

**SESSION: GENDER, INNOVATION AND SUSTAINABLE GROWTH IN  
THE BALTIC SEA REGION**

4 June: 15:30- 17:00 Parallel Work Streams

**SPEAKER:** Inger Danilda

**BUSINESS CASE** for Gender Diversity and Equality

**INNOVATION CASE** for Gender Diversity and Equality in BSR

**ECONOMIC CASE** FOR Gender Diversity and Equality in BSR

**TEAMS:** Gender balanced R&D teams, entrepreneurial teams  
etc. positive impact on innovation performance

**COMPANIES:** Gender balanced companies more likely to innovate

**CLUSTERS/INNOVATION MILIEUS:** Evidence base underway



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# GOOD (GENERIC) PRACTICES

- \* Applied gender research
- \* Mapping of industries, production and value chains
- \* Performance indicators to track progress

The economic case **recognise the costs for non-equality**

**Gender equality as an investment** (not a cost) and a  
**productive factor** (not a constraint)

Close the gap among countries in BSR and **increase global  
competitiveness**

**Sustainable development in BSR**

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Díaz-García et al (2012) Gender diversity within R&D teams: its impact on radicalness of innovation. Innovation: Management, Policy & Practice. Vol 15:2 p. 149-160

Lindgren et al (2010) A framework for the integration of a gender perspective in cross-border entrepreneurship and cluster promotion programmes. Quadruple Helix reports 2010:6

Turner (2009) Gender diversity and innovative performance. International Journal of Innovation and Sustainable Development, Vol. 4: 2/3 p. 123-134

Østergaard et al (2008) Does employee diversity lead to innovation? Danish Research Unit for Industrial Dynamics. DRUID/IKE, Department of Business Studies, Aalborg University.

Smith et al (2013) Do we have a case for gender equality? In Gender and the European labour market. Routledge p. 13-35