

Growth, competitiveness and gender equality: policy implications

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Gender as an economic issue

- A new perspective: for years equality seen only as a human right and/or social issue
- Gender matters in economics :from household economics to macroeconomics (late 1960s – 1990s)
- New field of research: International Association of Feminist economics; Gender and macroeconomics GEM
- A two way street: growth has an impact on equality; but also equality affects growth
- Policy implications: equality as „smart economics” presented by Sweden during the EU Presidency 2009

Equality and GDP/capita 2012

(Hozer-Kocmiel; Ruminska-Zimny 2013)

d)



Why a female factor in growth is recognized ?

- Issue of fairness but also a common sense in ageing societies and as a response to the crisis
- Women as the main source of new labour accross Europe (except migration): links jobs - fertility
- Diversity matters for innovation and creativity (new ideas in production, services, management)
- Returns on investments in women's education

Creative Economy

(knowledge based, intelligent, innovative)

- Economy based not only human capital but also institutional and social capital
- Technical versus social innovation
- Creativity has no limits; it requires unconventional thinking, actions and solutions (Steve Jobs/ Microsoft)
- *You can't use up creativity. The more you use, the more you have* (Maya Angelou)
- Success = creativity of men and women

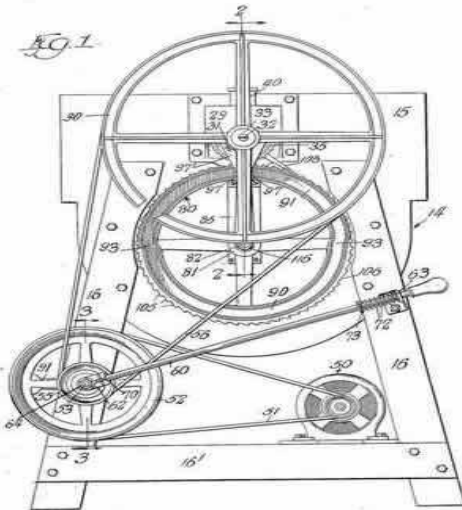
**Mężczyźni też
mogą tworzyć
naukę.**

Dishwasher: a women's invention

DID YOU KNOW?

KAGİDER
Türkiye Kadın
Girişimciler Derneği
Women Entrepreneurs
Association of Turkey

-First Dishwasher : 1886



- **JOSEPHINE COCHRAN: 1886**



... made the first practical mechanical dishwasher in 1886, in Shelbyville, Illinois. The word was spread and soon, Mrs. Cochran was getting orders for her dishwashing machine from restaurants and hotels in Illinois. She patented her design and went into production.

Good investment in growth and development

- Benefits of gender equality could be calculated in terms of the increase of profits of companies (micro-level) and GDP growth (macro-level)
- In EU countries GDP growth could be higher with gender equality in the economy (employment) between 14 (Slovenia) and 40-45% points (Greece, Malta, Netherlands); Polish GDP would increase by 21 % points (*Lofstrom 2011* estimates at equal participation rates, wages, types of employment)
- Firms with women on company boards have better economic performance: higher returns on investments and higher profits up to 56% (*Mc Kinsey Report 2010; Credit Suisse 2012*)

So far women's innovative potential remains untapped

- Successes of individual women – Josephine Cochran (1886; inventor of a washing machine); prof. Agnieszka Zalewska, President of world organization for nuclear research CERN in Geneva
- Among Nobel Price Winners 826 are men and only 43 women (5%) in all categories including literature
- In economics Noble Price in economics went to Elinor Ostrom (2009) for her work on commons
- This is despite relatively high share of women in research and science in Europe including Eastern and Central Europe (over 50% of all researchers; EU average 33%)

Strategies and gender

- Marginalized in strategies: Europe 2020, Investing in Europe's Future Report 2010; national/local strategies 2014-2020
- Congress of Polish Women analyzed local strategies 2014 - 2020/voyewodship; there is no gender perspective in SWOT, objectives, success indicators; consequences for operational programmes and funding
- As „core value” and/or social parts but outside intelligent growth, innovation, competitiveness
- A horizontal priority in EU regional policy -- but only 8% of gender related projects had specific strategy, budget and quantified targets (2000-2006)

Why „lost in translation”?

- Economics still considered as a gender neutral science; education curricula
- Economists and gender „people” have different frameworks, tools, language and access to funding; lack of a platform for a dialogue
- Few women in decision making – rarely above 35% in Parliaments; 10% Board members public companies, 3% Presidents of Boards, no women as a Governor of central bank

EU Strategy for BSR, WINNET partnership and research platform

- Framework for cooperation in BSR: the region which include most advanced countries in terms of gender equality (like Sweden)
- Bottom –up (WRC) and top down (Center of Excellence) = „Sandwich” pressure for gender sensitive economic policies in BRS
- Closing the gap in gender research and policies in ICT and tourism industries

Challenges for 2014-2020

- Advancing policy oriented research to include a gender perspective in economic strategies and policies
- Defining a gender sensitive concept of innovative economy based on BSR experience
- Raising awareness, building 4 helix partnerships and policy dialogue at regional, national, local levels
- Identifying gender disaggregated indicators of success
- Preparing country specific policy recommendations

Thank you

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