



SCOTLAND WINNET 8 ACTION PLAN

Key message:

‘A diverse workforce offers more initiative, wider perspectives and increased competitiveness’.

THE REGION

Scotland’s population, at just over five million, is less than 10% of the United Kingdom population, but its land mass represents around 30% of the UK. Its traditional industries, which included engineering, shipbuilding, fishing and manufacturing, have been overtaken by service sectors such as tourism and financial services, and technology-based sectors such as bioscience and information communications and in particular we have the renewables sector as a the key priority for investment and growth with strong leadership from Scottish Government in their commitment to carbon reduction targets. These changes in key sectors have coincided with a gradual increase in the numbers of self-employed women in Scotland, from around 59,000 in 2004 to 70,000 in 2009 – currently equating to 29% of total self-employed and in new challenges and opportunities for our region in terms of occupational segregation.

Key Growth Sectors

- Creative industries (including digital content and technologies)
- Energy (with a particular focus on renewables)
- Financial and Business Services
- Food and Drink (including agriculture and fisheries)
- Life Sciences (including biotechnology and translational medicine)
- Tourism
- Universities

Employment rates for women in Scotland and the UK are comparatively high amongst other EU Member States but unequal as women’s participation within the labour market tends to be concentrated around low-paid, part time employment. In addition, there are significant issues around segregation, unequal pay and women’s under-representation in entrepreneurship.

Summary of example labour market statistics 18 May 2011 (Both UK and Scottish)

The **employment rate** for those aged from 16 to 64 in March 2011 was 70.7 per cent. Scotland has a slightly higher employment rate of 71.2 per cent

The **number of people in employment aged 16 and over** increased by 416,000 on the year to reach 29.24 million. The number of men in full-time employment increased by 40,000 to reach 13.63 million and the number of women in full-time employment increased by 54,000 to reach 7.67 million.

The number of women claiming Jobseeker's Allowance (**the claimant count**), however, increased by 9,300 between March and April 2011 to reach 474,400, the highest figure since October 1996. This is the tenth consecutive rise in the number of women claimants. The number of male claimants increased by only 3,100 on the month to reach 994,200 representing the first monthly increase since January 2010. It therefore appears that women have been more vulnerable to the impacts of the recession and this trend is likely to continue with the impact of the recent and more imminent public sector cuts.

Office of National Statistics figures show that the number of women claiming Jobseeker's Allowance rose by 18% over the year to April 2011, while the number of men claiming the benefits fell by 4%.

The number of women claiming unemployment benefits has risen sharply by almost one-fifth over the past year, while the number of male claimants fell by 4%.

Women also make up less than 5% of applicants for top corporate jobs in Scotland but account for almost one in six of those appointed.

However, separate figures show that just 11% of executive and non-executive directorships in Scotland's 30 biggest listed firms are held by women.

The gender pay gap in Scotland, using a mean average of men's full-time hourly pay compared with women's full-time hourly pay, is 12%. The part-time pay gap, which compares men's full-time hourly pay with women's part-time hourly pay is 34% (Annual Survey for Hours and Earnings 2010).

The vision of the region in terms of promoting gender equality and specifically addressing occupational segregation and promoting women in enterprise, innovation and technology

Scottish Government

The gender equality duty, which formed part of the Equality Act 2006, placed a requirement on Scottish Ministers to identify priorities for action on gender equality. The Winnet8 MAG welcomed the selection of occupational segregation as one of two ministerial gender

priorities, on which ministers provided regular reports to Parliament. Government recognised, in identifying this priority, that the continuance of occupational segregation has important economic and social implications, both in relation to pay inequality and the cost to the Scottish economy of women not realising their full potential, and also in the impact on individuals and families of unmet aspirations.

Within the Equality Unit of Scottish Government research has been undertaken in order to identify progress made by Scottish public authorities in tackling occupational segregation, and thereby enable Scottish Ministers to report against the requirements of the Gender Equality Duty. Four reports have been published, including two focusing on tackling occupational segregation. A 2010 mission statement on occupational segregation reads: ¹ *'The Scottish Government is committed to working with others to ensure that Scotland is a more successful country where girls and boys no longer face barriers to subject and career choice at school and women and men no longer face barriers to subject choice in colleges, universities and other training providers as well as to employment and earnings opportunities.'*

The main reasons highlighted for this commitment are:

Occupational segregation is one of the barriers which prevents women and men from fulfilling their potential in the labour market, and consequently contributes to the pay gap. Women tend to be concentrated in the lower paid jobs (e.g. caring, catering, cleaning, clerical, cashiering) and the lower grades within an organisation.

Tackling occupational segregation is not simply a question of progressing gender equality in Scotland; it is also beneficial to Scotland's overall social and economic well-being. We need to ensure that the pool of talent and skills available to employers is not inhibited by stereotypical perceptions of what women and men 'do', and that everyone's skills are being utilised to the maximum potential.'

The ministerial priority has functioned to focus the attention of the public sector on occupational segregation, and to provide a lever for activity at the institutional level. However, as a relatively new type of priority, amid a whole range of indicators, priorities, and aims existing within the public sector, it has not been equally visible to all stakeholders. The project of mainstreaming gender within policy development on skills, education, and labour markets continues, but the need for specific initiatives, driving and enabling the process of mainstreaming, has not abated. Mainstream economic strategies in Scotland, including the Economic Recovery Plan and subsequent updates, have not included a substantial focus on gendered barriers to women's labour market participation, progression, and entrepreneurship.

The gender equality duty placed a requirement on public bodies to carry out gender impact assessment on significant policy developments. While an equality impact assessment was carried out on the Scottish Government Economic Strategy, and there is reference to the need for "responsive and focused enterprise support to increase the number of highly successful, competitive businesses", this does not include analysis of the specific barriers to the starting up of women-owned high-growth companies. . Many other significant indicators, against which the performance of the public sector is measured, are similarly un-gendered: Scotland's National Performance Framework has a national indicator to

“Increase the business start-up rate”, which could be achieved even if the number of female start-ups decreases.

The clearly gendered impacts of labour shedding during the recession are acknowledged in the most recent update to the Economic Recovery Plan, which notes that “Unemployment amongst young women has increased at a faster rate than for young men. We will develop an approach that promotes opportunities that might exist across a range of sectors to young women”. This is to be welcomed.

The Gender and Mainstreaming team have begun a programme of work to facilitate mainstreaming across Scottish Government directorates. The pace of progress in some directorates has been slow, with no explicit gender perspective in regional and national growth strategies. Within current ¹Scottish and UK regional Economic Strategies for growth there are no specific targets or ambitions in relation to women’s entrepreneurship and occupational segregation. The only mention of gender within the Scottish strategy is as an indicator in the Equality Impact Assessments². An equality impact assessment (EIA) is a tool that helps public authorities make sure their policies, and the ways they carry out their functions, do what they are intended to do and for everybody. EIAs help public authorities meet the requirements of the equality duties and identify active steps they can take to promote equality. There is some discussion around the issues within UK government, as they are currently preparing their priorities for the way ahead in terms of economic development and promoting entrepreneurship, ‘Strategy for the Way Ahead’³. Again, however, there are no specific gendered targets or indicators despite the fact that women represent only a third of new entrepreneurs, fewer than in other developed economies.

Economic development agencies

Moving downstream from government to the two key economic development agencies, Scottish Enterprise/Highlands and Islands Enterprise promote equality as an aspiration and cross-cutting theme for both organisations. However vertical work is still needed to effectively mainstream gender within policy and work programme design. The overarching purposes of Scottish Enterprise & Highlands and Islands Enterprise include:

- Stimulating economic growth through delivering dedicated support locally, nationally and internationally.
- Improving Scotland's business infrastructure through ensuring Scotland has a dynamic business environment for companies to grow and attract new investment to Scotland.

¹ <http://www.scotland.gov.uk/Topics/People/Equality/18500/OccSeg>

¹ <http://www.scotland.gov.uk/Publications/2007/11/12115041/0>

² http://www.equalityhumanrights.com/uploaded_files/eiaguidance.pdf

³ http://interactive.bis.gov.uk/comment/growth/files/2010/07/8782-BIS-Sustainable-Growth_WEB.pdf

- Supporting business by offering tailored including products, services, funding and investment opportunities.

Scottish Enterprise & Highlands and Islands Enterprise have promoted the business case for equality, through their core business activities, and through specific funded initiatives operating within their organisations. They have implemented some specific programmes, including 'Sharpening the Focus on Women's Enterprise in Scotland 2005'. The ⁴Global Entrepreneurship Monitor Report indicates that this seems to have contributed to an increase in enterprise start up amongst women during the period. A key feature of this strategy was the commitment to promoting access to finance for women starting up in business. This was a time limited positive action and is no longer available. The indication is however, that where dedicated focus and action is implemented, the outcome increases women's entrepreneurial activity.

Nationally, Business Gateway Services provides practical information and help to individuals and businesses at both start-up and growth stages. Their core offering is not differentiated on the basis of gender, although specific initiatives that have a gender focus have taken place in some Business Gateway providers.

It is hard to discern from Scottish Government policy what the vision and expectations are for equality as a central feature of economic growth, with the locus of occupational segregation work remaining with the Equality Unit. The strategic partners of WINNET8 (which includes most of the agencies and services referred to within this Action Plan) are making a contribution to extending this across relevant agencies and sectors and other directorates within government, including employability and enterprise. WINNET8 has been well received and directly supported by The Employability Division within Scottish Government and they are working to ensure the objectives are addressed at policy level across the relevant governmental Directorates as well as the ROP.

EU Structural Funding

LUPS ERDF Programme

Priority 2 of the Lowlands and Uplands Scotland ERDF Programme for 2007-2013 focuses on Enterprise Growth. Funding is targeted at Access to Finance, Entrepreneurship Support and Business Processes. The ERDF Operational Programme notes that "special attention should be given to groups which may face particular barriers to developing new enterprises, such as women and minority ethnic entrepreneurs".

At present, around 96% of the €122.19 million allocation for Priority 2 has been committed to 44 projects, including the West of Scotland and East of Scotland Loan Funds which provide funding of up to £50,000 to new and growing SMEs, support for youth enterprise through the Prince's Scottish Youth Business Trust, the Scottish Angel Capital Programme, the DSL Scottish Micro Lending Project offering finance to start-up and growth companies (small businesses and social enterprises).

⁴ <http://www.gemconsortium.org/download/1311766253856/GEM2005.pdf> (page 29)

In 2010 the LUPS Programme Monitoring Committee agreed to focus Round 4 funding for Priority 2 on projects which added value to existing Business Gateway provision. A working group of the LUPS Managing Authority, IAB, Scottish Government Policy Leads and the Scottish Local Authority Economic Development Group (SLAED) developed a strategic operational framework for support, agreeing a menu of activity to address local needs. A particular focus for pre-start up with SMEs is to target support, where necessary, on women entrepreneurs.

LUPS ESF Programme

The Lowlands and Uplands Scotland ESF Programme for 2007-2013 has vertical and horizontal approaches to gender equality – funding is targeted at projects that directly work to reduce gender inequalities, while all funded projects must identify how they will proactively address equal opportunities (including gender equality).

One of the key strategic challenges identified by the Programme’s socio-economic analysis is “Tackling representation in key occupations and sectors of under-represented groups” and addressing “Persistent gender earnings gaps and strong gendering in specific occupations and industries”. The Operational Programme also aims to improve entrepreneurial and managerial skills, particularly from under-represented groups, including women.

Funding in this Programme has supported a number of projects such as Scottish Resource Centre for Women in SET, Fife Women’s Technology Centre, Men Care Too (training for men in child and youth care), Women Onto Work, and Women Into Construction.

WINNET8 Vision:

The message that equality makes economic sense needs to be mainstreamed across all member states. The economic benefits of women's full and unfettered labour market participation needs to be understood by all policymaking stakeholders, especially those concerned with economic and business development.

The key WINNET8 objectives of addressing occupational segregation and promoting women's participation in enterprise, innovation and technology provides the impetus for that. It is our aspiration to identify priorities and actions which will meet those objectives, and strengthen strategy, policy and positive activity in this respect.

WINNET8 Action Plan Development

The priorities and proposed actions outlined in the Scottish Action Plan have been developed through the following methods and channels:

- The Multi-Actor Group strategic development process over the last 15 months
- Interviews and survey work with wider stakeholders representing Government (including Elected Members), Business/Economic Development Agencies, Academia, Business, and NGOs to establish their views and recommendations in terms of addressing the WINNET8 objectives at both policy and practice levels
- 2 dissemination events, the first focussing on occupational segregation and the second primarily focussing on women's entrepreneurship, again representing a quadruplehelix perspective and adopting an action research and consultative approach
- Good practice exchange and analysis undertaken during the WINNET8 project across the 8 Member States.
- The Regional and EU West Zone Round Table Events which incorporated dimensions of the W8 Scotland work to date, provided a platform for critical reflection and made clear recommendations for the way ahead

Examples of existing measures and policies, which address occupational segregation and the lack of women in entrepreneurship, innovation and technology

Skills Development Scotland (Employment and Skills Agency) has developed an action plan based on Equality Impact Assessments to tackle occupational segregation as well as wider inequalities within the national training programmes. The action plan also aims to improve the profile of Modern Apprenticeships to ensure they are perceived as an equally valid career development option to further/higher education and employment. The success of this action plan is limited to the direct work with clients as there are significant difficulties convincing employers to invest in promoting equality in their recruitment and employment practice. A more explicit focus on equalities work as a deliverer on core business and sustainable economic growth is required.

Close the Gap is a partnership initiative, funded by Scottish Government, which works with those who can influence the gender pay gap and those who are affected by it. Project partners include the Equality and Human Rights Commission, Scottish Enterprise, Highlands and Islands Enterprise, Skills Development Scotland, and the Scottish TUC. Close the Gap works extensively around the issue of occupational segregation, with policymakers, sector representative bodies, skills councils, employers, and trade unions. Business Gateway services across Scotland are managed through the Local Authorities. Business Gateways in Scotland do not have dedicated services for women or specific targets to increase women's entrepreneurship. Business incubator services (exclusive to only a few areas) appear to offer a more accessible and empathic service to women and in Edinburgh, for example, women represent around 42% of incubator clients whereas the wider Business Gateway services generally work with around 70% male clients. (Men are more than twice as likely as women to be self-employed 13% and 6% *Scottish Executive 2007 Gender Audit*).

The Prince's Scottish Youth Business Trust works with young people and provides more intensive enterprise support alongside generic Business Gateway and growth services. This includes tailored 1:1 support, group training and in some cases access to funding and grants. This approach results in a gender profile of 46% female and 54% male. An analysis of the effectiveness of PSYBT's combined Business Gateway and bespoke support may offer some indication of the impact of access to capital and indeed the more tailored support, including work to address specific barriers to entrepreneurship.

UK wide statistics follow the same general patterns although there are dedicated services and agencies promoting women's participation in entrepreneurship and innovation in regions of England, Wales and Northern Ireland. Some of these services have been developed through partnerships with Regional Development Agencies (RDAs) incorporating Business Link and specialist agencies like YTKO/Enterprising Women. Regions with positive action initiatives addressing gender inequality in enterprise demonstrate relatively higher enterprise activity. There are to date no specific policy priorities at Scottish Government level which address the lack of women in entrepreneurship and innovation in the Scottish Region.

Scottish Resource Centre for Women in Science, Engineering and Technology, and the UK Resource Centre's impact in relation to women's access to education, employment and career progression in segregated SET areas is significant but constrained by lack of funding and limited to the areas they work in. SRC sets out to create sustainable change for the participation of women in the SET (Science, Engineering, Technology) sectors in Scotland by changing employment practices and workplace cultures to support gender equality and supporting the recruitment, retention, return and success of women where they are under-represented.

Fife Women's Technology Centre works with women (often vulnerable women) and provides a range of training, education and specialist support services to progress them into careers in technology. However, Scotland was once host to 8 women's technology centres whose primary aim was to tackle occupational segregation and provide routes into sustainable careers in technology for women. All but one of these centres has been closed over the last decade and ground has been lost.

It is important to note that the Women's Technology Centres were front-facing delivery and reported that they had no vehicle for influence in terms of policy around gender equality, occupational segregation and regional/national growth. Feedback from former Technology Centre Stakeholders and the current Manager of FWTC indicates that the Technology Centres were austere resourced with the time and energy of those involved spent on service delivery. There was also a perception among frontline services working around occupational segregation that organisations working specifically around gender equality tended to focus on women's civic and political participation, and that promoting women's economic participation was left to organisations working on poverty, or other issues related to the labour market, which frequently offered an insufficiently gendered approach.

We mention this as it appears to be an example of the impact of the missing link which WRCs address. WRCs provide a wide range of positive actions and services, which address occupational segregation and promote women in enterprise and innovation. These activities are then coordinated by a national agency working with government to influence policy and the gender architecture based on the experience of the locally based service delivery projects and activities. WRCs also lobby on behalf of the needs, issues and demands which emerge through locally based WRC services (**Transferability Potential**).

Some other examples of measures which have been developed and delivered over the last decade include:

- Royal Society of Edinburgh – Lifting the Barriers to Women in STEM
- ERDF Business Gateway Added Value Projects & Loan Funds
- Scottish Chambers of Commerce – Business Mentoring
- Enterprise Education in Scotland – Primary/Secondary Schools
- Commercialisation of research, including Research and Development work which promotes the development of SME's

Female entrepreneurship: general statistics and facts for Scotland and UK

- In 2009, the level of female early-stage entrepreneurial activity in the UK was 3.7 per cent compared to 7.8 per cent for men.
- Women in the UK are now just under half as likely (47.4%) to be entrepreneurs as men.
- The UK regions with higher levels of female entrepreneurship in 2009 were London (5.5%), the East of England (4.5%), Wales (4.4%) and the West Midlands (4.3%). Scotland's enterprise activity rates are among the lowest within the UK at 2.5% (Source: *GEM APS 2009*)
- There is strong evidence from other parts of the UK that effective policy, together with tailored enterprise support for women entrepreneurs, has a positive impact in increasing female enterprise activity. *The Impact of Women's Entrepreneurship (Waring & Brierton 2011 and the research and evaluation work of Enterprising women (including the 2011 Growth Survey)* confirms that targeted support increases female enterprise activity.
- In Scotland women represent around 28% of start-ups through the Business Gateway services (2009) and figures from elsewhere in the UK suggest that there is potential to improve on this.
- The Prince's Scottish Youth Business Trust support young people aged 18 – 25 to start-up and grow businesses. They provide a more intensive and person-centred approach, than generic business gateway services which includes a range of tailored 1:1 support services alongside group activities. This approach results in their achieving a 42% success rate in supporting young women to set-up in business.

Pertinent UK Statistics in relation to Occupational Segregation (Scottish Resource Centre for Women in Science, Engineering and Technology)

- 48% of UK working population is female
- Only 7% of engineering professionals in the UK is female
- Only 1% of the construction trades workforce in the UK is female
- Only 2% of early years care and education Modern Apprentices in Scotland are male

The issue of occupational segregation is not just a problem at career entry stage, women who progress into segregated industries and sectors have similar issues around progression and promotion as women working in less segregated sectors or occupations.

- 25% of 20 to 29 year old graduates in STEM occupations are women
- By 30 to 49 age group this decreases to 14-20%
- Dropping further to 1% in the 50 to 59 age range.

The path from a STEM undergraduate degree, through post-graduate qualification, post-doctoral appointment, and into the labour market can be characterised as a 'leaky pipeline', with women detaching at each stage.

Gender pay gap

There is a complex relationship between pay levels within a sector or occupation, and the prevalence of women working in that sector or occupation. However, as sectors de-segregate, we would expect to see the headline gender pay gap decrease.

Scotland Action Plan – Overarching Strategy

- Facilitating the coming together of the primary actors in gender and the labour market to reflect on their shared learning in Scotland and with other such actors across Europe.
- Building on their learning to influence and contribute to the development of policy to address women's inequality in the labour market particularly, tackling occupational segregation and promoting women in innovation and entrepreneurship.
- Promoting a gendered analysis of, and women's participation in, economic and regional development and growth
- Using the learning from the project to inform the development of EU funding policy and strategy for gender equality and in turn influencing Scotland and UK funding policy and priorities

Overarching Objectives for the Scottish Region

- Harness the good practice which exists across the 8 participating member states
- Establish ways of consolidating and extending good practice within the Scottish Region
- Explore opportunities for Women's Resource Initiatives as a method of achieving gender equality and economic growth in Scotland
- Building stronger networks across relevant sectors and areas including government and public sector, business, NDPBs, academia and NGOs in order to achieve a more coordinated and strategic approach and a forum for consultation where possible and appropriate
- Continue with a minimum of 8 strategists/experts including relevant Scottish Government officials, elected members, business/economic development agencies, employability organisations, and enterprise to ensure the work continues beyond the life of WINNET8

Potential Example or Model Good Practices to be Transferred

Naisway (Finland): Encourage women to work in male dominated professions, support and encourage women to develop themselves especially in the field of transport and logistics and increase opportunities for women to start their own business. There is opportunity to tie this into the Olympic and Commonwealth Games, thereby increasing the opportunity and profile of addressing occupational segregation. Examine previous transport and logistics initiatives, which were developed and delivered through Equal.

Fibre Optic Valley (Sweden): Increasing gender consciousness in trade and industry such as banks, the manufacturing industry and service companies to promote equality and raise awareness of the value of gender equality in business terms. The project has had an interactive research and development angle.

Gender Equality Awareness Training for Business Gateway & Business Growth Advisors

Built around dimensions of the Gender Sensitisation of Educators (Greece) Ambassadors/ UTCED and WINNET Programmes (Sweden): Develop a programme of training and development for Business Gateway and business growth advisors to improve gendered perspective as our statistics indicate that around 28% of Gateway starts are women. Female owned or led companies represent less than 5% of companies receiving high growth support and it is likely that this percentage would be lower still when it comes to female owned or led companies in segregated sectors. The growth statistics are currently being reviewed as Scottish Enterprise anticipate that the figure in real terms is likely to be higher. However there is still significant scope for progress.

Women's Angels Syndicate (Netherlands & Sweden not profiled in W8): Promote the development of a female syndicate of business angels to support opportunities for financial investment in female owned or female led companies (investing in growth businesses in technology, innovation and creative industries). Addressing the issue of gender homophily (sex segregated social networks that constrain women entrepreneurs' search for, and access to, capital).

Peterborough Women's Enterprise Centre/Enterprising Women (UK England)

PWEC was created to address women's under-representation in self-employment and enterprise through removing both real and perceived barriers, providing the highest quality support at all stages, and thereby increasing the number and sustainability of women-owned business. PWEC also supports women's wider participation in the labour market and contributes to social and financial inclusion. There are no dedicated/targeted or gender specific services in the Scottish Region which address the underrepresentation of women in entrepreneurship.

SWOT Summary of the Scottish Region

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Government Strategy and priorities aligned to addressing occupational segregation • Newly elected government committed to improving growth and competitiveness and gradual recognition of the value of equality in economic terms • Strong consortium of Quadruple Helix representative members of the W8 multi-actor group • W8 increasing profile and capacity to address occupational segregation • W8 increasing profile, capacity and activity around addressing underrepresentation of women in enterprise and innovation • Scottish region has some strong 'good practice' in terms of occupational segregation • Equality budget allocation has been maintained – however over broader equality strands and there is no budget allocation dedicated to direct services or action to address occupational segregation • Expertise in terms of addressing occupational segregation through work with employers in SET sectors already exists with SRC & in other sectors with Close the Gap, EHRC etc 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Despite commitment in principle there are no new resources for services or initiatives which address occupational segregation • No overarching or national strategy, policy or practice which addresses the underrepresentation of women in enterprise and innovation • Projectised funding for gendered economic development, and labour market activities. – funding, which is allocated, is generally geared towards women's civic and political participation and not women's economic and enterprise potential/contribution • Lack of an overall strategic approach or national vision for addressing gender equality in economic terms • Gaps in gender-disaggregated statistics within agencies that develop and deliver Business Gateway and growth activities • Statistics from Business Gateway indicate a 23% drop in the proportion of female starts in 2.5 years
<p>OPPORTUNITIES</p> <p>Create networks and alliances to promote and support gender equality particularly in relation to W8 objectives</p> <ul style="list-style-type: none"> • Commitment from the Scottish Managing Authority based on recognition of the potential for improved growth and competitiveness • Public sector funding environment is tight which is likely to lead to a concomitant increase in entrepreneurship – we must leverage this in favour of more female entrepreneurial activities • Collaboration with a wide range of experts and relevant stakeholders to promote a gendered perspective in new arenas i.e. Business Gateway and growth • It is a pivotal time for Structural Funds at the moment and it is critical that advancing the policy objectives around growth and competitiveness includes an explicit commitment to gender equality • Promote enterprise as an option to address women's increasing unemployment and the wider social and economic impacts of public sector cuts • Build on the mechanisms within the enterprise networks to address underrepresentation of women in enterprise 	<p>THREATS</p> <ul style="list-style-type: none"> • Significant public sector funding cuts which are having a much greater impact on women, both as employees within the public sector, and as users of public services. • Slack labour markets reduce the salience of business arguments for gender equality in employment. • Ongoing economic challenges mean that gender equality is seen as a luxury and not as an opportunity • A context in which there is little appetite for increased regulation. • Work with employers in segregated sectors is time/resource intensive, at a time of reduced capacity and downward pressure on budgets. Not all public sector bodies, including NDPBs, produce gender-disaggregated statistics. • Attitudes towards gender inequality are rooted in cultures that are difficult to transform. • We need stronger leavers to advocate for investment promoting women's economic participation – gender equality is seen as a break in growth rather than an investment in strengthening growth

PROPOSALS FOR ADDRESSING THE BARRIERS, CHALLENGES AND THREATS IN TERMS OF GENDER EQUALITY IN SOCIO-ECONOMIC TERMS

Aim: To promote women in SET and other segregated sectors and in SET and key growth enterprise activities harnessing the WINNET8 work now, influencing the debate and promoting and supporting future actions, which address the underrepresentation of women in these areas.

Outcomes for WINNET in the Scottish Region – Addressing Occupational Segregation

1. Increase activity around employer engagement and improve commitment in terms of resources – it is the only way to effect real structural change in relation to occupational segregation (**Emma to provide 2/3 key points to qualify/strengthen this outcome**)
2. Provide support for women at all levels; into higher education, progression into SET and crucially, support to help career progression and sustainable employment within those sectors
3. Increase education, training, communication and PR activities around developing potential and increasing opportunity for individuals and employers.
4. Promoting the macro and micro economic case for gender equality contributing to improved efficiency and increased profit margin in segregated sectors

Outcomes for WINNET in the Scottish Region - promoting and increasing women's participation in enterprise and innovation

1. Formally request that **the legal requirement for Gender Disaggregated Data** be met within publicly funded business support
2. **Target women's enterprise within mainstream economic and business development policies and strategies**
3. Target resources and activities in regions where new activity levels are low and support growth initiatives in regions with healthier base of women owned businesses
4. Request gendered analysis/gender focused targets be mandatory within government economic development strategies and use Nordic examples to strengthen the case
5. Learn from evidence of impact of **targeted support for women entrepreneurs** in other parts of UK with business support/development provision including the Business Incubator models and activities
6. **Identify the variances of women's entrepreneurial activity in rural and urban areas** which will allow relevant funding and development agencies the opportunity to make informed decisions regarding future services and provision
7. **Set sectoral targets for those agencies working to promote business/economic development particularly those which promote women in segregated and growth sectors and industries** i.e. STEM, creative industries, digital technology etc. to increase growth and competitiveness.

8. Use **more innovative web-based resources** to target women and promote their enterprise activity
9. Connect 'enterprising' activity in education and career development **harnessing the potential of girls and young women**. Modern Apprenticeships provide us with a key opportunity to develop wider career options for young women and address occupational segregation Prince's Scottish Youth Business Trust, Scottish Government and public/ private **sector partnerships are well placed to proactively stimulate more business growth amongst young women in more diverse sectors (collect and analyse data)**.
10. **Education and training with a gendered perspective for the professionals involved in the delivery of business support and development services** offers significant potential to strengthen growth and competitiveness and address gender inequality

WINNET8 Priority Actions

Background and Context

The action points have been presented through WINNET8 Strategy Group's consultation process, wider stakeholder consultation, two high profile consultation and dissemination events (one focussing primarily on occupational segregation and one focussing primarily on promoting women's entrepreneurial activity) and the Round Table Consultation Event hosted by W8 & ESEP Ltd (Intermediate Administration Body for Lowlands and Uplands Scotland Structural Funds Programmes). They represent the views of experts from across all relevant sectors.

1a. Issues

Based on previous success in Structural Fund Programmes the key lesson learned in terms of 'what works' in ensuring a dual approach of mainstreaming and positive action was the importance of committed people in key positions supporting gender equality and the necessity of clear guidance, awareness-raising, 'good practice' events, knowledge exchange, training and resource toolkits. The development of this approach is already underway facilitated via the actors involved in WINNET8 and must be sustained beyond the life of the project.

1b. Actions

Reconvening of the cross-directorate working group for occupational segregation with key representatives from government, relevant NDPBs, Academia, NGOs,. This group would have a dual role in pursuing wider strategic influence and positive action.

Initial meeting between key stakeholders including Scottish Resource Centre,, Engender, Close the Gap to explore the 'missing link' of opportunities for channels of influence for services/agencies promoting women's labour market participation – invite Women Onto Work, Scottish Women's Convention, Women@Work, Fife Women's Technology Centre and relevant policy representatives in employability

1c. Timescale: September 2011 onwards

2a. Issues

Over the last decade there has been limited reference within mainstream economic development strategies of gender equality. Gender equality could be a major contributor to regional growth. It therefore merits a stronger profile both within the EU and Scotland and work to improve the profile and increase Scotland's potential must continue to progress.

2b. Actions

In the short-term WINNET8 will continue to involve local and regional politicians in raising awareness of the socio-economic potential of gender equality. W8 will prepare briefing/position papers for the relevant Parliamentary Committees (EU & External Affairs, Equalities & Energy, Enterprise & Tourism) and request an opportunity to present to each committee.

Work must continue on beyond the life of W8 to incorporate a gendered perspective within Economic Development Strategies that highlights the potential for gender equality to improve growth and competitiveness. Work with Scottish Government policy leads and strategic partners is essential in realising this objective.

Highlight the economic value of addressing occupational segregation and promoting female entrepreneurial activity in economic terms through PR activities, training and education. (Develop projects, partnerships to take this forward) using the good practice examples as a key tool in this respect.

NB: The Scottish Women's Budget Group is preparing case studies to illustrate the micro and macro economic

(W8 Strategy Lead) to:

Request meeting with Elected Members and/or relevant policy leads within Scottish Government to establish options for taking forward key priorities for occupational segregation and women's enterprise

Scottish Resource Centre for Women In SET/Engender/Close the Gap and partners in academia and business/ economic development to progress this agenda

W8 & ESEP to explore projects (inc research) and partnerships which offer potential for progressing economic value

2c. Timescale – September 2011 onwards

3a. Issues/Actions

The example of the Prince's Scottish Youth Business Trust, which promotes young people's entrepreneurship and achieves strong outcomes in delivering routes into entrepreneurship for young women requires analysis to establish what approaches, methodologies and services they provide, which are distinctly different to those of the generic Gateway services, the impact of increased entrepreneurial focus in secondary education, and explore the potential to transfer good practice from within our own region.

3b. Timescale - Sept 2011 onwards

4a. Issues

The Scottish Region requires an increase in actions and activities which promote women in non-traditional areas of enterprise and business and continued direct work with existing employers/business in segregated sectors

4b. Action

Investigate the potential for promoting opportunities for women in key investment/growth areas including renewables

WINNET8 Strategy Lead and ESEP to initiate first steps

4c. Timescale - Sept 2011 Onwards

5a. Issues

Addressing the issue of gender homophily (sex segregated social networks, which constrain women entrepreneurs' search for, and access to, capital) and consequently limit their business growth potential.

5b. Actions

Work in partnership with LINC Scotland, Scottish Enterprise and Business Gateways to promote, support and increase the participation of women as investors and Business Angels through the development of women-only business angel syndicates to ensure more responsive, encouraging and culturally accessible finance (LINC/ESEP/ECC)

5c. Timescale - Sept 2011 Onwards

6a. Issues

Establish ways to illustrate the link between economic growth, sustainable development and equality using powerful headlines on the theme i.e. loss of £23 billion to the UK economy through the underuse of women's qualifications, skills and experience. Occupational

segregation and the underrepresentation of women in entrepreneurship and innovation are key contributors to this economic loss to the Scottish/UK economy. Economic/business development agencies, Academia and Government have the expertise and are the potential vehicles of influence to take this forward (WINNET8 Report)

6b. Actions

Translation of the macro-economic figures into something which will encourage buy in from employers across all sectors and industries i.e. If women fall victim to the 'leaky pipeline' in SET Sectors then that represents a loss of at least £14,000 to those companies (average cost of recruitment)

Establish methods to illustrate benefits of equality in terms of increased profit margin. It is challenging, resource intensive and in some instances not at all possible to sell the hard argument for equality to employers but the economic case has more leverage (business case)

Establish methods to quantify impact i.e. positive impact of gender equality and negative impact in business and economic terms. Combine both primary research and case-by-case examples (Academia, Government and their partners to take this forward)

Identify macro examples of success i.e. work in the US and Sweden and sell them in marketing and publicity within policy and across business/economic development activities. It is timely, and we need to grasp the nettle and get this agenda moved forward now

(W8/SRC/Close the Gap/Academia/SE/SDS)

6c. Timescale: September 2011 onwards

APPENDIX 1

Key Policy Recommendations Presented to Government in terms of Addressing Occupational Segregation

The WINNET8 project is reporting at a pivotal time for Structural Funds and it is critical that advancing the policy objectives around growth and competitiveness includes an explicit commitment to gender equality. The Headline vision for Europe 2020, the EU's Growth Strategy for the coming decade is ensuring the EU as a smart, sustainable and inclusive economy.

In Scotland the National Performance Framework sets out to address inequality in recognition that inequality *"detracts from Scotland's economic success and wellbeing"*.

It is Important to highlight that the Equality Statement **Scottish Budget 2011/12** (Pg 9) places significant emphasis on women's role in the labour market:

"Following on from the discussions with the Cabinet Secretary for Finance and Sustainable Growth, EBAG has engaged with the Office of the Chief Economic Adviser to discuss some of the underpinning issues around equality and the economy. In particular the discussion focused on issues relating to women's role and participation in the labour market, the formal and informal economy and the challenge of measurement and economic modelling for this."

WINNET8 also welcomes the Scottish Government decision to Tackle Occupational Segregation as a Ministerial Priority for Equality.

It is clear from research work undertaken by WINNET8, the collation of good practice examples and benchmarking study trips across the 8 EU Member States participating in WINNET8, that Scotland has some excellent examples of good practice in addressing occupational segregation and indeed has 4 examples highlighted in a European Commission Good Practice Guide. They are Close the Gap, Scottish Resource Centre for Women In Science Engineering and Technology, Girl Geeks Scotland and Fife Women's Technology Centre. All of these projects have received ESF or ERDF support through the LUPS Programmes or the former EQUAL Community Initiative.

In order to continue to improve and develop on our work here in Scotland and to influence policy in terms of addressing occupational segregation, at Regional and EU levels, a number of key recommendations have emerged. These recommendations have been developed and refined through the WINNET8 Strategy Group, two High Profile Dissemination and Consultation Events (one of which focused primarily on occupational segregation) and our recent Round Table Events: 5th May Regional Round Table Event and 16th August 2011 – EU West Zone Round Table.

Discussion between the Strategic Representatives of WINNET8 and Scottish Government Representatives from relevant government departments offers us the opportunity to fulfill the aspirations and objectives of Scottish Government. The initial recommendations for discussion with Scottish Government are:

- 1 **The re-establishment of the** Cross-Directorate Occupational Segregation Working Group **which would focus on:**
 - Increasing women's participation in segregated sectors and industries
 - Increasing Scotland's Growth and Competitiveness

This would be a forum of relevant practitioners, managers and representatives who have knowledge skills, expertise and a vested interest in addressing occupational segregation and promoting growth.

- 2 **Examine the potential added value of Implementing a gender budget analysis of National Training Programmes** – Both Modern Apprenticeships and Training for Work. Around £80 million is invested in these programmes which are still heavily segregated. There is an existing commitment to change the status quo and address the issues of segregation of sectors and allocation of spend. Gender budget analysis would support that.
- 3 **Include occupational segregation in the National Performance Framework** – the National Performance Framework highlights an unequivocal commitment to addressing inequality in socio-economic terms as one the national outcomes *“inequality diminishes opportunity and life experience and detracts from Scotland's economic success and wellbeing as a nation. Tackling inequalities, therefore, remains our major challenge.* However the subsequent indicators don't take any cognisance of gender and subsequently opportunity to identify or improve this area of inequality is lost
- 4 Continue to **focus activity funded by the Scottish Structural Funds Operational Programmes to tackle occupational segregation and promote gender equality.** Provide Scottish Government funding for projects and initiatives that directly tackle Occupational Segregation and directly contribute to the Government objectives and National Performance Outcomes. In order for the Scottish Government to achieve its objectives around the gender inequalities in education and employment action research and service delivery projects are essential.

WINNET8 aims to influence macroeconomic policy and strategy to ensure a gender equality analysis and perspective, in recognition of the significant contribution women's equal labour market participation strengthens social and economic cohesion

Appendix 2

Key Policy Recommendations presented to in Scottish Government 27thSept 2011 in terms of Promoting Women's Entrepreneurship

The WINNET8 project is reporting at a pivotal time for Structural Funds and it is critical that advancing the policy objectives around growth and competitiveness includes an explicit commitment to gender equality. The Headline vision for Europe 2020, the EU's Growth Strategy for the coming decade is ensuring the EU as a smart, sustainable and inclusive economy.

What is clear from research work undertaken by WINNET8, the collation of good practice examples and benchmarking study trips across the 8 EU Member States participating in WINNET8, is that Scotland has some excellent examples of good practice in addressing occupational segregation and indeed has 4 examples highlighted in a European Commission Good Practice Guide. However we were unable to identify any current good practice examples in the Scottish Region around promoting women in entrepreneurship particularly in key and growth sectors. In order to fulfill our responsibilities in this regard we were obliged to spread the net across the UK and use the Enterprising Women Programme and Peterborough Women's Enterprise Centre as our examples.

In order to continue to improve and develop our growth potential here in Scotland and to influence policy in terms of promoting women's entrepreneurship, at Regional and EU levels, a number of key recommendations have emerged. These recommendations have been developed and refined through the WINNET8 Strategy Group, two High Profile Dissemination and Consultation Events (one of which focused primarily on promoting women's enterprise) and our recent Round Table Events: 5th May Regional Round Table Event and 16th August 2011 – EU West Zone Round Table.

Discussion between the Strategic Representatives of WINNET8 and Scottish Government Representatives and Policy Leads from relevant government departments offers us the opportunity to fulfill the aspirations and objectives of Scottish Government. The initial recommendations for discussion with Scottish Government are:

1. Formally request that **the legal requirement for Gender Disaggregated Data** be met within publicly funded business support
2. **Target resources and activities in regions where new activity levels are low and support growth initiatives in regions with healthier base** of women owned businesses – based on evidence of impact of **targeted support for women entrepreneurs** in other parts of the EU with business support/development provision.
3. **Identify the variances of women's entrepreneurial activity in rural and urban areas** to allow relevant funding and development agencies the opportunity to make informed, targeted decisions regarding future services and provision.
4. Connect 'enterprising' activity in school education and career development to **harness the potential of girls and young women by** focusing on key and growth sectors; **proactively stimulating more business growth amongst young women in more diverse economic sectors.**
5. **Education and training with a gendered perspective for the professionals involved in the delivery of business development and growth support and services;** strengthening existing structures of enterprise support before investing in new projects and activities where appropriate. This offers significant potential to strengthen growth and competitiveness and address gender inequality

Appendix 3

WINNET8 MAG Action Plan May 2010 – Dec 2011

Priority 1	Method	Inputs Resources	Anticipated Outputs	Expected Outcomes	Risks & Hazards
<p>Capitalisation of learning from good practice in Scotland and UK (since devolution): tackling occupational segregation, promoting entrepreneurship, women's wider labour market participation including equal pay.</p>	<p>MAG signpost relevant materials. Desk study to research history – consolidate relevant findings including models/services & work gone before - establish what has been 'Done & Ditched' & why Consolidate the best of what has gone before – i.e. Enterprising Approaches to Equality/ Equality Matters in Business/ Specs for Women's Technology Centres.</p>	<p>MAG and contracted expertise of those involved in developing such resources. Buy in from relevant central govt. depts. & local govt. as well as wider stakeholders in Non-Departmental Public Bodies. Business Development case study examples of good practice which we can use to promote objectives & outcomes.</p>	<p>Resource for the development of awareness raising materials.</p>	<p>Builds on the history of the work to address gender inequality & promotes wider opportunities for women in labour market. Acknowledges efforts & provides sustainability</p>	<p>Sustainability as long-term commitment i.e. gender equality not just a flavour of the month but ongoing . Risk of not looking back at what was done before – there is a wealth of information – ensure we pick up the right info – we need to know what has gone before</p>

Activities/Priority 2	Method	Input/Resources	Anticipated Outputs	Expected Outcomes	Risks & Hazards
<p>Establish a centralised online portal to collect and collate good practice and case studies and sign post to gender equality policy, strategy, statistics, research, practice, services, orgs etc</p>	<p>Development workshop with MAG members and others to establish what goes on portal. Develop Winnet Scotland portal on Winnet8 website. Use MAG & other relevant stakeholders to establish content/design/purposes/objectives/assessment/management – who do we want to reach, why etc</p>	<p>Examine funding options & pursue a min of 2 yrs funding for set-up, development & to establish usefulness/effectiveness.</p>	<p>A functioning portal with analysis of website usage inc: No. of hits whose using it, type of use, & some mode for identifying gaps analysis.</p>	<p>Joined-up, more strategic approach to gender equality work in Scotland – greater understanding of opportunities, support, services, research etc</p>	<p>Securing funding, MAG time, gathering info & ensuring relevance. Achieving consensus on what we want & who we want to reach.</p>

Activities/Priority 3	Method	Input/Resources	Commitments	Anticipated Outputs	Expected Outcomes	Risks & Hazards
<p>Promote Women In Enterprise & Innovation via Business Gateways & other relevant stakeholders and strengthen Women In Business Network</p>	<p>Host focused events promoting women's entrepreneurship in partnership with Managing Authority, Elected Members, female entrepreneurs</p> <p>Investment and participation in The EU Women's Enterprise Ambassadors programme and recruitment of Scotland Ambassadors</p> <p>Link into government priorities for enterprise and business growth</p>	<p>Facilitator (WINNET8) then Managing Authority/Business Gateway (STBD) Venue Organisation and co-ordination</p>	<p>ESEP – MA COSLA Scottish Gov Scottish Enterprise Enterprising Women UK</p>	<p>Dissemination of clear policy & good practice recommendations through business & economic development</p> <p>National Women In Business Network and more area-based</p>	<p>Increase in dedicated services for women</p> <p>Sustainable Women In Business Network set up. Upskilling of Business Gateway Advisory Services to meet the needs of women and improved economic growth</p>	<p>Lack of enthusiasm for the gender equality agenda. Lack of funding and resources so anything set up under the auspices of WINNET8 may be difficult to sustain</p>

Activities/Priority 4	Method	Input/Resources	Commitments	Anticipated Outputs	Expected Outcomes	Risks & Hazards
<p>NB: Provisional</p> <p>Set-up a dedicated Women's Enterprise Centre as flagship project for Scotland</p>	<p>Consolidate the best of good WRC practice to shape a model Enterprise Centre</p>	<p>Funding from Trusts, Foundations, Local Authority and ERDF. Project planning group to support the development of the project proposal</p>	<p>3 MAG members offered expertise, guidance and support to take project forward</p>	<p>Create new women owned businesses, assist businesses to improve performance, skills development</p>		<p>Potentially detract from priorities identified around improving capacity of Business Gateways and Growth services</p>