



EUCLUSTERS  TALKS ★

An initiative of the European Union



# Gender Equality:

For SME competitiveness and sustainability

**10 January 2024**

08:30-09:45 CET

**Online**

#SingleMarket30

# Agenda

1. News from the European Cluster Collaboration Platform  
**Nina Hoppmann**, Team Member, European Cluster Collaboration Platform
2. Panel debate  
**Anders Olsson**, Manager Research and Innovation, Region Värmland  
**Lucia Seel**, General Manager, Lucia Seel International Consulting  
**Luis Goñi**, Regional Strategy Director, Innovation Agency of Navarre SODENA  
**Vera Weiß**, Project Manager, Green Building Cluster of Lower Austria
3. Women TechEU  
**Natalia Nowińska**, Project Adviser, EISMEA, European Commission
4. Funding opportunities  
**Nina Hoppmann**, Team Member, European Cluster Collaboration Platform

# Housekeeping rules

Chris Burns, presenter

- We will use **slido** to launch polls. Please scan the QR code to answer.
- Please use the **Zoom Q&A function to ask questions**, and the **chat function** to comment or share links.
- If you want to speak: Please **raise your hand** and we will give you the floor.
- Please note that the session is being **recorded** and that the recording will be **published** on the European Cluster Collaboration Platform.

# NEWS FROM THE EUROPEAN CLUSTER COLLABORATION PLATFORM

# United Kingdom joins Horizon Europe programme

As of 1 January 2024, the United Kingdom has become an **associated country** to Horizon Europe. Its researchers are able to participate in this research and innovation programme of the EU on the same terms as researchers from other associated countries and have access to Horizon Europe funding.

[Horizon Europe](#) is the EU's key funding programme for research and innovation with a budget of €95.5 billion for 2021-27.

Find out more in the [press release](#).



# Participate in the Cluster Booster Academy

The Cluster Booster Academy is an annual event designed for **35 to 50** participants. This third iteration will maintain a hybrid format, this time spanning five days:

- **3 days of online training sessions: 23-25 January 2024.** In the mornings from 10 AM to 2 PM CET. This virtual component comprises 1 full day and 2 half days with smaller, more interactive sessions.
- **2 days of in-person training sessions: 11-12 March 2024,** hosted at the Automotive Cluster in Sofia, Bulgaria, allowing participants to personally get to know each other, strengthen networking, and enhance collaboration.

If you are a cluster professional looking to enhance your skills, [apply](#) until 12 January 2023.



# Host a “Clusters meet Regions” event!

The objective of the [‘Clusters meet Regions’ events](#) is to facilitate the implementation of good practices where clusters play an active role in regional economies and are **drivers for economic transition**, and to create and promote **collaborations between clusters and regional stakeholders** for the industrial development of the regions.

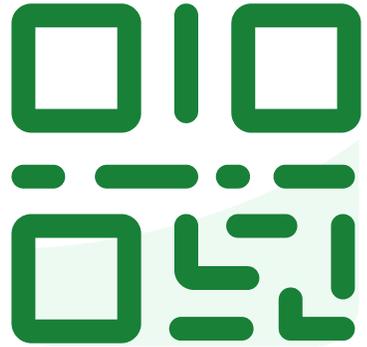
The **call** to host a ‘Cluster meet Regions’ event is published! It is open to institutions such as clusters, regional agencies for economic development, and business network groups.

## Cut-off dates:

31 May 2024; 30 September 2024;  
20 December 2024



# slido



Join at [slido.com](https://slido.com)  
**#GenderEquality**

 Start presenting to display the joining instructions on this slide.

slido



**What percentage of your work force is female?**

ⓘ Start presenting to display the poll results on this slide.

slido



**If you have a gender gap, what measures are you taking to close it?**

ⓘ Start presenting to display the poll results on this slide.

# Panel debate

**Anders Olsson**, Manager Research and Innovation, Region Värmland

**Lucia Seel**, General Manager, Lucia Seel International Consulting

**Luis Goñi**, Regional Strategy Director, Innovation Agency of Navarre SODENA

**Vera Weiß**, Project Manager, Green Building Cluster of Lower Austria

**Interreg  
Europe**



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the European Union

**DEBUTING**

# Developing Business Through Inclusiveness and Gender Awareness – New Cluster Competences

Lucia Seel  
Project Manager

10 January 2024 | EU Clusters Talks

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

DEBUTING aims to improve 10 policy instruments to **increase the business capacities for SMEs, raise SMEs awareness via clusters** on the potential of gender equality, **increase the efficiency of measures** (old/new) and **improve monitoring and evaluation, increase the awareness and capacity of policy makers and clusters.**

**HOW:** By interregional policy learning – via meetings to exchange good practices, learning by jointly analysing or through thematic workshops, involving (many) regional stakeholders in dedicated working groups, organising staff exchanges, working in focus groups and sharing experiences on the policy improvement process.

**WHAT/WHEN:** In 9 months only, 3 interregional meetings, more than 50 good practices identified, 2 interregional thematic workshops, regional analyses, and... huge inspiration from the exchange.

Project duration:  
March 2023 to  
May 2027

**11**  
partners





**MOTIVATION & COMMITMENT** to improve policies and support SMEs to thrive in a sustainable way through inclusiveness and gender awareness.

**Through clusters and collaboration!**



# Penelope



Co-funded by  
the European Union

Innovative and pioneer  
cluster-based approach to  
foster and integrate  
gender mainstreaming  
strategies in European  
SMEs

# WHAT WE WANT TO DELIVER

## November 2022 – October 2025

Penelpe



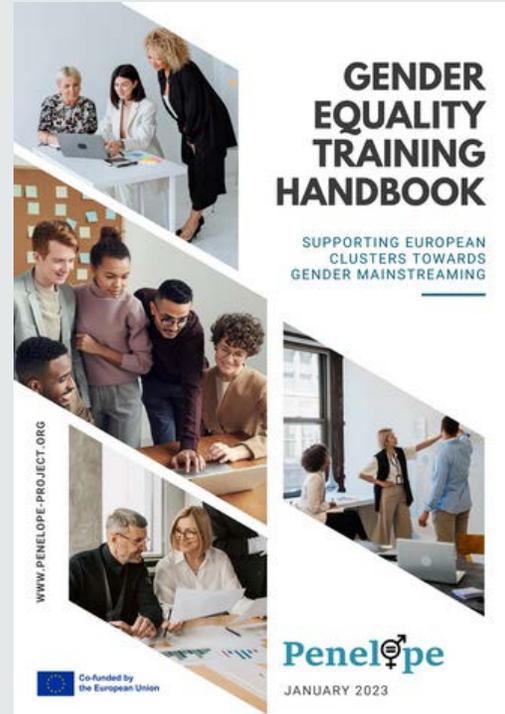
- **15 good practices** identified among EU clusters and policy makers at regional, national and European levels. => **32✓**
- **10 interviews** with representatives of companies, clusters and policy makers. => **20 ✓**
- **4 countries involved.** => **10 ✓**
- A **guidebook of 10 training tools** for a pan-European gender mainstreaming approach based on the input collected. => **18 ✓**
- A set of **20 video pills** as useful resources on gender mainstreaming and on how companies can increase and keep female participation in the labor market.
- A **Virtual Learning Environment**, free of charge for five years, offering adaptive trainings using gamification techniques.
- Piloting tests of **training workshops**.
- A **training methodology**.
- A **guide for trainers and facilitators**.
- A training **workshop toolkit**.
- Overarching: a very intense **sharing and promotion of all results**, not only in the partners' countries, but **in the broad European cluster community**.

# WHAT WE OFFER YOU (NOW):

Penelope



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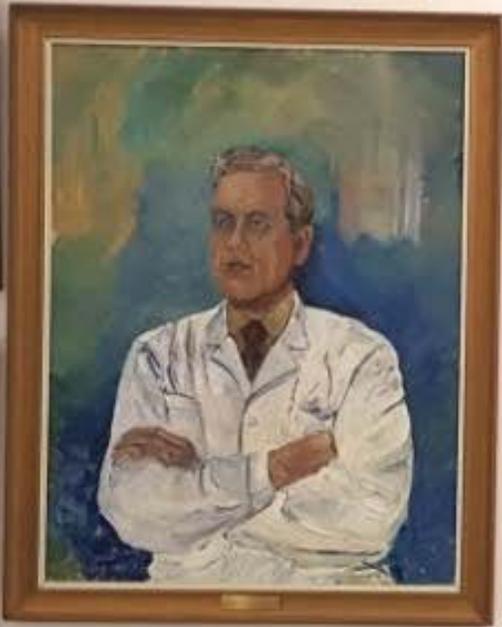


<https://penelope-project.org/>

LinkedIn: @PENELOPE-PROJECT

GEN<sup>2023</sup>  
US







Co-operation!



Co-operation!





THE VEHICLE & TRANSPORT PROGRAM

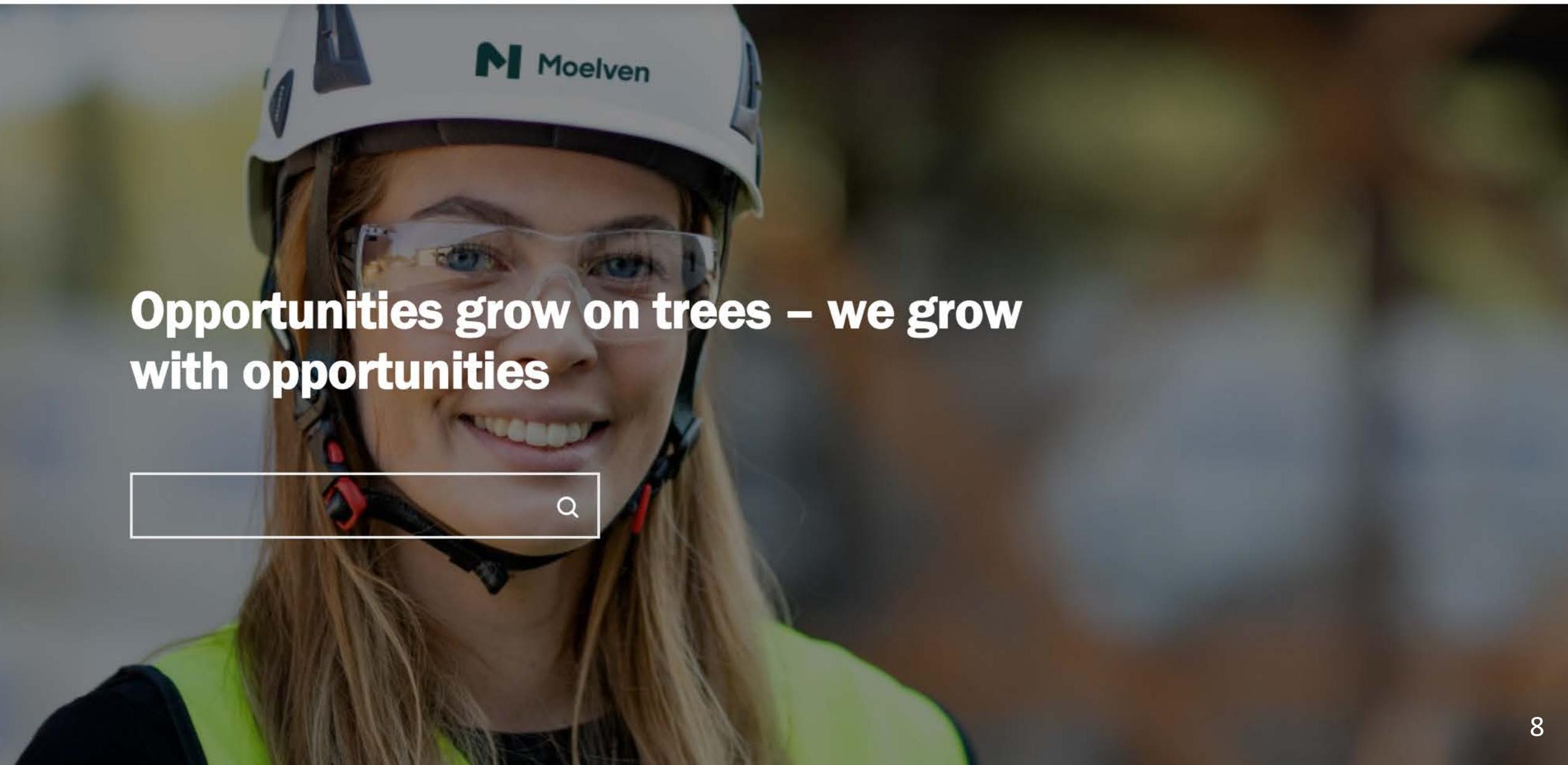
FORDONS & TRANSPORT PROGRAMMET

IS  
ROG

# The Moelven company

– first company at the tipping point on pacing up the speed on attracting women to the industry?





**Opportunities grow on trees – we grow  
with opportunities**



# SMART SPECIALISATION



# 100 Key Names in Navarra Industry (10/100)



Source: *Diario de Navarra*  
junio 2023

# CHANGE THE PICTURE!

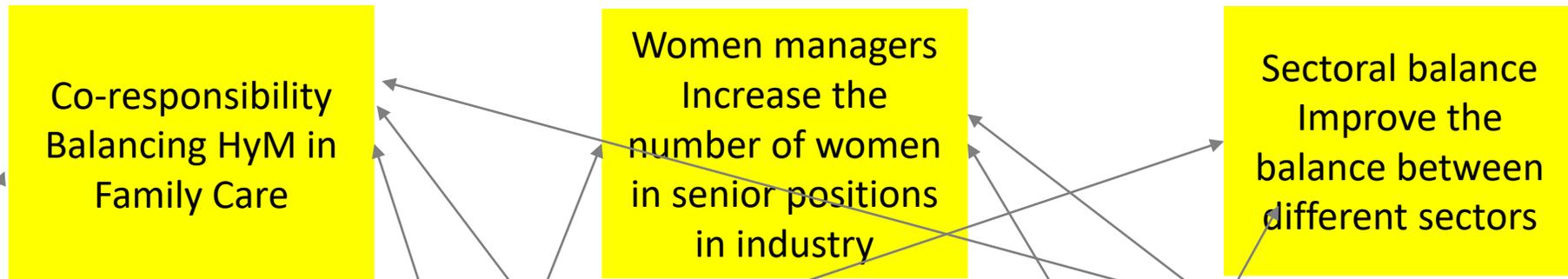
Achieve a balance between men and women in the industry with the highest added value in Navarre in all positions (managers and operators)

## MISSION

Ambitious,  
measurable,  
shared,  
geographically  
and temporally  
bounded

## OUTCOMES

Changes that need to occur to achieve the mission



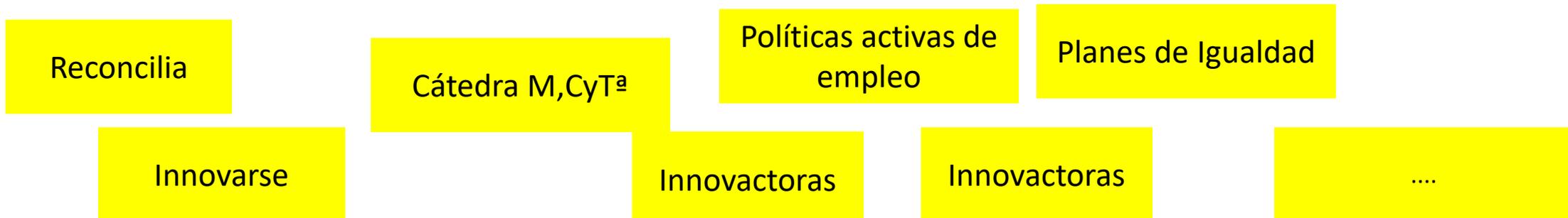
## OUTPUTS

Results to be achieved in order for change to take place



## ACTIONS

Actions to be implemented to obtain results





# New Work & Corporate Culture

Interreg  
Europe



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Kofinanziert von der  
Europäischen Union

DEBUTING



**Privilege walk**

slido



**What is the main barrier to gender equality among SMEs?**

ⓘ Start presenting to display the poll results on this slide.

# Women TechEU

**Natalia Nowińska**

Project Adviser, EISMEA, European Commission



# Women TechEU

Supporting deep-tech start-ups  
led by women

*Natalia Nowińska – EISMEA 1.01*

# General context

- Severe underrepresentation of women in tech industry
- Very limited VC funding offered to women-led companies

## **Expected outcome:**

- Support deep tech innovation as a basis for a modern, knowledge-driven, resource-efficient and competitive economy
- Promote female leadership in the deep tech industry to build fairer, more inclusive, and more prosperous innovation ecosystems in Europe.

# What is Women TechEU?

- New EU scheme
  - Pilot call launched in 2021 - budget of **EUR 3,75 M** – 50 beneficiaries
  - Fully-fledged initiative under the HORIZON EIE WP 2022 – budget of **EUR 10 M** – 134 beneficiaries
- Supporting **early-stage deep-tech startups founded and led by women**
- Offering grants of € 75k, as well as mentoring & coaching

# Who can apply?

- Early-stage deep tech start-ups,
- **Founded, or co-founded by women**, holding a **top management position** (CEO, CTO or equivalent) in the company at the time of submission,
- Registered and established in an EU Member State or a Horizon Europe Associated Country for at least six months at the time of the submission.

# Support offered

- Financial support to the company as an **individual grant of EUR 75 000** to support the initial steps in the innovation process, and the growth of the company,
  - Applicants are free to decide and indicate which activities needed to grow-up their business they want to fund,
  - Examples: business model upgrade, certifications, IP strategy, market analysis, prototyping and developing a product.

# Support offered - WLP

- Mentoring and coaching provided by the EIC Business Acceleration Services (BAS), under the new **“Women Leadership Programme”**.
- Each participant will work with mentors and coaches.
- Mentors:
  - To share knowledge, experience and give overall support.
  - To help define the career path, overcome the existing challenges and set the next steps.
- Coaches:

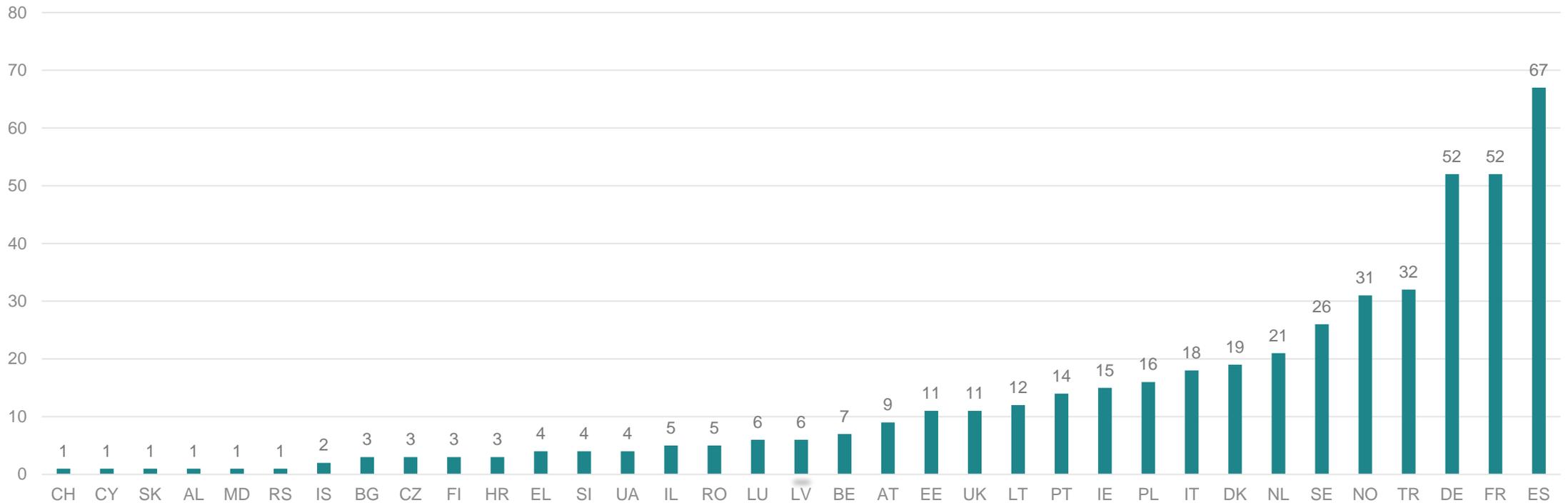
E.g., improving business plan, implementation strategies, market entry.

# Support offered - WLP

- A set of trainings:
  - Negotiation and strategic partnerships; Team management; Leadership strategies; Create/Scale-up a company; Creating and Maintaining Partnerships are just a few examples of the sessions that can be offered.
- Dedicated networking and pitching events.
- Possibility to participate in dedicated activities organized by InvestEU and the Enterprise Europe Network.

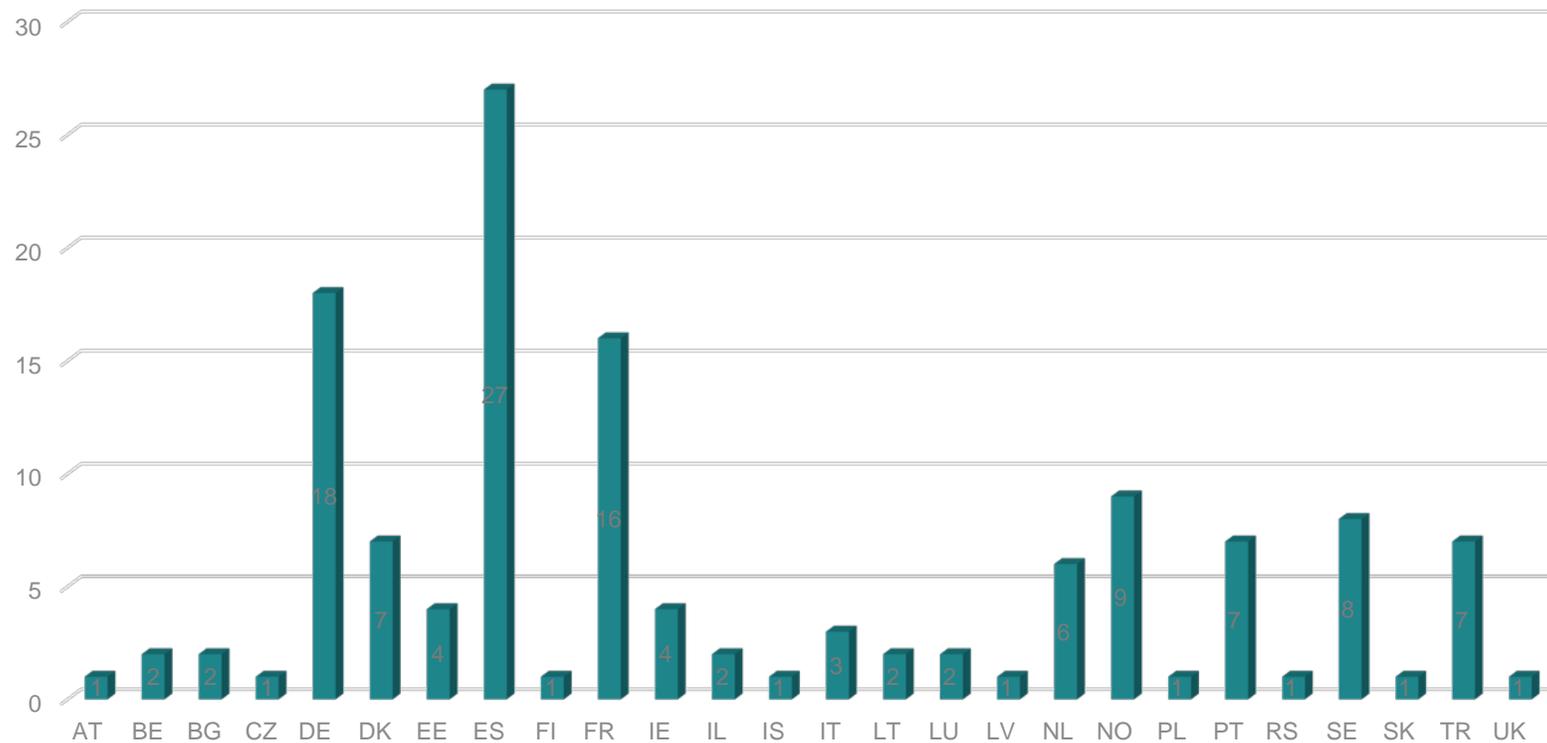
# Women TechEU 2022 call

467 applications



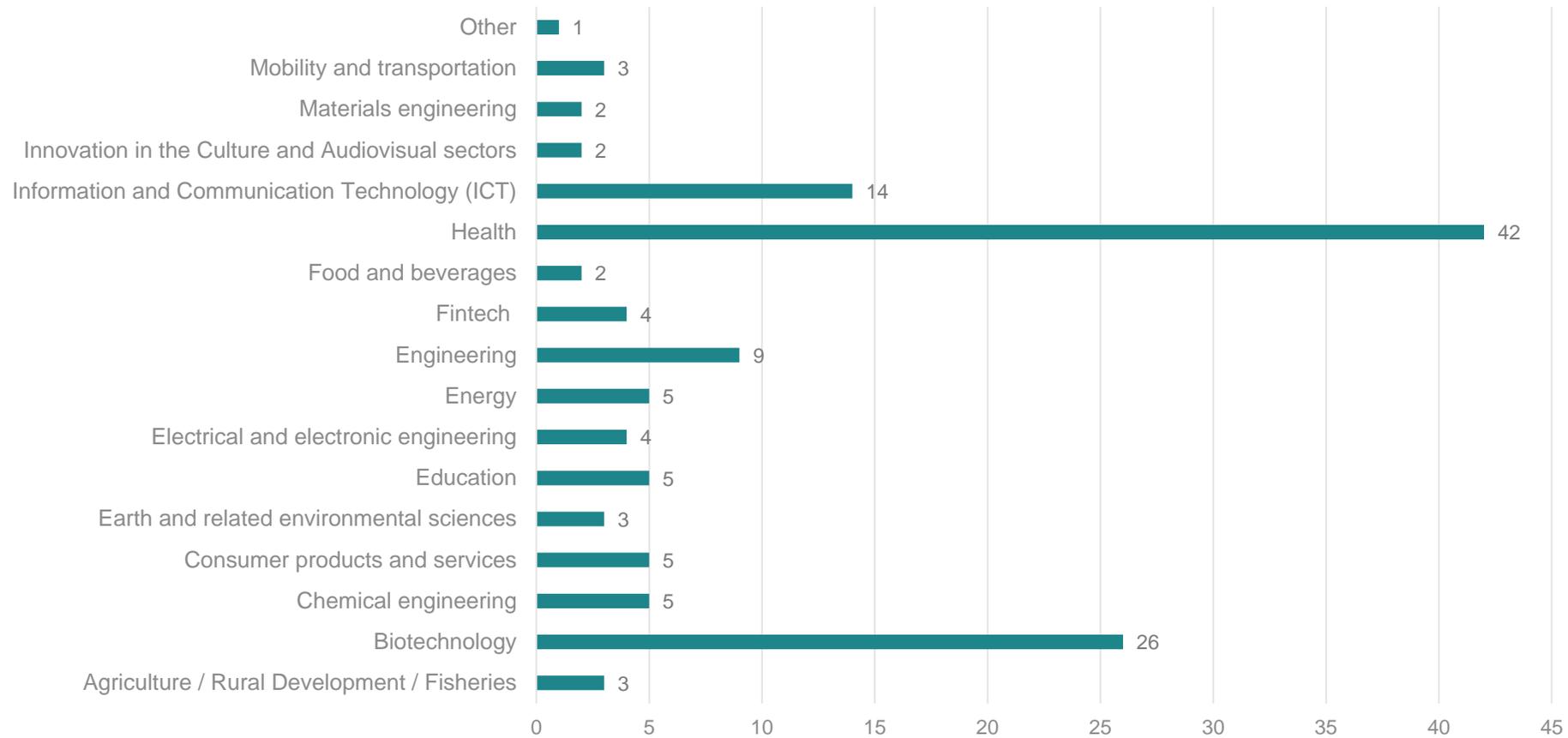
# Women TechEU 2022 results

134 projects proposed for funding (+UK)



# Women TechEU 2022 results

Proposals by keywords



# Examples of projects

- **Early cancer detection tools from liquid biopsies**
- Solutions to cost-efficiently **capture and convert industrial CO2** into sustainable fuel and chemicals
- AI and machine learning for less overproduction and **more sustainable consumption in the fashion industry**
- A therapeutic software that delivers **remote speech therapy** to individuals with Parkinson's disease
- **Quantum-based cybersecurity protocols**
- Technology to change the **solar world**
- Artificial intelligence for **in-vitro** fertilization
- **Waste recovery** through the production of nanoparticles and biogas

# New call – Organisation of the Women TechEU

- As of 2024 the Women TechEU scheme to be organised by a **consortium**
- Budget of the project - EUR 15 M
- The beneficiary must allocate **at least 75%** of the total proposed budget to financial support to third parties.
- Grant Agreement Preparation with the selected consortium nearly finalized.
- First calls for women-led startups to be launched in Q1/Q2 2024.

# Thank you



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# FUNDING OPPORTUNITIES

# Call for proposals to promote gender equality

- The objective of the Call is to support, advance and implement comprehensive policies to **promote women's full enjoyment of rights**, gender equality, including work-life balance, equal pay between women and men, women's empowerment and gender mainstreaming.
- The call focusses on the following two priorities:
  - **Tackling the root causes of the gender care gap** by promoting a gender-transformative approach and challenging gender stereotypes with the aim to support promotion of family-friendly practices in companies
  - Supporting the implementation of the provisions of the **Pay Transparency Directive** with the aim to foster Member States authorities responsible for implementation of the provision of the Pay Transparency Directive (possibly in cooperation with other public entities, private organisations or international organisations)
- Deadline: 29 February 2024
- Citizens, Equality, Rights and Values Programme (CERV) Lump Sum Grant  
Topic ID: CERV-2024-GE
- Published on [Funding & Tenders Portal](#)

# Support to the implementation of inclusive gender equality plans

- Projects are expected to contribute to the following outcomes:
  - enhance the reputation, attractiveness, inclusiveness and R&I excellence of less advanced organisations as a result of **implementing inclusive gender equality plans**
  - transform R&I organisations to **advance ERA policy objectives on gender equality and inclusiveness**
- Projects are expected to address the following:
  - Methods for exchanging and implementing good practices and materials;
  - Support for reinforcing their networking in the area of gender equality and inclusiveness;
  - Activities such as on-site visits, on-site or virtual training; workshops; dissemination and capacity building activities;
  - Implementation of specific actions in the less advanced institutions specifically addressing the opening to intersectionality and diversity.
- Deadline: 12 March 2024
- HORIZON-CSA HORIZON Coordination and Support Actions  
Topic ID: HORIZON-WIDERA-2024-ERA-01-11
- Published on [Funding & Tenders Portal](#)

# Opportunities for SMEs: Calls from Euroclusters

- AIBC: Open Call for **digitalisation services and product development** targeted at European SMEs from the **manufacturing, mobility, logistics and energy sectors**, working on the AI & BC technologies and/or interested in adopting AI & BC solutions; deadline 16 January 2024
- AIBC: Open Call for **training and skills** to support SMEs in their digitalisation planning activities related to activating services and support in product development; deadline 15 February 2024
- B-Resilient: Acceleration lump sums targets **food processing and producing** SMEs intending to optimise their use of biomass via digital and sustainable tool solutions; deadline 1 February 2024
- CirInWater: Knowledge lump sum is willing to boost SMEs' development or growth by facilitating **access to external training or consultancy services**; meant for an individual SME that is offering **water-smart solutions**, especially for the agrifood & energy-intensive industries; deadline 2 October 2024
- EU Rural Tourism: 2nd open call for **rural tourism SMEs** to improve their digital, green and social maturity, skills, and capacities; deadline 16 January 2024
- FRIEND CCI: 2nd Open Call for project proposals dedicated to SMEs to reinforce **innovation and internationalisation** in Cultural and Creative Industries; deadline 14 January 2024
- FRIEND CCI: Call for **providers** offering solutions in **digitalisation, greening, and internationalisation** to collaborate with **Creative and Cultural** SMEs for the realization of funded projects; deadline 1 August 2025
- GEMSTONE: Financial support for **training** related to **Green Manufacturing**; deadline 31 December 2024
- INGENIOUS: **Internationalisation** grant for SMEs operating in **energy-intensive industries** to develop activities related to Africa, Asia, North America and Latin America; deadline 30 September 2024

# Opportunities for SMEs: Calls from Euroclusters

- INGENIOUS: **Training** grants to help SMEs improve their digital skills, green transition, resilience preparedness and reskilling and upskilling of the workforce; deadline 14 February 2025
- PIMAP4Sustainability: Support for **upskilling and reskilling** projects for photonics, advanced materials, advanced manufacturing, aerospace, metalworking and industrial production SMEs; cut-offs 29 February 2024, 30 April 2024
- PIMAP4Sustainability: Training/Services open call with three strands: the two first ones will allow European SMEs to pursue **trainings/services** related to **Green Transition and Internationalisation** and the third one - the International mission support scheme - will help SMEs in **attending the PIMAP4Sustainability Japan mission** that will take place in June 2024; cut-offs 10 January 2024; 10 March 2024; 10 May 2024
- RESIST: 2<sup>nd</sup> **Innovation** Open Call for improved technologies and processes in production in the **Automotive – Mobility – Transport** ecosystem; deadline 12 December 2024
- RESIST: **Networking and marketing** FSTP for SMEs from the **Automotive – Mobility – Transport** ecosystem; deadline 20 December 2024
- RESIST: **Internationalisation** FSTP for activities in target markets; deadline 20 December 2024
- RESIST: **Coaching and mentoring** for assessment and feasibility services; deadline 1 November 2024
- SILEO: Open Call for **Talent Placement Projects** aimed to support lighting and furniture SMEs to attract professionals and young graduates; deadline 30 January 2024
- **All calls here:** <https://clustercollaboration.eu/open-calls>

# Register for the next Talks

**24 January**

Successful clustering: Business models and management skills

**7 February**

Sustainably from A to B: Transition Pathway for Mobility

**21 February**

Support programmes and funding schemes: Cluster policies in the EU

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THANK YOU

