

**Interreg
Europe**



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DEBUTING

Developing Business Through Inclusiveness and Gender Awareness – New Cluster Competences

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DEBUTING

Our name is our mission:

we 'debut' with **a new issue**

- gender equality as an SME competitiveness factor

addressed in **a new way**

- via clusters - in a policy context

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TOTAL
BUDGET
2,461,917 EUR



SMART

The partnership

Lead Partner – Region Värmland

AP02 – Karlstad University (Advisory Partner)

PP03 – Lapland Regional Council (FI)

PP04 – Regional Development Agency North-West (RO)

PP05 – ecoplus. Business Agency of Lower Austria (AT)

PP06 – Prime Minister's Office (HU)

PP07 – ART-ER Joint Stock Consortium Company Emilia Romagna (IT)

PP08 – SODENA Navarra Development Agency (ES)

PP09 – Pomorskie Voivodeship (PL)

PP10 – Grand E-nov+ (FR)

PP11 – VDI/VDE-IT/RegioClusterAgentur Baden-Württemberg (DE)

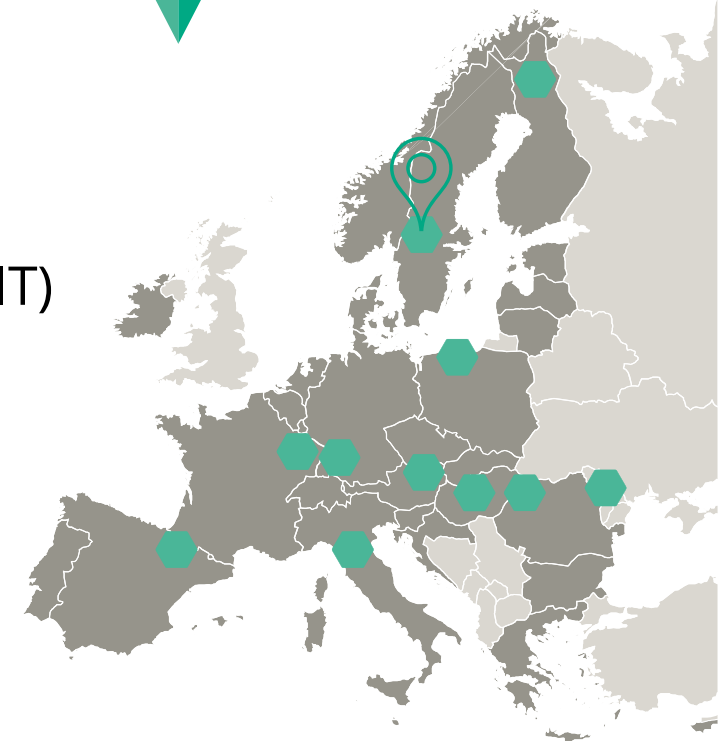
PP12 – Ungheni City Hall (MD)

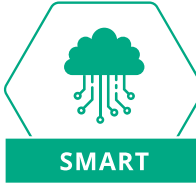
Project time:

March 2023 to May 2027

12

partners





The issue

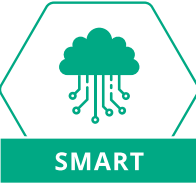


SMEs have difficulties to **understand the business rationale** behind gender equality. And where they do, they are often challenged by “how to do it in practice”.

There is a massive need for **capacity building for SMEs** to develop gender-inclusive business models and a gender-friendly work culture.

The policy level needs to create a better framework to **implement measures to support SMEs** stay competitive, innovate and create new market opportunities.

Clusters, as recognized “agents of change”, are a perfect tool **to support SMEs to adopt such measures**, being key actors in the design and implementation of the Smart Specialisation Strategies.



DEBUTING aims to support SMEs via clusters to increase their business capacities and sustainability by adopting an inclusive culture based on gender



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Expectations

DEBUTING is expected to contribute to:

- two ERDF Operational Programmes for Investment for Growth and Jobs
- six Smart Specialisation Strategies and through them to
- cluster strategies, to a national cluster strategy in HU and to a cluster policy programme of Lower Austria.

At EU level we expect DEBUTING to contribute to:

- the SME strategy
- the Gender Equality Strategy 2020-2025 that sets out a vision, policy objectives and actions to make concrete progress on gender equality in Europe and towards achieving the SDGs.



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Objectives

DEBUTING aims to **improve 11 policy instruments** to (better) address gender equality in industry supporting at least 10% of clustered SMEs to become more competitive by 2026. We want to:

- **increase the business capacities** for 7500+ SMEs by enabling them to develop more innovative business models through a more inclusive culture.
- **raise awareness via clusters** on the potential in adopting gender equality approaches
- **increase the efficiency of existing measures**, design new ones, more innovative and **improve monitoring and evaluation** with adequate indicators.
- **increase the awareness and capacity of policy makers and clusters** to address gender equality in industry as a critical factor for SMEs to grow and become more competitive.

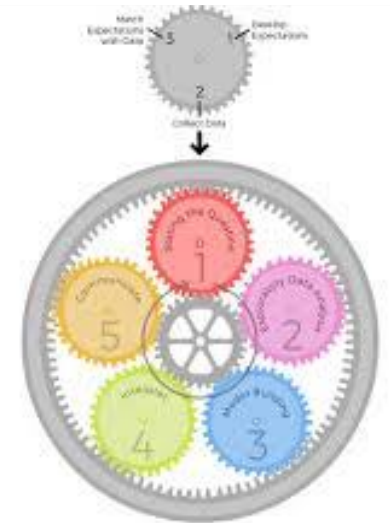


Core activities among regions



- ▶ 11 Interregional project meetings
- ▶ A minimum of 22 good practices identified, shared and published on the programme's website
- ▶ 80 Regional Stakeholder Groups meetings (10 in each region) to analyse and transfer good ideas into new measures for better policy instruments
- ▶ One joint analysis with a report on the needs of the partners (done by KAU)
- ▶ 6 digital thematic workshops (done by KAU), one workshop to exchange with other European initiatives
- ▶ 4 focus groups with policy reviews
- ▶ 8 staff exchanges among partners
- ▶ 6 individual regional analyses
- ▶ 1 comparative analysis of the exchange of experience and a set of policy recommendations

All accompanied by an intensive communication, dissemination and promotion of the project's activities in Europe and in the partner's regions.





Core activities in Ungheni

- 6 meetings with stakeholders
- A minimum of 3 best practices identified, disseminated and published on the Ungheni City Hall website
- Updating the Socio-Economic Development Strategy of Ungheni City by mainstreaming the gender dimension and economic development activities through clusters



**Time for
questions**





Thank you!

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The project DEBUTING is implemented in the framework of the Interreg Europe programme and co-financed by the European Union.

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