation Commission and are seen as a referral organization. We work by increasing knowledge inside and outside the organisation. We support local and regional members to work with their own digital agendas and make visible the best practices.

Our biggest achievement: we have succeeded in being a partner for the government, we are listened to. The European countries have been called to develop digitalisation at a regional and local level.

"ICT for all" is available on our webpage.

Winnet Sweden – A Digital agenda on equal terms!

The overall goal for Winnet Sweden with our Digital Agenda is to secure how to integrate and increase the gender perspective in the national digital agenda – ICT for everyone and secure and how to involve our members on regional and local level in the regional agendas for ICT. We believe that our members, resource centres for women, can contribute in the implementation of a gender perspective in these documents. This will be supported by collaboration with researchers within the Winnet Centre of Excellence® and by dissemination of knowledge and reports in the area of ICT.

Winnet Swedens ongoing efforts can be listened as follows:

- Assignments for the Digitalisation commission Support for Winnet members
- Referral organization
- Participation in the debates
- Digidel campaign
- Participation in seminars and conferences
- Constant highlighting the issues among gender and ICT

Regional Perspectives on Digital inclusion and participation, Winnet Skåne, Sweden

Winnet Skåne focus on digital inclusion and the right to be digital included if one wishes to. We prioritise questions of challenging stereotypes and making visible the everyday benefit of IT. We keep in contact with both authorities and our grassroots regarding their work and thoughts on digital inclusion, as well as arranging meetings and lectures about how to take advantage of the possibilities the digital development has to offer and how to be "street smart" online. We have for example focused on security such as privacy and delinquency towards business owners. Planning lecture "Success through digital arenas", with focus on digital presence as a way to succeed.

Digital Agenda with a Gender perspective focusing on ICT in Healthcare Winnet Gävleborg, Sweden

Winnet Gävleborg focus on promoting inclusion in Information Computer Technology, ICT, Development focus on Women dominated sectors such as health care sector including elderly care. Winnet Gävleborg found the definition of ICT is narrow. A lot of women dominated sectors can be called ICT sectors.

Problem in health care sector – Winnet Gävleborg has focused on mostly the elderly care sector – and have found that the employees do not know how to use a computer and have no access to their own computer.

This creates problems to use for reports and underregistration, misunderstanding etc.

The sector's digital system is also obsolete in many cases. In this work we have also discussed other problems, such as the lack of personnel whilst the number of clients increase. Frontline users are not being considered, this is also a management problem.

Gender Equality map Winnet Västra Götaland, Sweden

Mapping gender: a question of democracy, and growth since there are statistics that show that equal society have higher growth. Gender equality map is a tool for municipalities that want to create infrastructure for equality. The map shows to what degree and in what sectors. This help municipalities to monitor their equality and growth in their geographical areas.

The map shows statistics about inhabitants and service. Among others, the map shows data about: business owners, employers, political organisations, chairpersons, wages, and professional levels in political organisation. All data is gender disaggregated.

More male dominated boards with more funding, one of our findings. It is mentioned by the government as a good example, no funding promises though. And Winnet Västra Götaland has the copyright to the map. Including in the map, there are statistics about travel pattern map, since women and men have different life conditions when it comes to use of transportation and "safety map", in order to identify inhabitants' perception of safety in different places.

The travel map is also a tool that regions and municipalities can use in their infrastructure work regarding roads and public transportation. Other branches in the private sector, public and voluntary/ideal sector: education, building sector, hotels and restaurants. For more information, we refer to the website.

One reflection is that we need to create a political will, otherwise a tool for gender equality will not serve its purpose.

Winnet Centre of Excellence[®] – State of the Art, in Baltic Sea Region, BSR

Winnet Centre of Excellence, WCR, works with 2 models. The WRC part that aims at empowering women, and the WCE part where academia is included. For now, the issues are gender, innovation and growth. The WCE can show several added values (see presentation). Most important being knowledge sharing, doing work on seminars on that.

For academia: an added value is that publications become easier for the involved, profiles are being created. Coordination work for the network of researchers. The seminars helps the academic as well, their networks and curriculums.

Stock taking on existing research on gender and innovation, a literature study. The study is already being planned, it will be a quantitative approach on gender analysis of SME in ICT and tourism. Pilot survey on women-led SMEs in ICT and tourism.

We are planning on a database of WCE researchers publications.

This network is close to practitioners. Women innovators inspire, brake the myth that says otherwise.

Comments: Eva R will present the questionnaire. This project is innovative in itself, working with practical knowledge and academic knowledge.

We have uneven knowledge between countries. In Poland we have focused the knowledge on gender and macroeconomics.

In the Baltic countries, there are not much gender research in general. We can work with encouragement then. We want to use the meetings to have a day/half a day for young academics in gender and economics field. Next meeting will be in Tallin. Also, we need to see how we do in longer run.

To schedule in the fall 2016: an international conference to present policy recommendation, for decision makers. It is true, that only creating or having networks, only quadruple helix cooperation does not work. The issue is: we have to know what we want to work for, complete proposals, and in that process we need the cooperation. And to invite policy makers to this. We need to work in different levels in politics, regional, etc.

Innovation Creativity Equality –

A thematic partnership about Innovation-Development in SME linked to femaledominates sectors such as tourism, and Cultural and Creative Industries

Winnet Östergötland, Sweden

The region, of Östergötland: rural areas and agriculture, university, urban region with twin cities, two hours from the capital. ICE mission find new ways to support sectors outside the already existing networks. This is done in an international network.

For a background of the project: See presentation. There are different view in innovation, equality etc, what people are including. One example: you can see in statistically disaggregated data, for example in Sweden that there is funding for innovation, but more for men.

Questions from the participants: where did you get the funding, where are funds to apply from A conference on innovation and entrepreneurship, we will be part of this project.

Entrepreneurship and Gender in Tourism, Helix Vinn Excellence Centre, Linköping University, Sweden

We are gathered both academics and practitioners: "What we have in common is the problem with statistics".

We have a discussion about definitions:

Entrepreneurship, the term is being used as self-employment.

Economic needs to acknowledge that entrepreneurship can be "to see a problem and do something". You see an opportunity, you act.

Gender, in the Swedish system it is synonym for sex and in practise it is about women.

The labelling processes changes over time. Education for example, had a male label, this has changed. As a rule, entrepreneurship has a male label.

The growth, to get the definition, ask for whose perspective, regional, national?

A gender perspective on tourism and part time jobs. We don't have to be full-time always in tourism, it doesn't have to be the choice of your life.

Also we need entrepreneurs in the public sector. We underestimate women entrepreneurship.

Questions:

Do you have data on the distinction entrepreneur and selfemployment?

Definition and image of public sector differs. Example new management and private providers.

Presentation of the Flagship Proposal,

Innovation, Gender for Growth, IGG platform, in BSR

- To use Women's Resource Centres WRC as hubs, there is a lack of women in ICT.
- For the Flagship, TP Winnet BSR partnership have support from Poland, Swedish

Institute and Lithuania on a national level including also both private, researchers and other NON-Profit organisations. In April, there will be a round table in co-operation and with support of the Lithuanien Embassy in Stockholm, invitation to all EUBSR Embassy's in Stockholm, Sweden.

There are different methods and best practises in different countries.

Recommendation: find Winnet Kristianstad about education

LINK

Recommendation from Marta: Send ideas to Winnet Centre of Excellence ® in BSR.

Regarding academics: best profile would be economics or sociologist. Look through publications. Eva Ruminska Zimny: think about using graduate students The work should be interdisciplinary.

Reflections:

- About the maps, now we can see how to implement it, this is very useful. We have also clarified new terms, for example digitalisation, how wide it is and how this affects different areas of your life, such as elderly care.
- We have more information about the BSR and the parts of the work.
- The communication between the involved is important for how the things that are being done are linked.
- High quality actions, quality research in Winnet Centre of Excellence ® are important.

We also need more information about the different Winnets.

- The platform idea gives the possibility to play with different actors, a Flagship concept is great. Like the ICE, very good at macro level and down to the local.
- Interesting and impress. We need to clear out what the consequences on focusing in just growth industry would be. We also need good examples of good practises and how to combine with the academia. We need to put this into discussion, the different definitions, to achieve common terms.

Reflections:

The Quadruple Helix idea is similar to what we do in WRC:s Marta in Latvia, like the view on structural changes and the research, we act on this on a daily basis with researchers, public and ideal sector. Regarding digitalisation: Latvia is one of top country.

Themes interesting to research on are privacy, security and stalking.

– DAY 2 –

God Morning and reflection from Day 1

Reflections:

how to build political will, hand in hand with making facts visible and linking to the expressed political needs.

Women Resource Centre an actor for Sustainable Growth in EUBSR region Presentation on: Women's Resource Centres.

Stock taking on Gender and Innovation in BSR, Winnet Centre of Excellence,® BSR

An issue is the mainstreaming, on what level with this be dealt with, regional, national, local?

Reflection:

careful with financiers especially at EU level, they are focused on "matching the application", formulations etc, not result oriented.

- Concepts like innovation and technology male labelled.
- What is ICT and how do you define that? Or define Innovation? What branches are innovative or have the potential?
- With a practical definition, this can be used by civil society organisations.
- Seed finance for Innovation is possible with SI.

ICT is not an issue, we need to clear the definitions. Look into literature. Many actors, we will be in the middle of the fight for definitions. The term social and organizational innovation is now more accepted, not in Poland though. Sweden look into the definition of the Association of Inventors.

Other thoughts: touristic interactive maps. Conference Queen Estonia, on innovation, Sweden is invited.

Time plan: working package, deadline, publication, showing results. About the paper, time table is coming.

Tools for analysing women – led SMEs in ICT and tourism in BRS: a pilot survey, IWF, Poland

About the first studies: Gather tools, conclusion from simple surveys, case studies in the participating countries (SME in ICT and tourism in BSR). People talking with the owners (women).

Tourism and ICT, which is easier to do. Next step would be a proper survey, we need to standardise, by region etc. Do not include startups. Should we stick with the common definition of ICT or broader, which difficult the picking of companies/ identification of them? Min 10, max 20 each country. For the identification of companies we can get the help of student.

Results: a paper for the final conference. We don't have resource for each research to go to the countries.

ICT definition

A question about the definition of ICT: the best seller online of make-up, all online, can this be considered ICT? The success is on the idea that it is sold online. First, about companies, what kind of businesses would be considered ICT, a broader definition? Other questions: How the capital was, who supports you, regional, local level. Why you started the company. Questions about the development of company and innovation. How you use social media etc, to run company. About the buyers. Taxes and admin, etc. Perception of women entrepreneurs in the region. Background on the person.

Results: 20 cases, 10 for tourism, 10 broader. Questionnaire can be out after Eastern, paper first evaluation in October. Funding is needed for travel costs, remuneration. WRC can contribute on what companies can be found. It would be nice if the researchers give written guidelines. The discussion on ICT definition: Either no restrictions, meaning whatever sectors are using ICT along with tourism. Or everything related with media. Depending on how easy and practical it is to identify the companies.

Definition, Creative industries/ including ICT

The creative industries refers to a range of economic activities which are concerned with the generation or exploitation of knowledge and information. There are many definitions of creative industries (and other names such as "cultural industries" Hesmondhalgh 2002; "creative economy" (Howkins 2001).

The most well-known definitions of creative industries are those by the United Nations (UNCTAD) and by UK Government Department for Culture, Media and Sport (DCMS). UNCTAD defines as creative activities "at the crossroads between arts, business and technology" which produce a "symbolic products with a heavy reliance on intellectual property" (UNCTAD 2004; 2010). And DCMS "those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property" (DCMS 2001).

For the purpose of the present survey, based on above mentioned broad definitions, we identify the following sectors of creative industries:

Creative sectors:

1. Advertising and marketing
2. Architecture
3. Crafts
4. Design: product, graphic and fashion design
5. Engineering (new products, technologies)
6. film, TV, video, radio and photography
7. Information Technology (IT), software and computer services
8. Publishing
9. Museums, galleries and libraries

10. Music, performing and visual arts

11. Video and computer games

Discussion: ICT is a tool.

Proposal: tourism, innovative companies, or using ICT

Conclusion: ICT should be broader.

To all partners

Send the name of focal point person for pilot study. I'll send the information to the researchers. Questionnaire will be sent out with instructions and a time table. Now, ICT: tourism, creative industries including ICT.

The motivation for the companies: selective, gain, and maybe personal gain if they want to be listed.

- Case study, the country key person/team can design how to gather the information. Could be of gain for every country.
- A text showing role models and published in magazine.
- We can have a description for women entrepreneurs. September 24-25 conference in Karlshamn.

October in Estonia, 21-22? 15 October is International Rural women day, one part is on tourism and gender.

Swedish Hospitality Industry

Strategic collaboration for sustainable growth in the tourism sector – a Swedish Perspective

A trade organisation, the area is growing fast, the work at Visita is completely funded by the branch. Visita work with education for members, rules about collective bargaining etc.

Tourism: travel, eat, stay and do, which can be everything, giving the space to find innovative solutions. It's about branding, the "do". The branch is traditional in the gender sense, regarding ownership (more men) and employees (more women).

Reflections: expanding the definition to creative business, cultural business instead of ICT only.

FINAL

Pleased to meet and talk, thanks to you more ideas for next steps are created in these forums. TP Winnet BSR partners need to narrow the gap between researchers and practitioners. Now, it is clearer what it is all about when participating on for example Winnet Centre of Excellence ®

Do not forget that we have contacts among the branch networks, it can be offered to the companies we talk with. The partners have different worlds and two networks, with common focus and points, this can be an infinitive movement. Entrepreneurship and innovation, have to find best ways of what can be done for this from the survey. Good idea to publish "women of success as a method". Continue the discussion how to do, keep the work and result sustainable, serious institutions involved. The Thematic Partnership Winnet BSR partners, need to have discussion on how to do it all on a country level.

Annex Invitation – see next page and www.balticsearegion.org

Invitation

Winnet BSR Workshop on Gender, ICT and Entrepreneurship for Sustainable Growth in Baltic Sea Region!

Overall Objective of Thematic Partnership, Winnet BSR

Contribute to Regional Sustainable Growth, by enhancing Gender & Innovation for Economic Sustainable Growth in BSR. It focuses on counteracting horizontal gender segregation and in particular, promoting women in entrepreneurship in SME in tourism in which ICT is included.

Aim

To optimise the result of the project and Capitalise Winnet BSR in the 2015 Regional Operation Programmes, at local, regional, national and European levels, through clear and consistent communication

To improve regional knowledge of how to design policies and action plans promoting women's participation on the labour market particularly in Innovation and Entrepreneurship, Tourism and ICT

To improve knowledge of the role of Women's Resource Centres as actors to implement Gender & Innovation for Economic Sustainable Growth and Gender Equality in BSR

The Thematic partnership, Winnet BSR focus at the Workshop, March 25–26, 2015, Stockholm, Sweden

On Gender and ICT, in innovation, Entrepreneurship in Tourism, from a Swedish perspective.

To present, discuss and decide on next steps on; how to implement knowledge in the next step of the Thematic Partnership Winnet BSR, platform, 2015–2020.

Target group: TP Winnet BSR partners, Winnet Sweden members interested of Winnet BSR co-operation and or other actors.

The Workshop will start March 25, 09.30 o'clock and close March 26, at 15.00 o'clock, 2015

The Seminar is arranged in co-operation with Swedish Institute, SI, and will take place at their office in Stockholm, Sweden, Address: Swedish Institut, Slottsbacken, 10, Stockholm. Phone: +46 (0)8-453 78 00 (Switchboard) For information on transportation or other questions please, visit www.si.se

Registration by latest March 19 to Inga Salander inga.salander@winnet.se

..... Agenda Day 1, March 25, 2015

09.30 Registration and Coffee

10.00 Welcome, Petra Thunegard Gråberg, Unit for Baltic Sea Cooperation, SI

10.15 Opening, Britt-Marie S Torstensson, TP Winnet BSR, Coordinator, Winnet Sweden

10.30 Presentation of Winnet Sweden Digital Agenda
How to integrate and increase a Gender Perspective into "ICT for Everyone – A Digital Agenda for Sweden" Chatarina Nordström, Coordinator, Winnet Sweden

Presentation Winnet Good examples

11.00 Regional Perspectives on Digital inclusion and participation, Matilda Andersson, Winnet Skåne

11.15 Digital Agenda with a Gender perspective focusing on ICT in Healthcare, Lina Andersson, Winnet Gävleborg

11.30 Gender Equality map, www.jamstalldhetskartan.se
Winnet Västra Götaland, Sarah Nilsson

12.00 Lunch

13.15 Winnet Centre of Excellence in BSR – State of the Art, Marta Hozer-Kocmiel, University of Stettin, Ewa Ruminska Zimny, IWF, Poland

14.00 Innovation Creativity Equality – A thematic partnership about Innovation-Development in SME linked to female-dominated sectors such as tourism, and Cultural and Creative Industries, Emina Radetinac, Project manager, Winnet Östergötland

14.30 Entrepreneurship and gender in tourism, Elisabeth Sundin, Helix Vinn Excellence Centre, Linköping University Sweden

15.00 Coffee

15.30 Presentation of the Flagship Proposal, IGG platform, in BSR, Britt-Marie S Torstensson

16.00 Discussion

17.00 Closing

18.00–19.30 Guided tour in Old Town



..... Agenda Day 2, March 26, 2015

08.30 Registration and Coffee

09.00 God Morning and reflection from Day 1, Ms Britt-Marie S Torstensson, Winnet Sweden

09.15 Women Resource Centre an actor for Sustainable Growth in EUBSR region? Britt-Marie S Torstensson, Winnet Sweden

10.00 Promoting Women's participation in IT through Interactive Research Methodology and Gender knowledge, Ewa Gunnarsson, Professor Emerita, Luleå Technology University, in the Field of Gender and Technology

11.00 Stock taking on Gender and Innovation in BSR, Marta Hozer-Kocmiel, Winnet Centre of Excellence, BSR

11.20 Tools for analysing women – led SMEs in ICT and tourism in BRS: a pilot survey, Ewa Ruminska Zimny, IWF, Poland

12.00–13.00 Lunch

13.00 Swedish Hospitality Industry. Strategic collaboration for sustainable growth in the tourism sector – a Swedish Perspective, Anna Hag, Strateg, Visita

14.00 ICT and Gender for Growth, Isobel Hadley-Kamptz, Committee for Digitization

15.00 Closing with coffee

WELCOME!

Important information about travel and accommodation costs

The project can support travel and accommodation cost for 1 representative from the TP Winnet BSR partners, from the BSR states: Latvia, Estonia, Lithuania, Poland, and Sweden.

Please, send your 1 chosen representative's name to Inga Salander, inga.salander@winnet.se by latest 19 of March, 2015.

Please, notice

It is important for the booking of travel and accommodation, it will be arranged of Pajala Travel Agency in, Sweden.

How to book travel and accommodation

TP Winnet BSR partners, Please, contact Pajala Travel Agency to book for the travel and accommodation to Stockholm, Sweden, on info@pajalaresor.se or + 46 (0) 978-711 30, Viola and/or Eva-Maria. The accommodation will be paid for one night in Stockholm, Sweden. If someone needs to stay one night more, we have to know and discuss before confirmation.

We have reserved for hotel room in Stockholm, at Hotel Kungsbron, Västra Järnväggsgatan 17, Norrmalm, Stockholm, Sweden http://hotels.findhotel.se/Hotel/Kungsbron_Hotel.htm?gclid=CNKdvq6C18MCF5INcwodh4cAfv

For questions: Info@kungsbronhotel.se phone. + 46 (8) 654 28 00

How to get to Stockholm, Sweden

The best way to reach Stockholm, Sweden, is to fly to Arlanda Airport, then to take a shuttle bus or Arlanda Express, to the city center.

How to get other information

In case of questions and or problems, please do not hesitate to contact: Britt-Marie Söderberg Torstensson, phone: +46 (0) 70 2601277 and/or on britt-marie.torstensson@winnetsverige.se or Inga Salander, inga.salander@winnet.se

IMPORTANT INFORMATION to NON TP Winnet BSR partners

Other interested Winnet members and other actors and non partners, travel and accommodation is upon own expenses.

