

Be different. Be innovative.

.

Lucia Seel

Gisa Schosswohl



DRÜCKEN

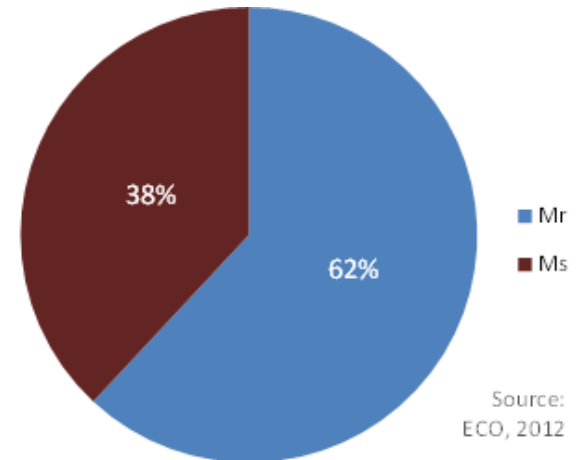
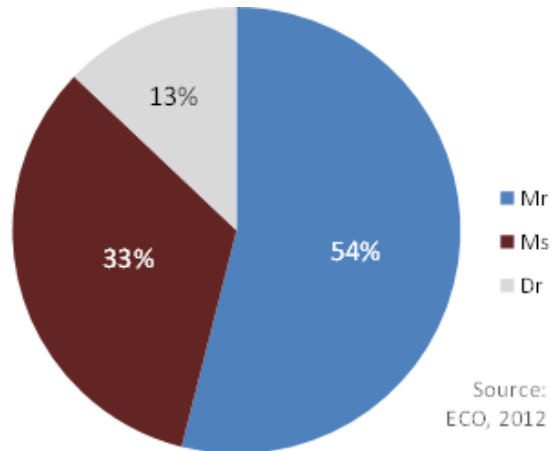


DRÜCKEN



What do the numbers say?

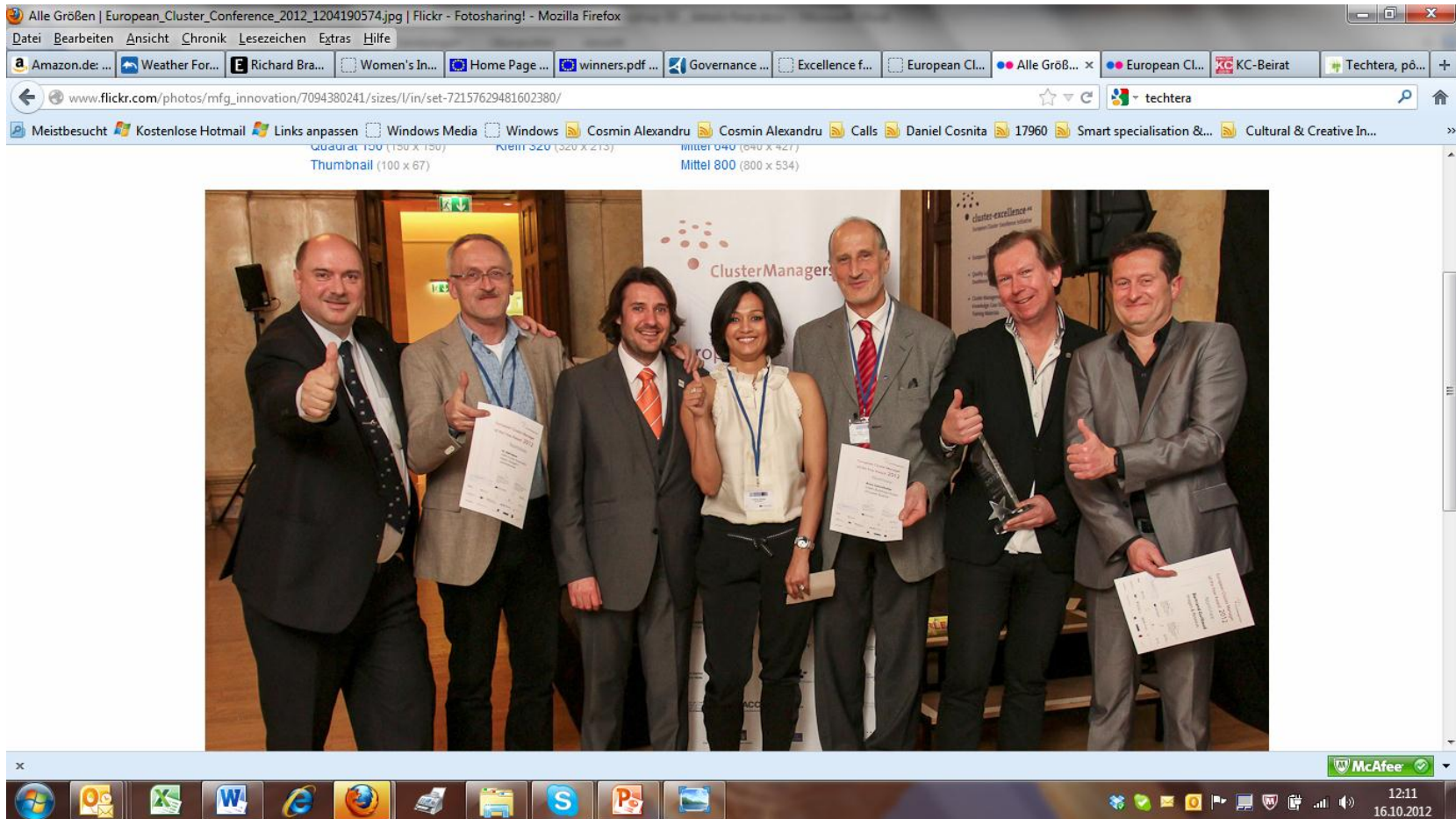
- The European Cluster Observatory (2015 users):



- TCI (517 members): 40% women, 60% men
- The European Cluster Collaboration Platform: n.a.
- The European Cluster Alliance (233*): 45% women, 55% men

* (counted according to the members' table available on the PRO INNO Europe website)

Cluster Manager of the Year Award 2012



Gisa Schosswohl
INTO Projects

LUCIA SEEL
INTERNATIONAL
CONSULTING



How the Swedish leisure boat industry goes out hunt for the future costumer.

User Driven Innovation

- Gender
- Market

Source: Kerstin Hindrum,
Swedish Marine Technology
Forum





Gisa Schosswohl
INTO Projects

Source: Kerstin Hindrum
Swedish Marine Technology Forum

LUCIA SEEL
INTERNATIONAL
CONSULTING

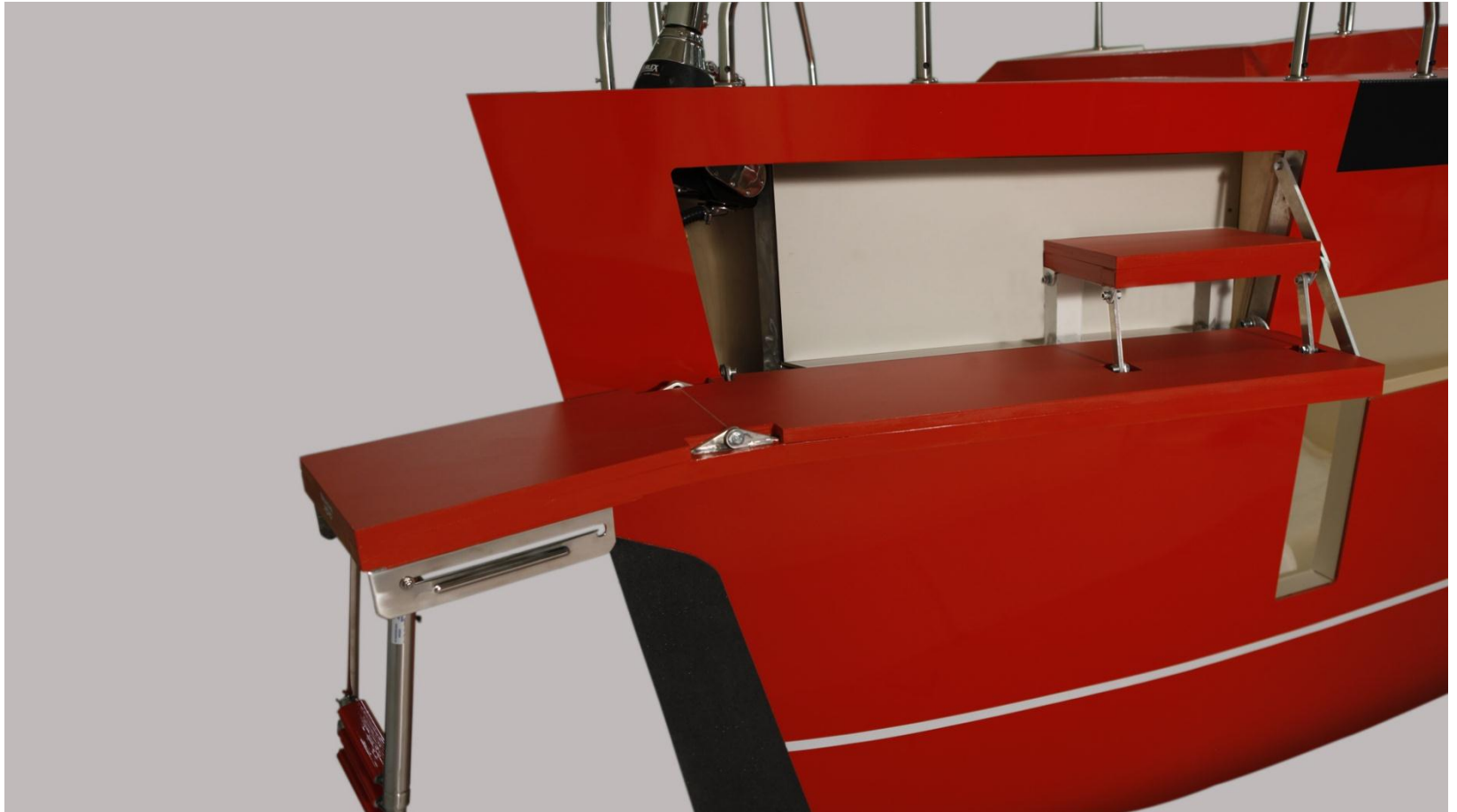
Over all purpose of the project

All Aboard

- More customers to the boat industry
- More women to the boat industry
- Maintain/ increase the number of women at sea
- Ordinary people and sunday sailors
- Business potential, +10% means approx. 25 milj €
- **INCLUDING WOMEN WITHOUT EXCLUDING MEN**

Side view





Gisa Schosswohl
INTO Projects

Source: Kerstin Hindrum
Swedish Marine Technology Forum

LUCIA SEEL
INTERNATIONAL
CONSULTING

Integrated anchor



Gisa Schosswohl
INTO Projects

LUCIA SEEL
INTERNATIONAL
CONSULTING

Kitchen island



Gisa Schosswohl
INTO Projects

LUCIA SEEL
INTERNATIONAL
CONSULTING

- **80% of articles from the boat show related to All Aboard**
- **20% more journalists on the "press breakfast".**
- **5% more female visitors at the boat show**
- **Many visitors came just to see the All Aboard stand**

Facts

- Women/diversity will stimulate creativity in clusters
- Women represent a higher percentage than men, increasing in time
- Women are an important part of the future workforce
- Women have a high level of expertise
- Women's purchasing power and impact on markets are continuously growing
- Women/diverse groups are underutilized target groups with high potential for new markets

Be different. Be innovative



gisa.schosswohl@gmail.com

Tel.+ 43 664 52603 62

Gisa Schosswohl
INTO Projects



lucia@luciaseel.eu

Tel. +43 660 5619056

www.luciaseel.eu

LUCIA SEEL
INTERNATIONAL
CONSULTING