SESSION: GENDER, INNOVATION AND SUSTAINABLE GROWTH IN THE BALTIC SEA REGION

4 June: 15:30 - 17:00 Parallel Work Streams

SPEAKER: Inger Danilda
BUSINESS CASE for Gender Diversity and Equality

INNOVATION CASE for Gender Diversity and Equality in BSR

ECONOMIC CASE FOR Gender Diversity and Equality in BSR

Winnet Centre of Excellence®
**TEAMS:** Gender balanced R&D teams, entrepreneurial teams etc. positive impact on innovation performance

**COMPANIES:** Gender balanced companies more likely to innovate

**CLUSTERS/INNOVATION MILIEUS:** Evidence base underway
FINLAND archipelago
SWEDEN roslagen
ESTONIA west-estonia

Winnet Centre of Excellence®
GOOD (GENERIC) PRACTICES

* Applied gender research
* Mapping of industries, production and value chains
* Performance indicators to track progress
The economic case *recognise the costs for non-equality*

*Gender equality as an investment* (not a cost) and a *productive factor* (not a constraint)

Close the gap among countries in BSR and *increase global competitiveness*

*Sustainable development in BSR*


Østergaard et al. (2008) Does employee diversity lead to innovation? Danish Research Unit for Industrial Dynamics. DRUID/IKE, Department of Business Studies, Aalborg University.