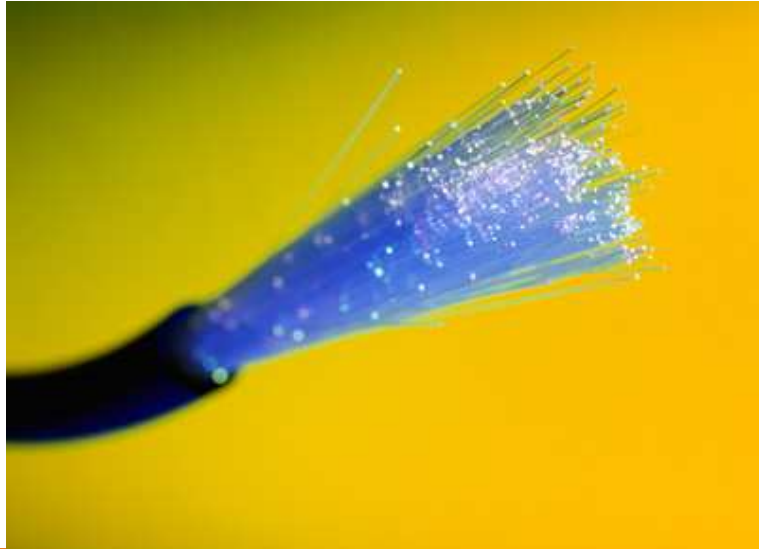


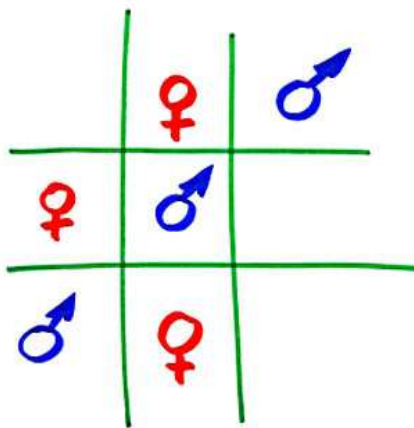
Fiber Optic Valley in Europe



Fiber Optic Valley



Incorporating gender awareness = boosting innovation



Fiber Optic Valley - gender perspective

- The goal is to raise awareness and mainstream gender equality into businesses
- Challenging the norm and the gender stereotypes
- VINNOVA - strong promoter of work from a gender perspective
- Increasing interest – high risk strategy...



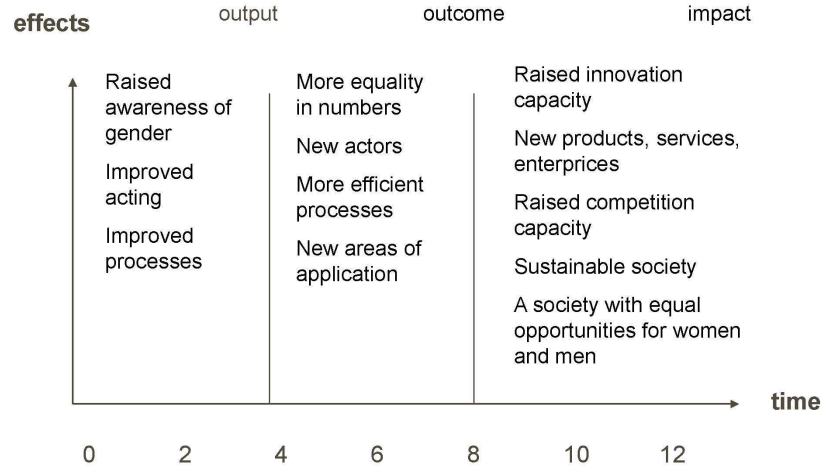
Clusters - ideal environment for working with gender

- Building strong ties - networking
- Managing processes for learning
- Access to top level management
- Research, innovation and business





Focus on impact



Fiber Optic Valley - from unaware to gender aware



Bild 8

Gender research in action

- Attract personnel with the highest level of expertise
- Develop new methods and tools for integrating a gender perspective
- Needs based change work at the organisational level.
- Hand in hand with gender research



Leadership and knowledge

- Move from words to action – walk the talk
- Action learning - Learn by trial and discover what we do through actions
- How gender is “done” - in daily life. Insights
- What´s in it for me? At both individual and organisational level



The Gender Network



Role model - Innovation

