



Erasmus+



**SMART JUMP**

Smart entrepreneurial skills for Creative Industries:  
an inclusive perspective

# Invitation to Innovation, Creativity and Gender: Vision & Practices seminar

## Gävle May 24, 2016

**Place:** The Concert Hall in Gävle, Sweden **Date:** May 24, 2016 **Time:** 09.00 –17 .00 o'clock

**Moderator:** Britt-Marie S Torstensson

*Registration by latest May 10, 2016 to [inga.salander@winnet.se](mailto:inga.salander@winnet.se)  
any question please, contact [britt-marie.torstensson@winnetsverige.se](mailto:britt-marie.torstensson@winnetsverige.se)*

**09.00–09.30** Registration and Coffee

**09.30** Welcome and opening speech, Per Bill, County Governor of Gävleborg

**09.45** Inclusive entrepreneurship and creative industries – ERASMUS + Smart Jump project, Chiara Salatin, Confindustria Veneto SIAV

**10.00** The Winnet Sweden Agenda for Innovation on Equal terms, Chatarina Nordström, Winnet Sweden

**10.20** Cooperation as a method for inclusion within EU 2020 strategy, Ingrid Engelbrekts, Manager Coompanion, Gävleborg, Sweden

**10.40** Coffee

**11.00** Gender pedagogic a method to prevent gender stereotypes in education, Kajsa Svaleryd, Strategist for Gender Equality, Municipality of Gävle, Sweden

**11.45** New cultural and creative industries in a gender perspective, Angela McRobbie, Professor Goldsmiths University of London, UK

**12.15** Lunch

**13.30** Presentation of analysis of Quadruple Helix examples, Malin Lindberg, Associate Professor Luleå University of Technology, Sweden

**Partners contributions from Europe**

**14.00** Entrepreneurship & Learning in Creative Industries, Practice presentation, Maria Martin, INDICO

**14.20** Coffee

**14.30** Smart specialisation and Innovation with a Gender perspective, Yoomi Renström, Chair of the SEDEC, Commission for Social Policy, Education, Employment, Research and Culture Committee of Regions

**15.00** Integrating gender and diversity in innovation projects at Vinnova, Sophia Ivarsson, PhD. Program manager; Gender and diversity for Innovation

**15.30** ICE in Baltic Sea Region, Innovation, Creativity and Gender in Baltic sea region, Elisabeth Sundin, Professor University of Linköping

**16.00** Training to support women and youth in creative industries: opportunities and challenges – open discussion /World café

**16.30** Panel with all speakers, Moderator Chatarina Nordström, Winnet Sweden

**17.00** Closing



[www.smartjump.eu](http://www.smartjump.eu)

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