



## OVERALL LONG TERM OBJECTIVE

*The overall long term objective of the Winnet Model Goes East is to contribute to Sustainable Gender Equal Growth in Eastern Partnership Regions in close co-operation with EUBSR by strengthen the Winnet Model. A Capacity Building and Development of regional co-operation in EUBSR and Eastern Partnership Countries regions.*

**Duration of the Project August 1, 2016 close November 30, 2017**

**WINNET**  
CENTRE OF EXCELLENCE<sup>®</sup> BALTIC SEA REGION

**SI.**  
Swedish Institute.

**WINNET**  
SWEDEN

UNIWERSYTET  
SZCZECIŃSKI

**WINNET**  
ARMENIA



# AIM AND BACKGROUND

## Aim

- To create A Winnet Eastern Partnership Platform for Gender and Economic Growth
- To develop the Winnet Model for Gender Sensitive Entrepreneurship, Business and Innovation Support in ICT, creative industries as key sectors for implementation and co-operation
- To develop Winnet Centre of Excellence® in Eastern region, for policy oriented evident research on Gender and Economic Growth.
- To increase knowledge of the Winnet Model, with focus on WRC:s for change, Gender and Sustainable Growth – with a multi governance perspective.

## BACKGROUND

The initiating project is built on the results of the Thematic Partnership Winnet Baltic Sea Region and Thematic Partnership ICE, which is built on the two-year capitalization project, WINNET8 (2010–2011) funded by the European Regional Development Fund (ERDF) within the framework of INTERREG IVC, [www.winnet8.eu](http://www.winnet8.eu). Winnet BSR was a result – spinn-off of a seed funding grant from SI – for the “Baltic Sea Region Partnership Platform for Gender & Economic Growth” (2013). The thematic partnership – Winnet BSR – focus on developing gender sensitive models and methods contributing to, Entrepreneurship – business development and innovation in SMEs led by women in ICT and in tourism and creative industries. TP Winnet BSR also involves actors in Sweden, Lithuania, Estonia, Latvia and Poland. Winnet BSR capitalise, as the seed funding grant from SI, on the Interreg IV C project Winnet8. Furthermore the partnership

capitalise on Interreg III B Baltic Sea project FEM (Female Entrepreneurship Meeting in Baltic Sea Region) 2004–2007 in which one of the partners was involved, Interreg IV A Central Baltic project Quadruple Helix Central Baltic 2010–2011 in which Winnet Sweden was involved, the Interreg IV A Öresund-Kattegat-Skagerrack Interreg IV A project Women in Business (2009–2011) and the Interreg IV A South Baltic Going Abroad project (June 2011 – December 2013) in which partners are involved. All these territorial cooperation projects funded by the European Regional Development Fund (ERDF) aimed at creating infrastructures for business and SME development in light of a gender perspective. Some project or part of the them more specifically targeted ICT and tourism as well as crossclustering between ICT and tourism. Winnet BSR has taken into account the results from Interreg IV B Baltic Sea Region BSR Going Abroad project and the BSR flagship Quick-IGA within the framework of the EU Strategy for the Baltic Sea Region.

During the last decade we have increased our understanding in the EU Baltic Sea Region (BSR) which will be disseminated into the Eastern partnership region countries, for the necessity to create gender awareness on Innovation, Entrepreneurship for Business support measures, to achieve sustainable growth. There is still a lack

of gender sensitive models and methods adapted to different industries, to SME collaboration and to cross-clustering in Baltic Sea Region and beyond. Furthermore there is still a lack of gender perspective in policies targeting business development innovation in ICT and in creative industries such as tourism.

The Thematic partnership Winnet BSR has focus on Gender Equal Sustainable Growth with focus on Innovation, Gender, Entrepreneurship and ICT, to build a system for co-operation within a Winnet model. The result is the Winnet Model – which includes a strategic partnership platform

co-operation, with a multi governance perspective. Women Resource Centres as actors, NGO:s, other NGO:s, private and policy and decision makers as well researchers has been involved. A Winnet Centre of Excellence® in Baltic Sea Region, was established in November, 2014, at Stettin University in Poland.

## THE PARTNERSHIP

The Winnet Model is disseminated to Armenia. The associated partners is: Winnet Armenia and Romania which will be invited to participate in the activities. Winnet Armenia can be seen as a good example on how to build up Winnet Model in the Eastern Partnership countries.

The Partnership will consist of Winnet Sweden as lead partner in co-operation with thematic partnership Winnet BSR partners, Poland and Lithuania. From Eastern partnership, Moldova and Georgia.

The Partnership will secure Gender mainstreaming Policy and Actions, 2016–2020 in combination with positive actions.

### Added values

The added value is to highlight and have the possibilities to discuss Gender Equality as a driving force for change in Eastern and Baltic Sea Region. Partners involved in the project coming from TP Winnet BSR partnership is; Winnet Centre of Excellence® in BSR, placed at University of Stettin in Poland. The Competence and role is to share knowledge and experiences on how to network and co-operate within a Winnet Model partnership for Policy oriented evident research on Gender Equal Sustainable Growth. Rietavas Women Employment Centre and Rietavas Tourism and Business Information Centre, Lithuania, will have the role to share the best practices of the Successteams from the Interreg South Baltic program Going Abroad project.

They have disseminated the method to Moldova and Belarus while implementing Development Cooperation programme project Going Abroad - promoting women social and economical activities and networking between EU and East Europe. Winnet Sweden has been the leader of the Thematic Partnership, TP Winnet BSR, on how to create a system of cooperation within a Winnet Model. Caucasus University, Georgia, will be the partner for Winnet Centre of Excellence® in EP. The partner from Moldova ECOU XXI, will be the partner on Winnet Model Success teams.

## COMMUNICATION AND DISSEMINATION

The project will disseminate the result, through TP Winnet BSR ,Winnet Europé and Winnet Swedens WebPages. Facebook, twitter will be used as a communication tool, including the web pages of the partners in the project. Digital leaflets will be dissiminated. Special invitations to participate in the projects activities and seminar to important stakeholders and policymakers both in Baltic Sea Regions and Eastern partnership countries

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

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## EXPECTED KEY RESULT

The key result of the project will be a established Winnet Partnership in Eastern region countries.

### Expected results and outcomes

A established Winnet Model EP (Eastern Partnership) 2017, with proposal of next steps of methods and knowledge for future co-operation within the EUBSR and Eastern Region Countries.

A Winnet Centre of Excellence® in the Baltic Sea Region and Eastern partnership network is established and in function.

A established BSR – Eastern partnership will focus of implementation of Gender in – Innovation-Entrepreneurship and ICT.

## SUSTAINABILITY

Winnet Sweden in co-operation with Winnet Europe and Winnet BSR and Winnet Armenia, will secure the sustainability of the project together with the TP Winnet Baltic Sea Region partnership platform.

Focus will be on Gender-Innovation-Entrepreneurship and ICT in Eastern partnership but also how to build capacity to involve women and men on equal terms and condition to participate in decision making for policy and actions.

## The WINNET MODEL

The Winnet Model, includes a strategic partnership, consisting of Women Resource Centers, WRC:s, and Winnet Centre of Excellence®, for Policy oriented evident Research and Development. Combining several interdisciplinary approaches, its a strategic interactive research agenda to increase understanding of the organisation and results of the Winnet Model.

Winnet model for collecting comparable data between the regions involved in the project.

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## ..... PARTNERS .....

## ACTIVITY PLAN

| OBJECTIVES  | ACTIVITIES  | INDICATORS   | EXPECTED OUT PUTS   |
|---|---|--|---|
| Establishment of a strategical EU BSR and beyond in Eastern Countries Partnership, (EP) platform to develop a Winnet model system, on Gender & Innovation, Entrepreneurship and ICT for Sustainable Growth!   | Round tables and seminars and meetings  | Proposal of one EP partnership platform on the Winnet Model in EAP   | Presentation of a proposal for a EP Winnet Model system in EP in close cooperation with TP Winnet BSR with focus on Gender for Sustainable Growth with focus on Innovation, Entrepreneurship, ICT. A existing strategical partnership and next step   |
| Extend the Winnet model, Winnet Centre of Excellence® in Baltic Sea Region to EP network, for policy evident research on gender & economic growth in EU BSR and beyond into Eastern Partnership countries plans 2016–2020 with focus on Gender Innovation, Entrepreneurship and ICT & New Technology. Improve cooperation in the regions. | Seminars and meeting round tables planned in the working plan of the project                                    | A proposal of a Winnet Centre of Excellence® in EP for policy evident research and actions, 2016–2020                          | A existing network of researchers from EP involved in Winnet Centre of Excellence® in BSR – proposal of interactive action oriented research needed<br><br>Awareness of the importance of Gender in Sustainable Growth make changes in the Society when women is a part of the development. |
| A Capacity building on how to build up a system for development of regional strategical partnership platforms in Eastern Partnership AA countries with focus on strategy and actions to implement gender I regional sustainable growth in EP  | Round table meetings, seminar – Winnet Centre of Excellence® in BSR reports and documents                       | One EP strategy and actionplan 2017-2020 for implementing gender equality in policy and actions                                | A proposal of a EP Winnet Model for strategy and actions on how to implement gender in regional sustainable growth policy with focus on Innovation, entrepreneurship and ICT 2017-2020<br><br>Knowledge sharing and implementation methods  |
| Increase knowledge of the Winnet Model, with focus on WRC:s for change for gender equal sustainable growth, for women specific actions for empowerment and promotion of their involvement in national, regional – local decision making – in all areas of the society.  | In seminar and meetings, Train the trainers education on How to run a WRC:s succesfully in EP in a Winnet Model | A train the trainer education for Winnet Model with a multigovernance perspective of the target groups including civil society | A proposal for a train the trainer education on How to run a WRC:s succesful build on the result from TP Winnet BSR test module<br><br>A proposal of Winnet Model as a system for Sustainable Growth where women is included as drivers for change  |