

# Women, Innovation, Social networking

Search Conference report



## Quadruple Helix reports 2010:1

15th - 16th December 2009

Haapsalu, Estonia

Venue: Fra Mare Spa Conference Centre

By Reet Kokovkin, moderator of the Conference  
and Osa Albinson, Workshop moderator

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CENTRAL BALTIC  
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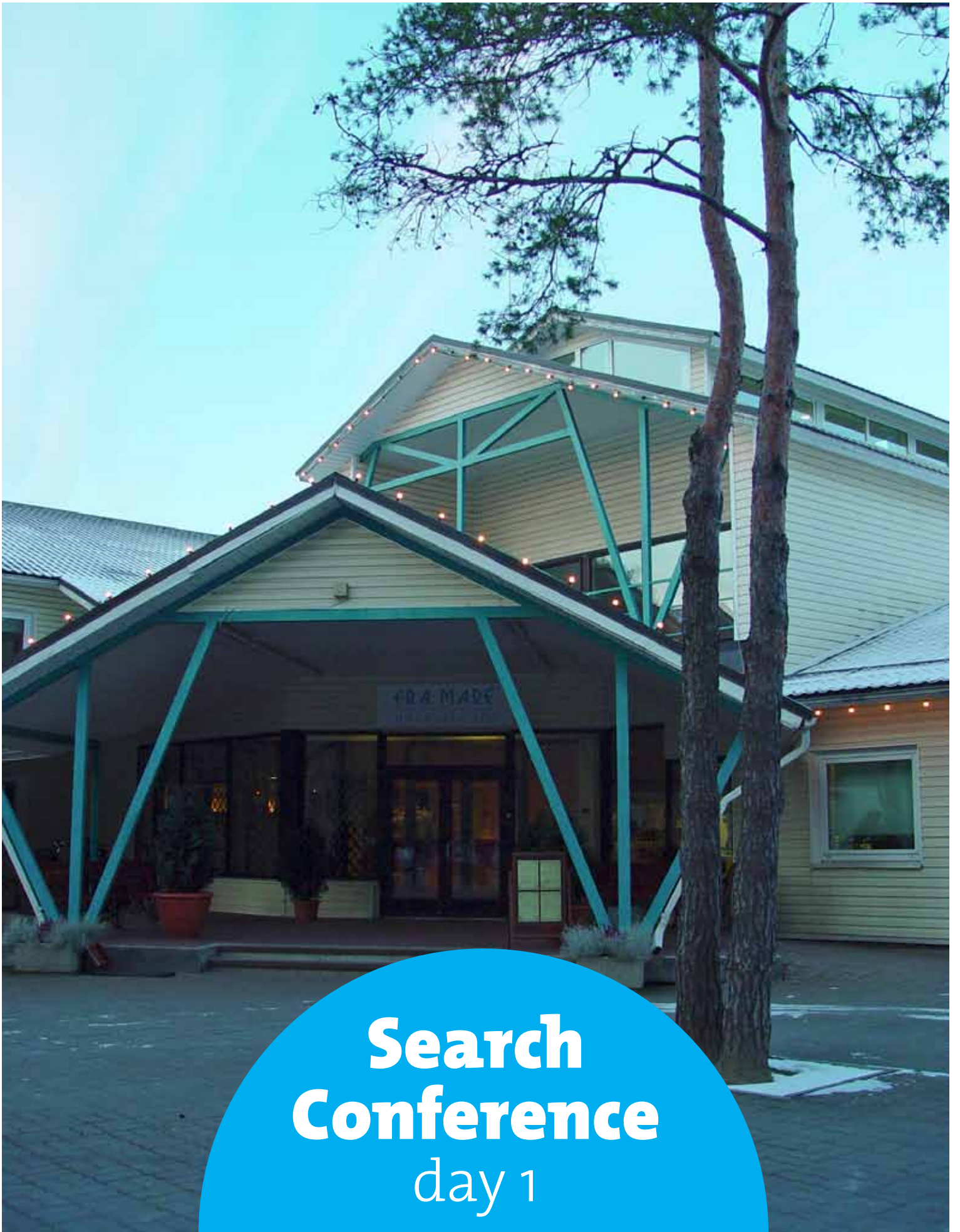
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**Search  
Conference**  
day 1

# December the 15th

## Welcome

**Kalle Laanet**, MP Estonia: MP Kalle Laanet emphasized the importance of the legislation work that has been done in the Estonian Parliament during the years and welcomed participants of the Conference.

**Reet Kokovkin**, LEADER Hiiu county, moderator: Moderator introduced the procedure and technical details of the conference.

13.30 -14.00:

## The Quadruple project

Sofia Händel, Project Manager

The overall aim defined for Quadruple is to stimulate clusters in the tourist sector in the Central Baltic region in parallel with development of innovation support measures and implementation of methodologies for gender mainstreaming in cluster processes. Quadruple will combine activities targeting entrepreneurs in the tourist sector with activities targeting regional partnerships, tourist and business promoters and decision makers.

### *Specific aims:*

- Support women's entrepreneurship and innovation.
- Stimulate entrepreneurship and businesses development through networking and internationalization.
- Develop and position the tourist sector.
- Initiate cluster processes with a focus on creative connections (cross-fertilisation) between the tourist sector and information and communication technology (ICT).
- Analyse policies and programs for entrepreneurship, innovation, cluster promotion from a gender perspective.
- Further development of gender mainstreaming for clusters and innovation systems.
- Promote the knowledge exchange and cooperation between actors in the Central Baltic region in the areas mentioned above.

Entrepreneurship and innovation in the tourist sector would be promoted in Quadruple with a specific focus on micro enterprises (0-10 employees) and women led businesses. Different mobile technology applications for the tourist sector should be further developed within the project framework taking into account the needs expressed by the entrepreneurs, innovators and end users.

### *Qualitative objectives*

- Increase the insight amongst business promoters and decision makers in Central Baltic about the connections between gender equality and regional growth.
- Increase the potential for growth in women led businesses by interregional (international) co-operation, the project itself focus on the tourist industry.

- Develop ICT applications for the tourist sector based on gender design and the needs expressed by entrepreneurs and tourists.
- Influence policies to increase women's possibilities to participate in cluster initiatives in the Central Baltic region.
- Increase the knowledge amongst business promoters and policy makers on methodologies for gender mainstreaming in clusters and innovation systems.

### *Quantitative objectives*

- A well established transnational network between NGOs, municipalities and researchers.
- A platform for gender equal cluster initiatives in the Central Baltic region and a method box with examples of strategies, work practices and tools for working with gender equal clusters and innovation systems.
- A tailor made development program for entrepreneurs and innovators within the tourist sector with 20 participants from each country.
- 3 pilot tests of mobile solutions.
- A well established interregional network between entrepreneurs.

The idea is to apply a Quadruple Helix perspective in the project i.e Triple Helix (interplay between industry, university/academy/research, public sector/government/politics) combined with a fourth dimension in terms of non governmental organizations/ consumers/citizens – in other words; the civil society. A Quadruple perspective is especially important for development of the tourist sector since the customers often are active in designing their own service and the sector is dependent on the “local community”.

### *2.1 Quadruple Teams*

Quadruple will have different teams implementing the project:

- Multi-Actor Partnerships (MAPs) with “associated” partners.
- Promoter Teams with business advisors, innovation managers and cluster coaches.
- E-teams with entrepreneurs and innovators, mainly women led businesses.
- Research groups.

These teams will work in parallel and joint meetings will be arranged both in between different teams and on transnational level. These teams are arenas for exchange of explicit and tacit knowledge, new ideas and joint strategies and activities.



Kalle Laanet



Reet Kokovkin



Sofia Händel





Christer Carlsson



14.00 -14.45:

## ICT-solutions for small enterprises

Christer Carlsson, Åbo Akademi University, Professor of Management Science.

Future competitive advantages for a successful travel industry will build on effective mobile services. Mobile value services: create customer value with context-adapted mobile technology. Customer value has not been a driving force for mobile services – it tends to be driven by technology innovations. The social aspect of tourism is gaining in importance; social network technology. We need some innovative and creative solutions to make mobile services value-adding to travellers and tourists.

A study on the use and intended use of 30 mobile services in Finland was carried out during 2003-2007, with the same questionnaire each year and a random sample of 1000 consumers in Finland. Another design science based study was carried out of the building and implementation of mobile services in order to find out what features and what support will form value services for the users.

According to the study, 64% of the respondees do not find any use for the developed mobile services; 18% cannot use the services (too complicated); 16% found the services too expensive/of no interest; Within the near future the usage to remain on the same level; 3 % willing to try out new mobile services given the existing pricing; 59% not under any circumstances willing to try new mobile services.

Mobile services markets 2003-2009 have not taken off as promised. People simply do not need the services as they have been constructed and introduced, i.e. they do not fit the everyday routines of people. When asked if they intend to use the services in the future, people promise – but they do not use them; this shows up in the statistics.

– Therefore Åbo Akademi decided to build and try out the services ourselves in an EU-funded project on Åland, says Christer Carlsson.

Tourist need information on pre-visit, during visit, post-visit services; websites, travel portals, virtual communities, route planners, interactive digital maps. Mobile support - location awareness, time sensitivity, intimacy, ubiquity; Continuous access to interactive, personalised travel info. Service should "Change the limits of the possible in the structures of everyday life".

Tourists and social interaction, both are information consumers and producers, creating value opinions and experience of others.

### *Important questions to answer*

How can mobile tourist community services facilitate social interactions among tourists? By getting information and sharing experiences anytime and anywhere.

Is it possible to demonstrate that the mobile tourist community service will "expand the limits of the possible"? What type of business models would build viable business around mobile community

services for tourists? So far, mobile network operators have not been successful. Service providers do not have the technology know-how, content producers are too small to undertake the necessary investments.

As Mobile Services Prototypes booking services are elaborated and tested; mobile guides to introduce sitiescenes, ferry ticket booking and purchasing of fishing permits were tested on Åland, for example.

Tourists are outside their everyday routines, their “comfort zone” where all routines work. The basic services – where to stay, where to eat, how to travel and what events to visit – becomes important; social networking services grow; worth to pay for. Mobile services need to be fitted to the context and to the cognitive profiles of the users; we need to understand and anticipate what the needs are going to be; the context is known to us – the service providers – even if it is not known to the tourists. Providing mobile value services is good business for all companies in the value chain; SMEs are an important part of this value chain.

15.00 - 15.30:

## What is gender equality?

### Why (and how) are we focusing on gender equality?

Lars Bäck, BalticFem

BalticFem is a non-governmental inter regional organisation, based in Norrtälje, Sweden. The organisation was founded in the fall of 2002 by a group of experienced and committed people who has worked in the field of gender equality for quite some time.

*The main aims of BalticFem are:*

- Our commitment to gender equality - we believe that a just and prospering society is only achieved if all members in it, both women and men, have the same rights, obligations and possibilities.
- Our interest in employment and entrepreneurship - only if people can support themselves through a legal income of their own, can we achieve a truly sustainable development that benefits all citizens.
- Our knowledge of the Baltic Sea Region and the specific challenges and advantages of this, our home region.

The level of gender equality is rather high in Scandinavian countries, compared to Baltics, but still gaps between professional needs and possibilities of men and women exist. Family patterns are changing - only 25% of families in Sweden live raising children. Aside the term gender equality, a term gender diversity is growing important describing ethnic groups and migration.



Lars Bäck



15.30 - 16.30:

## How can we boost the competitiveness of small companies? “Service design - fresh approach for tourism industry”

Andrus Huul, Foundation Lääne County Development Centre

We are looking answers to the following questions: What is service design? How to use it in tourism industry? Can we find good examples in Estonia?

### *Some definitions on Design:*

Norman Potter: Design is an activity that gives form and order to life arrangements.

Patrick Hetzel: Managing design – that is managing the creative process within the corporation.

Bill Hollins (Westminster University, UK): Service design can be both tangible and intangible. It can involve artefacts and other things including communication, environment and behaviours. Whichever form it takes it must be consistent, easy to use and be strategically applied.

The Design family counts over 100 types of design disciplines, such as environmental d, product d, package d, graphic d.

Design works when it is comfortable to use for the client. Client’s needs should be the basis for the product design. Fast visualizing makes the design method more productive.

An advice for SME-s: there need to be a story behind your business plan. It makes service more client-focused and helps client to be oriented and positive.

Positive example from Estonia is elaborating and building up Olde Hansa restaurant service and brand was built up in communication and cooperation with historians and designers. Design of service is strongly based on environment, i.e architecture, interior, materials, lighting, sounds, smells etc. It includes personal behavior, training of personnel, communication skills, body language. The ideology is:

### *Care versus service:*

- Long-awaited honorable guest (vs client).
- Few rules (but well performed).
- Flexibility (in frames of the “show”).
- Oldfashioned linguistic performance.
- Olde Hansa Guild jewels only.
- “Feasts” (not “parties”)
- Guest satisfaction surveys 3 x per year.

### *Team-mates versus employees:*

- Careful selection - only 5% of applicants will be hired
- 3 week training by tutor supervision before actual hiring, co-workers acceptance.
- E-learning environment; \*Feedback from customers - 3 times per year (about everything they can hear, see, smell, touch, feel).
- Playful Olde Hansa Gild event in every summer, contest to move up from prentice to craftsman.

To increase client satisfaction, brand loyalty and effectiveness of organization you have to design services, process and environment: Work with your brand using creativity; In close cooperation with design, product, marketing; Having emphasis on training and motivation of employees.



Andrus Huul



16.30 - 17.30:

## **Why do we need a policy? Hidden resource for the modern economy**

Silva Tomingas TEA Publishing House (presented by Mare Ellen)

Silva Tomingas has 21 years experience of entrepreneurship. She is the President and CEO of TEA Language Center Ltd and TEA Publishers Ltd, who is market leader in language teaching and dictionaries publishing in Estonia exporting to 45 countries. She has 19 years of membership in organizations (Estonian Union of Women in Business, Council of Junior Achievement Estonia, Zonta International, Estonian Women Association, National Broadcasting Council, Council of Tallinn Children Hospital Foundation) and last, but not least - 37 years dedicated wife, mother of 2 sons and grandmother of 2 girls.

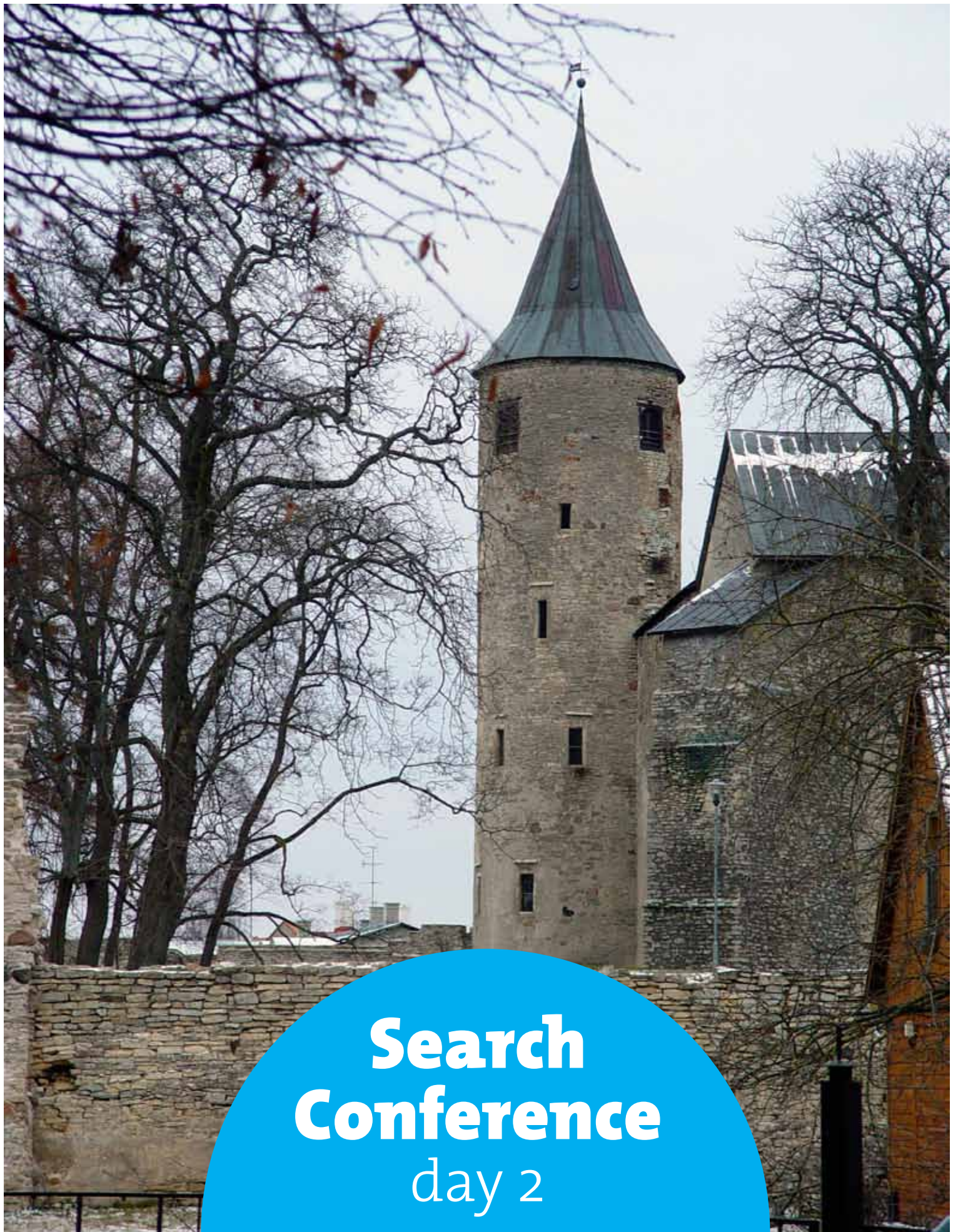
Popular myths as main obstacles to the growth of world economy: Myth 1 - Men are more suitable for business than women are. Myth 2 - Men are more suitable for leadership than women are. There is no evidence to prove it. We all meet brilliant businesswomen and women leaders everywhere, everyday.

Present world economy wastes the biggest human resource - the investment already made into women's education. In many countries (including Estonia) women have higher education than men. Investments into women have been bigger than into men. Women's higher education is not used as a tool for developing entrepreneurship worldwide. It is the biggest waste of human resource in the history of mankind.

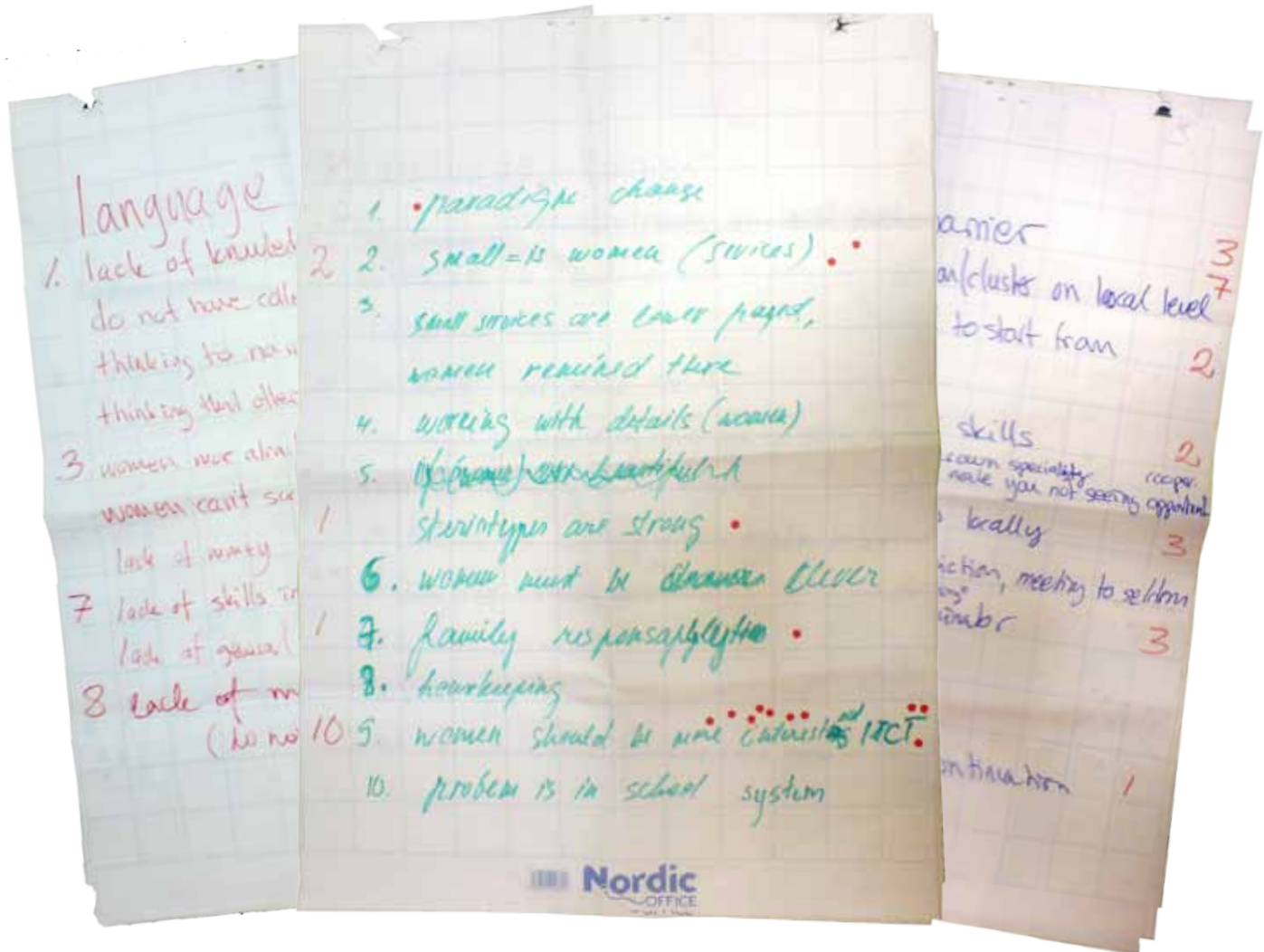
Implementation of women into business is the key to the main door to the modern economy key to huge economic growth. Implementation of women into business is an achievable task when applied support measures from governments such as valuing women as real business people and as real leaders (= new point of view, new policy), mentoring women by successful business people as a system, supported by government (f.e. via lower taxes, some other benefits for the mentors), connection to the practice from the beginning (to see, feel and touch, how does everyday business function). The biggest winner is the country, which is capable to use investments in women already made quicker than others.



Mare Ellen



**Search  
Conference**  
day 2



# December the 16th Workshop

The Workshop was hosted by Osa Albinsson, BalticFem

## The Quadruple Action plan

One of the aims of the Quadruple Search Conference is to provide focus to the action plan of the project Quadruple. That is to say to give the possibility to the multi actor partnership (MAPs), women entrepreneurs (E-teams) and other stakeholders to give input on the planned project. Of course as we have been approved by the Central Baltic INTERREG IV A programme 2007-2013 we have quite an elaborate action plan in the project application but nevertheless we would like to try and focus the work as much as possible.

As you all heard yesterday a presentation of the project and the work we hope to do these two years, and the goals we hope to reach, when Sofia Händel our Project Manager gave her presentation. I will instead focus on what it is we are supposed to achieve with this workshop and only start with a very short summary of our "Draft action plan".



## Draft action plan

An action plan is the definite plan in the short term governing the work of the project.

It's the structure of the various activities' that should be made, which together will lead to the goals that has been set both on short and long term.

### *The action plan provides structure*

It aims to provide answers to questions like:

- When in time is something to be done?
- Where, in what place, should it be done?
- How should it be done?
- What are the specific aims of the action plan?
- What does it cost?

### *What does it cost?*

The project budget is 997 298 € i.e. slightly less than one million Euro.

### *When in time is something to be done?*

Project application say:

Project time of Quadruple Helix Central Baltic is October 1st 2009 until December 31st 2011 – i.e. approximately two years.

### *Where, in what place, should it be done?*

The project area is the Central Baltic region and more specifically Stockholm County in Sweden, Region of South West Finland in Finland and Läänemaa County, Hiiumaa county and Saaremaa county in Estonia.

### *How should it be done?*

- By creating networks, approaches and structures for effective cross-border exchange of knowledge and experiences.
- By designing methodologies for integration of a gender perspective in entrepreneurship, innovation and cluster programs.
- By developing a cross-border needs analysis of mobile/ICT solutions for the tourism sector in CBR and a platform for cross-border R&D projects involving women entrepreneurs in the tourism sector.

### *What are the specific aims of the action plan?*

The overall objective of Quadruple is to strengthen the innovation system in CBR by increased participation of women in cross-border cluster networking.

### *What is an innovation system?*

A platform where actors from different spheres of society further innovations by transforming knowledge into new products and services.



## Workshop

Participants are divided into small groups of 5-7 people.  
Each group should name a chairperson/secretary.  
You can stay in the same room or sit outside in the hallway.

### *Task No 1*

Discuss for ten minutes and then write down (at least 10) obstacles preventing us from reaching the project target of increased access for SME's, notably women owned businesses, to cross-border clusters and cutting edge research within the project time (two years).

### *Task No 2*

Facilitators collect, tape on the wall and then each group presents their obstacles.

#### **Prioritize:**

What is the most important, i.e. worst, obstacle.  
Each participant can mark three statements.

### *Task No 3*

General discussion about the prioritizing and then we choose what obstacles/problems to continue working with based on numbers of marks.

### *Task No 4*

Rotation – two people in each group moves to another group.  
Discuss for ten minutes then write down at least five possible solutions to the chosen problem/obstacle.

### *Task No 5*

Facilitators collect, tape on the wall and then each group presents their solutions.

#### **Prioritize:**

What is the best solution, i.e. the most likely to achieve success and most positive change  
Each participant can mark three

### *Task No 6*

General discussion and conclusions, i.e.  
what expectations do the stakeholders present today have on the goal of this project  
and how can we follow that up.





## Results workshop

### *Problems*

#### *The four most serious problems identified were:*

- Women should be more interested in ICT
- Lack of market knowledge (do not know their target group)
- Lack of cooperation/clusters on local level
- Lack of skills in cooperation and communication



### *Solutions*

- Suggested solutions to problem 1 - ICT knowledge
- Mentor - person who you can call and ask silly questions - 13 votes
- Successful examples fo ICT use - 4 votes
- Trainings (with children because they know ICT better) - 2 votes

#### *Suggested solutions to problem 2 - lack of market knowledge*

- Best practice learn from other destinations, regions, brands - 11 votes
- Mobile phone surveillance of tourists trajectory, studies can be bought market research reliable - 3 votes
- One local leader who educates, spreads knowledge in mentor programs - 3 votes



#### *Suggested solutions to problem 3 - lack of local level clusters*

- Find a suitable local structure, organisation, body that invites the actors - 5 votes
- Get overview - who are my potential (neighbours etc) partners and use creative thinking as method - 3 votes
- A leading person is needed - village leader - 3 votes

#### *Suggested solutions to problem 4 - lack of skills in cooperation/communication*

- Interaction of people need to meet often otherwise no trust. Not only virtual meetings and SAME people shall meet often in different type of meetings. - 11 votes
- Learn and adapt to different cultures - 3 votes





