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GSGE Exploitation Plan

innovation &
employability
for Women

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Consortium Members:
- National Center for Scientific Research "Demokritos" /NCSR "D"– GR
- General Secretariat for Gender Equality / GSGE - GR
- CRE.THI.DEV / CRE.THI.DEV – GR
- Federation of Hellenic Information Technology & Communications Enterprises/ SEPE – GR
- European Centre for Women and Technology / ECWT – NO

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1. Executive Summary

Although the Exploitation Strategy is going to be deplored by all 5 consortium partners in order to ensure that the "ewomen" project results are fully mainstreamed, multiplied and sustained, the present brief document is about to present the General Secretariat's for Gender Equality (GSGE) approach for the exploitation of the project results. This approach will describe the activities to undertake in order to ensure the continuation of the project well beyond the incubation period. By ensuring that the project results are used by specific target groups, stakeholders and end-users the consortium will stimulate the continuity and transfer of outputs to other initiatives. The goal is to allow others to benefit and be influenced by the project outputs.

More specifically, this document will:

- Define the main objectives of the GSGE's exploitation plan;
- Present the main results that came out from eWomen and are of interest for the GSGE
- Define GSGE's role in transferring the selected results;
- Present the target groups/possible beneficiaries most suitable for the application of the results in practice;
- Describe the dissemination and exploitation instruments;

2. Exploitation Strategy

The General Secretariat for Gender Equality (GSGE) is working on the elimination of gender inequalities and the achievement of substantive gender equality in all aspects of our society. It is the official governmental agency competent to plan, implement, and monitor the implementation of policies on equality between women and men in all sectors.

Gender equality constitutes a fundamental human right and basic aim of every modern democracy. Our vision is of a society in which men and women equally share goods, obligations and rights - in work, politics, power, leisure time, care, family and personal life. A society in which men and women decide what they are going to study, which types of work they are going to undertake, how many children they will have, whether they will participate in public affairs – all without the burden of gender stereotypes that proscribe professions, salaries, tasks and earnings, and also the minutiae of daily life. Due to the severe current global and national economic crisis, the inequality between men and women's living and working conditions is growing. Still, during crisis periods, the principle of gender equality is not a luxury. Rather, it is a core component of economic, social and cultural policies enacted to emerge from the crisis.

To this direction, the GSGE participated as partner to the project "Innovation and Employability for Women (e-Women), in order to contribute to the Consortium's effort to run a project with a goal to determine the status of technology in terms of participation and awareness among women, in the Information and Communication Technologies (ICT) and the benefits arising from their use in the field of employment, self-employment and employability.

By definition, the Plan for the Exploitation and Dissemination of Results is a document which summarizes the consortium's partner proposed strategy and actions related to the protection, dissemination and exploitation of the project results.

In general, this strategy should give an orientation as to the organization of the planned project activities and therefore should address as a minimum the following questions:

- What kind of needs does the project respond to?

- What kind of problem the proposed solution will solve and why this solution will be better than existing ones and in which areas?

- What new knowledge (results) the project will generate (assessment of the state of the art)?

- Who will use these results?

- What benefits will be delivered and how much benefit?

- How will end users be informed about the generated results?

The Exploitation Plan is also a means of guaranteeing the transfer of project results beyond its life, basically after the end of its funding period.

For the GSGE, the objective of the Exploitation Plan is to establish suitable actions to make "e-women" a successful and sustainable project for a long period, together with the communication and dissemination strategy elaborated by all members of the Consortium. The Plan includes an exploitation strategy of the project results and activities, and the target groups and beneficiaries of these results.

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3. Exploitable Products and Outcomes

During the exploitation seminar organized within the project time frame, the following results have been considered by the members of the consortium as the exploitable ones and interesting for the target groups:

- **Project Portal/ Website with SEPE as the responsible partner**

  The Portal constitutes a reference point with information about the whole project, its partners, activities and deliverables.

- **Report on the Cognitive and social research on the use of ICT technologies with CRE.THI.DEV. as the responsible partner**

  The scientific research deals with the investigation, analysis and documentation of the possibilities offered by the internet, social networks and other communication technologies to reduce labor inequalities and promote new opportunities for entrepreneurship and employment for women of all ages. The main challenges for the female population pointed out by thw research are: actions promoting the participation of women in technology and entrepreneurship, actions enhancing the role of women in the field of technology and STEM education as an employee or entrepreneur and training actions to support the entry of women into the labor market on equal terms regarding ICT skills and competences needed.

- **New trends in women employability report with NCSR"D" as the responsible partner**

  The report, based on the fact that the competitiveness, innovativeness and social cohesion in the European economy are heavily dependent on the strategic and efficient use of digital technologies by all citizens, women and men, proceeds to specific recommendations such as:
  🌍Nurturing a strong youth talent pipeline,
  🌍Leverging Greece's diverse talent,
  🌍Supporting workforce upskilling to enhance digital adoption,
  🌍Attracting and retaining global digital talent,
  🌍Strengthening digital literacy and digital skills for Greeks,
  🌍Fostering digital entrepreneurship,
  🌍Building labour mobility pathways to fill high demand occupations,
  🌍Inspire girls to pursue IT studies and careers and encourage better gender balance by promoting a stronger role of women

- **e-Learning Platform with the Courses with NCSR"D" as the responsible partner**

  Based on the State of the Art and the Social Research findings of the project, 2 online courses have been developed and accompany the e-platform, in response to female entrepreneurs' training needs: "Entrepreneurship in 11 easy steps", and a "A beginner's Social Media Marketing Guide for Women Entrepreneurs and Practitioners".

- **Innovation Center Feasibility Study with ECWT as the responsible partner**
  The Business Innovation Center Feasibility Study is providing the necessary steps needed for the creation of a BIC in Athens with an ultimate goal of bringing about a significant and measurable change when it comes to women´s technology start-ups in Attika Region and to reach the level of 40% female start-ups by 2025.

The GSGE will focus on disseminating and exploiting the results of all abovementioned deliverables, considering that some of them have an added value to the Project, such as the

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e-learning platform and the Feasibility Study.

4. Target Groups & Beneficiaries

The exploitation of eWomen project outputs will include activities of mainstreaming (actual transfer of successful results to appropriate stakeholders and decision-makers) and multiplication (convincing more end-users to adopt or apply the results of the projects). For the productive and effective exploitation and sustainability of the project's outputs, it is essential that the potential beneficiaries are identified.

The GSGE, starting from the deliverables and results obtained during the lifecycle of the project identified the following target groups:

- Females of all ages, especially young women
- Central administration (ministries, government organizations)
- Regional and local administration (higher female unemployment rates in non urban areas)
- NGOs and women's organizations
- ICT companies
- Employed or Self Employed
- Organizations or institutes
- Universities/research institutions
- The Overall Society

5.   Exploiting the Results

In 2016, the GSGE launched a new National Action Plan on Gender Equality (NAPGE), which takes into account new challenges and needs that arose during the economic crisis.

More specifically in the field of New Techologies, general research shows that women are underrepresented (30% participation), while 20% of enterprises in the field haven't been able to cover their needs in workforce, due to the lack of relevant IT skills, both in women and men. The challenge in the present difficult economic environment is to lead women to higher and more creative positions, through the provision of IT skills, combating professional segregation, pay gap and women unemployment. For these reasons, in the new NAPGE, the objective "Encouraging the use of ICTs by women" is set as an explicit one in the policy area "Equality in Labor Market". Today only 29 out of every 1000 female graduate has a computing or related degree, while only 4 out of those 29 go on to work in ICT directly, after the end of their studies.

Concerning the ewomen project, GSGE is simultaneously a partner and a target group, since it is the National Public Actor to undertake the function of mainstreaming the program results (Feasibility Study and New trends in Women Employability and Social Research, training approach and relevant reports) to other Public Administration Actors, (e.g. Ministry of Digital Policy, Ministry of Employment, Social Security and Social Solidarity, Manpower organization, local and regional government, gender equality bodies etc), opting also for their transfer in other contexts (eg. Ministry of Education, Ministry of Culture etc.), in order to promote a common and more active approach on IT literacy of females and especially young females.

Concerning the diffusion of the program outcomes and the e-learning platform to potential beneficiaries, GSGE aims to inform women of all ages about the ways digital skills and social media could help them empowering themselves and finding better career opportunities or creating their own business.

Finally, GSGE will disseminate the program outcomes to civil society actors, mainly women organizations and feminist organizations in order to create wider synergies between Public Administration and civil society aiming to achieve higher women employability and Entrepreneurship through the use of IT skills.

Of course, the GSGE will maintain a special place for the project's website within its own website.

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6.   Intellectual Property Rights (IPR)

Foreground Knowledge: Foreground Knowledge is considered to be any skills, knowledge and competences which have been generated under the implementation of eWomen project, by every independent partner or partners. Such results include rights related to copyright; design rights; patent rights or similar forms of protection. The foreground knowledge can be total or partially included in Deliverables, products, services or any other result deriving from the Project directly or indirectly. Also, results generated outside the project (i.e. before, after or in parallel with the project) do not constitute foreground knowledge.

It has been agreed by the consortium that the exploits or any windfall out of them should belong equally to "all", since the work is considered as foreground knowledge.

Foreground Knowledge belongs to the Consortium and all members of the Consortium shall have joint ownership of all the rights of use for any Foreground Knowledge generated and/ or arising by the Project, notwithstanding any concern as to the involvement and/ or contribution of any given member of the Consortium to the work generating the Foreground Knowledge. Any partner that might not be directly involved in the generation of the Foreground Knowledge but is involved indirectly, such as reviewers or generally people that have contributed to the writing or designing of the Project products or services are, in all cases, is considered part of the Consortium and all terms and conditions contained herein are applicable to them as well.

Project Partners had agreed that there isn't necessarily any legally enforceable IPR in the products developed during the project duration. Any partner, who is going to use any of the project exploitable results in their current form, including later adaptions, should mention all partners as contributors of its development (e.g. in the disclaimer section). Every project partner has complete freedom to implement and manage any of the project results in their own countries in their own way.

Work developed within the project lifecycle falls under the following creative commons category: **Attribution-Non Commercial-No Derives Licensing** whereby third parties may download the works of the parties and share them with others as long as they credit the project, but they can't change them in any way or use them commercially. http://creativecommons.org/licenses/by-nc-nd/3.0/

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Through the EEA Grants and Norway Grants, Iceland, Liechtenstein and Norway contribute to reducing social and economic disparities and to strengthening bilateral relations with the beneficiary countries in Europe. The three countries cooperate closely with the EU through the Agreement on the European Economic Area (EEA).

For the period 2009-14, the EEA Grants and Norway Grants amount to €1.79 billion. Norway contributes around 97% of the total funding. Grants are available for NGOs, research and academic institutions, and the public and private sectors in the 12 newest EU member states, Greece, Portugal and Spain. There is broad cooperation with donor state entities, and activities may be implemented until 2016.

Key areas of support are environmental protection and climate change, research and scholarships, civil society, health and children, gender equality, justice and cultural heritage.

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