

SUPPORT PACK FOR SUSTAINABLE ENTREPRENEURSHIP AND INNOVATION

About Diversity and Gender Equality

July 2022

VALUE THE DIFFERENCE

Support Pack for

Diversity and Inclusion in Sustainable Entrepreneurship and Innovation (D&I in SEI)

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Dear ENHANCE stakeholder in SEI,

This pack is for you to keep. Diversity and Inclusion belong to the core values of the ENHANCE Alliance. It is everywhere. Also in SEI. Can you see it? This pack will help you to find it.

Use this support pack to learn, to make a record of your observations, experiences, thoughts, and feelings during your amazing journey in SEI. It is your learning tool and nobody else will read it!

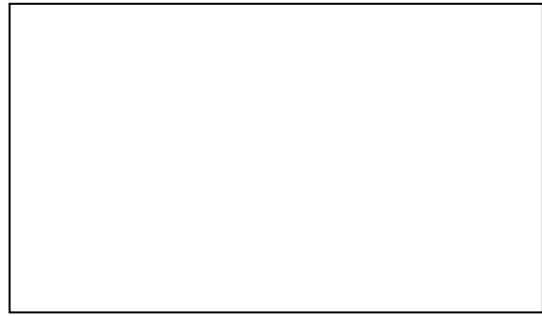
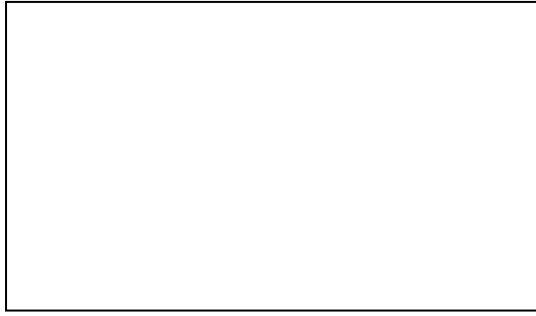
Take notes, spend some time completing this book, use it to help you to discover new insights about diversity and inclusion in SEI and use it to get to know new people to broaden your perspectives and put yourself into the shoes of others. Develop new ideas.

You can write, draw, doodle...Use it however you like. It is a tool only for you.

Now, let's start with an exercise. How would you draw "Diversity" and "Inclusion". Draw something that symbolizes for you these two words.

"Diversity" looks like....

"Inclusion" looks like...



Objectives of this support pack

- To reflect critically on diversity and inclusion (D&I) during your SEI related ENHANCE activities
- To explore the connections between SEI and D&I
- To gain awareness of D&I issues (To have some eye-opener and AHA moments)
- To develop a general understanding of these topics

Before we start, let's understand what we mean by Diversity, Inclusion etc.

Glossary:

Bias: A personal and sometimes unreasoned judgment (Prejudice)

Unconscious (or implicit) Bias: Learned stereotypes and prejudices that are automatic, unintentional, deeply ingrained, universal and able to influence behaviour.

The QR Code is an explainer video for unconscious bias:

Diversity: Embracing and taking into account the differences between individuals and groups of people

Equity: Adjusting for needs to achieve equality.

Gender: A social construct to classify a person as a man, a woman, or another identity such as divers, transgender etc.

Gender Mainstreaming: Integrating a gender equality perspective at all stages and levels of policies, programmes and projects.

(Gender) Equality: Being equal in status, rights or opportunities.

Inclusion / Inclusivity: The practice or policy of including people who might otherwise be excluded or marginalised.

Non-binary: A gender identity that goes beyond the male/female gender binary.



People with fewer opportunities: 'Young people with fewer opportunities' are defined in the Erasmus+ programme guide as those young people who are at a disadvantage compared to their peers because they face one or more of the seven exclusion factors: disability, health problems, educational difficulties, cultural differences, economic obstacles, social obstacles or geographic obstacles.

→ How many of these words did you know before? Write the number in the box:

→ Think of the last meetings that you had in the field of SEI. Have you heard any of these words there?

Main idea of D&I in SEI

Work package 5 (WP5) of ENHANCE focuses on Sustainable Entrepreneurship and Innovation Ecosystems. WP5 is dedicated to encouraging a supportive and inclusive culture to promote diversity and build connectivity across disciplines. Recognizing that ENHANCE builds from a technological and academic perspective, the aim is to create an environment in which individual differences and contributions of team members are recognized and valued, and uphold a collaborative environment that promotes dignity and respect. The WP5 facilitates development and dissemination of knowledge contributing to co-creation of value that is societally and environmentally responsible. Diversity is part of the sustainability that consists of economic, environmental and social aspects.

Entrepreneurship is not something exclusive for privileged individuals (although that might be an image that is perpetuated through social media). Entrepreneurship (and innovation) is for all, and it is also something that can serve all. It is about creating and packaging something that is perceived as valuable for others. To create something valuable for others, we need to understand different needs, interests and perspectives. (Young) people with fewer opportunities* have that talent and innovative ideas that can contribute to a successful SEI process, because they often already naturally seek out solutions and ways to solve different problems or issues. A successful SEI concept supports entrepreneurs from all backgrounds, to bring together different perceptions and perspectives, as this is important ground for solutions. Becoming diversity and inclusion aware in SEI means leaving the comfort zone. It comes along with some challenges. It is very important to understand the barriers faced by people with fewer opportunities, and to explore how they see how things can be solved. This might take more capacity during the entrepreneurial process, and certainly should include active listening and learning, which can take time. But eventually, it fosters unleashing the creative potential that people have within them and using this to create a more sustainable future for all of us. Each individual will benefit from the fact to get everyone on board. This stands for a central value of the SEI concept in ENHANCE.

**Erasmus+ defines (young) people with fewer opportunities as (young) people who, for economic, social, cultural, geographical or health reasons, due to their migrant background, or for reasons such as disability or educational difficulties or for any other reason, including a reason that could give rise to discrimination under Article 21 of the Charter of Fundamental Rights of the European Union, face obstacles that prevent them from having effective access to opportunities under the programme.*

Reflections

1. Connection between “D&I” and SEI?

What do you think about the connection between “D&I” and SEI? Make some notes here and talk to your fellows. Make some “desk research” about possible connections.

→ Have you discovered enough connections between D&I and SEI? Here is an inspirational video about how diversity makes teams more innovative.



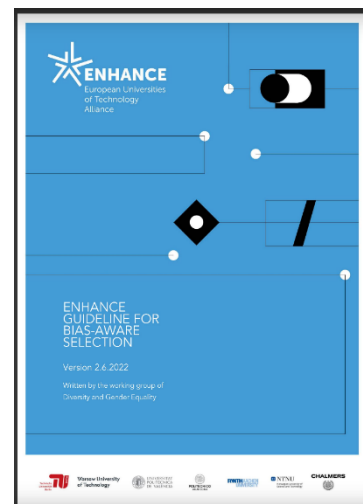
Write down your reflections about this video:

2. Diversity of your team

Successful teams are questioning and listening oriented. They focus on getting the full value of a diverse group.

→ But how can we become more diverse in our teams? How can we organize this process well? ENHANCE published a guideline that focuses on the aspects of “bias” in selection processes. The topic of “bias” is a phenomenon that needs some attention to become aware of. Understanding and managing our biases helps us to make informed decisions when forming our teams.

The guideline can be downloaded [here](#).



→ Look at your innovation team now. What kind of diversity do you see there? Please do not forget that not all diversity is visible at first sight. Skin or hair colour, wearing styles, age differences or gender diversity are easier to see. But what about religious and cultural diversity in your group? What about invisible characteristics of your team mates?

Share your observations here:

→ Talk to someone in your team look different to you at first sight and find out at least three common things you share. Write down your results.

→ Let's focus on the "Gender Gap". From a gender perspective, we can see a clear 'gender gap' across Europe in entrepreneurial activities. Women constitute 51% of the total European population. While the female employment rate has increased to 67.3%, just 34.4% of the self-employed are women, 31% of those working as start-up entrepreneurs. Only 14.8% of start-up founders are female. Women are the largest untapped entrepreneurial and leadership potential in Europe (Resource: <https://eit.europa.eu/our-activities/entrepreneurship/women-entrepreneurship-and-leadership>).

What are the reasons for this gender gap in Europe? Share your ideas here:

Need some background and recent data?

Visit this well-known report of the Global Entrepreneurship Monitor:
<https://www.gemconsortium.org/reports/womens-entrepreneurship>

3. Your innovation

→ Do you think that the innovation you are working on considers the needs of someone with fewer opportunities or a different set of circumstances that you/your immediate environment? If yes, how?

→ Who is the receiver or the user of your product? Describe them. Look at the general picture that you have. Is this a good picture of the society? Is your product/service accessible to everyone in the society? Who do you exclude? (There is nothing wrong with it. We just want to make you aware of the consequences of your product design.) How universal is the product/service? How adaptable is the product/service to contextual considerations of the user? How could you gain feedback on the user experience?

→ What do we need to consider in terms of D&I when developing SEI activities in ENHANCE? Talk to someone about this or ask a question to the presenter of the session that you are attending.

Space for your notes:

4. Training offers in ENHANCE:

→ Did you know that ENHANCE offers even training opportunities to learn more about Diversity topics? Visit this page to explore the next offers:

<https://enhanceuniversity.eu/diversity-and-gender-equality/>

If you have any questions or comments, feel free to drop a mail to the ENHANCE Ombudsman for Diversity and Gender Equality

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