

Why **so few** women innovators?

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Why so few women innovators?

What we are doing to **change it**?

Who are the **actors**?

When we **do** that?

Where the actions **take place**?

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1. Number of women innovators in Europe **is low**
2. Only **10 % of patents** awarded by the European Patent Office are awarded to women
3. Only **20 % of businesses** started with venture capital belong to female entrepreneurs
4. Women score less than men when assessing the **level of innovation** of their own business

Innovation of product:

14% of women compared to **15%** of men

Innovation of process:

4% of women compared to **8%** of men

Innovation in the organization:

5% of women compared to **7%** of men

Marketing innovation:

9% of women compared to **11%** of men

**Less than 15% of high-tech
business is owned by women**

10 reasons why there is so few women innovators

- 1. Women's educational choices, and horizontal and vertical segregation** in employment, result that the number of women in science and technology and the number of women innovators is lower than the number of men.
- 2. Science and technology, innovation and inventions are concepts mostly associated with men and male areas.** These fields are less attractive to women.
- 3. Stereotypes about women and men** that science, technology and innovations are male dominated sectors, in which women are perceived as less professional.
- 4. The boards of technology companies are predominantly male.** They often say that there aren't enough women engineers. On the other hand a significant proportion of the male board members of technology companies aren't engineers either!

5. Traditional views about the role of women in society and greater difficulties in balancing family responsibilities with working fast-moving and competitive sectors that expect long and flexible working hours and constant training to be up to date with new technological development and market opportunities.

Women's domestic work - 4.2 hours daily

Men's domestic work - 2.3 hours daily

6. Economic obstacles - difficulties in accessing finance. Female entrepreneurs find it more difficult than men to access finance.

The issue of accessing adequate finance is a greater problem in science and technology sectors because:

- it requires substantial investments, and
- women are seen as less credible by financial stakeholders and investors (stereotypical thinking).

7. Lack of access to relevant technical, scientific and general business networks.

Access to these networks is essential to develop business ideas, meet potential clients and business partners, understand the market with its developments.

8. Lack of business training when undertaking technical and scientific studies presenting entrepreneurship as a possible employment opportunity for women.

9. Women's perception that they lack personal or entrepreneurship skills such as self confidence, assertiveness and risk-taking.

10. Lack of role models sending positive messages that women can be successful in these sectors and fields of activities and to whom women could turn for mentoring and advice.

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Winnet Baltic Sea Region (Winnet BSR)

A Thematic Partnership project, Swedish Institute

Winnet Centre of Excellence – the international network of researchers in the Baltic Sea Region for the purpose of doing and promoting policy oriented research on Gender, Innovation and Growth.

Women Resource Centre – the network of practitioners that aims to 1. empower women, 2. be a neutral meeting place for networking groups of women, 3. be a centre for information and documentation, 4. provide women with advice on how to implement their projects or business ideas, 5. mediate contacts with others women's networks.

Research plan for The Winnet Centre of Excellence

1.

Stock taking of existing research on gender and innovation

2.

Gender analysis of the SMEs in ICT and tourism in the BSR

3.

Pilot survey on women-led SMEs in ICT and tourism

4.

The analysis of Women Resource Centers' potential as actors increasing Women's participation in SME, Innovation and Economic Growth

5.

A book 'Model for Gender Sensitive Framework, Entrepreneurship and Innovation'

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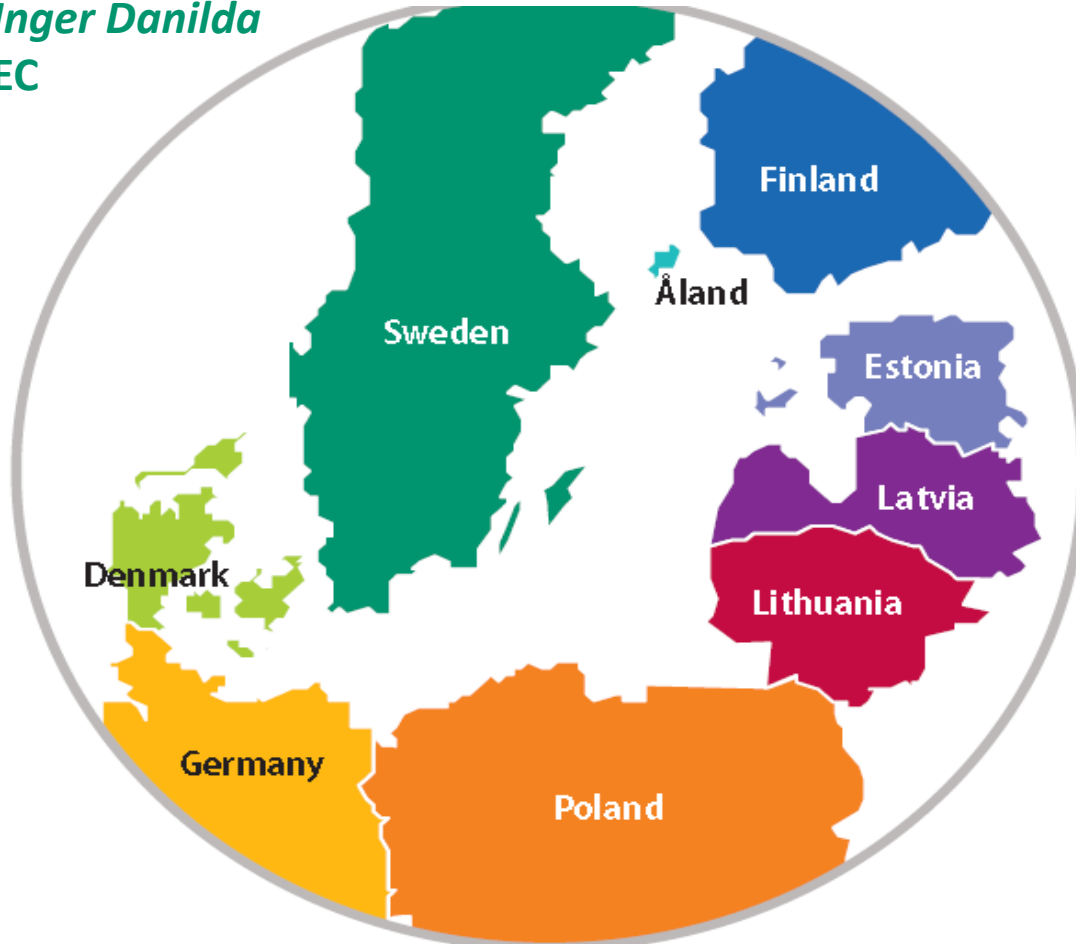
Where the actions take place?

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Why so few women innovators?

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Who are the actors?

When we will **do** that?

Where the actions **take place**?

Winnet Baltic Sea Region (Winnet BSR)

**A Thematic Partnership project
2013-12-01 to 2016-11-30**

Male academics don't inspire female innovators.
Female innovators inspire female innovators.

- Vivek Wadhwa

Thank you for your attention!

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