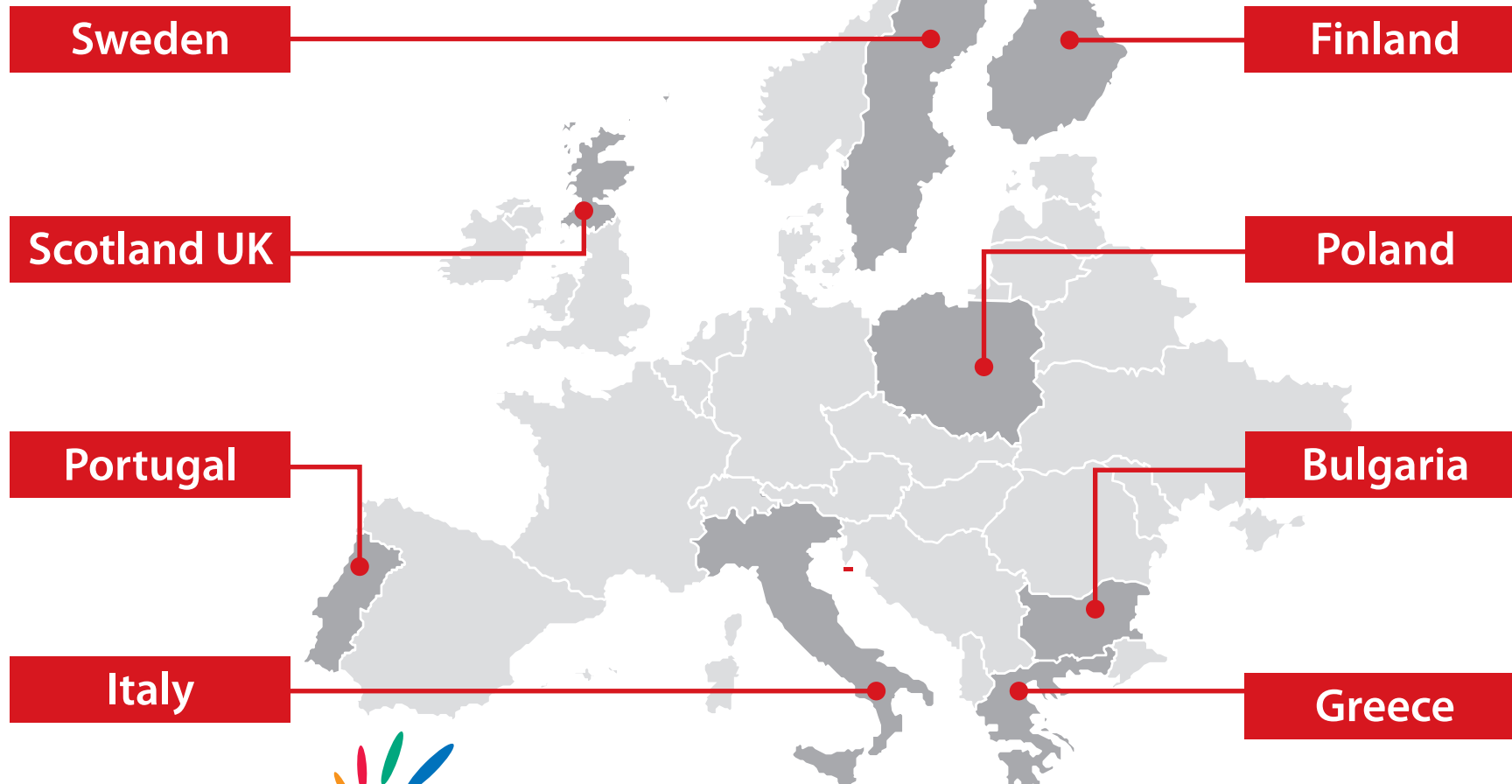


Interreg IVC Capitalisation Project WINNET8 January 2010 December 2011



WINNET8 Overarching Aims

- ❖ Increase labour market participation of women within male dominated industries/sectors & address occupational segregation
- ❖ Exchange experiences of policy & transfer good practice across WINNET8 group & into EU mainstream funding programmes
- ❖ Increase Women's Resource Centre models across partner regions focusing on entrepreneurship, innovation, ICT & non traditional employment opportunities

Mission & Purpose of WINNET8 inc. Women's Resource Centres

- ❖ Increase the number of women participating in economic life on a national, regional and a local level
- ❖ Create new permanent jobs by developing women's business and enterprise –encouraging increased production of goods & services
- ❖ Increase women's influence within the labour market & society
- ❖ To support more equal distribution of economic resources between women & men for gender equal growth

Variety of WINNET8 Initiatives inc. WRCs promoting Regional Growth & Competiveness

Dependent on member state/regional/municipality priorities but include **for example:**

- ❖ Work in schools & universities, encouraging SET, innovation (design programmes in partnership with education professionals) raising awareness & encouraging non-traditional options. (Empowerment work & exploration of stereotypes)
- ❖ Work with employers in segregated sectors and industries
- ❖ Business start up programmes inc. mentoring, coaching, specialist advice and practical support for unemployed, inactive women 40 + , immigrant women, minority groups
- ❖ Combination of virtual and physical services/opportunities

Functions & Approaches Of Winnet8 Projects inc. WRCs

- ❖ **To empower women** who seek support, they are **not** “taken care of” but rather get guidance towards self-help.
- ❖ **Direct services** to women inc. training, mentoring, enterprise support, education, finance etc
- ❖ **To mediate contacts with women’s networks** (inc. Business & finance, enterprise authorities, international contacts, media etc)
- ❖ **Networking on different levels:** local, regional and transnational to promote the combination of gender mainstreaming & positive actions

Practical Example ERGANI Greece WRC

Theme: Women's employment and entrepreneurship (Integrated Interventions)

Aim and objective:

Support women through personal and group training to improve women's professional skills to enter or re-enter the labour market, linked into wider regional and national training and entrepreneurial opportunities; provide additional funds for job and business creation where required.

Outcomes (351 Women received support)

Delivered in an outreach capacity via antennae and achieves the following results:

- 143 women into employment
- 63 women set-up a business
- 7 women's rural co-ops received business development support inc. business plans

Legislative Good Practice Example Sweden

State Finance of Swedish WRCs:

According to a parliamentary agreement public funding is granted for financing activities across National, Regional and Local areas for WRCs (Integral part of Regional Policy for Growth since 2002)

The Swedish Agency for Economic and Regional Growth – is assigned by government to run Gender specific WRC programmes – this is grounded in Swedish Gender Equality Legislation

For this programming period 2010-2012 Government allocated €3.3 million each year basic funding and co-finance for ERDF and other EU programmes Tasks WRCs, in Regional Development for Growth inc. Entrepreneurship and Innovation; Labour market; Accessibility; Transnational/Cross Border Cooperation & Rural Development

Recommendations

Establish a European Platform of actors for Gender Equality in Cohesion Policy and EU 2020 strategy to promote (both within the EU & across Member States):

Gender specific actions, priority and budget allocations, to secure women's participation in the labour market, ICT, Innovation and Entrepreneurship Gender mainstreaming to secure shared knowledge/expertise on ensuring a gendered perspective in all decisions i.e. ESF, ERDF, Interregional programmes across all EU member states Clear result indicators and measures for gender equality must be established and followed upon

The Winnet 8 network of gender researchers/experts/practitioners could provide that Centre of Excellence/Forum-working together to ensure a sustained impact on policies and actions leading to increase Growth and Competitiveness

Gender Equality Makes Economic Sense

WINNET8 have established in member states where a combined commitment to the principles of gender mainstreaming & finance/resources for effective positive action have been invested (i.e. Initiatives addressing occupational segregation & promoting entrepreneurship, Innovation and ICT) ***the results and impacts are effecting real change and strengthening those regions' growth and competitiveness***

DG Regi is working directly with WINNET8 to promote the concept that investing in gender equality makes sound economic sense

Gender Inequality is costing the EU billions each year

Thank you for your attention

Visit www.winnet8.eu

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