

Gender diversity aspect in VINNOVA's Competence Centers.

MAX PARKNÄS

VINNOVA
Sveriges innovationsmyndighet



80% of public research and innovation finance in Sweden goes to men and maledominated branches

Assumptions that affects



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Vinnova promotes a gender equal innovation system that makes use of both womens and mens innovation capacity

Three focus areas for Vinnova's gender equality work



WHO

Actively promoting the power and influence of women in projects

“Fix the numbers”

WHAT

Equally addressing women's and men's realities as an integral part of the projects to ensure the highest level of scientific quality and relevance

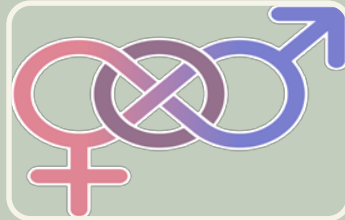
“Fix the knowledge”

HOW

Ensuring 60/40 % in all assessment-groups and a gender sensitive assessment process

“Fix the institutions”

More than a gov assignment



Human rights

Democracy

Better research
& innovation

Access to
finance

Teams

Quality and
relevance

Digitization affects everyone





- /Administration
- /Human Resources
- /Legal
- /Accounting
- /Finance
- /Marketing
- /Publicity
- /Promotion
- /Research
- /Business
- /Development
- /Engineering
- /Manufacturing
- /Planning

ELECTRONICS



TECHNOLOGY

But is "Made by men"



Big data: Shit in – Shit out

Color Matters in Computer Vision
Facial recognition algorithms made by Microsoft, IBM and Face++ were more likely to misidentify the gender of black women than white men.



Gender was misidentified in up to 1 percent of lighter-skinned males in a set of 385 photos.



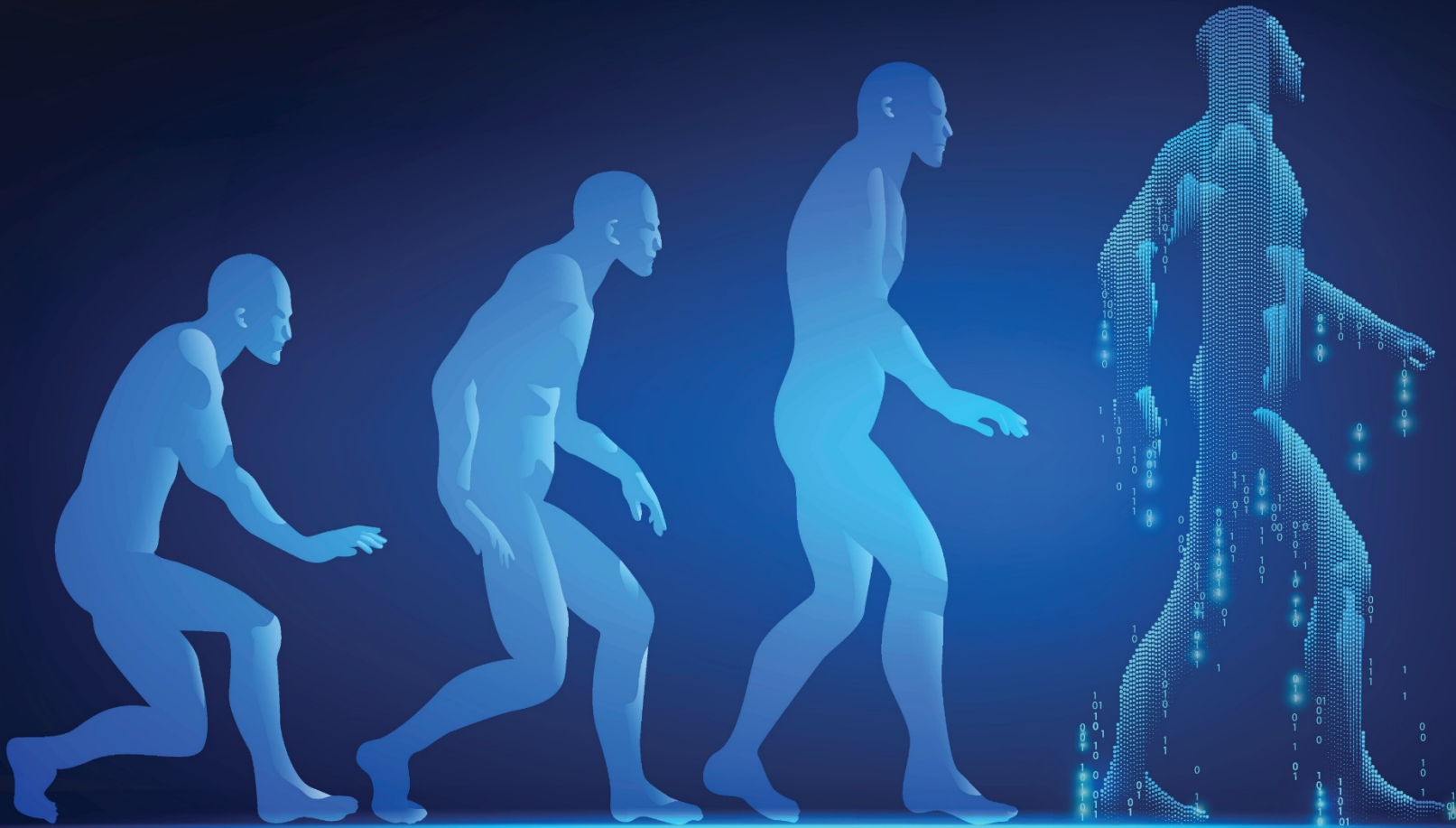
Gender was misidentified in up to 7 percent of lighter-skinned females in a set of 296 photos.



Gender was misidentified in 35 percent of darker-skinned females in a set of 271 photos.



Research and Innovation – On whose condition?



Assumptions of market needs areas of application



Female gamers over 55 spend more time online gaming than males ages 15 to 24.

(Source: Ford Motor Company and Trendwatching.com study, 2013)

Who's a part of driving innovation and how does that affect innovation?

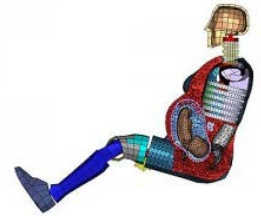
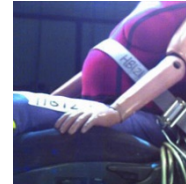


- **Include women** without excluding men
- **Identify hidden** needs, experiences and preferences
- **Profitability** - Find new customer groups

"Sierra Sam as norm"



"Sierra Sam" utvecklades för det amerikanska flygvapnet 1949 för att testa katapultstolar. "Sierra Sam" representerar medianlängd och vikt hos den 95:e percentilen vuxna män i USAs population.



"Linda" från Volvo. En virtuell modell för att simulera bilkrock vid graviditet, utvecklad 2002 av ingenjören Laura Thackray. "Linda" simulerar effekter av hög hastighet på livmoder, moderkaka och foster.

1949

1996

2002

Volvo Trucks Vision: Drive Radical Innovation



Trucks for all

Normcritical innovation @ Volvo

Exempel
normkritisk
innovation

The transport industry is traditionally man-dominated, while at the same time the study showed that more women are recruited as drivers today.

The purpose of the project is to find ways to include norm critical perspectives in existing innovation processes and to develop organizational capacity for norm critical innovation.

Volvo Trucks and Linköping University, Örebro University



Developing disruptive
norm-critical innovation
at Volvo
FINAL REPORT

Dag Balkmar, Örebro University
Nina Lykke, Linköping University

li.u LINKÖPING
UNIVERSITY

VINNOVA

APPLICATION OF NEW TECHNOLOGY

Zero vibration injuries



Vibration damage is the second most common cause of occupational injuries



Reduce human suffering and welfare spending through the development of low-vibration machines



Institute, academy, industries (building, concrete, steel and dentistry), vehicle repair, machine rental and manufacturers, government? And the social partners



2015-2017

Future Healthcare

STAGE

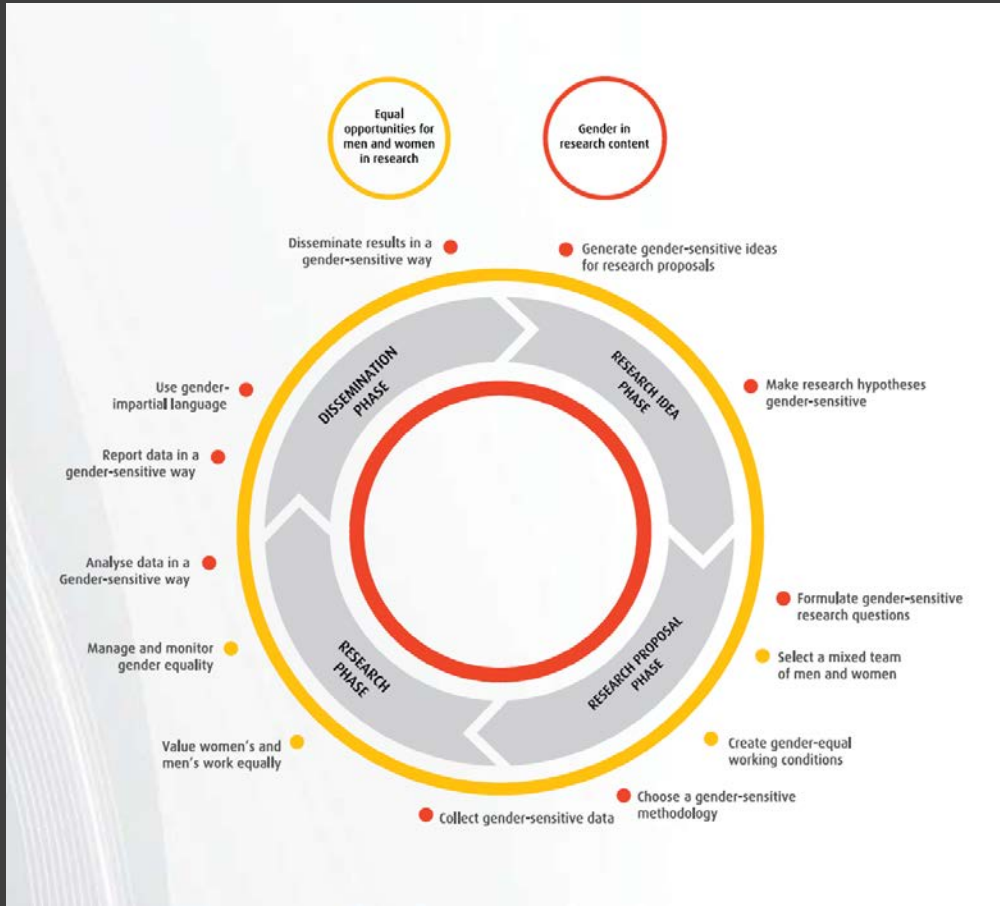


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What can be a relevant gender perspective be linked to sensor technology?

LCA from a gender perspectiva

- Toolkit and Training website under www.yellowwindow.com/genderinresearch.



Innovative ways to promote innovation, growth and gender equality



Partners are Hästnärigen National Foundation, Swedish Ridsportförbundet, Swedish Travsport, Stockholm School of Economics, **Saab**, Swedish Agricultural University and LRF Häst.

Gender in RoI environments

Primary driving force: Equality to strengthen its own innovation system.

- attractive organizational culture
- productive organizational structure
- increased innovation capacity
- increased business opportunities





WHO

- Board
- FoU Teams
- Participating companies
 - Expert groups
- Communication team
 - Test groups
- Evaluation teams

WHAT

Integration of sex/gender perspective linked to R&I

Specific initiatives to promote gender equality

HOW

Capacity & Competences (internal, external, network, international, gender researcher, evaluator and relevance of competence)

Methods, tools (relevance, evidence, strategy, indicators and measurability, prerequisites for integration, competence)

Gender Equality Plans

"... Gender issues must be treated at all levels and in all areas of ProcessIT. One goal is thus to gradually improve the situation in the region to **better utilize both sexes abilities.**

ProcessIT in their various projects and their project results will provide new opportunities for better gender equality in the basic industry, research, the ICT industry and the region as a whole. New technology, new ways of working, new service companies, mobility and distance work facilitates women to take care of an industry that is still so long male dominated. "

The logo for ProcessIT Innovations, featuring the text "ProcessIT Innovations" in white on a blue rounded rectangular background, which is itself on a white background with a light blue shadow effect.

ProcessIT
Innovations

To meet this challenge, ProcessIT aims to finance a PhD student to follow up how ProcessIT affects and promotes gender equality

DEN

SKOGLIGA NORMEN

MÅL

Bryta den rådande normen på SLU. Öka medvetenheten gällande människors lika värde. Ge studenter utrymme att vara den de faktiskt är och att acceptera varandra.

HUR?

Genom interaktiva workshops tillsammans med studenter och representanter från skogssektorn kan gamla strukturer och könsroller synliggöras och ifrågasättas.

UTMANINGAR

Att få var och en på SLU att inse och acceptera att det finns starka normer som förhindrar ett öppet skolklimat. Kunna ha samarbeten med sektorn som skall vara givande för båda parter.

JAG FÖRVÄNTAS VARA MANLIG,
OKRITISK, RATIONELL, HETERO,
STARK, ORÄDD, JÄGARE, MACHO,
PRAKTISK ÖVERORDNAD, KÖTTÄTARE,
HA FOKUS PÅ PRODUKTION, ATT TA
PLATS OCH GILLA ÖL...

... OCH JAG SOM ÄR FEMINIM,
KRITISK, NYKTER, HOMO, VEGETARIAN,
KÄNSLOMÄSSIG, FEMINIST,
ÖDMJUK, LYHÖRD OCH HAR ETT
MILJÖ- OCH HÅLLBARHETSTÄNK...

...PASSAR INTE
IN I NORMEN



Uppsala University of Technology

EDUCATION RESEARCH MEET THE UNIVERSITY

Gender Contact Point

Gender Contact Point

Name: [Redacted]

Project: [Redacted]

Research: [Redacted]

Partners: [Redacted]

Date: [Redacted]


Next practice: [Redacted]

Video: [Redacted]

Conference: [Redacted]

Photo: [Redacted]

Contact to: [Redacted]



Business model for more gender equality
Published: 18 June 2018

An inclusive and innovative business model that provides better business for companies in the IT industry. This is the goal of the Gender Research project. Without gender equality companies will not get sustainable growth, says Pia Moberg, Project Manager at the Center for Distance-Spanning Technology at Linköping University of Technology.

Several studies show that an equal workplace characterized by diversity contribute to self-leading, flexible, creative, and innovation and efficient corporate environments. In the Gender Research project, we intend to create a financially sustainable model – the IT industry – in 40 hours. If the industry should continue to grow, the traditional gender roles need to be broken. If companies don't embrace work

Gender Board News of Uppsala University of Technology

<https://www.nordforsk.org/en/programmes-and-projects/projects/beyond-the-gender-paradox-womens-careers-in-technology-driven-research-and-innovation-in-and-outside-of-academe>



Programmes and projects Apply for funding Research policy and cooperation About NordForsk

Beyond the Gender Paradox: Women's careers in technology-driven research and innovation in and outside of academe

The Nordic Centre of Excellence (NCoE) Beyond the gender paradox focusses on exploring women's careers in technology-driven work environments, and conducts action (-for change), solution-focused research and development research in these contexts.

The NCoE has four main research pillars, investigating these both inside and outside of academe in a cross-sectoral, comparative manner:

Facts about the project

Project manager
Professor Gabriele Griffin, Uppsala University

Programme
Gender in the Nordic Research and Innovation Area

Funding scheme
Nordic Centre of Excellence

Duration
5 years



GENDER-NET Plus has launched a joint co-funded call

Inviting research integrating a gender dimension in projects relating to the UN Sustainable Development Goals (SDGs)

GENDER-NET Plus invites applications that address and explore interlinking and cross-experiences explicitly between SDG 5 GENDER EQUALITY and:

- SDG 3 GOOD HEALTH AND WELL-BEING**
Topic 3.1 GENDER-BASED VIOLENCE
Topic 3.6 SEA, GENDER AND RESILIENCE
Topic 3.8 SEX, GENDER AND HEALTH
- SDG 9 INFRASTRUCTURE, INDUSTRIALIZATION AND INNOVATION**
Topic 9.1 GENDER AND NEW TECHNOLOGIES
Topic 9.2 GENDER IN ENTREPRENEURSHIP AND IN THE INNOVATION SYSTEM
- SDG 13 CLIMATE ACTION**
Topic 13.1 GENDER DIMENSION IN CLIMATE RESILIENCE AND DISASTER PREPAREDNESS

GENDER-NET Plus
Promoting gender equality in research and innovation

Submit your pre-proposal by Thursday, 1 March 2018, 17:00 (CET).

FURTHER INFORMATION ON
www.gender-net-plus.eu | @GENDER_NET_PLUS



VINNOVA



Questions?



Thank you!

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