



# WINNET CENTRE OF EXCELLENCE® in BSR – a model supporting Sustainable Regional Development

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# Table of Contents

WCE Capitalisation of fruitful cooperation results

WCE Definition and Added Values

WCE Researchers within TP Winnet BSR

WCE Research Agenda

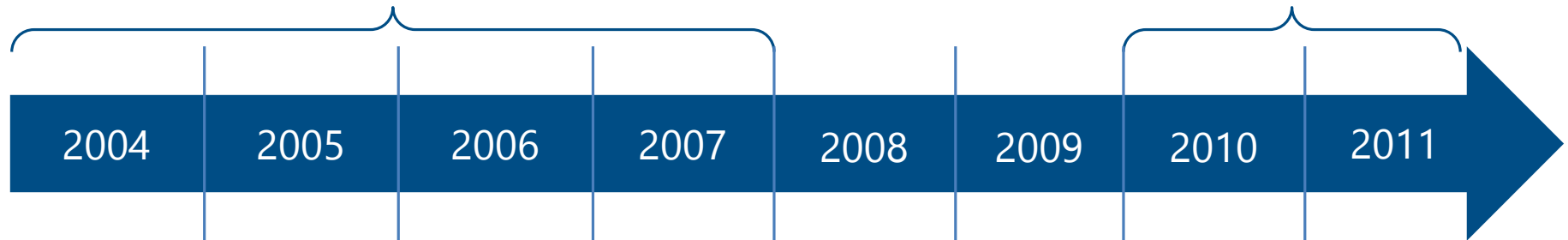
WCE for Smart, Sustainable and Inclusive Growth in BSR

FEM - Female Entrepreneurs Meetings in the Baltic Sea Region, Baltic Sea Region Interreg III B (August 2004 - July 2007)

To strengthen the structures that support women's entrepreneurship through co-operation and the exchange of knowledge and best practices

Women In Net 8, WINNET8, Interreg IVC (2010 - 2011)

To contribute to regional growth by improving women's participation in the labour market, focusing on: the lack of women in innovation and technology, the lack of women in entrepreneurship

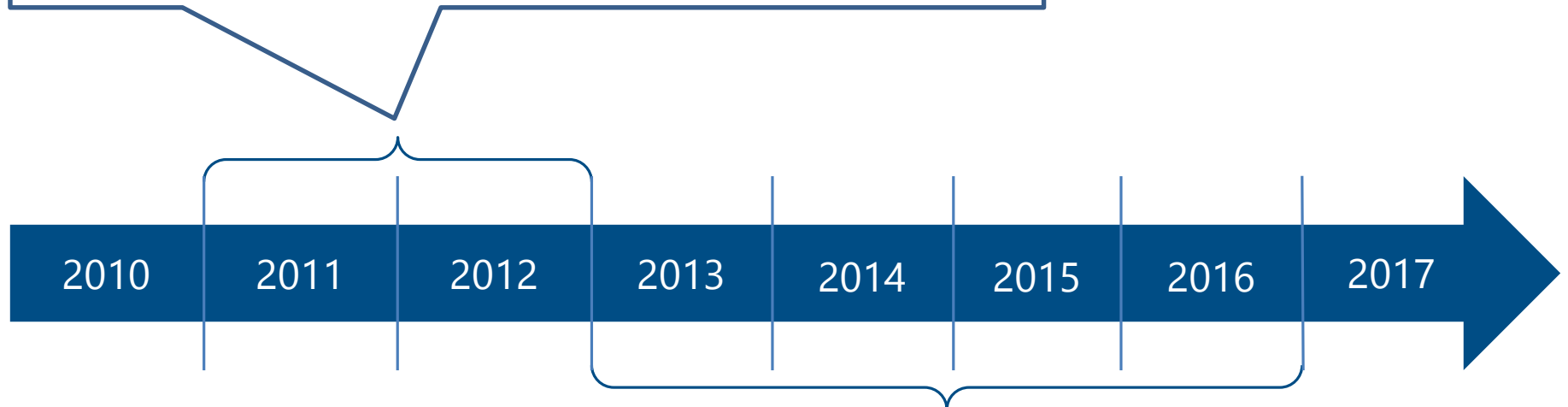


W.IN.NET Europe, Interreg IIIC (2006 - 2008)

To create WINNET Europe - the European Association of Women Resource Centres

### Going abroad, South Baltic Programme (2011 - 2012)

To strengthen the position of female entrepreneurs with micro-businesses. Partners and associated organisations from Sweden, Germany, Lithuania and Poland



### Thematic Partnership Winnet Baltic Sea Region, Winnet BSR, Swedish Institute (2013 - 2016)

To create the BSR Partnership Platform for Gender, Innovation and Sustainable Development and the Winnet Centre of Excellence for Gender and Economic Researchers

# Model 1 - Women Resource Centre

– the network of practitioners that aims at:

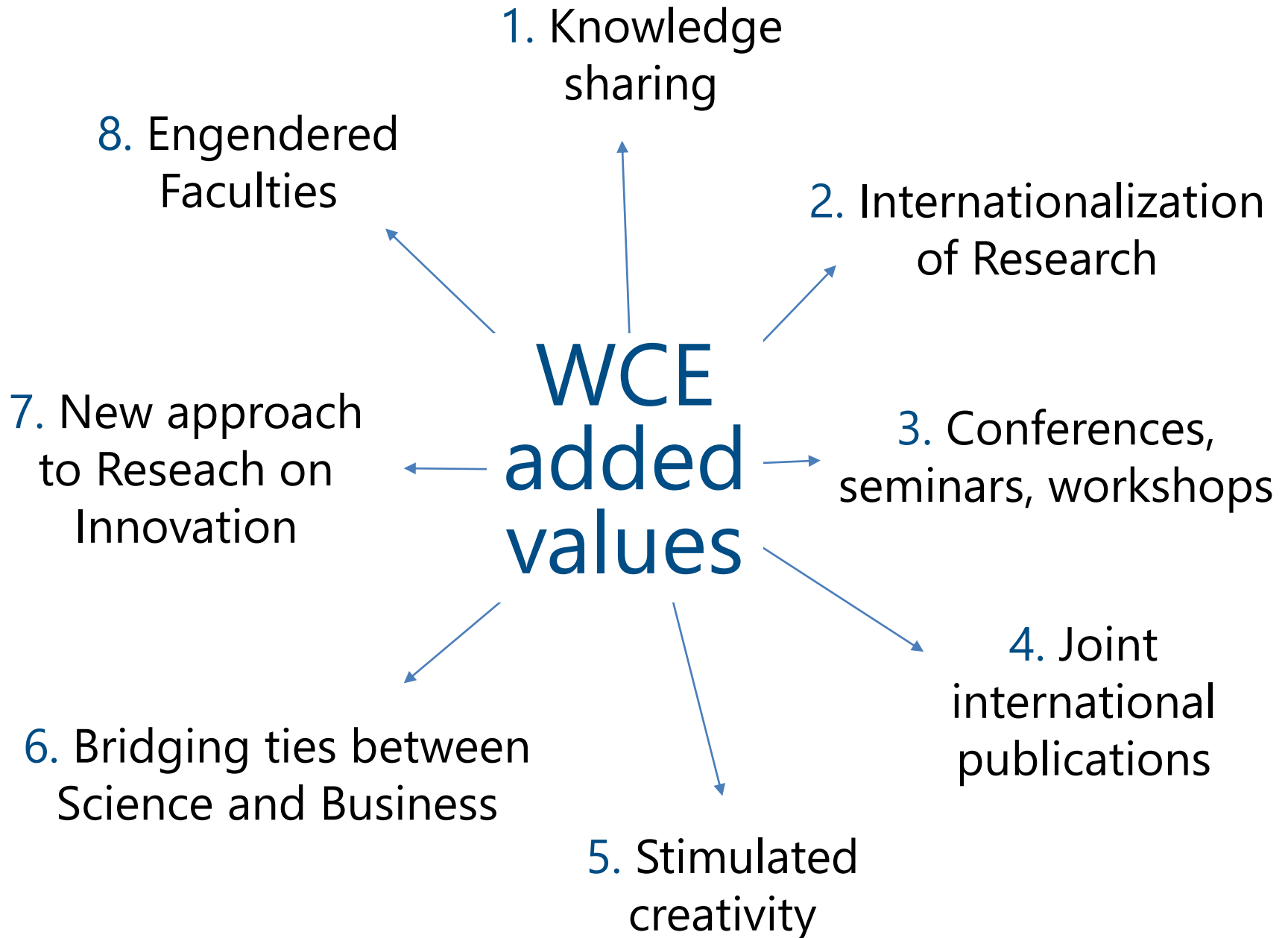
1. empowering women,
2. being a neutral meeting place for networking groups of women,
3. being a centre for information and documentation,
4. providing women with advice on how to implement their projects or business ideas,
5. mediating contacts with others women's networks,
6. creating new women's networks.

Model 1 Women Resource Centre + Academia =  
Model 2 Winnet Centre of Excellence

# Model 2

## Winnet Centre of Excellence

the international network of researchers and practitioners in the Baltic Sea Region for the purpose of doing and promoting policy oriented research on Gender, Innovation and Sustainable Development.



*Elisabeth Sundin*  
Linköping University

*Åsa Löfström*  
Umeå University

*Ewa Gunnarsson*  
Luleå University of Technology

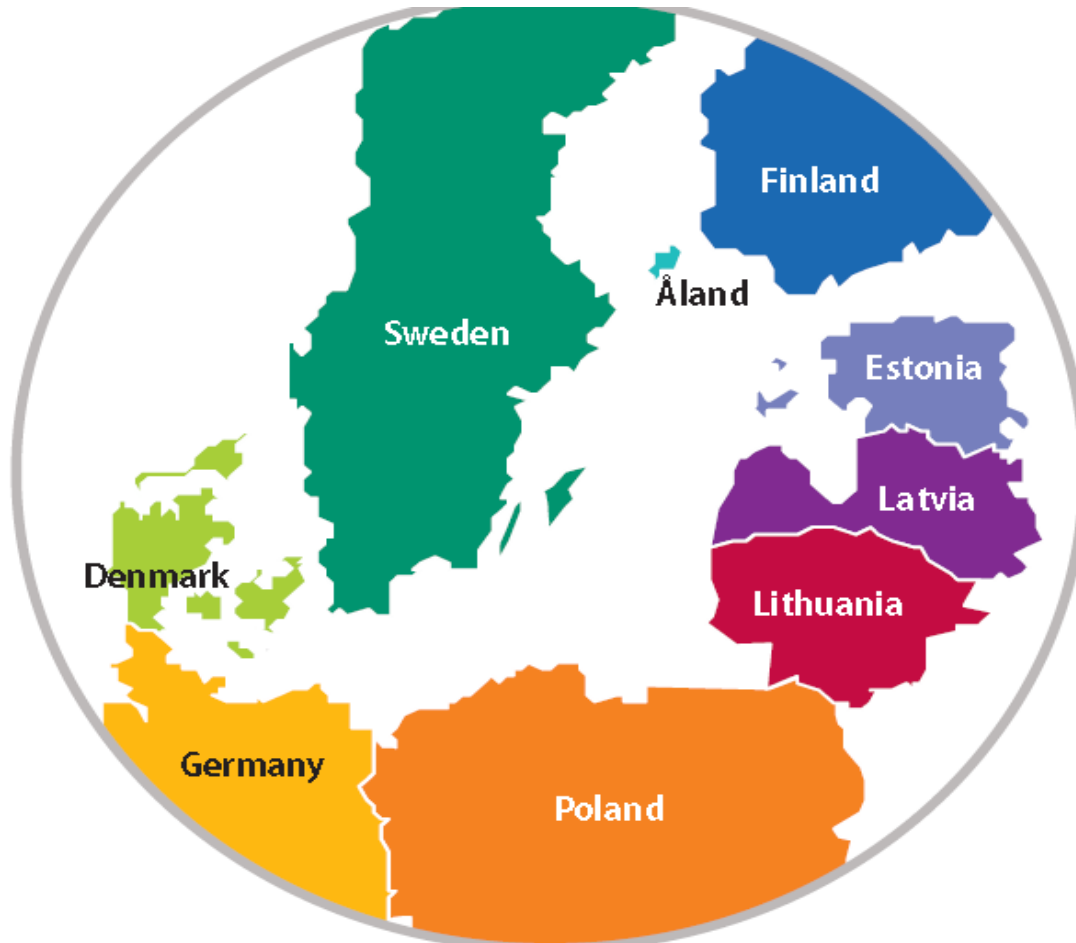
*Lena Trojer*  
Blekinge Institute of Technology

*Gina Kilumets*  
ETNA

*Iveta Baltina*  
Riga Technical University

*Ewa Okoń-Horodyńska*  
*Anna Zachorowska-Mazurkiewicz*  
Jagiellonian University

*Ewa Ruminska-Zimny*  
*Ewa Lisowska*  
Warsaw School of Economics



*Dorota Witkowska*  
University of Lodz

*Marta Hozer- Kocmiel*  
*Sandra Misiak*  
University of Szczecin

*Karina Tomaszewska*  
West Pomeranian University of Technology



Sweden

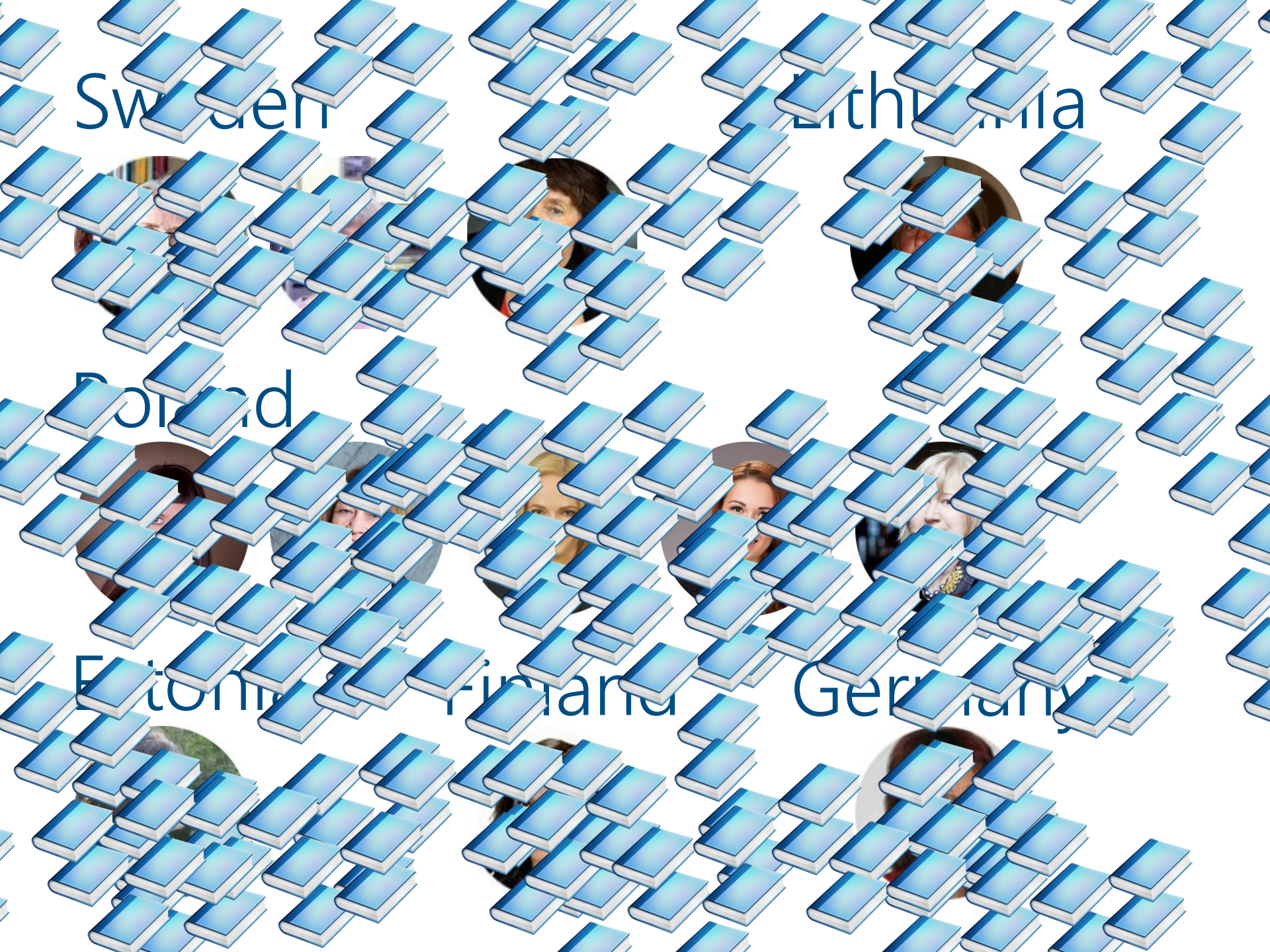
Lithuania

Poland

Estonia

Finland

Germany



# Knowledge sharing in BSR 1/5

Gawell, Malin and **Sundin, Elisabeth** (2014), **Social Entrepreneurship, Gendered Entrepreneurship?** Chapter 13, pp. 273-392 in Social Entrepreneurship Leveraging Economic, Political, and Cultural Dimensions. edited by Lundström, Andres, Zhou, Chunyan, con Friedrichs, Yvonne and Elisabeth Sundin. Springer.

Kovalainen, Anne and **Elisabeth Sundin** (2012), **Entrepreneurship in Public Organizations** Kapitel 15 in Hjorth, Daniel. Red. Handbook of Organisational Entrepreneurship, Edward Elgar Publishing.

**Sundin, Elisabeth** (2012), **Entrepreneurship, Innovation and Gender.** The construction of projects for entrepreneurship and innovation in the healthcare and care sectors. Pp. 155-172. In Andersson, Berglund, Gunnarsson and Sundin, Promoting Innovation. Policies, Practices and Procedures. Vinnova.2012.

# Knowledge sharing in BSR 2/5

**Ewa Gunnarsson** (with P.Wennberg, E.Källhammer, L.Teräs), **Innovation and gender – how to boost and measure change**, Luleå University of Technology and CDT – centre for Distance- spanning Technology, Sweden and University of Oulu, Finland, Luleå: Centre for Distance-spanning Technology 2013

**Ewa Gunnarsson** (with S.Andersson, K.Berglund, E.Sundin), ***Promoting Innovation. Policies, Practices and Procedures***, VINNOVA REPORT VR 2012:8, Stockholm: VINNOVA

**Lena Trojer** (2013), **Gender Research as Knowledge Resource in Technology**, in Waltraud Ernst, Ilona Horwath (eds) *Engineering in Gender in Science and Technology, Interdisciplinary Approaches*, Transcript Verlag, Bielefeld.

# Knowledge sharing in BSR 3/5

**Ewa Ruminska-Zimny** (2009), **Gender Gap and Economic Policy**.  
(eds.and author of 2 chapters) , United Nations Economic  
Commission for Europe, Geneva, 2009

**Ewa Ruminska-Zimny** (2004), **Women and ICT use in the UNECE region** (with G. Elias) in Ruminska-Zimny (eds). Access to Financing and ICT for Women Entrepreneurs in the UNECE region. United Nations Economic Commission for Europe, New York and Geneva, 2004

**Ewa Ruminska-Zimny** (2009), **Gender Architecture in the European Union: Achievements, Challenges and the Future** in Gender in the EU, Agnieszka Grzybek ed., Henrich Boell Foundation Regional Office, Warsaw 2009.

# Knowledge sharing in BSR 4/5

**Ewa Lisowska** (2014), **Self-employment and motherhood: the case of Poland**, in: Women's Entrepreneurship in the 21st Century: An International Multi-level Research Analysis, Ed. by K.V. Lewis, C. Henry, E.J. Gatewood and J. Watson, Edward Elgar Publishing Inc.

**Ewa Lisowska** (2001), **Women's entrepreneurship in Poland on the background of the Central and Eastern European countries**, Warsaw School of Economics Warsaw 2001

**Ewa Lisowska** (2012), **Women on corporate boards: diversity vs. patriarchal order**, "Women and Business" 2012, No. 1-4, pp. 38-47



# Knowledge sharing in BSR 5/5

- M. Hozer-Koćmiel (2008), Gender Mainstreaming in economics. Woman work time and value distribution",** UŚ, IADiPG, Szczecin
- M. Hozer-Koćmiel (2013), Time wealth and income wealth,** in APE Actual Problems of Economics, Vol.2
- M. Hozer-Koćmiel, S. Misiak, B-M., S. Torstensson (2013), 7 reasons why women's entrepreneurship is worth promoting in the Mare Balticum countries,** in: Corporate Social Responsibility and Women's Entrepreneurship around the Mare Balticum, ed. M. Hogeforster, P. Jarke, Baltic Sea Academy, Hamburg 2013

# Research plan for The Winnet Centre of Excellence

# WP 1 Stock taking of existing research on gender and innovation

**Aim:** Literature review on gender and innovation in the BSR. Special focus will be put on innovations in ICT and tourism - the examples of gender segregated industries. Policies and exemplary practices will be described.

**Method:** Critical analysis of published papers, book, reports, master and doctoral theses, and other scientific works. Texts in native languages without English translation will be analyzed by the researchers from the Winnet Centre of Excellence who represent given countries. English summaries of the texts will be prepared.

**Output:** Published stock taking paper on gender and innovation with special focus on ICT and tourism, suggested title: *Gender and Innovation in the BSR. Literature review with suggestions for further research*



## WP 2 Establishing a network of researchers with the representatives of all BSR countries

### **Method:**

**step 1** collection of formularies with information about WCE researchers

**step 2** transfer of knowledge through the creation of database containing WCE researchers' papers and scientific papers on gender, innovation and economic growth created by other authors

**Output:** Established network of researchers in BSR countries, created database of publications on gender, innovation and economic growth

## WP 3 Organization of Knowledge sharing seminars

**Aim:** transfer of knowledge on economics of gender, sharing information regarding research results, integration of research networks, creation of the common research network on relation between gender, innovation and growth in the BSR

**Participants:** young economists/researchers from the BSR, especially from Lithuania, Latvia, Estonia, and Poland

**Output:** Knowledge sharing seminar for young economists/researchers interested in gender

## WP 4 Gender analysis of the SMEs in ICT and tourism in the BSR – quantitative approach.

**Aim:** The main aim of the research is to analyze the differences between men and women employment and their wages in the BSR countries in ICT and tourism sectors with the use of statistical methods.

**Method:** The analysis involves such methods as: descriptive statistical tools, statistical tests, correlation measures, taxonomic measures. The analysis is conducted on the basis of the Eurostat data.

**Output:** Published article regarding SMEs in ICT and tourism from gender perspective

## WP 5 The BSR model for Gender Sensitive Entrepreneurship and Innovation in ICT and tourism - a publication

**Coordinator responsible for the output:** Ewa Rumińska Zimny, IWF; Ewa Lisowska, PhD, Warsaw School of Economics  
Contractors/contributors responsible for the input: WCE  
Researchers from all BSR countries

**Output:** Publication "Gender Sensitive Entrepreneurship and Innovation in ICT and tourism in BRS" in the Special Issue of "Kobieta i Biznes" (Women and Business)

## WP 6 The analysis of Women Resource Centers' potential as actors increasing women's participation in SME, Innovation and Economic Growth

**Aim:** Analysis and diagnosis of the WRC potential in terms of increasing women's participation in SME, Innovation and Economic Growth

**Thesis:** WRC network is a social innovation system with high potential of increasing women participation in SME, Innovation and Economic Growth

**Method:** TOWS\_SWOT, Porter's 5 forces

**Output:** published article on Women Resource Centers' potential

# WP 7 Pilot survey on women-led SMEs in ICT and tourism

**Aim:** Analysis of motivations, barriers, financing and national/local support systems for women-led SMEs in tourism and in ICT/innovative sector in BSR countries

**Method:** Case studies of women-led SMEs in tourism and ICT/innovative sector in Poland and selected BSR countries based on a questionnaire and personal interviews

## **Outputs:**

- 1) a questionnaire for women-led SMEs in tourism and in ICT/innovative sector in Poland and in the selected BSR countries
- 2) case studies respectively in tourism and in ICT/innovative sector in Poland and in the selected BSR countries
- 3) writing and publishing the paper "Women-led companies in tourism and ICT: a cross-country comparison of Poland/and BSR countries".

# Smart, Sustainable and Inclusive Growth

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

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

**Inclusive:** fostering a high-employment economy delivering social and territorial cohesion [European Commission 2010; ENERGIA 2006, 2007, 2013; Johnson-Latham; Gerd 2006]

# Smart, Sustainable and Inclusive Growth

Gender equality is a prerequisite for sustainable development. Women live in a more sustainable way than men and that their market activity is generally more environmentally friendly [Johnsson-Latham 2007; Löfström 2008; Dollar, Gatti 1999; Forsythe, Korzeniewicz and Durrant 2000; OECD 2004-2012; Plantenga, Remeny, Figueiredo, Smith 2009; Klasen, Lamanna 2009]

Recruiting and retaining women in scientific and technical fields is a key to success [European Commission 2010]



# Taxonomic Measure of Sustainable Development – TMSD

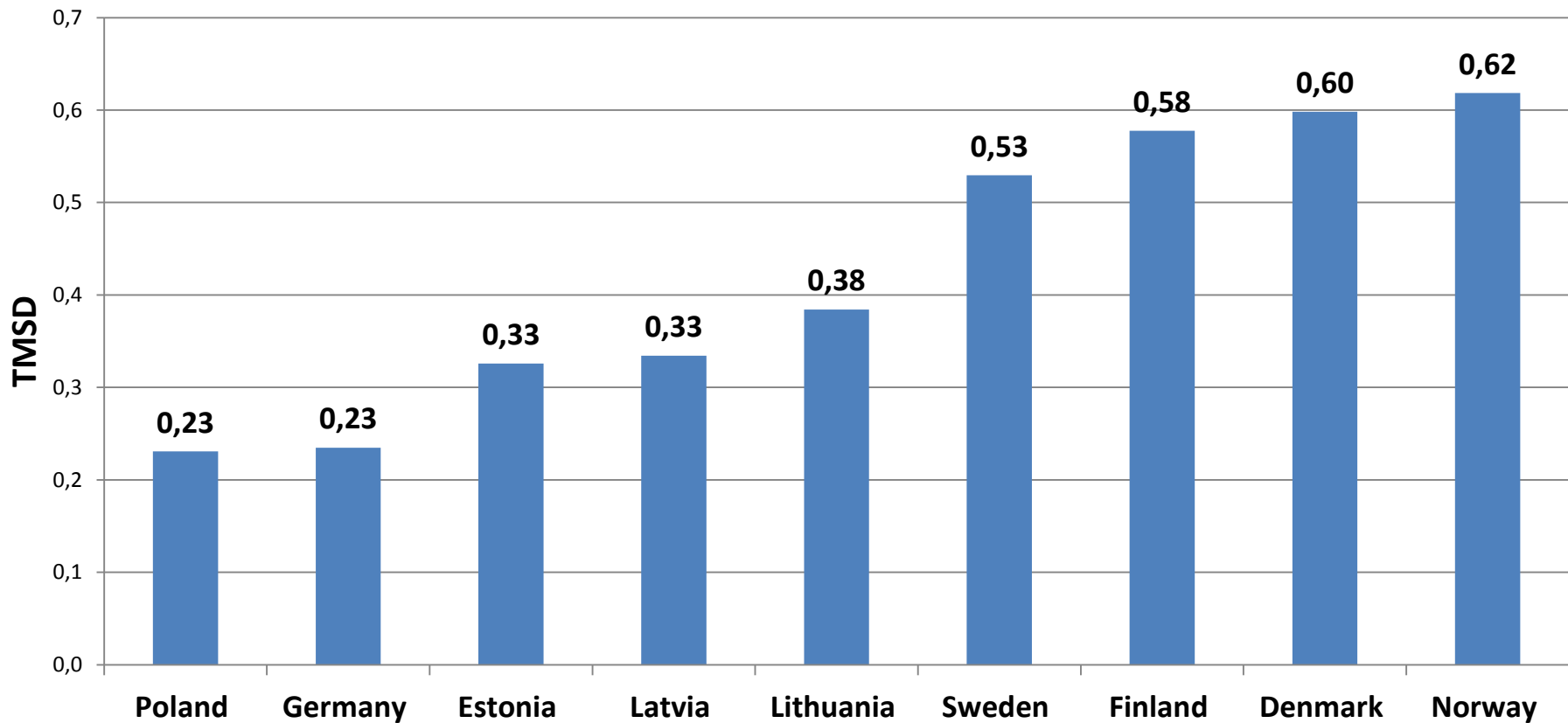
10 themes included: socio-economic development, sustainable consumption and production, social inclusion, demographic changes, public health, climate change and energy, sustainable transport, natural resources, global partnership and good governance  
[Hozer-Kocmiel, Ruminska-Zimny, Söderberg Torstensson 2013]

# 10 variables were used to calculate TMSD:

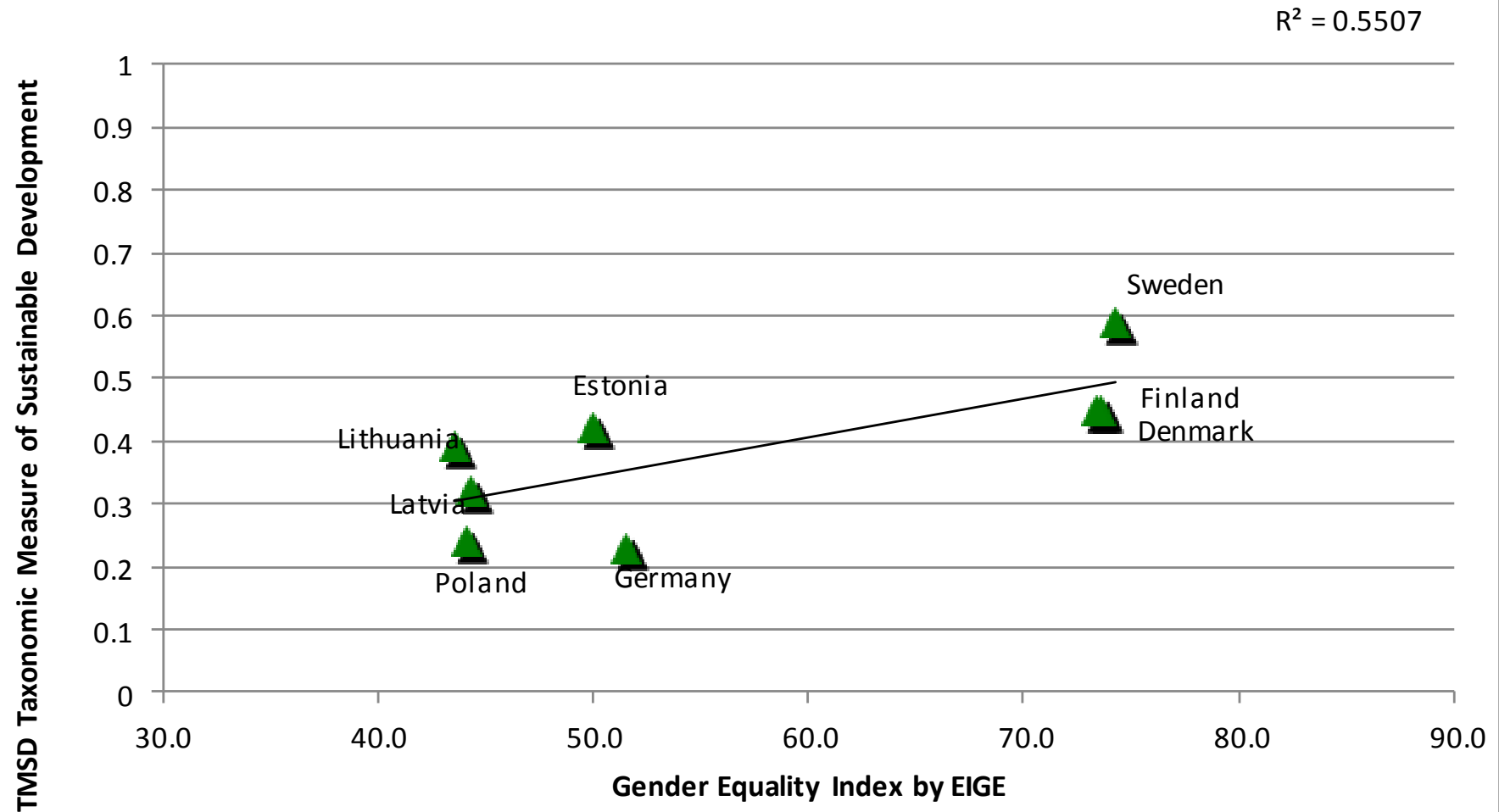
1. Growth rate of real GDP per capita,
2. Resource productivity,
3. People at-risk-of-poverty or social exclusion,
4. Employment rate of older workers,
5. Healthy life years and life expectancy at birth,
6. Greenhouse gas emissions,
7. Share of renewable energy in gross final energy consumption,
8. Primary energy consumption,
9. Energy consumption of transport relative to GDP,
10. Official development assistance as share of gross national income.

# TMSD in BSR

## Taxonomic Measure of Sustainable Development



# GEI EIGE and TMSD in BSR countries



# Model 2

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the international network of researchers and practitioners in the Baltic Sea Region for the purpose of doing and promoting policy oriented research on Gender, Innovation and Sustainable Development.

[www.balticsearegion.org](http://www.balticsearegion.org)

WCE Researchers' Profiles

WCE Researchers' Publications

TP Winnet BSR Publications (new)



Thank you for your attention!

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