



## Political-Strategic Working Group Clusters of Excellence EUSDR Priority Area 8 “Competitiveness”

30 April 2014, 9:15-18:00; Vienna, Austria  
ecoplus / Palais Niederösterreich, Herrengasse 13, 1010 Vienna

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# Workshop: Gender / Diversity and Innovation

Workshop leaders: Lucia Seel (Lucia Seel Consulting, AT, [lucia@luciaseel.eu](mailto:lucia@luciaseel.eu)) and Gisa Schosswohl (INTO projects, AT, [gisa.schosswohl@gmail.com](mailto:gisa.schosswohl@gmail.com))

The workshop addressed the issue of how cluster initiatives may contribute to generate more innovation for their industries by taking into consideration the gender/diversity approach.

Following most important issues for the participants are identified:

- user driven innovation through diversity (40%)
- gender and innovation on the political agenda including awareness raising (19%)
- female entrepreneurship (17%)
- education and training (13%)
- women/ girls in technical fields (11%)

Among these issues two concrete project ideas have been developed:

- 1) Diversity management guidelines: Within this project idea guidelines for companies, institutions etc. shall be developed to assist them in fostering innovation through diversity. After an analysis of how diversity supports the innovation processes in companies and how many companies have already implemented diversity management systems, the criteria for diversity management in view of innovation processes shall be identified and will be the basis for the diversity management guidelines, which shall also be proofed in a testing phase. Possible funding lines: Interreg B or Erasmus+.



Next Steps: Identification of an adequate funding program, fixation of the project team.  
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- 2) A project with the more generic thematic of gender & diversity in innovation through clusters with the objectives:
  - a. To create awareness on the better use of the women's innovation potential (creativity) for more/better business, by closely looking at the market from the gender perspective (women both as producers and consumers). Awareness is needed also for the policy level, that needs to understand the potential and to include the topic in its regional/national strategies
  - b. To approach the issue from the user perspective for market potential, including market analysis, development of ideas/innovative products (development of a methodology) and implementation (e.g. through marketing measures)
  - c. To initiate and strengthen female entrepreneurship (start ups for women entrepreneurs)
  - d. To address horizontal issues like education and training.

The potential funding for the project can be looked from the perspective of following programmes: Horizon2020, Central Europe, Interreg Europe, COSME. Also potential for positioning as sub-group representing the Danube region in larger consortia.  
Still to be cleared: who has interest in leading such a project. Potential partners (showing interest in the topic): National Cluster Association from the Czech Republic, ACED from Bosnia & Herzegovina, TMG-Austria.