

Newsletter #2 - December 2010

Winnet8

Regional growth by improving women's participation in the labour market

I am project coordinator for communication and dissemination and responsible for an effective strategy for communication between the partners and the stakeholder of Winnet8.

Our goals are to ensure effective communication within the partnership and to apply a systematic approach to horizontal and vertical dissemination. The key issue is to raise awareness among the political stakeholders affecting occupational segregation of women.

The Winnet8 results will be implemented into ongoing and new 2020 Regional Operation Programmes and the 2020 Strategy at European and national levels. A working group consisting of Winnet Sweden, Edinburgh Chamber of Commerce and the Swedish National Agency for Regional Development and Economical Growth has been formed.

Together we have created a communication strategy and a dissemination plan for 2010/2011 consisting of a basic information package of brochures, press releases, www.winnet8.eu, a collection of good practices, newsletters and a plan for regional and national dissemination seminars in each participating country.

Britt-Marie S Torstensson
Responsible Communication and Dissemination Winnet 8 Working Group



Britt-Marie S Torstensson represents Winnet Sweden and has a long experience from establishing and running Women Resource centers in Sweden. Britt-Marie is also the Chair of Winnet Europe and Winnet Sweden



The project Winnet8 - what are the goals with the project?

The overall objective with the project Winnet 8 is to contribute to regional growth by improving women's participation in the labour market focusing on:

- Horizontally segregated labour markets
- The lack of women in innovation and technology
- The lack of women in entrepreneurship

The project aims to shape regional, national and EU-level policies and development programmes that relate to women's status in the labour market and ensure these policies are integrated into mainstream provision.

What has happened in the Winnet8 project during the fall of 2010?

In this Newsletter we will publish a short summary of the **study visits** that has been taking place during September – November 2010.

If you want more information visit our website www.winnet8.eu

Study visit – Poland visiting Sweden

Child-care is the first step, says Polish study-visitors in Sweden

-You cannot increase the number of European women in the labour-market without first arranging the child-care.

Marta Hozer-Kocmiel from the University of Szczecin was one of the Polish representatives participating in the Winnet8 study visit in the Swedish town of Gävle the 12th and 13th of October.

Sweden, with its well arranged child-care system, has one of Europe's highest fertility rates, and highest number of women in the labor-market. In other countries you have to choose between having children or the aim with the study visits is to compare the 8 member countries' gender equality situation and the work done to improve the situation. Good examples will be picked out from the visits. The idea is to gain from all the different experiences and use them in the national and regional work in each country. Part from discussing and receiving information about the Swedish child-care model, the Polish visitors also listened to a lecture on the regional work on gender equality, and on the Swedish model of Women Resource Centers.

- The Swedish documents will be a good inspiration for us, we need to get the gender-issues into the strategic documents and policies in Poland, said Marta Hozer-Kocmiel Poland will soon host a study-visit from Greece, while the Swedish Winnet8-participants are going to Portugal to take part of their gender-equality situation in the end of October.



Study visit - Finland visiting Italy

The Finnish Multi Actor Group (MAG) from South Ostrobothnia Region made a Study Visit to the Province of Venice, Italy between 10 and 13 October.

During the intensive two-day Study Visit programme the Italian partners and their gender experts presented and informed the Finnish MAG about several gender equality projects considered as WINNET8 good practises. The opportunity to meet many different actors and learn about different projects combined with the inspiring historical surrounding and atmosphere of the City of Venice made the Study Visit a very motivating and eye-opening experience for the Finns.



Study visit – Finnish delegation in Ca' Corner, Province of Venice, Italy

12-10-2010 – The President of the Province of Venice Francesca Zaccariotto met a delegation of Finnish women representatives today in Ca' Corner, for the European "Winnet8" project. The aim of the project is to cooperate and exchange good practices in the sectors of gender equality and female presence in the labour market, among different European regions.

«The Finnish delegation, hosted here as result of the work done from the Gender Equality office and commission, that I want to thank, appreciated our Province as an exception amongst Italian public administrations, due to the strong presence of female leaders – said President Zaccariotto after the meeting – Beside the President herself, we have a female President and Vice-President of the Provincial Council, a female President of Provincial Commission, the leaders of two of the main minority parties are women themselves.»

«We hope we will, in the future, – concluded the President – have gender equality also for men, fifty-fifty»

Study visit - Scotland Visiting Finland

The Scottish delegation were very grateful for the warm and generous hospitality of our Finnish Partners on our Study Trip in November. Most especially, Terhi but also Kaisa, Pia & Jaako as well as the many other presenters and participants who served to make our trip busy, stimulating and enjoyable.

Our learning was largely based around three areas. Firstly, we were impressed at the high level of positive action around women's entrepreneurship and so a great many examples. The other area of work and policy which captured our interest was childcare, the history of the development of childcare policy and provision and the impact on women's career patterns; most significantly, the high percentage of women in full time employment compared to Scotland and other parts of Europe. Finally, the example of tackling occupational segregation was Naisway - a project designed to support women to enter and sustain careers in transport and logistics. We are not aware of any such projects in the UK or abroad and were impressed by it's uniqueness in this respect.

Investment in gender equality within transport and logistics could offer a useful starting point for tackling occupational segregation as many women would find this area of employment easier to access than some other segregated sectors. We look forward to the continued learning and appreciate the opportunity of exploring other initiatives within WINNET8.



Greece visiting Poland

From the 18th to the 20th of October the Greek delegation visited the Winnet8 partners in Szczecin and Gryfice. The programme started at the Agency of Regional Development in Szczecin with presentations of Good Practices about business support of women. After a visit at IADiPG, a research NGO and centre for women affairs, the delegation also visited two good examples of innovation in farming, Magdas Ecology farm and Goats garden. Two impressive and successful women developing new ideas in the area of ecology, and distribution of locally produced food.

At the Szczecin University the Dean greeted us with great hospitality and we were presented Good Practices from the University and information about the Region and Szczecin City. In the District of Gryfice some examples and Good Practices was presented in the area of agro-tourism and female entrepreneurship in rural areas.

A great hospitality was shown by the hosts and a lot of discussions held on the theme of women entrepreneurship in rural areas.



Sweden visiting Portugal

During our visit we were shown the work of three regional actors, such as **Cooperative ES-DIME** – a Agency for Social Solidarity which operates in the region of Southwest Alentejo. Their strategy is to enhance the strong aspects of this sub-region, such as good accessibility, a well preserved and unique cultural and natural environment. As well as to minimize the local weaknesses, such as low education of the human resources, the weak enterprising dynamics, the fragile industrial production and the negative demographic trend of the region.

Other actor was **Association Terras Dentre** – an association for local development, Nongovernmental organization of public interest in the area of the Central Alentejo. Their main goals are the sustainable and integrated development of the area they operate within by respecting the traditional values of the people living there. Their work is focused on the problematic of women's unemployment and entrepreneurship. We were also shown several good practices in the region.





WINNET8 Scotland Launch and Dissemination Event

Gender Equality – A Catalyst for Economic Growth in Scotland?

Wendy Alexander (Member of Scottish Parliament) sponsored the first high profile WINNET8 event on Thursday 30th September at the Scottish Parliament. The event asked Government, Business and their partners to consider the argument for gender equality as a means of growing Scotland's economy. A line-up of cross-party politicians with Jim Mather (Scottish Minister for Enterprise, Energy & Tourism) as the Keynote Speaker, alongside some of Scotland's enlightened, including Lesley Riddoch, focussed on the aims and objectives of the WINNET8 partnership.

The event launched the work being led by Sweden across 8 EU member states addressing issues of occupational segregation in the Scottish and UK labour market and women's under-representation in entrepreneurship. It was attended by strategists, activist, politicians, practitioners and policy makers in the field of equality and gender equality.

Scotland and UK are still host to a comparatively poor track record on gender equality and fall behind many EU member states. This is particularly the case in terms of the gender pay gap and in relation to 'sticky floors' and 'glass ceilings' which women experience in their career progression; especially in male dominated sectors.

Some of our Nordic partners in the EU have long since made sustained commitments to gender equality and recognise the vital contribution of women's full participation to economic prosperity. The UK Government's Women and Work Commission estimate that the underuse of women's education, skills and experience is costing the UK economy £23 Billion each year and cite occupational segregation and lack of female enterprise as significant contributing factors.

The lead UK partner of this European initiative is The Edinburgh Chamber of Commerce and their role will include providing support and direction through business and enterprise development to ensure wider and better opportunities for women across their activities. The comparative findings from other EU states will act as guidance and support to Government.

During a time of economic challenge, gender equality could be in danger of being seen as a luxury. However, never has there been a better time to focus on the issue with threats to public services including childcare looming and further set-backs on the path to equality which in turn will negatively impact on the economy.

A Strategy Group including government representatives, Non-Departmental Public Bodies and third sector experts and strategists involved in employability, enterprise and equality are working together to harness the learning from our European counterparts and capitalise on opportunities. We hope their work, combined with the by-in of our elected members will improve and increase actions on gender in Scotland and the UK and in turn grow the economy and whilst progressing towards a more fair and equal society. We are striving to maximise the potential of WINNET8 in Scotland and UK.

2011 – Final year of the Winnet8 project!

A lot of work has been done but there are a lot of challenges left for the project. This final year the MAG:s will finalize the Action Plans and the partners will disseminate the results through round table discussions and seminars. The project closes with the Final Conference in Greece in September 2011.



Agenda winter of 2011

Researcher workshop
Steering Group meeting, Finland
Partnership meeting, Finland
Midterm conference, Finland

Next newsletter

Next Newsletter from Winnet8 will be published in February 2011.

Keep updated with the progress of the project on www.winnnet8.eu