

## Winnet Dalarna – Equal opportunities and gender equality

Dalarna has received a grant of approx. 4 million kronor from Tillväxtverket (Development and Growth Department) to promote equal opportunities in the county. Various local authorities and interest groups are collaborating in the Winnet Dalarna project: the Dalarna County Administration, Region Dalarna, the Minerva Foundation, W7 Dalarna, Falun-Borlänge-regionen AB and Hedemora Näringsliv (trade and industry) AB. The fact that the project has been able to gather all the organisations previously separately involved in gender equality issues is gratifying. By directing our combined efforts and knowledge towards the same goal, both different and better results will be achieved.

The project will concentrate on those differences between men and women that can make for improved gender equality in the county and promote growth. Among other efforts, the project, will supply politicians and officials with information and instruction aimed at increasing their knowledge on gender and equal opportunities issues and, thus, support regional development.

Among other things, the project will also make a survey of the networks available to women on the labour market, latent competencies in job-seeking women and female role models. Equal opportunities in rural areas of Dalarna will be highlighted at a conference in Vansbro on 12 -13 June 2012. For details, please see below.

Since sexual segregation in certain sectors of the labour market, industry and mining, for instance, is a major problem for development, the problem will be elucidated in seminars and at conferences.

The project will also take up the issue of gender-neutral counselling and how we can increase the proportion of businesses run by women in Dalarna.



Winnet Dalarna, work session in progress with Camilla Hillbom, Karin Lövstrand and Kirsten Belin.

### Winnet Dalarna

Winnet Dalarna is a joint project between the Dalarna County Administration, Region Dalarna, the Minerva Foundation, W7 Dalarna, Falun-Borlänge Regionen AB and Hedemora Näringsliv (trade and industry) AB.

Their aim is to make visible the different conditions applying for men and women on the labour market and to increase the gender equality perspective in regional development.

Increased gender equality will contribute to making Dalarna a more attractive and expansive county. According to Tillväxtverket (Development and Growth Department) equal opportunities on the labour market could increase Sweden's GNP by 21%.

On 4 October, the Winnet Dalarna project, together with Främja kvinnors Företagande, an organisation promoting female enterprise, and the county declaration of intent regarding equal opportunities will stage a conference based on the theme: "Ways of achieving a dynamic business economy". Some of the themes to be taken up will be: equal opportunities and regional attractiveness seen as factors for growth and the question of how we can increase the number of female entrepreneurs.

**Make a note of the date! Invitations are on the way!**

On 12 -13 June, the Dalarna County Administration, Region Dalarna and the Vansbro municipal authority will hold a conference on how we can support the rural areas of Dalarna. The EU is investing 200 million kronor per year until 2020 to make Dalarna's rural areas more attractive. The organisers welcome ideas for a new plan for using The EU rural development grant, 2014 -2020.

The whole of Dalarna must join in to help work out a plan.

Report for duty! Come and help influence the future for Dalarna's rural areas!

**For more information:**

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## The Interreg MiA project terminated

After three very successful years, the MiA project has now come to an end. The results are striking: All 100% of the participants have either got a "proper" job, or gone on to higher education and languages studies. If we add our results to those of our partner, the results are still very good.

An analysis made by the Swedish government has shown that women of foreign extraction take 9 years to find a job. In the MiA project, there are several cases where participants have learned Swedish quickly and have found employment within their professions after 1.5 years.

All the participants have been out on the labour market four years sooner than statistics for the target group indicate. Converted into figures for 32 participants and based only on our project and the Swedish part of the project, this represents a saving for the community of 384 million kronor in the Falun Borlänge region alone.

Jusek, the Swedish federation of lawyers, economists and sociologists, has conducted similar

investigations, and reached the same conclusions.

The project has also collaborated successfully across the Swedish/Norwegian border, which is one of the Interreg IIIA criteria. Our partner has been the Trondheim municipal authority. By means of joint meetings, seminars and conferences, our work methods in the project have improved and been exposed to the local business communities of Dalarna and Sör-Trøndelag.

The project also contributed by means of lectures and workshops to the big Kvinno conference on mentoring in Copenhagen in the autumn of 2009. The project was also presented during Employment Week in Brussels.

The project has been evaluated by researchers at Trondheim University and a final report has been compiled and published on the Interreg home page.



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*Cen Chen at the closing ceremony. Cen now works with marketing, among other activities.*



Minerva



## The ESF Job Innovation project in its final stages

The ESF project, Job Innovation for physically disabled and partially sighted persons will mark two years in operation in September. Two groups of participants have completed an individualised programme intended to improve their standing on the labour market, their goal being to find a "proper" job. Several of the participants are also in the process of starting their own companies. Two members of the previous group started their own companies.

Just now, the second group is underway with 18 participants ranging from 24 to 60 years in age. The participants are making great progress and the final results will be presented in August 2012. A research report is being compiled and will be presented to the ESF council in September.

In the spring of 2012, Riksrevisionen, the Swedish national audit office, carried out an investigation into how the ESF projects are carried out and in what way the projects are supported by the ESF council. The Minerva project had been one of those selected together with some others from various



*Krister during a work session in the project*

parts of Sweden. The project managers have been interviewed and a quantity of other information from the project has been collected. The focus of the interviews was on results, collaboration and how the ESF council functions regarding advice and guidance. All the national interviews will result in a report to be presented by the national audit office.



*Janne's guide dog during a seminar in the project*



*Susanne gets job experience at a florist's*

arbete och nya möjligheter för alla



## The Leonardo da Vinci IN-DIVERSITY project

During the spring, the In-Diversity project has produced an E learning programme for diversity in working life. It includes a tool kit, a sort of toolbox for business people who want to learn more about running a business from a diversity perspective.

In May and June, 15 representatives from companies and organisations in each of the partnership countries will go through the e-learning programme, after which they will present their views on its quality and usefulness in an evaluation of the material. The project will then correct what needs to be changed or supplemented. Finally, the course will be made available for the companies and organisations needing the information it has to offer, on the project's own homepage: [www.in-diversity.eu](http://www.in-diversity.eu)

This information is proving to be more and more valuable. The ability to benefit from and utilise the knowledge possessed by every individual is a winning concept for most successful enterprises today. Internationalisation also means that companies need specialist competence when it comes to communication and cultural issues. Minerva will advertise the course here in the newsletter when the finishing touches have been made and it is ready for use.

Our partners from the countries taking part in the project visited Falun on 19-20 March, when we put the finishing touches to the products produced in the project, both the E learning programme and the tool kit, intended to aid companies in their efforts to achieve diversity. Minerva had also arranged a guided tour of the home of Carl Larsson in the evening of March 19. The Larssons were not only artists with an extensive network in Dalarna and Sweden: they also had many international colleagues and friends. They were affected by international influences and were far ahead of the man in the street in their view of the outside world, which can be seen, above all, in their work. Visiting members in the partnership thought there was a special aura of mystery surrounding the Larsson's home and the Sundborn neighbourhood.



*Members working on the project meet in Falun*



Companies wishing to try the course out can contact [info@minerva.nu](mailto:info@minerva.nu) or phone the project manager on Minerva's Falun phone: 0046-23-15911

### Minerva celebrates its 20th anniversary.

This year it will be 20 years since Minerva started up, at first as a three-year project funded by Arbetmiljöfonden, (work environment fund) and Arbetstlivsfonden, (working life fund). Since 1995, we have conducted operations as a trust or foundation. Founding members come from all sectors of society.

The activities of the Minerva Foundation have been varied with a strong, out-going involvement in the community. Our work has focused on gender equality and diversity but also on leadership mainly through our mentoring programme, a method which has just become more and more important within Minerva.

Minerva has run many regional, national and international projects over the years, always with the same focus on gender equality, equal opportunities and diversity.

**Minerva will celebrate its 20th birthday in the autumn and will publish the programme shortly.**



## Colleagues from two Spanish ESF projects visit the Minerva Foundation

In March, Minerva also had a visit from members of two ESF projects that have been carried out in the Andalusia municipality of Estepa in Spain. One of the projects, "Gender Gap", dealt with equal opportunities in working life and the other was concerned with "Proximity Services" about how social service can be expanded to include other organisation forms, running a business, for example.

Participants in the study tour were interested in our home-help services, our day care centres gender equality in recruiting procedures and our EU projects that are connected with their own projects. Among other contacts, they were able to meet representatives from the ESF project on "Jobs for young people", "Job Innovation", job seekers with disabilities, Winner Dalarna and the Interreg project, MiA.

On one of the visits, our guests also celebrated International Women's Day at the Minerva Foundation.



*Study tour of VH assistans (personal assistance company) Falun*



*Study tour of Kulturarvet (our cultural heritage) in Falun*



*Study tour of Särskolan Falu Kommun (special LEA school for children with learning disabilities)*

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