



## REPORT

# TP WINNET BSR WORKSHOP AND SEMINAR IN SZCZECIN

20-21.11.2014.

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## TP WINNET BSR WORKSHOP AND SEMINAR IN SZCZECIN

Date: 20-21.11.2014.

Venue: Mickiewicza 64 Str., room 101, Szczecin, Poland

# Invitation

We are pleased to invite you for a 'Gender, Innovation and Sustainable Growth. Research and Practice' Workshop and Seminar, organised within the TP Winnet BSR Project.

## PROGRAMME

**Thursday, November 20th, 2014**

Project Partners' Meeting

**Participants:** Winnet BSR project partners from Sweden, Poland, Lithuania, Latvia and Estonia

10:30–11:30 Partners' Steering group meeting 11:30–12:00 Coffee break

**Thursday, November 20th, 2014**

Research Workshop on Gender, Innovation for Sustainable Growth

**Aim:** Establishing a network of researchers on Gender, Innovation for Sustainable Growth in BSR region

**Participants:** Researchers and Winnet BSR project partners

**12:00–12:05** Opening word by the President of Winnet Sweden and Coordinator Winnet BSR Britt-Marie Torstensson

**12:05–12:35** Ewa Ruminska-Zimny, *International Forum of Women in Science and Business at the Warsaw School of Economics, Gender, innovation and growth: a research framework*

**12:35–12:55** Marta Hozer-Kocmiel, University of Szczecin, *Winnet Center of Excellence and its Research Agenda*

**12:55–13:15** Ewa Okoń-Horodyńska, Anna Zachorowska-Mazurkiewicz, Jagiellonian University, *Innovation, Innovativeness and Gender – approaching Innovative Gender*

**13:15–13:35** prof. Danuta Kopycińska, University of Szczecin, *Mentality and wage expectations of women in Poland*

**13:35–14:10** Lunch

**14:10–14:30** Ewa Lisowska, Warsaw School of Economics, *Surveys on women entrepreneurs: the Polish experience*

**14:30–14:50** prof. Dorota Witkowska, University of Łódź; Krzysztof Kompa, Warsaw University of Life Sciences, *Women's situation at the labor market in transition: former GDR and Poland*

**14:50–15:10** Christian Lis, University of Szczecin, *Modelling the Growth of Nations. Is Gender Equality an Important Factor of the Long-Run Economic Growth?*

**15:10–15:30** Piotr Sibilski, EUROCAPITAL, *Financial possibilities for WCE and WRC – national perspective 2014–2020*

**15:30–16:00** Inger Danilda, EC, Innovation, *Gender & Growth – State-of-the-art in EU & Beyond*

**16:00–16:30** *BSR Researchers' experience in the field of Gender, Innovation and Economic Growth + Workshop's Conclusions*

**16:30** Guided walk around Szczecin

**18:30** Dinner at 'Pod Kogutem'

to be continued



## Friday, November 21th, 2014

Seminar 'Gender, Innovation for Sustainable Growth. Research and Practice'

**Aim:** How to use research in practice? How to combine practice and research for policy impact?

Transfer of knowledge on Gender, Innovation for Sustainable Growth

**Participants:** Winnet BSR project partners from Sweden, Poland, Lithuania, Latvia and Estonia; politicians and decision makers, public authorities, researchers, representatives of NGOs and private

**08:30–09:00** Registration

**09:00–09:05** Welcome speech by the Dean of the Faculty of Economics and Managements – prof. Waldemar Tarczynski

**09:05–09:25** Ewa Ruminska-Zimny, International Women Forum at Warsaw School of Economics, *Growth and equality: policy implications*

**09:25–09:45** Britt-Marie Torstensson, Winnet Sweden, *WRCs – a key tool for Women's active participation in Gender Equal and Sustainable Development*

**09:45–10:05** Marta Hozer-Kocmiel, University of Szczecin, *Why so few women innovators?*

**10:05–10:25** Ewa Lisowska, Warsaw School of Economics, *Women entrepreneurs in Poland: the main barriers and challenges*

**10:25–10:45** Sandra Misiak, University of Szczecin, *Innovative Women Entrepreneurs*

**10:45–11:05** Inger Danilda, EC, *Innovation, Gender & Growth – State-of-the-art in EU & Beyond*

**11:05–11:35** Coffee break

**11:35–11:55** Anoush Hovakimyan, Goris WDRCF, *Swedish model in Armenia? – Yes we can!*

**11:55–12:15** Karina Tomaszewska, West Pomeranian University, BST method – Polish WRC experience

**12:15–12:35** Lina Andersson, Winnet Sweden, *Winnet BSR website*

**12:35–12:55** Olga Pilipczuk, University of Szczecin, *Innovative technologies for WRC's web page*

**12:55–14:00** Lunch

**14:00–15:00** Workshop and brain storming: *How to run WRC successfully in Poland and BSR? Conclusions and summing up*

### Important information about travel and accommodation costs

The TP Winnet BSR project can support travel and accommodation cost for 2 representatives from the following BSR states: Sweden, Poland Latvia, Estonia, Lithuania.

Please send your chosen representative's names to Sandra Misiak on the following e-mail address: [sandra.misiak@op.pl](mailto:sandra.misiak@op.pl) by latest 10 November 2014.

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

#### How to book travel and accommodation?

Pajala Travel Agency will secure the booking of travel and accommodation of representatives from TP Winnet BSR project partner's organisation, to Szczecin, Poland.

Please, contact Pajala Travel Agency on; [info@pajalaresort.se](mailto:info@pajalaresort.se) or on phone: + 46 (0) 978-711 30, Viola or Eva-Marie.

#### How to get to Szczecin, Poland?

The best way to reach Szczecin is to fly to Berlin (Schoenefeld Airport or Tegel Airport) and take a bus from the airport to Szczecin. You can book the buses in the bus travel agency: [www.interglobus.pl](http://www.interglobus.pl) or [www.berlinia.eu](http://www.berlinia.eu).

#### Other actors in BSR region

Other interested actors are invited to participate for free in the workshop and seminar on their own expenses for travel and accommodation to Szczecin, Poland.

**WELCOME!**

#### How to get other information?

In case of questions or problems please do not hesitate to contact:

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+48 693 159 372  
Sandra Misiak: [sandra.misiak@op.pl](mailto:sandra.misiak@op.pl)  
+48 604 509 299

#### HOTEL

Participants will be staying at Radisson Blu Hotel in double rooms.  
Rodla 10, 70-419 Szczecin, Poland  
Phone: +48 91 3595 016 (-102, -109)  
Fax: +48 91 3595 018  
<http://www.radissonblu.pl/hotel-szczecin>



## **TP WINNET BSR RESEARCH WORKSHOP ON GENDER, INNOVATION FOR SUSTAINABLE GROWTH**

**Date:** November 20<sup>th</sup>, 2014

**Time:** 12:00 – 16:30

**Venue:** 64 Mickiewicza Str., room 101, Szczecin, Poland

**Aim:** Establishing a network of researchers on Gender, Innovation for Sustainable Growth in BSR region.

**Participants:** Researchers and Winnet BSR project partners from Poland, Lithuania, Estonia, Latvia, Sweden.

### **Welcome to the workshop**

Mrs Ewa Ruminska-Zimny, the President of *the International Women Forum at the Warsaw School of Economics* and the member of the *Polish Winnet Center of Excellence* welcomed the participants of the research workshop, glad to host that event. She pointed out the aim of that meeting and mentioned several reasons why the research cooperation in the Baltic Sea Region should be developed and supported. Mrs Ewa Ruminska-Zimny also moderated the workshop and led the agenda.



### **Opening of the workshop**

Mrs Britt-Marie Söderberg Torstensson, the chair of *Winnet Sweden* and *Winnet Europe* and the coordinator of *TP Winnet BSR* opened the workshop by thanking the University of Szczecin for hosting the event, and she pointed out the importance of the gender perspective and the essence of this project. The objective of the project is gender equality EU-wide, in the field of national strategy for ICT and tourism. The project lasts until November 2016 and Mrs Britt-Marie in a couple of words presented the most important things which have to be done. She also mentioned creating a strong research network of five countries as a short-term aim and developing resource centers for women not only on local or regional level, but national as well. Then she asked Mrs Ewa Ruminska-Zimny to start with the first presentation of the workshop.

## **Gender, innovation and growth: the research framework**

Mrs Ewa Ruminska-Zimny started with a sentence that economics is not a gender-neutral science as it claims. Gender is a new research area in economics and it proceeds from a household to macroeconomics. One of the problems with the framework is that mainstream economics does not provide an answer how societies should allocate the resources to optimize results. An alternative to mainstream economics is Feminist Economics (FE). Mrs Ruminska-Zimny mentioned the most important features of FE. Firstly, gender perspective in FE is central to the economic analysis, together with race, ethnicity or class. What is more, FE incorporates market and non-market factors (reproduction, unpaid care) and takes into consideration power relations on micro- meso- and macro- levels. This framework includes gender perspective in economic strategies and policies in order to advance the policy oriented research. It is important to raise awareness, build 4 helix partnerships and policy dialogue on local, regional and national levels but also to identify gender disaggregated indicators of success. These, for Mrs Ruminska-Zimny, are the main challenges of this BSR project.

## **Winnet Center of Excellence and its Research Agenda**

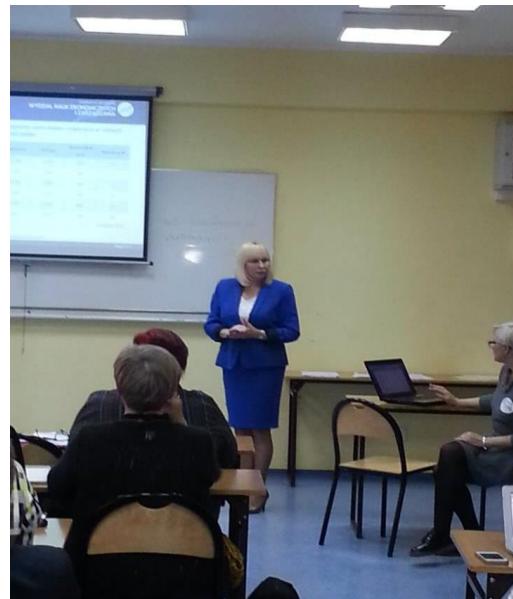
The presentation began with four questions, on which Mrs Marta Hozer-Kocmiel tried to focus. Most of them concerned Winnet Center of Excellence and its progress. *Winnet Center of Excellence* is defined as an international network of researchers in the

Baltic Sea Region for the purpose of doing and promoting policy oriented research on Gender, Innovation and Growth. All the Baltic countries are involved in the research. For the moment, there are researchers from five countries and they represent more than twelve different institutions/universities. The network of researchers creates a possibility to organize seminars and to analyze gender opportunities in ICT and tourism sectors. Those two contrary sectors were chosen because women are underrepresented in ICT business and represented in tourism business. This kind of platform can link research and business environment. The research agenda of the project includes: stocktaking of the existing research on gender, innovation and economic growth/sustainable development; gender analysis of the SMEs in ICT and tourism in the BSR (it is a quantitative approach which applies descriptive statistics and correlation analysis); pilot survey on the women-led SMEs in ICT and tourism; the BSR model of Gender Sensitive Entrepreneurship and Innovation Support in ICT and tourism. Mrs Hozer-Kocmiel ended her presentation with the quotation: ‘Women could do anything, if they only knew what it was’.



## **Innovation, Innovativeness and Gender – approaching Innovative Gender**

Mrs Ewa Okoń-Horodyńska and Mrs Anna Zachorowska presented their project, which connects both Innovation and Gender and it is called InnoGend. The project is funded from Norway Grants and lasts 36 months. The team includes researchers from Jagiellonian University in Krakow, University of Warsaw and Ostfold University College in Norway. InnoGend focuses on the concept that combine the roles of women and men and the process of innovativeness and creativity. The speakers suggested that the application of this innovative gender concept in social and economic policy is a step towards innovation-based growth. Mrs Zachorowska presented five workpackages of the project and discussed the results.



## **Mentality and wage expectations of women in Poland**

The next speaker was Mrs Danuta Kopycińska, who is a professor at University of Szczecin and a labor market specialist. She presented the average monthly income and earnings of women and men in Poland. The statistics show that the difference in monthly income between men and women is about 24%. The question is why the discrimination index is so high. A surprising thing is the fact that wage expectations of women in Poland are also lower - about 21% lower than those of men. Mrs Kopycińska tried to answer the question and suggested that the mentality of Polish women has a great impact on this state.

## **Surveys on women entrepreneurs - the Polish experience**

The presentation started with the list of reasons for scientific research on women entrepreneurs. There were many surveys regarding this topic in Poland, the first one was conducted in 1991-1993. The observations showed that the number of female business owners in large cities at that time was growing at a relatively quickest pace. At the beginning of the 21<sup>st</sup> century, the surveys confirmed that over a half of Polish women declared that it is better to run a business than have a paid job. Mrs Ewa Lisowska said that there are several different methods which can be used in this kind of surveys: quantitative, qualitative, representative sample or experiment. She suggested that the best methods in BSR project would be qualitative and questionnaire (interviews with women owners in the tourism and ICT business - in each country at least 20 interviews).

## **Women's situation on the labor market in transition: former GDR and Poland**

There are several indicators such as income, employment, social benefits, that may be examined in order to assess the relative economic situation of women. However, the most important determinant of the economic well-being and personal success seem to be the wages. In particular, the male-female pay differential affects the position of women on the labor market as well as the status and power of women within the household. Mrs Danuta Witkowska believes that gender differences in wages on the labor market are important since relatively lower wages for women may generate a wide spectrum of negative consequences. She claimed that lower wage rates for women may increase the economic dependence of women on their male partners, which in turn may increase their susceptibility to domestic violence. What is more, many women are single mothers and they are the sole wage earners in their families. For single mothers, adverse situation on labor market combined with less accessible child care are likely to enhance the probability that their families would live in poverty. At the end, the speaker compared Poland and Germany, showing tables and graphs. The statistics show that these two countries face similar demographic problems such as decreasing fertility rate, at present it is below the replacement fertility rate, and ageing of the society. The education level of women has been increasing, especially in Poland where women, in general, are better educated than men. It was estimated that GPG in Poland is underestimated by 8-10% points since their wages are higher because of men's lower level of education. Level of life in Germany is

much higher than in Poland, although in Eastern lands the level of incomes is still lower than in the Western part of Germany.



## **Modelling the Growth of Nations. Is Gender Equality an Important Factor of the Long-Run Economic Growth?**

The presentation started with the list of long-run economic growth theories. Mr Christian Lis showed neoclassical growth theory models like Harrod-Domar model, Adelman model, Solow model and described their assumptions and equations. He also mentioned the modifications of those models. Then he explained the Uzawa model – an endogenous model of economic growth. There are a lot of statistics models but the question is how to measure gender equality? In the study conducted by the United Nations Development Programme (UNDP) two indicators are used in order to evaluate the participation of women in social development, i.e. Gender-related Development Index – GDI (since 2010 – Gender Inequality Index GII) and Gender Empowerment Measure – GEM. To

calculate them, a selection of variables is needed. Gender equality variables can include: a difference in life expectancy between men and women (in years); at-risk-of-poverty rate males and females; relation between the average wage for women and men (%); difference in healthy life years for women and men. Mr Lis presented the equations for taxonomic methods and explained how they can be used with an appropriate data set.

## **Financial possibilities for WCE and WRC – national perspective 2014-2020**

There are many operational programs in Poland, but only a couple of them have ESF component. The first one is called POWER 2014-2020 and it has national perspective. Mr Piotr Sibilski presented the financing structure of this program with all details. The structure is divided into five parts: young men on the labor market; effective public policies for the labor market, economy and education; higher education for economy and development; social innovations and supranational cooperation; technical support. There is also a regional perspective – the RPO program dedicated to each Voivodeship. These two operational programs are the financial possibilities for WRC and WCE. Mr Sibiliski presented areas where BSR project could get financing: Labor market development - Self-employment, entrepreneurship and job creation; Labour market development - Gender equality and connecting business and private life; Young people on labor market - Equality of men and women in all areas including labor market access, career development, integration of business and private life and equal salary;

Social innovations and supranational cooperation.



## **TP WINNET BSR SEMINAR ‘GENDER, INNOVATION FOR SUSTAINABLE GROWTH. RESEARCH AND PRACTICE’**

**Date:** November 21<sup>st</sup>, 2014

**Time:** 09:00 – 15:00

**Venue:** 64 Mickiewicza Str., room 101, Szczecin, Poland

**Aim:** How to use research results in practice? How to combine practice and research for policy impact? Transfer of knowledge on Gender, Innovation for Sustainable Growth

**Participants:** Winnet BSR project partners from Poland, Sweden, Lithuania, Estonia, Latvia; politician and decision makers, public authorities, researchers, representatives of NGOs and private.

### **Welcome to the seminar**

Mrs Marta Hozer-Koćmiel, the member of *Polish Winnet Center of Excellence* and the co-organizer of the seminar welcomed the participants of the research seminar. She reminded the aim of this meeting and mentioned how important it is for our region to take part in such projects. Mrs Ewa Ruminska-Zimny, together with Mrs Sandra Misiak, moderated the seminar and led the agenda.

Then Mrs Marta Hozer-Koćmiel asked Mrs Ewa Ruminska-Zimny to start with the first presentation of the seminar



### **Opening of the seminar**

Mr Jacek Batog, the Vice-Dean for Education and Development, University of Szczecin, opened the seminar by thanking all guests for taking part in the seminar and visiting the Faculty of Economics and Management in Szczecin. He wished the participants a fruitful discussions and on behalf of the Faculty Authorities promised help and support by realizing such a projects and initiatives. He also hoped that this research network will grow stronger.

### **Growth and equality: policy implications**

At the beginning, Mrs Ewa Ruminska-Zimny stressed that not only growth has an impact on equality, but also equality affects growth. According to research results, businesses with mixed boards (women and men) have higher profits and return rates on investments up to 56%. GDP growth can also be higher (e.g. in Greece, Malta, Netherlands by 40-45% points;

in Poland by 21% points; in Slovenia 14% points). With gender equality economy wins on both macro and micro level. Mrs Ewa Ruminska-Zimny presented also individual successes of women in field of research and science. The share of women in Europe in this field is high, over 50% of all researchers, but only 5% of Noble Price Winners were women (43 out of 826). Therefore, it is important to include gender perspective in regional strategies.

## **WRCs a key tool for Women's active participation in Gender Equal and Sustainable Development**

Mrs Britt-Marie Söderberg Torstensson, the chair of *Winnet Sweden* and *Winnet Europe* and the coordinator of *TP Winnet BSR* started the presentation with the mission and the primary task of the Swedish Women Resource Centers: 1. to increase the number of women participating in economic life on a national, regional and a local level; 2. to empower and mobilise women to participate on the labour market, in entrepreneurship, ICT and innovation or other with strategic and Rural Development perspective; 3. to be a neutral place for networking groups of women. Then, she mentioned financial resources of the Swedish WRC. As a second case was presented *Winnet Europe*. It is the European Association of Women Resource Centers, established in 2006. The third presented network was *Winnet Centre of Excellence* – it is the international network of researchers in the Baltic Sea Region. The purpose of this network is to conduct and promote research, teaching and policy making on Gender, Innovation and Growth.



## **Why so few women innovators?**

The presentation began with five questions, which Mrs Marta Hozer-Koćmiel tried to answer. She presented statistical data about innovations implemented by women, then gave ten reasons why there is so few women innovators. Some of them are: stereotypes, lack of access to relevant technical, scientific and general business network, economic obstacles or the fact that the boards of technology companies are predominantly male. *Winnet Centre of Excellence* and *Women Resource Centre* were given as a good example of what can be done to change that situation. She also named the main actors – women researchers from Baltic Sea Region which pulled together the working network. One of these actions was this seminar that took place in Szczecin. The presentation ended with a thought that male academics don't inspire women innovators; women innovators are the ones who inspire other women innovators.

## **Women entrepreneurs in Poland: the main barriers and challenges**

The next speaker was Mrs Ewa Lisowska, who works at Warsaw School of Economics and is a labor market specialist. During the presentation she described some data regarding women entrepreneurs. In Poland women constitute 34% of self-employed

people and self-employed women constitute 12% of all working women (while in Sweden only 4%). It is one of the highest share of women among self-employed in EU. Higher share is only in Latvia, Lithuania, Luxemburg and Portugal. The main sectors of economic activity for women entrepreneurs are health care, education, gastronomy, real estate and service market. Mrs Ewa Lisowska also showed that women entrepreneurs are less focused on international expansion than men and that innovativeness of women's companies is lower than men's companies. The main barriers for women entrepreneurship are economic, cultural, administrative and educational ones. The presentation ended with naming the main challenges for women entrepreneurs: innovativeness, international expansion, education in the field of entrepreneurial skills, searching for market niches (i.e. IT), networking, openness to risk-taking.

## Innovative Women Entrepreneurs

Mrs Sandra Misiak presented the results of her own study, the main aim of which was to identify and assess the determinants and results of the process of women's self-employment in Poland. The project was financed by National Center of Science (polish: Narodowe Centrum Nauki) and lasted from 2012 to 2014. During the project quantitative and qualitative research was conducted. The characteristic of surveyed women was as follows: 80% had tertiary education; 65% had children; 35% hired employees; 13% had international scope of business. The development plans of surveyed women were shown as a potential for innovation. 74% of surveyed women had intention to implement new products and/or services; 65% to purchase new equipment, machinery or technology and 64% to enter

new markets or to increase employment. Regardless of the way that the development was planned, self-employed women singled out the same characteristics: more often they were driven by the desire while making a decision about self-employment; they described themselves as more entrepreneurial; more often they were applying for grants for establishing and/or developing their business. As a good example of Innovative Women Entrepreneurs two cases were shown. The presentation ended with a comparison to other study – the Report of the Expert Group "Innovation through Gender", which is called Gendered Innovations.

## Innovation, Gender & Growth – State of the art in EU and Beyond

The next speaker was Mrs Inger Danilda. According to her, women as inventors and entrepreneurs are analysed on a micro-level. On a meso-level gendered institutions and gendered innovations have been taken into consideration. But on a macro-level gender still isn't an issue. This is a main conclusion of her presentation. Thanks to the studies of gender and organizations we have a lot of knowledge on a meso-level. Still, women are seen as less innovative than men.



## **Swedish model in Armenia? –**

### **Yes we can!**

Mrs Anoush Hovakimyan showed the OSCE's initiative to support women's economic empowerment in Armenia. At first she provided a summary of the general situation in this field in Armenia, then she presented how they started their initiative, what has been done and achieved. Official unemployment rate in Armenia reached 7%, but in reality it is much higher, even up to 50% in general and up to 70% among women. Women are poorly represented in the economic life and in terms of employment are in worse situation than men. Mrs Anoush Hovakimyan presented also an Assessment Report conducted by Swedish Expert Brigitta Wistrand "Women's Empowerment and Cooperation in Armenia with a focus on the Syunik region". Based on that recommendation they developed a project "Economic Empowerment of Women in the Syunik Region of Armenia". So far there have been established three Women Resource Centers. The main goals of Syunik Women's Resource Center Network are: to monitor, research, and analyse women's issues; to assist them in presenting and resolving women's issues on local, regional, and national levels; to assist in increasing women's role and competency on local, national and international levels through cooperation and civic involvement; to help them to create equal opportunities for women. The presentation ended with a description of research regarding women's entrepreneurship in the Syunik Region and the actions taken to support the empowerment of women in local governments. The main result was 26 elected women out of 38 nominated women.



## **BST method – Polish WRC experience**

The presentation started with the definition, functions, aims, working methods, tools and some historical facts of Women Resource Centre. Business Success Team as a method for use in a WRC was described by Mrs Karina Tomaszewska. She also explained the idea of BST, requirements and three rounds of each meeting. In May 2014 the first BST in Poland was established, so far, there are three BST cooperating in Szczecin. During the presentation Mrs Karina Tomaszewska showed a movie with two BST members relating about their experience with the described method.

## **Winnet BSR Website**

Mrs Lina Andersson presented the new website of Winnet Baltic Sea Region: [www.balticsearegion.org](http://www.balticsearegion.org). On the website there are basic information, news from partner organization, gallery, documentation and others. This presentation was an opening of the website, which was celebrated during the seminar.