

"Developing a Flagship project on Gender for Economic Growth in the Baltic Sea Region."

*Gender equality in Regional Policies for Growth – the approach of the new cohesion policy in the Baltic Sea Region to gender equality issues
through a Thematic Partnership project, Winnet BSR,*

Winnet Baltic Sea Region “Winnet BSR”

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RIGA, 2 APRIL, 2014

Winnet Sweden

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WOMEN'S RESOURCE CENTRES INNOVATION & PRACTICES

for Smart, Inclusive and Sustainable Growth



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**Women's Resource Centres Promoting
Innovation in Gender Equality across Europe**

- tackling occupational segregation
- influencing policy
- promoting best practice

Action Plan



European Union
European Regional Development Fund

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Baltic Sea Region Partnership Platform for Gender & Economic Growth



Winnet Center of Excellence

Seed finance project January 1, 2013 – September 30, 2013 coordinated by Winnet Sweden



**Baltic Sea Region Partnership Plattform, Gender and Innovation for
Economic Growth
Winnet Centre of Excellence
GOAL**

Establishment of a Baltic Sea Region, Partnership Platform for Gender
& Economic Growth, Winnet Center of Excellence, 2013

- Development of a Baltic Sea Strategy Flagship project with focus on Gender-Innovation-Entrepreneurship & ICT for Growth, 2014–2020, to implement Interreg IVC Capitalisation project Winnet8s result in Baltic Sea Region
- Development of Women Resource Centre's as actor's to increase women's participation in:
 - Innovation • Entrepreneurship • ICT & Technology

Winnet Baltic Sea Region, Winnet BSR
A Thematic Partnership project
2013-12-01 to 2016-11-30,

- Financed of Swedish Institut, 3 Million SEK
- Co- financed of Partners from; 15% each, 486.00 SEK (total)
 - Lithuania
 - Poland
 - Sweden
 - Latvia
 - Estonia

AIM of Winnet BSR

- To create “A BSR Partnership Platform for Gender and Economic Growth”
- To develop “A BSR micro-model for Gender Sensitive Business and Innovation Support in ICT and tourism”
- To develop “A BSR macro-model of relation between Gender, Innovation and Economic Growth”
- To develop the role and function of Women Resource Centre`s, WRCs – in the Baltic States and Poland – through the involvement in a thematic partnership

Activities

- ANALYSIS
- CONFERENCES/WORKSHOPS
- WORKSHOPS
- EXTERNAL COMMUNICATION

The overall long term objective of TP Winnet BSR

- contribute to sustainable gender equal growth in BSR by strengthen the implementation of evidence based and gender sensitive measures for business development
- Winnet BSR has identified ICT and tourism as key sectors for the partnership to focus on.

Long Term result

- the expected long-term results are more effective measures for business development and innovation in two important sectors for BSR (ICT and tourism) due to integration of a gender perspective.
- The capacity in the business and innovation support system to deliver services adapted to the clients (women and men) and to the specific needs in ICT and in tourism will be strengthened and a system of WRC s
- Finally the long term result is established Quadruple Helix partnerships in all BSR countries focused on innovation, gender, ICT and tourism

**Flagship Initiative project in Baltic Sea Region, decided at 23
September, 2012, in Warsaw, Poland**

Overall Objective:

Increase Prosperity

Sub-Objective:

EUBSR contributing to the implementation of European
2020 Strategy

Overall Priority Area

PA INNOVATION

HA INVOLVE

SUB- PRIORITY AREA

- PA SME
- PA EDUCATION
- ICT- GENERIC
- **Goal for Flagship, Final decision**
 - Redefining innovation policies combining social and technological dimensions from a gender perspective. Rethink and criticize existing definitions and make better proposals
 - Creation of recommendations and action plan how to include gender perspective into the innovation oriented Sustainable Development in BSR countries.

Comments:

Proposition of the Vision:

- The Flagship will become a model for other macro regions after it had been tested in BSR. In other words: The model of the BSR Flagship will be spread out to the other macro regions

In the BSR Strategy

“Successful implementation of the Strategy requires also the adoption of a gender perspective in the governance system and the Action Plan. Equality between men and women is a core of the European Union. At the same time, economic and business benefits can be gained from enhancing gender equality. In order to achieve the objectives of the EUSBSR the contribution and talents of both women and men should be fully used.”

For more information:

www.winnet.se

www.winneteurope.org

www.winnet8.eu

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