



Winnet Baltic Sea Region, Winnet BSR

A Thematic Partnership project

2013-12-01 to 2016-11-30

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CONTACT DETAILS

Sweden

PROJECT MANAGEMENT

Britt-Marie Söderberg Torstensson

Winnnet Sweden, Coordinator,
britt-marie.torstensson@winnetsverige.se
+46(0)702601277
S Skeppsbron, 6 802 80 Gävle, Sweden
www.winnnet.se

Tillväxtverket

+46(0) 8 681 91 00
erik.dahlberg@tillvaxtverket.se
www.tillvaxtverket.se

Föreningen Norden (Norden Association)

P.O.Box 22087
SE-104 22 Stockholm
Visiting address: Hantverkargatan 29, Stockholm
Anastasiia Klonova anastasiia.klonova@norden.se

Blekinge Institute of Technology (BTH)

Lena Trojer
Professor
lena.trojer@bth.se
+46(0)733800133

Poland

University of Szczecin

Faculty of Economics and Management
Department of Statistics
Mickiewicza str. 64
71-101 Szczecin
Marta Hozer-Kocmiel mhk@wneiz.pl
+(48)91444 1965



IWF

International Women's Forum (IWF) at the Warsaw School of Economics

Al. Niepodleglosci 162
02-554 Warsaw
Ewa Ruminska-Zimny ewa.ruminska-zimny@mfk.org.pl
48-511845375



Lithuania

Rietavas Business Information Centre Rietavas Women Employment Centre

Parko 5, LT-90311 Rietavas
Laima Dockeyviciene direktore@rietavovic.lt
+370 699 17716
www.rietavovic.lt



Latvia

Resource Center for Women "Marta"

49 Matisa Str.3, Riga, LV-1009
Liene Gātere liene@marta.lv
+371 67709356
www.marta.lv



Estonia

Organization – NGO ETNA Estonia

Contact person: gina.kilumets@gmail.com
Our homepage: www.fem.ee

AIM AND BACKGROUND

ORIGIN WINNET BALTIC SEA REGION

AIM

To create A BSR Partnership Platform for Gender and Economic Growth”

To develop A BSR model for Gender Sensitive Business and Innovation Support in ICT and tourism

To develop A BSR statistical model of relation between Gender, Innovation and Economic Growth

Background

Winnet BSR is a result – spinn-off of a seed funding grant from SI – for the “Baltic Sea Region Partnership Platform for Gender & Economic Growth”. The thematic partnership – Winnet BSR – will focus on developing gender sensitive models and methods contributing to business development and innovation in SMEs led by women in ICT and in tourism.

Winnet BSR also involves new actors in Sweden, Lithuania, Estonia, Latvia and Poland.

Winnet BSR capitalise, as the seed funding grant from SI, on the Interreg IV C project Winnet 8. Furthermore the partnership capitalise on Intereg III B Baltic Sea project FEM (Female Entrepreneurship Meeting in Baltic Sea Region) 2004–2007 in which one of the partners was involved, Interreg IV A Central Baltic project Quadruple Helix Central Baltic 2010-2011 in which Winnet Sweden was involved, the Interreg IV A Öresund-Kattegat-Skagerrack Interreg IV A project Women in Business (2009–2011) and the Interreg IV A South Baltic Going Abroad project (June 2011 – December 2013) in which partners are involved. All these territorial cooperation projects funded by the European Regional Development Fund (ERDF) aimed at creating infrastructures for business and SME development in light of a gender perspective. Some project or part of the them more

specifically targeted ICT and tourism as well as cross-clustering between ICT and tourism. Winnet BSR will also take into account the results from Interreg IV B Baltic Sea Region BSR Going Abroad project and the BSR flagship Quick-IGA within the framework of the EU Strategy for the Baltic Sea Region.

During the last decade we have increased our understanding in the Baltic Sea Region (BSR) of the necessity to create gender aware business support measures to achieve sustainable growth. As mentioned above several projects have been implemented and the partnership aim at reinforcing the integration of good practices from these interventions into mainstream business and innovation support in BSR. There is still a lack of gender sensitive models and methods adapted to different industries, to SME collaboration and to cross-clustering in BSR. Furthermore there is still a lack of gender perspective in policies targeting business development and innovation in ICT and in tourism. Even though gender equality and sustainable growth has been highlighted in the Action Plan for the EU Strategy for BSR, 2013, the perspective is not yet integrated into PA Innovation, SME and Tourism in the Strategy. Gender awareness is crucial to secure that actions aimed at development of innovation, SMEs and tourism benefit both women and men as entrepreneurs in the region. The Winnet BSR partnership with Women Resource Centres (WRCs), researchers, associations for women entrepreneurs, business support actors and an association active in BSR are committed to bring about change both in policies and practices.

SUSTAINABILITY OF THE PARTNERSHIP AND RESULTS

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. Analyse 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 non-traditional 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.

SHORT-TERM RESULTS

ANALYSIS

Gender segregated data (ICT and tourism) in BSR and identification of gender gaps in statistics.

Collection of transferable good practices in BSR and gender gaps in practices.

Update of reviews of policies for women entrepreneurship in BSR.

Review of policies in ICT and tourism in BSR.

A BSR model for gender sensitive business and innovation support in ICT and tourism.

CONFERENCES/WORKSHOPS

A common understanding of policy frameworks in BSR and gender aware policy making in entrepreneurship, business and innovation.

Increased knowledge how to design gender aware support structures for SMEs in ICT and tourism in BSR.

Increased knowledge in the field of innovation, gender and growth with relevance for the ICT sector and the tourism sector in BSR.

Implementation of Winnet BSR models and methods outside the partnership.

A common understanding of the thematic work, partners roles and key messages.

Increased knowledge how to design gender aware support structures for SMEs in ICT and tourism in BSR.

Increased knowledge in BSR of the role WRCs can play for supporting SMEs led by women in ICT and in tourism.

Implementation of gender sensitive and transferable practices for business development in ICT and tourism.

SMEs from all involved countries in BSR participate in one or more EU funded initiatives.

LONG-TERM OBJECTIVES

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 has identified 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.

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

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.

EXTERNAL COMMUNICATION

A public Facebook with access to good practices and research in BSR.

A serie of reviews on gender aware policy making processes with relevance for business development in ICT and tourism.

A gender revision of the Action plan for the EUBSR Strategy and priority action Innovation.

A gender revision of the Action plan for the EUBSR strategy and priority actions Innovation, SME and Tourism.

LONG-TERM RESULTS

The expected overall long-term results of Winnet BSR is a thematic partnership with representatives from all countries in BSR and all actors in the so called Quadruple Helix (NGOs, Universities, Public authorities and Private for Industries). All partners are expected to be involved in QH partnerships in their respective country after the project period. The thematic partnership should be able to access funding both for national and for interregional interventions to

increase the access to resources for SMEs led by women in ICT and tourism.

Furthermore 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.

ACTIVITY PLAN

WORK PACKAGE 1 ANALYSIS

Activity 1 Design of a BSR model for gender sensitive business and innovation support in ICT and tourism (micro approach), March 2014

Activity 2 Design of a BSR statistical model of relation between Gender, Innovation and Economic Growth (macro approach), January 2014 – June 2014

Activity 3, Analysis of Women Resource Centers' potential as actors increasing Women's participation in SME, Innovation and Economic Growth, January 2014 – June 2016

Activity 4 Collection of data, June 2014 – November 2014

Activity 5 Analysis of data, June 2014 – June 2015

Statistics on SMEs led by women in ICT respective tourism in Sweden, Poland, Lithuania, Latvia and Estonia, April – June 2014

Gender sensitive practices supporting SME's in ICT respective tourism in BSR countries, Sweden, Poland, Lithuania, Latvia and Estonia and other countries in BSR, September – December 2014)

Specific measures (non gender sensitive) to promote SMEs in ICT and tourism, including clusters and cross-clustering in BSR countries Sweden, Polen, Lithuania, Latvia, other countries in BSR, November 2014 – February 2015)

Distribution of survey to SMEs led by women in ICT respective tourism in Sweden, Poland, Lithuania, and Estonia, April–June 2015)

WORK PACKAGE 2 CONFERENCES

Activity 1 Start Conference Vilnius, Lithuania, September 2014 (30 participants)

Activity 3 Final Conference Warsaw, Poland, September 2016 (100 participants)

Activity 2 Innovation Conference Karlshamn, Sweden, September 2015 (50 participants)

WORK PACKAGE 3 WORKSHOPS

Activity 1 Facts & figures Workshop Stockholm, Sweden, February 2014 (10 participants)

Activity 5 SMEs, ICT and gender Sweden, September 2015 (60 participants)

Activity 2 WRC Workshop Lithuania Vilnius, Lithuania September 2014 (12 participants)

Activity 6 WRC Workshop Estonia Estonia, October 2015 (12 participants)

Activity 3 WRC Workshop Poland November 2014, Stettin, Poland (25 participants)

Activity 7 SMEs, tourism and gender Tallin, Estonia November 2015 (60 participants)

Activity 4 WRC Workshop Sweden on Gender and ICT, March 2015 (12 participants)

WORK PACKAGE 4 EXTERNAL COMMUNICATION

Activity 1 Publish information about Winnet BSR in English at Winnet Europe portal, including Twitter, 2014–2016

Activity 4 Policy review 1 – Support for SMEs in ICT in light of a gender perspective in English, January 2016

Activity 2 Set up facebook Winnet BSR in English, 2014–2016

Activity 5 Policy review 2 – Support for SMEs in tourism in light of a gender perspective in English, March 2016

Activity 3 Publish transferable practices on Winnet BSR Facebook, 2014–2016

Activity 6 Policy review 3 – Support for cross-clustering ICT and tourism in light of a gender perspective in English, May 2016