

The Blended mobility of VET learners "A TOOL KIT FOR INTEGRATING GENDER EQUALITY IN INNOVATION AS ADDED VALUE in ENTREPRENEURSHIP MANAGEMENT"

2nd edition at the University of Gävle, Sweden

Introductory webinar September 19 (online video conference)

Face-to-face training October 3-4-5 University of Gävle

Follow up webinar October 19 (online video conference)

AIMS OF THE MOBILITY ACTION:

- Support **innovation** with a systematic approach in **creative enterprises**, and **society systems for financial support of innovation in business development**,
- How to integrate the **gender perspective to strengthen and value their brand internationally**,
- How to set up a **multicultural working environment**, a **Quadruple Helix partnership** (e.g policy and decision makers, private, researcher and NGO:s) with partners and professionals from **Italy, Sweden, Spain and Hungary, to improve the way creative enterprises face innovation** both on a national as well as international markets, to develop **international networks** through innovative & creative methodologies and testimonials from best practices, companies in the creative industry and **support of the integration of gender in innovation and methods for Growth..**

PREMISE

You are an actor in the support system for innovation in and for business start-ups, education, a start-upper, a young women entrepreneur in the creative industry with interest of gender in innovation, with interest of methods for gender as driving force for sustainable change, policy and decision makers at all levels in the society, NGO:s, and or researchers. The last thing you want is joining a traditional, classroom, teacher-centered training. So, what Smart Jump is going to offer you is completely different!

Below, you will find the content of the Smart Jump training programme. What's also special is HOW we will deal with these topics. Therefore be prepared for this:

Participant-centered,
fun-based, safe
learning environment,
living lab, Peer-to-
peer learning formats

The democratic dialogue
with a process oriented
perspective will be the
method in the training –
with space for processing
reflections

Exercises that will support you to
structure your innovative and creative
thinking and understand the framework
and systematic approach to use gender
as a driving force for innovation and in
business development, in social service
and other areas of concern for innovation

Lots of exercises, allowing
you put the training topics
into practice in your business
environment, and or support
system for innovation in
business development,
how to promote sustainable
change through integrating
gender in Innovation and
entrepreneurship

Peer-to-peer
learning formats

Professional input and
feedback by experien-
ced trainers and other
support actors

Homework for the periods
between the three dates
mentioned below

Flexible breaks,
depending on how
exercises are
working out

and more...

Serious challenges that will stretch your abilities and take you into uncharted waters.

A combination of theory and practices drawn out from participant experiences and exercises, together with presentations, contribution of equal terms – as the method of dialogue and action oriented is in focus.

In addition, each topic will be treated in the context of specific national and international expectations about communications and value perceptions on Innovation, Gender in creative Entrepreneurship and business development. For which we will make use of the highly diverse participant group, a Quadruple Helix partner group.

All in all, this is going to be time well spent!



PROGRAMME

Partnership & Participants' introduction and presentations Presentation and definition of learning objectives and expected results Smart Jump Approach: Multisector, Quadruple Helix and international; Introduction to "A TOOL-KIT FOR INTEGRATING GENDER EQUALITY IN INNOVATION AS A VALUE ENTREPRENEURSHIP MANAGEMENT" & Training Methodology Homework assignment



19th September 2017, 10 am - 12 am (CEST) - INTRODUCTORY WEBINAR

Warming-up Homework assignment debrief: presentations with peer-to-peer / trainer feedback Global scenario world in a multi-cultural and Quadruple Helix context From Innovation ideas into business development to brand promise: key concepts Fix your INNOVATION goals

Target audience: who, why, what, how and reflect on how to use innovation in strategy, methods and tools, generic process, specific methods, participatory methods for sustainable change, steps for Interaction, assessments, contributions, feedback for improvements and development



3rd October 2017, 9.00 - 17.30 – INTERNATIONAL TRAINING IN SWEDEN

Combination of a Participatory interactive workshop- participating methods of training, lectures and reflections

A TOOL-KIT FOR INTEGRATING GENDER EQUALITY IN INNOVATION AS A VALUE in ENTREPRENEURSHIP MANAGEMENT: 1. From your Innovative idea to Brand Promise... Each topic includes contextualization in an international environment

Guidelines and test of your personal Innovative Strategy for business keys: in methods and tools, generic process, specific methods, participatory methods for sustainable change, steps for Interaction, assessments, contributions, feedback for improvements and development. The content of your business innovative image: rules for visual effectiveness, Effective innovation development, Putting together in the support for and or own Innovation Plan and Test the validity of the innovative ideas for business development, through Interaction, assessments, feedback for improvements, who, why, what, how and reflect on how to use in innovative in strategy in methods and tools, generic process, specific methods, participatory methods for sustainable change, steps for Interaction, assessments, contributions, feedback for improvements and development.



4th October 2017, 9.00 - 17.30 - INTERNATIONAL TRAINING IN SWEDEN

Combination of a Participatory interactive workshop – participating methods of training, lectures and reflections

Gender and Innovation in Entrepreneurship Management: 2. ... to Performance: Innovation Plans evaluation and feedback, suggestions for improvement Homework assignment: fix the milestones of your Innovation strategy plan in business development testimonials & Company visits. A mix of; Gender observations, Gender System Analysis, Value exercises, World cafe, personas, stories promoting sustainable change, study visits.



5th October 2017, 9.00 - 17.00 - INTERNATIONAL TRAINING ACTIVITY & INNOVATION SUPPORT SYSTEM AND COMPANY TESTIMONIALS IN SWEDEN

Combination of a Participatory interactive workshop – participating methods of training, lectures and study visits

Homework assignment: short individual presentation of milestones Ideas and suggestions for next steps Syntegration: synthesis + integration Follow up & assessment for support of innovation, gender in entrepreneurship for business development, with individual focus, a systematic approach in society for support of gender in innovation for growth with a Quadruple Helix perspective – A Tool-kit for integrating Gender Equality in Innovation Training and Systems.



19th October 2017, 10 am - 12 am (CEST) - FOLLOW UP WEBINAR

PROGRAMME

A TOOL-KIT FOR INTEGRATING GENDER EQUALITY IN INNOVATION AS ADDED VALUE in ENTREPRENEURSHIP MANAGEMENT:

Partnership & Participants' introduction and presentations Presentation and definition of learning objectives and expected results Smart Jump Approach: Multisector and international; Introduction to A TOOL-KIT FOR INTEGRATING GENDER EQUALITY IN INNOVATION AS ADDED VALUE in ENTREPRENEURSHIP MANAGEMENT: & Training Methodology Homework assignment follow up.

Participant Profile

- Young creative innovators
- Innovation support system at all levels in the Society;
- Start-uppers;
- Women/young entrepreneurs and SMEs from creative industries and manufacturing sectors and or other with interest and assignment in the areas of concerns;
- Practitioners skilled in innovation, creativity and technological transfer;
- VET providers professionals;
- Policy and decision-makers with assignment for support of innovation and business development,
- Other NGO: actors and researchers with interest of combining innovative theory and practices for development of innovative methods in VET.

TRAINERS



Paula Wennberg;
Gender Equality Officer



Maria Udén;
Professor, PhD



Ewa Gunnarsson;
Professor Emeritus

Practical information:

- **Hosting partner:** Winnet Sweden, in co-operation with University of Gävle and Winnet Center of Excellence at the University of Technology in Luleå, Sweden, <https://www.ltu.se/>
- **Location:** University of Gävle, Sweden, www.hig.se.
- **Available facilities for accommodation and food:** The Hostel in Gävle, Old town, for further information please, visit <http://www.geflevandrarhem.se/> + Hotel Alderholmen www.hotellalderholmen.se Please, book your room by latest, 30 of May 2017.
Cafeteria/Food service (lunch only) at the University of Gävle, Sweden.
- **Airport distances:** Airport from Arlanda, Stockholm; distance to Gävle: 100 km Airport Skavsta, Nyköping, distance to Gävle, 300 km



In collaboration with Winnet Center of Excellence at the University of Technology in Luleå



PARTNERSHIP



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Veneto SIAV S.P.A.



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SVERIGE



INSTITUTO INTERNACIONAL
DE LA INNOVACIÓN, EL
CONOCIMIENTO Y LAS
COMPETENCIAS



ITL GROUP
YOUR GATE TO HUNGARY



REGIONE DEL VENETO

IAF INSTITUTO
ARAGONES DE
FOMENTO

Website: www.smartjump.eu | Community: www.factoryofknowledge.net/smartjump

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