



Priority Actions in the Baltic Sea Strategy and the role of WRCs

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Innovation & Gender

- Innovation is a young research field lagging behind organisational studies (i.e. weak evidence base)
- In recent years researchers in the field of innovation has reached the same result as researchers in psychology reached decades ago i.e. gender balanced groups are more innovative
- **Despite the fact that we have the knowledge base it is not implemented due to lack of absorptive capacity. Can BSR afford not to???**

Objective(s)

○ Increase Prosperity

- Sub-objective: EUSBSR contributing to the implementation of Europe 2020 Strategy
 - WRCs and territorial cooperation (90s an onwards)
 - WRCs and the 75 % target
 - WRCs for smart and inclusive growth (flagship initiatives)
 - **WRCs approaches are in line with global trends such as (C)SR driven innovation (EU lagging behind)**

Priority areas (PAs)

- **Innovation; Entrepreneurship, SMEs and human resources; Tourism; Education and Youth**
- WRCs builds organisational infrastructures and is defined as an innovation system
- WRCs increase the accessibility to services reaching more (potential) entrepreneurs, business women, innovators, pupils, students and trainees

Priority areas (2)

- WRC research expand the weak evidence base on promotion of entrepreneurship, business development and innovation
- WRCs deliver indicators on micro-, meso-, and macro-level
- Women (as a group) are adapting to the knowledge economy much faster than men (as a group) and WRCs engage in cross-clustering initiatives to increase the potential for growth.

HA Involve (multi-level governance)

- **Horizontal action**
 - Quadruple Helix perspective (WRCs core)
 - Civil society involvement through WRCs
 - Facilitating local contribution through WRCs
 - Participatory methods based on good practice and interactive research (Winnet Centre of Excellence)

Conclusions

- BSR challenge – gender equality and competitiveness (lack of coherent strategy)
- Gender equality as a goal versus a horizontal issue (doing the Treaty in practice)
- Gender mainstreaming in PAs and HAs
- **Matching the knowledge base from WRCs with the identified needs in a "pilot group" of PA and a key HA might facilitate the implementation of a flagship initiative**

High return on investments

Studies in Sweden indicates that the initiatives targeting women entrepreneurs in ERDF gives far better “return on investments” than general initiatives without a gender dimension

***Its not rocket science,
just science***

Thank you for listening