



Project factsheet - Assessment grid

PROJECT OVERVIEW	
Project Ref. No.	DRP0200067
Project title	Danube Region Programme
Acronym	WIN
Priority axis	3. - A more social Danube Region
SO	3.1 - SocialInfrastructure
Lead partner	Research Centre of the Slovenian Academy of Sciences and Arts
Lead partner country	Slovenija (SI)
Lead partner legal status	Public
Project duration	30
Total Interreg Funds	1547920.00
Total Eligible Budget	1934900.00

Project Summary

The Danube Region is considered an area with above-average gender inequalities in the employment sector. Unemployed women outnumber unemployed men especially in highly industrialised peripheral regions. Economic activities in such regions are traditionally concentrated in mining, manufacturing and engineering, which were predominantly male-dominated. Those traditional norms continue to shape narrow labour markets, which can reinforce gender stereotypes (e.g. men occupy high-skilled jobs, while women work in low-skilled jobs). The recent COVID-19 crisis has exposed and even exacerbated the problem of gender inequality in labour markets through the sudden increase in women's unpaid care work. The manifested problem of gender inequality and the resulting vulnerability of women in finding adequate and well-paid jobs appears to be a persistent and intractable problem that has not yet been effectively addressed by any country in the Danube Region. The overall objective of the project WIN is to improve the position of women workers in peripheral industrial regions, contributing to more accessible, inclusive and effective labour market for women. In this way, the project aims to open up new employment opportunities for all women and remove cultural and institutional barriers that prevent women from realising their professional potential. The expected impact is to bring about positive change in terms of 1) a better understanding of women's specific needs and skills gap on the one hand, and cultural and institutional barriers on the other, which together contribute to gender inequality, 2) empowering women with the necessary tools and opportunities to increase their professional potential, 3) improving the socio-economic development of peripheral industrial regions throughout the Danube Region, and 4) more effective policy-making at different spatial levels that can adopt more inclusive measures and practices, bringing down institutional barriers. The project WIN proposes a three-step transnational approach. First, the project aims to deepen the understanding of women's challenges in labour markets by focusing on their needs and institutional barriers via transnational overview/analysis, networking and knowledge exchange. Second, the project aims to implement 7 pilot actions in different peripheral industrial regions by developing, testing and reflecting the overarching concept of social innovation, while enabling regional diversification. Third, the project aims to increase public and private institutional capacities by focusing on innovative awareness-raising campaigns and tailor-made policy-making on local, national and EUSDR level. Following this approach, the WIN project will contribute to more socially equitable, accessible and inclusive labour markets in peripheral industrial regions. The transnational approach is needed to address shared challenges of marginalisation of peripheral places, social exclusion of women and out-migration of women'

s workforce that has not yet been adequately addressed by any national or regional government in the Danube Region. The main outputs of the WIN project include several jointly developed solutions, pilot actions, local/regional action plans and policy recommendations, supported by the strong WIN network structure cooperating across borders and the joint WIN awareness-raising campaign to promote gender equality and women's skills in the labour markets of peripheral industrial regions. The jointly developed solutions relate to the methodological toolkit for developing social innovations to promote women's employment in peripheral industrial regions, which is being tested by WIN Innovation Groups in 7 pilot areas in AT, BIH, BU, CZ, HU, RS and SI. The experiences from the pilot areas are summarised in the WIN Social Innovation Booklet. The sustainability of the results in the pilot regions will be ensured through seven action plans, while key messages for the national and EUSDR levels will be delivered through tailored policy recommendations and targeted policy briefs. The results will be of primary interest to working women and women with employment potential, women's associations and associations working with women, employers, business support organisations, public authorities at different spatial levels, academia and civil society. The WIN project targets women as a vulnerable group at risk of exclusion from the labour markets of small and medium-sized industrial towns and regions with a bad reputation as "places that don't matter" or "left-behind" places characterised by economic decline and out-migration. National governments often feel powerless and rely on the spatially blind measures of European cohesion funds. The project WIN leverages macro-regional policy frameworks and mechanisms to bridge this gap by addressing the place-specific challenges of peripheral industrial regions through people-centred solutions and strategies.

LIST OF PROJECT PARTNERS

No.	Institution name	Country	Total Interreg funds	Total eligible budget
ZRC SAZU	Research Centre of the Slovenian Academy of Sciences and Arts	Slovenija (SI)	268400.00	335500.00
PiNA	Association for Culture and Education PiNA	Slovenija (SI)	158720.00	198400.00
UniGRAZ	University of Graz	Österreich (AT)	204400.00	255500.00
VESTE	Registered association Styrian Iron Road	Österreich (AT)	142800.00	178500.00
MASS	LAG Sokolovsko	#esko (CZ)	134560.00	168200.00
CTRIA	Central Transdanubian Regional Innovation Agency Nonprofit Ltd.	Magyarország (HU)	161600.00	202000.00
MGK10	Ministry of Economy Affairs of Hercegbosnian Canton	Bosnia and Herzegovina (BA)	90640.00	113300.00
ZZUP HBZ	Employment Office of Herceg-Bosnian Canton	Bosnia and Herzegovina (BA)	85600.00	107000.00
ABW	Association of Business Women in Serbia	Serbia (RS)	134880.00	168600.00
NMS	National Management School	Bulgaria (BG)	166320.00	207900.00
TOTAL (EUR)			1547920.00	1934900.00

LIST OF ASSOCIATED PARTNERS

No.	Institution name	Country
PiNA	Municipality of Trbovlje	Slovenija (SI)
VESTE	Ore & iron Regional Development Ltd.	Österreich (AT)
MASS	The Regional Chamber of Commerce of the Karlovy Vary Region	#esko (CZ)

CTRIA	Hungarian Association for Innovation	Magyarország (HU)
MGK10	Chamber of Economy of the Federation of Bosnia and Herzegovina	Bosnia and Herzegovina (BA)
ZZUP HBZ	Federal Employment Office	Bosnia and Herzegovina (BA)
ABW	The City of Loznica	Serbia (RS)
NMS	Radomir Municipality	Bulgaria (BG)