

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, TBC **to be confirmed**

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, Carina Larusson

12.00 Lunch

13.15 Winnet Centre of Excellence in BSR – State of the Art, Marta Hozer-Kocmiel, University of Stettin, 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, Research Leader, Helix Vinn, University, Elisabeth Sundin

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 **to be confirmed**



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 Presentation of the Women Resource Centre, programme, Monika Kväl, to be confirmed

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

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=CNKdqv6C18MCF5INcwodh4cAfw

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.

WINNET
SWEDEN

Si.
Swedish Institute.

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VERKET**

NORDEN

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TEKNISKA
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marta
RESURSU CENTRS SIEVĪTĒM



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