

GAAL – A MODEL FOR PRACTICAL EQUALITY WORK IN AN ENGINEERING ENVIRONMENT .....	3
THE UNCHALLENGING METHOD IS A GOOD ONE - ABOUT MEASURES FOR GENDER EQUALITY AND DIVERSITY IN THE SWEDISH RESCUE SERVICES.....	3
GENDER INCLUSIVE HEALTH TECHNOLOGY .....	4
DIGITAL SUPPORT FOR MEDICATION ADMINISTRATION - STATUS-ENHANCING INNOVATION FOR CARE WORKERS?.....	4
MAKING EQUALITY WORK: CHANGE, ACTORS AND DILEMMAS IN PUBLIC SECTOR ORGANISATION.....	5
CO-CONSTRUCTING SERVICE WORK AND MASCULINITY THROUGH NOTIONS OF CREATIVITY .....	6
PERSONAL GROWTH IN ENTREPRENEURIAL IDENTITY DYNAMICS.....	6
WITCHES AND BITCHES – GENDERED DISCOURSES AND CONCEPTIONS OF GHANAIAN ENTREPRENEURSHIP .....	7
KOLARCTIC AND PROMOTION TO EQUAL OPPORTUNITIES TO PARTICIPATE IN PARTNERSHIP.....	7
GENDER EQUALITY AND ENTREPRENEURSHIP IN ACADEMIA – A COMPLEX EQUATION IN PRACTICE.	8
DIFFERENT WORKING CONDITIONS AND PERCEIVED HEALTH AT GENDER SEGREGATED WORKPLACES - CAN HEALTH PROMOTION PROMOTE EQUALITY IN WORK DEMANDS? .....	8
FROM DEFICIT TO SOCIAL MODEL OF GENDER EQUALITY: A SUSTAINED APPROACH TO TRANSFORMING ORGANISATIONAL CULTURE AND INSTITUTIONAL STRUCTURES.....	9
GENOVATE – TOOLS AND METHODS TO INTEGRATE GENDER AND DIVERSITY PERSPECTIVES IN INNOVATION SYSTEMS.....	10
FROM EXPERIENCE TO MODEL – REFLECTIONS ON A PROCESS FROM RESEARCH RESULTS TO INNOVATION.....	10
INTER ACTIVE MOVEMENT - ON EQUAL TERMS BUT DIFFERENT ABILITIES .....	11
PUBLIC SECTOR INNOVATION FOR QUALITY AND GROWTH - <i>E-GOVERNMENT</i> .....	11
GENDER DIFFERENCES IN SUPPORTED EMPLOYMENT .....	12
COMPETENCE: A CHALLENGING ASSET .....	12
PARTICIPATORY METHODS FOR PROMOTING USER-DIRECTED INNOVATION.....	13

INCREASED PARTICIPATION AMONG EMPLOYEES IN THE PUBLIC SECTOR AS A STRATEGY TO IMPROVE QUALITY, EFFICIENCY, AND AVOID OUTSOURCING .....	14
GROWTH OF A CITY: HOW GENDER AFFECTS BRAND LOYALTY.....	14
EMPLOYER BRAND WITH A GENDER PERSPECTIVE .....	14
SUCCESS OR FAILURE? ASSESSING THE SUCCESS OF ENTREPRENEURIAL POLICY ACTION IN REGIONAL INNOVATION SUPPORT FOR MARGINALIZED GROUPS FROM CONTRASTING ANALYTICAL PERSPECTIVES.....	15
SMART INCLUSION – INSTILLING GENDER AWARENESS IN TERRITORIAL INNOVATION MODELS..	16
COLLABORATING RESEARCH COMPANIES WITHIN HUMANITIES AND SOCIAL SCIENCES.....	16
COOPERATION AND COMPETITION IN RESEARCH TEAMS .....	17
TECHNOLOGY AND TRUST - SOCIAL AND TECHNICAL INNOVATION IN ELDERLY CARE.....	17
FUTURE INTERNET SCENARIOS TO FURTHER THE ART OF FEMINIST TECHNOLOGY CREATION.....	18
PROMOTING EMPLOYEE DRIVEN INNOVATIONS – A NEW PANACEA FOR PUBLIC SECTOR ORGANISATIONS?.....	18
COMPETITION AND DESIRE: REGIONAL DEVELOPMENT, CITIZENSHIP AND THE STRUGGLE FOR ATTRACTION.....	19
GENDER AND ICT FOR SUSTAINABLE GROWTH? .....	19
SATIN 2 – HOW TO SUPPORT SELF-EFFICACY AND DIVERSITY IN END-USER DEVELOPMENT .....	20
SOCIAL SCIENCE INNOVATIONS – SUPPORTED OR HAMPERED BY NORDIC INNOVATION SUPPORT? .....	21
LOSS OF INNOVATION POTENTIAL - UNDERSTANDING ORGANIZATIONAL CONDITIONS WHY FEW WOMEN SEEK SUPPORT IN VALORISING RESEARCH RESULTS .....	22
BREAKING ORE AND GENDER PATTERNS - A GENDER AWARE AND SUSTAINABLE STRATEGIC R&I AGENDA FOR THE SWEDISH MINING INDUSTRY .....	22

## **GAAL – a model for practical equality work in an engineering environment**

Eva Amundsdotter, Ewa Gunnarsson & Mats Westerberg

LTU

In connection with the work in the Faste Laboratory, a Vinnova Excellence Center, we have developed a model for practical equality work in an engineering environment that we call GAAL - Gender Awareness and Action Level. By interactively using our own work with gender equality in the Faste Laboratory, we have developed a model based on the group's gender awareness and ability to conduct practical gender work. In the current situation, the model has three levels - experience & inspiration, observation and development and change and integration - where we for each level have identified key concepts, aspects on how the work should be conducted and the type of activities that are core to take the group forward to the next level. In the early phases the knowledge development process depend on that the participants get concrete insights about the meaning of gender equality and are inspired to take further steps. In later phases, the process relies on the participants' own explorations, theory, experiences and above all an increasingly more sophisticated interpretation work. From the newly gained knowledge the group can enter into mobilizing and transforming processes to promote gender equality and raised awareness about gender in other environments.

## **The Unchallenging Method is a Good One - about Measures for Gender Equality and Diversity in the Swedish Rescue Services**

Lena Grip, Ph.D.

Karlstad University, Department of Geography, Media and Communication

Ulrika Jansson, Ph. D.

Karlstad University, Centre for Gender Studies

Gender equality in the Swedish Rescue Services has been a political directive since the 1990ies, but has led to few visible changes. The Swedish Rescue Service is still a male-dominated organization with a traditional focus on firefighting. The call for change is made with references to new economic realities, conceptualizations of risk, and directives for gender and ethnic equality. The overriding concern of this paper is discursive constructions of equality work in relation to political directives on increasing equal opportunities in the Swedish Rescue Services. Gender is treated as a prevailing power structure and as an integral part of organizational practices. The paper is based on a questionnaire about the practical work made on equality in the Swedish Rescue Service, answered by over 1000 persons working in the Swedish Rescue Service. The questionnaire contains a large amount of open comments, which is analyzed in this paper. The result shows that two thirds of the respondents have a mainly positive attitude towards gender equality in the Rescue Service, but that the measures for equality are considered as “wrong methods”. Our analysis discusses that only methods that doesn't challenge the present organization are considered as acceptable.

## Gender inclusive Health Technology

Agneta Hansson & Emma Börjesson, Halmstad University

Embedded Intelligent Systems (EIS) is a research environment at Halmstad University – with a perspective reaching from the enabling technology via new system solutions and intelligent applications to end user aspects and business models. Within one of its application areas EIS is contributing to the regional Triple Helix innovation system Healthcare Technology which the region has pointed out as a prioritised development sector.

As a traditional male dominated computer science environment, EIS was aware of the need for a more articulated gender perspective within the research environment and applied to VINNOVA for a R&D project, which was successfully approved for a period of three years 2009-2011.

The project GEIS (Gender Perspective on Embedded Intelligent Systems – Application in Healthcare Technology) had a qualitative and action research approach and was oriented towards development. It was built on the assumption that an integrated gender perspective in innovations within the health technology area is necessary in order to be able to meet the needs of an ageing population where most of the care takers are women and the professional nursing staff mainly consist of women.

In the paper we describe the result of the project and how a gender perspective can be applied and have an impact on a computer technological environment and on an innovation system based on the theme healthcare technology.

## Digital support for medication administration - Status-enhancing innovation for care workers?

Maria Andersson Marchesoni\*, Inger Lindberg\*, Ylva Fältholm# and Karin Axelsson\*

\*Department of Nursing

#Department of Work Science

Luleå University of Technology

**Background:** There are assumptions that innovative ICT solutions in healthcare can improve the efficiency and contribute to increased quality. Innovation through ICT is also expected to increase status of and attract men to care work.

A project aimed at finding innovative ICT solutions was realized between 2009 and 2012. The project involved a healthcare center and two nursing homes. Technicians (all men) were those in the project given the assignment of finding innovative solutions together with staff. Involved in the project were also ICT companies and academic researchers. This research study was undertaken in a nursing home context. A tool for medication administration was under development and to be tested.

**Purpose;** to describe staff's perceptions of digital support for medication administration and understand staff's underlying values when arguing for or against the tool.

**Data collection;** focus-group interviews were carried out to collect data. To analyze and interpret the content of the data, a phenomenographic method was used.

**Findings;** Participants questioned the *utility* and also the *need* of the ICT solution. Participants also expressed a risk for impaired *working environment* as an effect of the tool. They also thought the tool would be *complicated to use* and sometimes would lack in performance. Increased status as an effect of introducing ICT was a belief that was not held by the staff.

**Conclusions;** Setting aside the fact that from the perspective of an outsider, the intention of the project was indeed to do good, staff did not perceive the ICT solution in a positive manner. Politicians and policymakers may be over emphasizing the possibilities of ICT for solving future challenges in healthcare. Focus on technological innovations and a discourse in which care workers are excluded can actually be counterproductive to the possibilities of enhancing the status of care work, which is still predominantly performed by women

*Keyword: nursing home staff, innovations, care, perceptions, ICT*

## **Making equality work: change, actors and dilemmas in public sector organisation**

Anne-Charlott Callerstig  
Linköping University, Tema Genus

The ambition of gender mainstreaming is that it can lead to better public services in that it seeks out to understand in what way policies are gendered and how that affects the process of implementation and in the longer run, the outcome in terms of equality between women and men. The overall aim of the study is to understand the prerequisites for enhancing equality in society through the implementation of general equality policies, such as gender mainstreaming, in public organisations.

Public sector organisations are gendered in a multitude of ways and this affects the implementation of policies in various fields (Connell 2006, Jaquot 2010). Both in mainstream implementation theory and in gender studies it has been suggested that individual actors can have a great impact on the outcome of implementation and change processes (Tati and Özbilgin 2009, Kingdon 2011). The role of actors has however been studied to a lesser degree. The specific focus of the study is the change strategies developed by public officials/professionals with the purpose to implement gender mainstreaming in public organisations, ie *gender mainstreamers*.

Main research questions include: What change strategies are being developed in initiatives for gender mainstreaming, by whom and why? The result is based on five case studies of gender mainstreaming initiatives in four different public organisations in Sweden, three local municipalities and one central government agency.

The interplay of individual and institutional features of change processes is at the heart of the study. Local strategies for gender mainstreaming are formed in a complex process

where notions of actors and agency are interlinked, bringing together political intervention with personal and professional positioning (Parson and Priola 2012). The results from the initiatives studied is discussed in relation to a wide range of difficult-to-solve dilemmas (Billig et al 1988) that becomes central for gender mainstreamers based on the concepts of *gender*, *change* and *equality* in the development of local change strategies. These dilemmas rest on different interpretations about what the problem to be solved is (inequality) and what the solution might be (equality) in relation to the policy area where gender mainstreaming is applied and how change can be achieved.

### **Co-constructing service work and masculinity through notions of creativity**

Kristina Johansson, PhD-student

Luleå University of Technology, Human work science

Drawing on an ethnographic study of one Swedish supermarket, this paper investigates co-constructions of masculinity and service work. It examines the ways in which two young men allocated to the fruit and vegetable department constructed their gender identity as well as their work tasks, when describing their job. Preliminary findings: 1) By emphasizing the artistic aspects of arranging the products, the men were able to 'map' their work tasks onto their sense of themselves in accordance with a specific form of subcultural masculinity: 2) When describing their work tasks as creative, the men disassociated themselves from the general development of standardization in the supermarket: 3) Notions of fruit and vegetable work as particularly demanding was sanctioned by the organizing of work as the two men were exempted from the requirement to help with the stocking on other section. Conclusions: 1) in the supermarket service work and masculinity was co-constructed not only through the identity of workers, but also as part of organizational practices, and 2) despite the general standardization, spaces of exception, in which in particularly male workers could enjoy and be associated with more motivating tasks still existed.

### **Personal growth in entrepreneurial identity dynamics**

Jenny Höglund

Doktorand på akademien för innovation, design, teknik på Mälardalens Högskola

Business counseling is an economic policy investment with high but relatively vague expectations of measurable results. It turns out that the movement from idea to market through individuals (entrepreneurs) is a challenge for the advising actors involved. In practice the entrepreneurs are of different gender, age, ethnicity, education, level of specialization, goals etc. In my text, I will show how the entrepreneurial dynamics, from a counseling perspective, is divided between external market orientation and more internal psychosocial factors. By defusing the aggressive concept of entrepreneurial focus on results while developing conceptual tools for a more balanced entrepreneurial identity construction, I show how value can be spread over areas other than the solely economic aspects I also report my experiences from a number of "action learning"-based programs for female entrepreneurs living and working in rural areas of Stockholm and Södermanland counties. The purpose of the program was to create a learning environment where participants were provided conditions for questioning and examining the prevailing concept of entrepreneurship, creating room for exploration of their own identity as a women and entrepreneurs.

## Witches and Bitches – Gendered Discourses and Conceptions of Ghanaian Entrepreneurship

Ylva Fältholm

Håkan Ylinenpää

Department of Business Administration, Technology and Social Sciences

Luleå University of Technology, Sweden

Based on interviews with 33 entrepreneurs and eleven representatives of support organizations for innovation and entrepreneurship development in Ghana and by applying a social constructionist approach, we show that discourses and conceptions of Ghanaian entrepreneurs are gendered. Data indicate that the Ghanaian entrepreneur in general is viewed as shortsighted, one that “cuts corners” and as individualistic and consumption oriented. However, on the one hand, *women* entrepreneurs are described as better, more successful and passionate and as less likely than men to be corrupt. On the other hand, successful women entrepreneurs are described as “witches or bitches”, expected to be found in certain niches and sectors, in so called “buy and sell businesses” and eventually likely to prioritize marriage and children. In the article, we discuss how to design gender equality interventions in the field of innovation and entrepreneurship that do not restrict women into ‘entrepreneurial ghettos’ and without reproducing gendered stereotypes in Ghana.

**Keywords:** entrepreneurship; innovation, gender; entrepreneurial ghettos; gender equality, Ghana

## Kolarctic and promotion to equal opportunities to participate in partnership

SYCHENKOVA Elena V., PhD (in political science), docent

Russian Presidential Academy of National Economy and Public Administration, branch in Murmansk, Ministry of economic development of Murmansk region

Russia’s reforms of end of XX century are great historical event and it is remaining as a subject for political, theoretical discussion. First decade of transition was a period of hard trials, which the country passed through by paying high price, especially on the North. The process of liberalization created new economic and social opportunities in game under new rules, but there were a few winners. The differentiation in society has

become a reality, and “**equal opportunities**” is new goal of the society’s development now.

Russia transformed not only the life of government. The country changed the borders and cross-border policy, including regional level.

The paper considers that the perception of the image of a neighbor depends on many factors: the activity of institutions to facilitate contacts, etc. Promoting a fair and adequate way to modern realities the image of a neighbor is an important work in the present and the future of cross-border cooperation in the European North. An important role belongs to the Kolarctic ENPI CBC, in which Russia, Finland, Norway and Sweden become **equal** finance subjects of the cooperation for the first time. This programme promotes **equal** opportunity to participate in cross-border partnerships.

### **Gender equality and entrepreneurship in academia – a complex equation in practice**

Britt-Inger Keisu, Umeå University

Lena Abrahamsson, Luleå University of Technology

Malin Rönnblom, Umeå University

Academia is transforming and forced to relate to new expectations and demand. This article discusses gender and gender equality compared to the trend and major investments in academic entrepreneurship and innovation. The aim is to contribute to the on-going discussion on what consequences the last years’ structural, organisational and economical changes in academia have from a gender equality perspective. This article is based on a total of 26 interviews with three staff categories; researcher, top-level manager and innovation office manager at two Swedish universities. The analysis departs from Carol Bacchis (1999, 2009) critical policy analysis approach; the “What’s the problem represented to be? Approach”, as a way of investigating how gender, gender equality and academic entrepreneurship are represented and filled with meaning in these local settings. The findings show that entrepreneurship and innovation are by the top-manager and innovations office managers represented in a broad and inclusive way; female academic entrepreneurship is considered as a potential for service-innovations and economic growth. The problem represented to be are women lower participation in these activities and the responsibility for the problem is directed towards women. In contrast is the researcher within social science and humanities rather critical towards the transformations.

### **Different working conditions and perceived health at Gender Segregated Workplaces - Can health promotion promote equality in work demands?**

Gunvor Gard and Lena Karlqvist

Department of Health Sciences, Luleå University of Technology

*Purpose:* To investigate working conditions and health at gender segregated (>60% women or >60% men) workplaces and discuss possible health promotion activities on different organizational levels to promote equality in work demands at the workplace.



*Methods:* A comprehensive questionnaire was randomly sent to 10 000 inhabitants in three municipalities in the middle of Sweden. The response rate was 50% (4965 men and women). Organizational, physical and psychosocial working conditions and musculoskeletal symptom panorama as well as general health and psychological well-being were compared between men and women in the gender segregated workplaces.

*Results:* There were significant differences in working conditions between men and women both in female and male dominated workplaces. Women in female-dominated workplaces had higher prevalence of part-time work, more negative expectation of the future and more ergonomic problems. Women in male dominated workplaces described lower control, social support and higher psychosocial strain at work. A significantly greater share of women, compared to men, reported symptoms in all body parts except in low back and knees at both workplaces. Good general health was reported by 80% of both men and women but men in male dominated workplaces perceived significantly better psychological well-being than the others.

*Conclusions:* Gender differences were noted in working conditions, physical and psychosocial work demands and musculoskeletal symptoms. Health promotion activities to promote equality in work demands at the workplace will be discussed.

## **From deficit to social model of gender equality: A sustained approach to transforming organisational culture and institutional structures**

Uduak Archibong, University of Bradford

The persistence of gendered academic/research career paths in higher education institutions in Europe suggests that policies do not necessarily get implemented fully or in enabling environments, and that policies that do get implemented may be top-down or context insensitive. A recent study in the Netherlands (Timmers, Williamson and Tijdens, 2010), which examined the implementation of gender equality policies in all 14 universities in the Netherlands identified problems between policy and practice and between policy and outcome.

Explanations of gender inequalities have evolved over time, but have centred on the role of three key elements: individual factors, organisational structures and institutional cultures. There is increased recognition of the complex interplay of individual and organisational factors that influence different outcomes and that, most importantly, produce and reproduce structures and systems that cumulatively result in gender inequality. Whilst there is shift in focus to the importance of structural and cultural gendering processes in the workplace and throughout the career, there is limited emphasis on the framework for moving forward. This presentation seeks to explore the benefits of moving from deficit model to social model of gender equality to ensure a sustained transformation of organisational structures towards more gender-competent management to further the achievement of robust, substantial and sustainable gender equality systems, such that the gaps between policies and outcomes can be effectively reduced.

### **Reference**

Timmers, T. M., Williamson, T.M. and Tijdens, K.G. (2010) "Gender diversity policies in universities: a multi-perspective framework of policy measures", *Higher Education*, 59: 719-735.

## **GENOVATE – tools and methods to integrate gender and diversity perspectives in innovation systems**

Ylva Fältholm and Paula Wennberg

Luleå University of Technology

Despite the general advancement of equality principles and policies in Europe, in practice career patterns and outcomes differ for men and women in academia, e.g. in terms of the number of women at higher academic positions (in particular within fields of engineering and ICT) as well as in terms of their participation in innovation systems.

GENOVATE is an FP7-funded action research project including seven European partner universities with different institutional and national contexts for gender equality. One of the core goals of the project is to ensure equal opportunities for women and men by encouraging a more gender-competent management in research, innovation and scientific decision-making bodies.

In this paper, drawing on some of the results of the first months of the project, one of the work-packages, aiming at strengthening innovation systems by promoting gender equality and diversity, will be described and discussed. Focus will be on the possibilities of developing tools and methods to integrate gender and diversity perspectives in innovation systems.

## **From experience to model – reflections on a process from research results to innovation.**

Cecilia Nahnfeldt, Karlstad University

In 2006 an interactive research project started aiming for a model for how to balance work and family life by using the working place as a starting point – *Balansa labeling*. In cooperation with five work places as testers, a model was developed for systematic work promoting equality concerning work life balance (Nahnfeldt 2010). Bringing the results further into practice, the researcher made contact with the Innovation advisor at the university. A journey from research result into innovation and commercialization of Balansa started. This paper aims for describing the steps of the development making a model out of reflected experience.

In a research project EqualityGrowth an exploratory study was designed with a double purpose: (1) To challenge the innovation system through intervention to contribute for more gender inclusive perceptions of innovation. (2) To study the responding attitudes towards a gender researcher approaching organizations of innovation, and responding attitudes towards an innovation "of another kind" coming from research to innovation. Here, the first purpose is discussed and the model can be seen as a result from that study.

## References:

Lindberg, Malin (2010). *Samverkansnätverk för innovation: en interaktiv och genusvetenskaplig utmaning av innovationspolitik och innovationsforskning*. Diss. Luleå : Luleå tekniska universitet, 2010. Luleå.

Nahnfeldt, Cecilia (2010). *Balansmodellen. Systematisk kvalitetsutveckling till stöd för balansering av arbetsliv och övrigt liv*. Karlstad University studies 2010:36. Karlstad: Karlstad University. <http://kau.diva-portal.org/smash/record.jsf?pid=diva2:373172>

Pettersson, Katarina (2007). *Men and male as the norm? A gender perspective on innovation policies in Denmark, Finland and Sweden*. Stockholm: Nordregio.

## Inter Active movement - on equal terms but different abilities

Annika Näslund and Agneta Larsson

Department of Health Sciences, Luleå University of Technology

*Introduction:* People with disabilities express positive effects and experiences of a new rehabilitation method, individually tailored martial arts for health and ability. This concept has been developed through the competence and creativity of the role model, a person with unique experience of personal disability and practice of Martial arts. The method acknowledges disabled people's need for effective rehabilitation methods, and is suitable in a social context. The exercise is performed on equal terms despite the participants' different prerequisites. *Purpose:* The project aimed to study the effects of this new rehabilitation method for social interaction through movement quality.

*Methods:* Data from observations and interviews with participants were analysed using theoretical models of movement quality (interacting biomechanical, physiological, psycho-social-cultural, and existential processes) and social cognitive models including the theory of self-efficacy. *Results and conclusion:* Preliminary data indicate increased postural control, balance and performance of daily activities. The participants' quality of movement and self-efficacy beliefs in a social context will be discussed.

## PUBLIC SECTOR INNOVATION FOR QUALITY AND GROWTH - *E-government*

Etleva Papekaj, Regional Council of Shkodra, Albania

Governments around the world face the challenges of transformation and the need to reveal those governing systems that provide efficient and cost effective services, the public institutions are facing the need to provide information and knowledge through information and communication technologies. One of the challenges that came before the public administration was the creation of an electronic government and as a facilitator for the realization of this challenge was the development of information and communications technologies that were catalysts that led to the nascence, the birth of e-Government.

Through this paper the reader will find, the meaning the e-Government, its definition, the elements of e-Government, the stages of development of e-Government,

its forms of expression. History of e-Government in Albania, Kosovo, Europe and America sets the stage for knowing more on the beginnings of e-Government in these countries. Patterns and activities of e-Government, applications and services of these models through examples give the reader of this paper the opportunity to understand something more about e-Government models and their role in the modernization of public administration. This paper elaborates further trends of e-Government, for example: e-democracy, the non-Internet e-Government and its forms. Given that legal and regulatory framework of e-Government plays a key role in the development of e-Government, it is further elaborated on the link that exists between the Constitution, Law and e-Government. Electronic government and modernization of public administration occupies an important place in this paper. There are elaborated issues related to: e- Government as a tool for modernizing PA, the process of a sustainable modernization, and the modernization of civil servants. Benefits and challenges of e-Government Recalling the achievements of the past, watching the achievements of the present and in order to carefully sketch/design, visions of the future at the end of this paper there are some recommendations for further development of e-Government of these two countries.

## Gender differences in Supported employment

Johanna Gustafsson  
The Swedish institute for disability research  
Örebro University

To counteract work disabilities among individuals different vocational rehabilitation (VR) measures have been created aiming at integrate or reintegrate people with work related disabilities into the labour market. In the VR processes different factors contribute to the results of this process. The purpose of this paper is to explore differences in functioning within VR from a sex perspective and what may facilitate or hinders individual functioning in VR from a gender perspective. Register data of persons who received vocational rehabilitation according to the principles of Supported employment were used. The brief core set of VR developed from conceptual framework of the International classification of functioning, disability and health (ICF) were used as a standard for examine the data. Logistic regression analyses were performed. The results show that the odds ratios (OR) for men and women differed in several important aspects in the VR process. There exist gender biases in activity and participation, personal and environmental factors. There are multiple factors exerting influence on the VR process and these factors must also be recognized from a gender perspective.

## Competence: A challenging asset

Leif Berglund, PhD, Luleå University of Technology

In this paper I like to discuss the method and concept of Recognition of Prior Learning (RPL), which in Sweden has been named *validering*, (validation). This has now become a

well established concept and model for especially authorities to discuss and in practice visualise and assess the knowledge and competence among unemployed citizens, with the aim to enhance the chances for employment. In short, RPL is both a way to visualise but also to assess and formulate former knowledge and competence that a person has gained, most often at their time at a workplace. Many times this experience is not explicitly formulated, nor documented, which in a situation of organisational downsizing or other types of changes can mean that a person has problems in clearly making the knowledge and skill knowledgeable to a future employer. It is in this challenging situation for the individual that RPL can be of great importance. In focus in this paper is with the results made from an EU funded work as ground discuss the possibilities and difficulties in making RPL a well used tool in Swedish working life.

### **Participatory methods for promoting user-directed innovation**

Schraudner, Martina – Research Strategy, Fraunhofer Headquarters & Department of Machine Tools and Factory Management, the Technical University of Berlin

Seewald, Beate – Research Strategy, Fraunhofer Headquarters

Rehberg, Michael – Research Strategy, Fraunhofer Headquarters & Institute of Geography, the University of Giessen

**Keywords:** knowledge transfer, diversity, collaborative design, collaborative ideation, user experience, added value, demand-oriented, health care services

Public acceptance is vital to innovation. By matching technological advances to societal developments, by conforming to the preferences of prospective users, and by recognizing a plethora of potential applications early in the innovation process, we can discover and capture sustainable markets.

Fraunhofer's Discover Markets & Shaping Future pursues an original methodology that fosters collaborative ideation and thereby promotes the integration of user into all stages of the innovation process. Since the beginning of the projects in 2010 and 2011, the interdisciplinary team has developed, tested, and refined a range of suitable methods. Methods that were established to facilitate the co-ideation process now compose a modular toolbox.

In the proposed talk, we intend, inter alia, to provide a comprehensive overview of the methodology developed so far, to introduce the original workshops that are part of that methodology, and to present two health-care-related subprojects. These projects have different levels of flexibility on three axes: the technologies under development, their potential application areas, and prospective user groups. We intend to illustrate how these levels can affect the choice of collaboration formats.

## **Increased participation among employees in the public sector as a strategy to improve quality, efficiency, and avoid outsourcing**

Therese Öhrling, Luleå University of Technology

The subject for the study is a Swedish cleaning unit in the public sector, which fights the on-going trend in the Swedish municipalities of outsourcing cleaning services to private companies. By establish an 'internal contract', which has made the unit semi-independent, the cleaning managers tries to increase the participation and the control among the cleaners. The cleaning managers have also given the employees increased power in decision-making processes and authority to make agreements with the clients and always to be the clients first contact. The cleaning managers believe that this strategy will increase the quality and efficiency of the service and are hoping that this will give the municipality no reason to out-source the unit.

The result of this study shows that the cleaning units strategy seem to have lead to increased quality of service, reduced sick leaves among the employees and a more economical profitable service. Additional to this my interviews and questionnaires, shows that the strategy has improved the cleaner-client relations, increased work satisfaction and work motivation among the cleaners. The cleaners are very happy with the internal contract, although it somewhat has intensified their work as new tasks and assignments has been added to their ordinary work.

## **Growth of a City: How Gender Affects Brand Loyalty**

Tim Foster, Setayesh Sattari, Åsa Wallström, Anne Engström

The branding of destinations is becoming vital in terms of cities and regions becoming more competitive in their focus on developing and maintaining growth in terms of population increases, job creation, and economic development. This growth is connected not only towards the tourism industry, but in finding a way to keep current residents who already live there, attract others to move to that destination, and of course attract business and industry to establish their organizations in that market. This is especially important for attracting a multitude of age segments as well as both men and women. The aim of this study is to compare the brand image as it pertains to female vs. male perspectives on Luleå, Sweden as a brand. Four age segments (18-29, 30-49, 50-64 and 65+) are investigated, with gender as the demographic factor used in investigating the brand personality of this northern Swedish port city of 75,000 inhabitants. Results indicate that, while there are some similarities of the brand's image from a female vs. male perspective, certain differences emerge that invite discussion and further investigation. For example, the results show that men find the brand to be more feminine than women do.

## **Employer brand with a gender perspective**

Hans Lundkvist, Jernkontoret / Triple Steelix, Luleå University of Technology

The process of building an employer brand should start with internal research framing the employer value proposition (EVP), a truthful, attractive and unique proposal that makes the organization desirable as an employer. When organizations are doing the examination for finding attributes to communicate, there is a risk that this is done with a

gender blind perspective. This paper argues that a gender perspective is beneficial when examine an organization because norms and structures will be challenged. The result can then be a more authentic, attractive and unique EVP, targeting the best talent regardless of sex. When a search for scientific articles, comprising the two notions of employer brand and gender equality was done, very few were found. Thus will this paper contribute to fill parts of an existing knowledge gap.

**Keywords:** Employer Brand, Employer Value Proposition, Gender Equality, The War for Talent.

### **Success or failure? Assessing the success of entrepreneurial policy action in regional innovation support for marginalized groups from contrasting analytical perspectives**

Inga Narbutaite Aflaki, fil dr, Karlstad University, Sweden

The empirical problem this paper relates to is a misbalanced support available by public policies to promote female innovations in Sweden that builds on a limited perception of innovation. The paper claims that the available innovation support due to its reliance on a mimetic innovation support processes not only has been delimited in its focus and the range of activities to be supported but also the mechanisms of support with negative consequences for promoting female innovations and in general innovations outside the scope of the established innovation discourse. This paper therefore presents an in depth analysis of a pioneering collective action – an embryo of a regional policy to support innovations by filling the existing gap between institutionalised innovation policies and the needs of hitherto by these policies marginalised ideas and individuals, in this case, primarily individual women and female entrepreneurs. In particular the paper explores several years attempts to develop innovation support that is seen as helpful and adequate from the perspective of women with new ideas s developed and implemented in a region of Southern Sweden.

Theoretically this paper explores the interplay between action and formal structures in policy initiation, development and continuity. In particular, this paper is concerned with what factors – behavioural, structural, institutional and context, could be identified as important for initiation and success or its lack in this innovation support process. For this reason, this paper explores and demonstrates how different approaches to policy analysis – top-down and bottom-up policy analytical perspectives –matter for how innovation support action may be assessed in terms of its success. The paper focuses especially on the bottom-up approach and what it has to offer in identifying factors that contribute to innovation policy adequacy seen from the perspective of the marginalised women.

The paper concludes by identifying a number of behavioural, institutional and structural factors deemed important for how the studied regional innovation assistance processes has developed. In particular, the paper concludes that a special type of action, the policy entrepreneurial action was found to be of utmost importance in initiating and developing this regional innovation support process. The role of this and other identified factors for success is discussed in relation to the two analytical perspectives. The paper concludes with how the choice of analytical perspective also reveals contrasts

not only in identifying innovation support processes but also in conceptualising innovation.

## **Smart Inclusion – Instilling Gender Awareness in Territorial Innovation Models**

Katarina Pettersson & Lise Smed Olsen, Nordregio

In recent years, a feminist critique of innovation models and innovation policies has developed. Innovation policies have not mainstreamed gender. Innovation policies primarily prioritize men, male-dominated networks and male-dominated sectors of the economy; and innovations are usually described with reference to manufacturing industries and technological innovation. Researchers have argued that gendered stereotypes of innovation risk hampering the effects of innovation policies and innovation systems. A broader view on innovation is encouraged, embracing not only technological/manufacturing innovations but also to a higher extent social, organizational and service innovations.

Regional innovation systems and triple helix collaborations are examples of territorial innovation models (TIMs) which have been widely promoted in regional innovation policy. In this paper, we approach these models with the aim to further develop the feminist critique of them, and to develop an understanding of how gender awareness may be better integrated into them. In the analysis we draw on emerging perspectives of the Quadruple Helix and Territorial Knowledge Dynamics, as they promote a broader perspective on TIMs. They build on an inclusion of the wider social context, civil society and different types of knowledge in innovation processes, which makes them suitable for the integration of gender awareness. Empirically we draw on on-going research about the ten projects performed within a Swedish research programme called *Applied gender research in centres for excellent research and innovation*.

## **Collaborating research companies within humanities and social sciences**

Dr. Karin S. Lindelöf, Gender Researcher and Ethnologist, Project "Samverkande forskningsföretag inom hum/sam"

In this presentation, I will describe a new model for mutual collaboration between scholars in humanities/social sciences and various actors in society at large (private and public sector, NGO:s, et cetera), through the idea of "collaborating research companies" (*samverkande forskningsföretag*) (Rönn, forthcoming). The model has been developed within two projects at SU Innovation, Stockholm University, and is now further developed and implemented through the project "Samverkande forskningsföretag inom hum/sam", financed by Vinnova and led by Dr. Milda Rönn. The model aims to increase *mutual collaboration and cross-field transfer of knowledge* between the academic world of humanities/social sciences and the rest of society, within and between all of these fields: 1) academic research, 2) academic education, 3) applied research, investigation and development efforts (e.g. *FoU*) and 4) life-long education/in-job



training/workshops of various kinds. In the presentation, my own company Active Gender Research will be used as an example of how this collaboration can be carried out, and how this in itself creates an innovation system in micro format that contributes to the larger knowledge- and innovation systems of society.

### **Cooperation and Competition in research teams**

Dr Helene Schiffbänker, Sybille Reidl

JOANNEUM RESEARCH Forschungsgesellschaft mbH, POLICIES-Centre for Economic and Innovation Research

Teams are of increasing importance for knowledge production; their internal organisations structures enable social innovation. In our empirical study we have analysed how cooperative research teams communicate, how cooperation is organised and optimized and how team members and team leaders deal with the challenge of competition.

Cooperative research, because of the complex problem constellations it deals with in technical fields, requires interdisciplinary cooperation in teams, mostly spanning several institutes and organisations. The creation of trustworthy cooperation relationships is an essential prerequisite which requires time for the team to become functional. To make such co-operations working, different 'types' of researchers can be found in teams: One type are 'team players' who contribute both socially and in terms of expertise to the smooth functioning of the team and the teamwork and put the team success before the personal success. But there is a lack of suitable indicators for these contributions to make them ascertainable and assessable, as so far they do not contribute to individual career success. Individual success so long is measured according to publications, for which there is often little time when working in cooperative research teams.

In our paper we ask for a new understanding of success in research careers given the requirement for more cooperation in teams.

### **Technology and trust - Social and technical innovation in elderly care**

Helena Eriksson, Ph. D. Sociology

Anna Isaksson, Ph. D. Sociology

Jens Lundström Ph. D. Student, Information Technology

A demographic change is occurring in many areas of the world. The elderly population share has been increasing for the last decades and estimations predict that this group will be large in proportion to the number of economically active younger people. This change will bring exponentially increasing costs of health care. Technical developments could be one way to meet these new challenges. In a recent study called "Safe at night" the aim was to investigate whether a technical solution based can be used to supplement the home care work, with focus on the nightly visits

of the elderly. The study raises questions regarding technical issues as well as actors (users, relatives and staffs) perspective on the methods. Researchers from both social and technical disciplines were involved in the study. In this paper, we highlight the importance of scientists from different disciplines participating in the study, as well as municipalities and industry. We show *in particular* the knowledge gained from a technical perspective and from a social science perspective and how and why these perspectives together constitute the necessary components to create innovation regarding elderly care and issues related to technology and trust.

### **Future Internet scenarios to further the art of feminist technology creation**

Dr. Maria Udén, Luleå University of Technology

Dr. Ana Maria Martín Castillejos, Universidad Politécnica de Madrid

The reason behind the development of the Future Internet (FI) research field is an “increased awareness of several critical shortcomings of the Internet arrangement of today”. On the technical side there are issues of “performance, reliability, scalability, security”. Moreover “societal, economical and business aspects” have emerged (1). FI is an urgent and also structurally ideal arena for furthering the art of feminist technology creation. The FI discussions incorporate “small, incremental evolutionary steps” as well as “complete redesigns”. (1) The rigorous frameworks for technology studies that have been developed within the feminist tradition can be tried out and applied to support interventions in the FI field. One of the techniques used in FI exploration is definition of scenarios. Scenarios can be used as starting points for technical innovation or used as illustrations of de facto technological appeals. One possibility is to extrapolate inner landscapes as evoked in feminist scholarship and arts, via scenarios to ideas about construction and design of information and communication technologies.

(1) [http://en.wikipedia.org/wiki/Future\\_Internet](http://en.wikipedia.org/wiki/Future_Internet) accessed 2013-02-01

### **Promoting employee driven innovations – a new panacea for public sector organisations?**

Anna Fogelberg Eriksson, senior lecturer

Department of Behavioural Sciences and Learning/HELIX Vinn Excellence Centre

Linköping University

The purpose of this proposal is to present and discuss the possibilities and limits of promoting employee driven innovations within a non-profit, complex, public sector organisation. The paper presents the efforts of a Swedish municipal organisation to promote employee driven innovation and their steps towards an innovative organisation. Drawing on a previous project with a systematized method for employee driven innova-

tion in the healthcare sector, this municipality has continued to put efforts in finding ways to develop ideas and innovations and to implement a systematic approach for measuring and making innovations visible in the municipal organisation, as well as moving forward in promoting favourable conditions for employee driven innovation in practice. The paper will describe the navigations of the municipality representatives in reaching an innovative organisation by describing pitfalls, challenges – but also the gains made - when trying to promote employee driven innovation in a public sector organisation.

By describing an organisational case, this presentation pinpoints some critical questions: Is it possible to promote employee driven innovations by introducing top-down measures? What is an innovation in a public sector setting? Who is expected to be innovative? How can a gender perspective shed light on the possibilities and limits of promoting employee driven innovations?

The presentation builds on critical as well as theoretically informed reflections on change, innovation and gender in organisations.

### **Competition and desire: regional development, citizenship and the struggle for attraction**

Tomas Mitander, Karlstad University

Andreas Öjehag, Karlstad University

This paper explores the discourse of regional competitiveness through the lens of citizenship and what can be understood as desired regional inhabitants. The concept of citizenship will be used as an analytical tool for studying power structures that is connected to processes of forming regional spaces and subjectivities. We investigate the notions of citizenship present in the highly influential theories concerning the ‘creative class’ first introduced by Richard Florida. Departing from a general framework of governmentality we understand the regional development as a regime practice with particular rationalities and technologies. We argue that the general rationality of globalization and regional competition produces certain representations of citizenship and that regions deploy different techniques in order to attract what they perceive as desired citizens.

We then proceed by illustrating how the rationalities present in the theories of the creative class are manifested within regional development plans in the Nordic countries and how they get concrete effects in terms of citizenship. In a concluding section we turn to discussing the implications in terms of inclusion/exclusion, equality and democracy.

### **Gender and ICT for sustainable growth?**

Fredrik Sjögren, Luleå University of Technology

The aim of this paper is to critically scrutinize the discursive connections between gender, ICT-innovation, and sustainable growth.

Sustainable growth is generally depicted as the coming together of economical, social, and ecological sustainability of growth (cf. Krings, 2011). Yesterday, the only focus was on economic growth, we are told. Today however, this aspect of growth will have to be restricted by both ecological and social sustainability. In days of major capitalist crisis this might seem as a very wise consideration. If the capitalist system has inflicted serious damage upon itself, let us then rescue it from itself (cf. European Commission, 2010).

Governmental agencies in Sweden, as the Swedish Agency for Economic and Regional Growth (Tillväxtverket) and the Swedish Governmental Agency for Innovation Systems (Vinnova) actively work with promoting a more sustainable growth through a gender perspective (e.g. Granhilda and Granat Thorslund, 2011). Many Swedish ICT-research projects also get funding from Vinnova, and the agency actively promotes a gender perspective in the funded research environments.

Drawing on critical ICT-studies, my own research on gender and ICT-research, and through a critical reading of documents from ICT-research organizations, Vinnova, Tillväxtverket, and the European Commission, I will scrutinize the discursive use of gender and gender equality for promoting sustainable economic growth based on ICT-innovation.

## References

- Danilda, I. & Granat Thorslund, J. (2011). *Innovation and gender*. Stockholm: VINNOVA.
- European Commission (2010). *Europe 2020: A strategy for smart, sustainable and inclusive growth*. Brussels: European Commission
- Krings, B-J. (Ed.) (2011), *Brain Drain or Brain Gain? Changes of Work in Knowledge-based Societies*. Gesellschaft – Technik – Umwelt, Neue Folge 14. Berlin: Edition Sigma.

## SATIN 2 – How to Support Self-Efficacy and Diversity in End-User Development

Lena Palmquist, Umeå University, Department of Computing Science

Paula Wennberg, Luleå University of Technology, Centre for Distance-spanning Technology

**Abstract:** We live in an era where information technology services and devices are more spread than ever, forming a basis for new innovations, even among ordinary people. And yet, producers of these services and devices are mostly men with programming skills. This means that women's participation as producers of computer-based products is far from as influential as that of men. An approach to this situation is to provide end-user development environments where ordinary people with no programming experiences have the opportunity to develop their own smartphone applications. SATIN 2, a collaboration project between two universities, and IT-companies, funded by EU Structural Funds, has taken such an approach, with a focus on supporting particularly

female end-users. Qualitative observation studies of 11 subjects have focused on how to support computer self-efficacy, and end-user programming strategies that women prefer to a higher degree than men. Observations indicate that the women were as positive to making use of the system as the men. The test subjects also showed signs of motivation as well as creativity while exploring the system. To support women's own perceptions of self-efficacy related to developing computer-based systems is challenging, still indications of acceptance and enthusiasm for the system were observed.

**Keywords:** End-user development, Self-efficacy theory, Diversity, Smartphone applications

## Social science innovations – supported or hampered by Nordic innovation support?

PhD Cecilia Nahnfeldt, Karlstad University

PhD Malin Lindberg, Luleå University of Technology

Innovations have hitherto mostly been acknowledged in terms of new technical products in both theories and policies on innovation. The support to the transformation of research results and new ideas into new goods and services, provided by the state as well as by several universities, has thus primarily been adapted to the conditions prevalent in technological and manufacturing industries. Since the Nordic countries have a long tradition in policy and research focusing social aspects of societal development, there ought to be a potential in supporting innovations emanating from the social sciences as well. Social science innovations could then better serve to solve the great economic and social challenges identified on the global level by OECD, on the European level by EU and on the national level by the EU member states, not least the Nordic countries. But as the supporting system for innovations is adapted to technological standards and conditions, what are the possibilities to promote and enhance ideas coming out of this potential skill for innovations out of social science?

Based on an empirical example of realising a specific social science innovation, this paper explores how existing support systems could be adapted to enhance innovation in other disciplines and spheres than technological ones. The empirical example emanates from a university in the middle parts of Sweden, where the Grants and Innovation Office engaged themselves in a process of intense adaptation of their services to meet the need of a social science researcher presenting an idea of an innovation based on research on the area of gender equality. The business idea was called “Balansa” and was an explorative project intended to promote gender equal and sustainable workplaces. The paper describes this particular innovation process step by step from research result to commercialised product using an autobiographical method and reflexive dialogue.

Ultimately, the innovation has been acknowledged as “best practice” regionally and nationally, enjoying the support from several different public promoters of innovation.

In this paper, the innovation process is analysed by its power dimensions, determining the failure or success of realising the original idea. Four key aspects of power are identified: preferential right of interpretation, inclusion, exclusion and resource allocation. These aspects are in the paper suggested as a model for identifying crucial power relations in analyses and promotion of social science innovations.

### **Loss of Innovation Potential - Understanding organizational conditions why few women seek support in valorising research results**

Sophie Linghag, Centre for Gender Research, Karlstad University

Many policy efforts are directed at developing and disseminating innovations. In the Swedish Innovation Strategy (N2012.27) it is formulated that the results of university research constitute an important source of innovation. It has been shown that women are less involved in commercial science than men (Whittington & Smith-Doerr 2005, Uppsala BIO 2008). This study, which can be placed within the Conference theme *Promoting equal innovation*, examines a Swedish initiative, Uppsala BIO and its research program BIO-X, which supports the efforts of valorising research results within life science. The aim is to understand why there are few women that seek support in valorising research results, and how this condition can change. The study is based on nine interviews with women researchers and key people within life science. The findings reveals views on that there are different organizational conditions in academia where women are sorted out, men’s research get more resources, efforts of valorising research results is valued higher in male dominated areas and that men’s networks is a gateway to commercialization. Finally, it is discussed what an actor as Uppsala BIO can do to contribute to change in the short and long term.

#### **References**

N2012.27, Den nationella innovationsstrategin (2012) Näringsdepartementet, Informationsmaterial N2012.27. 11 oktober 2012.

Uppsala BIO (2008) Projektbeskrivning: Jämställdhet för ökad tillväxt i Uppsala BIO:s insatsområden 2008.

Whittington, Kjersten Bunker & Smith-Doerr, Laurel (2005) Gender and Commercial Science: Women’s Patenting in the Life Sciences. *Journal of Technology Transfer*, 30, 355-370, 2005.

### **Breaking ore and gender patterns - A gender aware and sustainable strategic R&I agenda for the Swedish mining industry**

Eira Andersson, Ylva Fältholm, Lena Abrahamsson & Malin Lindberg

Human Work Science, Luleå University of Technology

The Swedish mining industry experiences a major production and economic boost and Luleå University of Technology (LTU) has established itself as Europe's leading mining university. Together they are, along with other actors in society, a leading innovation system. This innovation system, however, face a number of challenges, such as recruitment problems, demand for new technology and research, mining communities that need be upgraded and restructured and unequal, gendered work, organizations and innovation policy initiatives.

In this paper we present a gender aware research and innovation agenda in the mining sector, which aims to create more gender equal innovation and thus contribute to a socially sustainable and internationally competitive development of the Swedish mining sector. The agenda, a result of interactive collaboration between the project team, LTU mining researchers and actors from e.g. LKAB, Boliden AB, Northland resources as well as The County Council of Norrbotten and the local communities, contains a list of tentative projects, defined by the innovation system. Some examples of projects are; *Key roles of middle management for a gender equal mining industry*, *Gender patterns among mining entrepreneur companies*, *Gender aware and strategic recruitment, promotion and retention practices in the mining industry* and *Attractive and gender equal mining communities*. The long-term vision, defined by the innovation system, is that the Swedish mining industry is a field of excellence, that the industry is well known for being world-class at breaking ore *and* gender patterns, that gender aware organizations and workplace cultures are created and sustained for efficiency, productivity and innovation as well as that regions and communities are characterized by economic growth, openness, tolerance and collaboration between mining companies and society.

Drawing on theories and reflections on "undoing gender", "degendering" and "gender toning down" we will in the paper also introduce a discussion on the relations between global mining industry, work organisations (mining companies, entrepreneur companies), labour unions, other actors, surrounding local communities and regional context etc. when it comes to doing and constructions of masculinities.