



## Outline

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1. Definitions – let's be precise...
2. How to link gender and innovation?
3. Gender perspective and innovative capacity
4. Methods
5. Innovation and development
6. Research on Gender, Innovation and Sustainable Development
7. Facts and figures

## Lets be precise – some definitions...

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**Gender:** A concept that refers to the social differences between women and men that have been learned, are changeable over time and have wide variations both within and between cultures.

**Gender equality:** The concept meaning that all human beings are free to develop their personal abilities and make choices without the limitations set by strict gender roles.

**Gender perspective:** The consideration and attention to the differences in any given policy area/activity.

(100 words for equality. A glossary of terms on Equality between Women and Men, European Commission)

## How to link gender and innovation?

**Innovation** is the development of new values through solutions that meet new requirements, inarticulate needs, or old customer and market needs in value adding new ways (European Commission). This is accomplished through more effective **products, processes, services, technologies, or ideas** that are readily available to markets, governments, and society.

**Social innovation** refers to new strategies, concepts, ideas and organizations that meet social needs of all kinds — from working conditions and education to community development and health — and that extend and strengthen civil society.

**Equal participation** of men and women is essential for Europe to exploit the full potential of **innovative strengths** — not only for demographic reasons, but also in case of innovation processes and results. There is a need to clarify what new cluster policy related measures can support the process to get more women involved in the innovation process of business and research (European Commission).

## How innovation milieus can use gender perspective to increase innovative capacity?

The six statements come from the publication *Gender and Innovation*, by I. Danilda, Vinnova/ a micro approach

### Statement 1

**Competition for well-educated employees** - Companies employing effective diversity inclusion practices benefit most both economically and socially.

### Statement 2

**Competition through better decisions** - For companies as well as innovation milieus, gender diversity makes for improved decision-making at all organisational levels and results in better decisions.

### Statement 3

**Gender diversity as the driver of creativity and innovation** - Innovation is about creating something new and is enhanced by diversity in gender, experiences, perspectives, knowledge and networks. Individuals — women and men — who are allowed to develop their full potential will be creative, engaged and willing to take risks.

**Statement 4**

**Competition with user-driven innovation** - User-driven innovation creates successful new concepts, products and services for companies and organisations. Users are both men and women!

**Statement 5**

**Gender as means of design innovation** - Consumers are interested in the individualization of products and in products that break with traditional gender stereotypes.

**Statement 6**

**Competition by image shaping** - Gender diversity benefits an organisation's image.

How to link innovation and growth/development?

**The Europe 2020 Strategy has three mutually reinforcing priorities:**

Smart growth: developing an economy based on knowledge **and innovation.**

Sustainable growth: promoting a **more resource-efficient,** greener and more competitive economy.

Inclusive growth: fostering a **high-employment economy** delivering social and territorial cohesion ([www.ec.europa.eu](http://www.ec.europa.eu)).

# Methods to link Gender and Innovation

(I. Danilda, Innovation and Gender)

## Old Methods in New Context

1. **Foresight Exercises** - scanning, trend analysis, future studies, scenario constructions and search conferences to detect change in the innovation milieu's surroundings.
2. **Communication** - Clear, concise internal and external communication of the approach to innovation and gender is crucial to imparting a reliable, sustainable picture of a cluster's identity and values.
3. **Mapping** of industries and the regional context, necessary for the design of effective instruments for innovation milieus.
4. **Setting qualitative and quantitative targets** - Based on foresights and mapping, key performance indicators need to be established in order to track progress against planned strategic actions.
5. **Monitoring** - a system which can provide data to determine the extent of goal achievement.
6. **Networking**
7. **Mentoring**
8. **Coaching**
9. **Gender-aware design**
10. **Applied gender research** - gender researchers work in teams with project leaders, process leaders and/or consultants specialising in innovation and gender.

# Research on Gender, Innovation and Sustainable Development

**Innovation and Gender**, I. Danilda & J. Thorslund, Vinnova 2011

**Impacts of innovation policy, lessons from VINNOVA 's impact studies**, L. Elg & S. Hakansson, Vinnova 2012

**A study on gender equality as a prerequisite for sustainable development**, G. Johnsson-Latham, Report to the Environment Advisory Council, Sweden 2007

**Women, the environment and sustainable development: towards a theoretical synthesis**, R. Braidotti et al, Zed Books, London 1994

**Women's economic opportunity 2012**, A global index and ranking from the Economist Intelligence Unit

## Research on Gender, Innovation and Sustainable Development

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**Gender and sustainable development: Still a missing link?** I. Kumar, Thomson Reuters Foundation, 2012

**Gender Equality, Economic Growth and Employment**, A. Löfström, Umea University

**Report by the Commission on the Measurement of Economic Performance and Social Progress**, J.E. Stiglitz, A. Sen, J.P. Fitoussi [www.stiglitz-sen-fitoussi.fr](http://www.stiglitz-sen-fitoussi.fr)

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 Conference on **Equality, Growth and Innovation** - In Theory and Practice - 9-10 October 2013, Luleå, Sweden

## ABC of our ideas for the Research ...

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A

Modelling the relation between Gender, Innovation and Sustainable Development – quantitative research on a macro and mezzo level

B

A survey on market and non-market innovativeness of women – a micro level

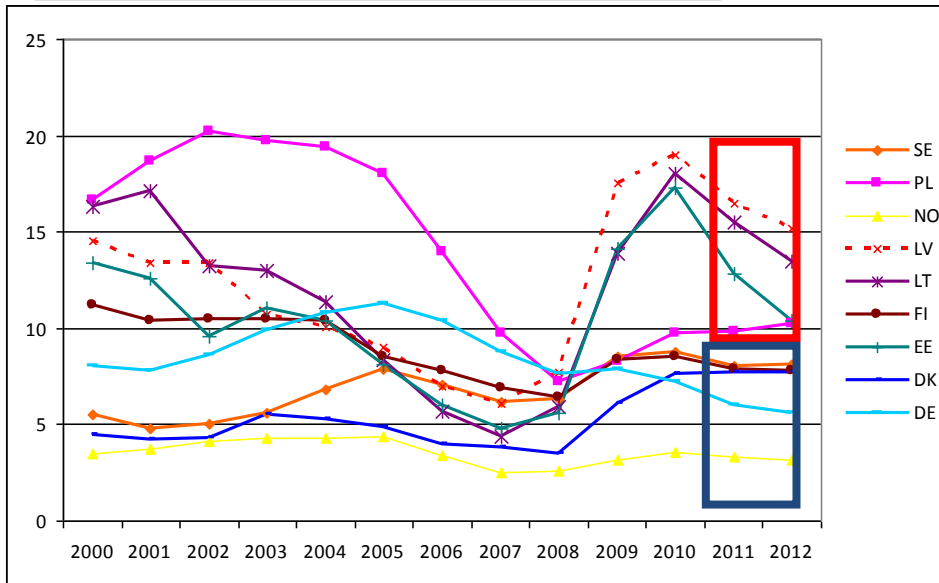
C

WINNET web platform for woman innovators - an intelligent tool which makes use of the latest information technology

D

Time use aspect of Growth and Innovation

## Facts and figures\_Unemployment rate in BSR countries in crisis

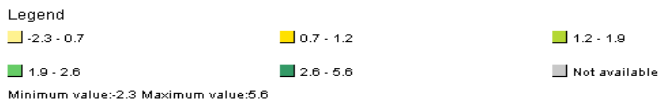


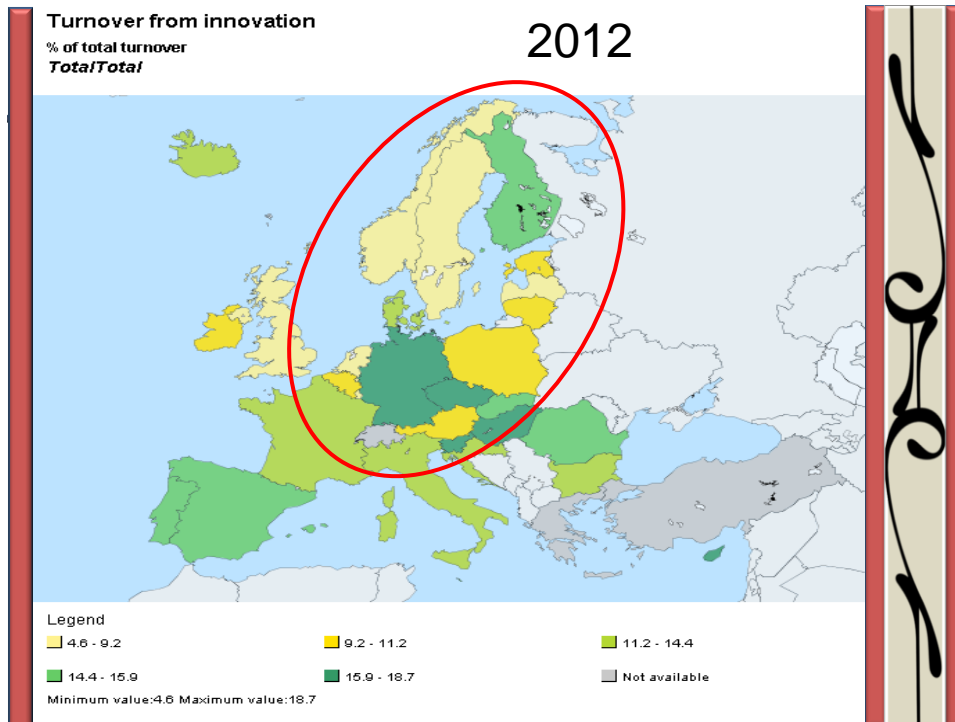
### Real GDP per capita, growth rate and totals

Percentage change on previous year, EUR per inhabitant - 20

2013

Percentage change on previous period Percentage change on previous period





### Facts and figures\_Correlation between Growth and chosen I&SD variables

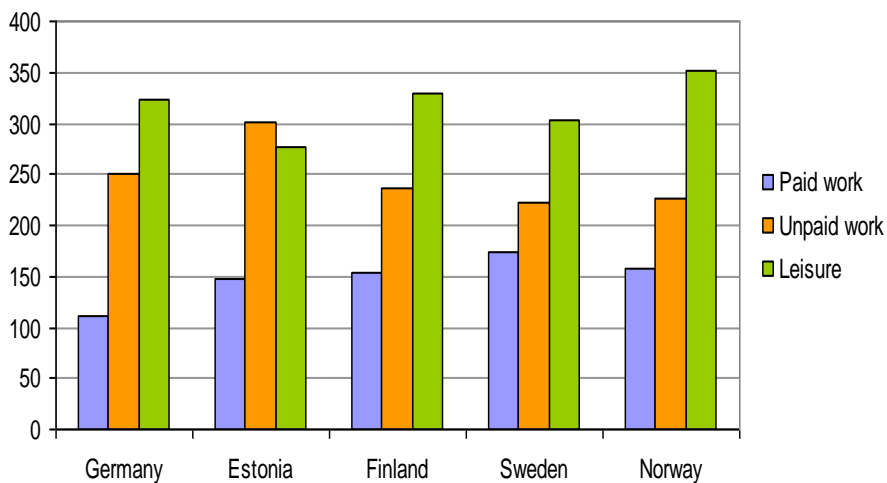
Country	GDP per capita in PPS	GDP growth	Females at risk of poverty %	Long term unempl of women	Healthy life years of women	Innovative enterprises	Women's Economic Opportun /rank	Share of women researchers
Denmark	<b>125</b>	<b>-0.5</b>	13	2.1	59.4	39.7	81.3	15.4
Germany	<b>121</b>	<b>0.7</b>	16.8	2.3	58.7	24.3	86.3	20.6
Estonia	<b>68</b>	<b>3.2</b>	16.2	4.9	57.9	42.1	71.7	41.4
Latvia	<b>62</b>	<b>5.6</b>	18.4	6.9	56.7	29.1	72.1	46.8
Lithuania	<b>70</b>	<b>3.7</b>	20.1	5.7	62.1	43.3	77	50.8
Poland	<b>66</b>	<b>1.9</b>	17.6	4.6	63.3	33.5	70.2	38.4
Finland	<b>115</b>	<b>-0.2</b>	14.2	1.2	58.3	39.8	88.2	x
Sweden	<b>128</b>	<b>0.7</b>	15.7	1.3	70.2	38.3	90.4	29.8
Norway	<b>195</b>	<b>3.1</b>	12.2	0.5	70	30.6	88.3	x



## Facts and figures\_ Pearson Coefficients

	<i>GDP per capita in PPS</i>	<i>GDP growth</i>
Females at risk of poverty %	<b>-0,81</b>	<b>0,54</b>
Long term unempl of women	<b>-0,89</b>	<b>0,74</b>
Healthy life years of women	<b>0,61</b>	<b>-0,08</b>
Innovative enterprises	<b>-0,26</b>	<b>-0,15</b>
Women's Economic Opportunity	<b>0,82</b>	<b>-0,58</b>
Innov_share of women researchers	<b>-0,88</b>	<b>0,90</b>

## Facts and figures\_Time use in chosen BSR countries in minutes per day



**Thank you for your attention!**



For any further information please contact:

Marta- [mhk@wnez.pl](mailto:mhk@wnez.pl)

