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# **Gender as a quality criterion in science - Research, Innovation, and Gender**

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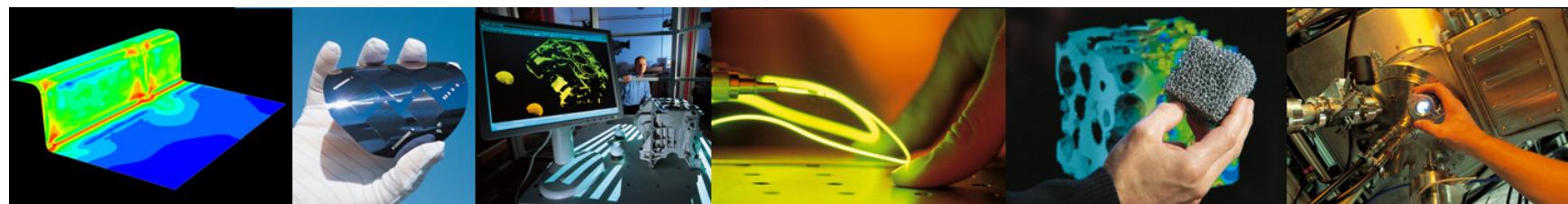
# Fraunhofer Profile in 2011

17 000 employees

€ 1,7 billion  
research budget

## 7 Alliances

- Information and Communication Technology
- Life Sciences
- Materials and Components
- Microelectronics
- Production
- Surface Technology and Photonics
- Defense and Security





# Unrelenting concentration on value and usefulness for customers

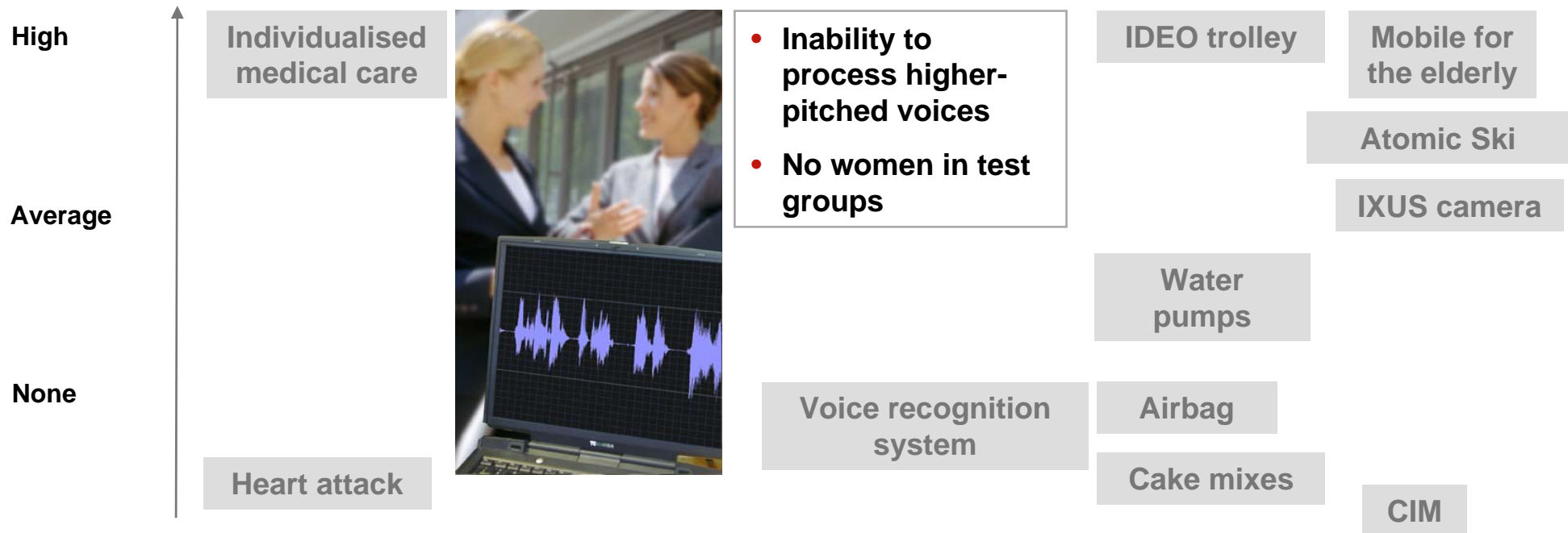
What this means, is:

**To enable men and women to do, what they cannot do at this moment, but what they would like to do, if they knew that this was possible!**



# Aspects of gender in the innovation process

Consideration of Gender



DISCOVERGENDER<sup>TM</sup>

**Innovation phases: from idea to product**

Exploration

Trend research

Initial research

Technical realisation

Prototypes

Early adopters

Early majority

Late majority



# Typology on innovation

Group Name	Proportion of EU25 population	<i>BROAD</i> characteristics of Group compared to others*
„Anti-innovation“	16%	Female; aged 55 or over; lower level of education; living alone; principal occupation – taking care of the home or being retired
„Reluctant“	33%	Female, aged 40 or older; tend to be manual workers or not economically active (though not students)
„Attracted“	39%	Male, young, students or white collar workers, living in a large household
„Enthusiasts“	11%	Male, young, students, those with high levels of education, managers

\* *Group descriptors were assigned based on the largest single contributing demographic subgroup; these descriptors are not meant to comprehensively represent a group's demographic composition*

Source: European Commission, Population Innovation Readiness, Special Eurobarometer 236 / Wave 63.4 – TNS Opinion & Social (2005)



# Expectations towards technical systems

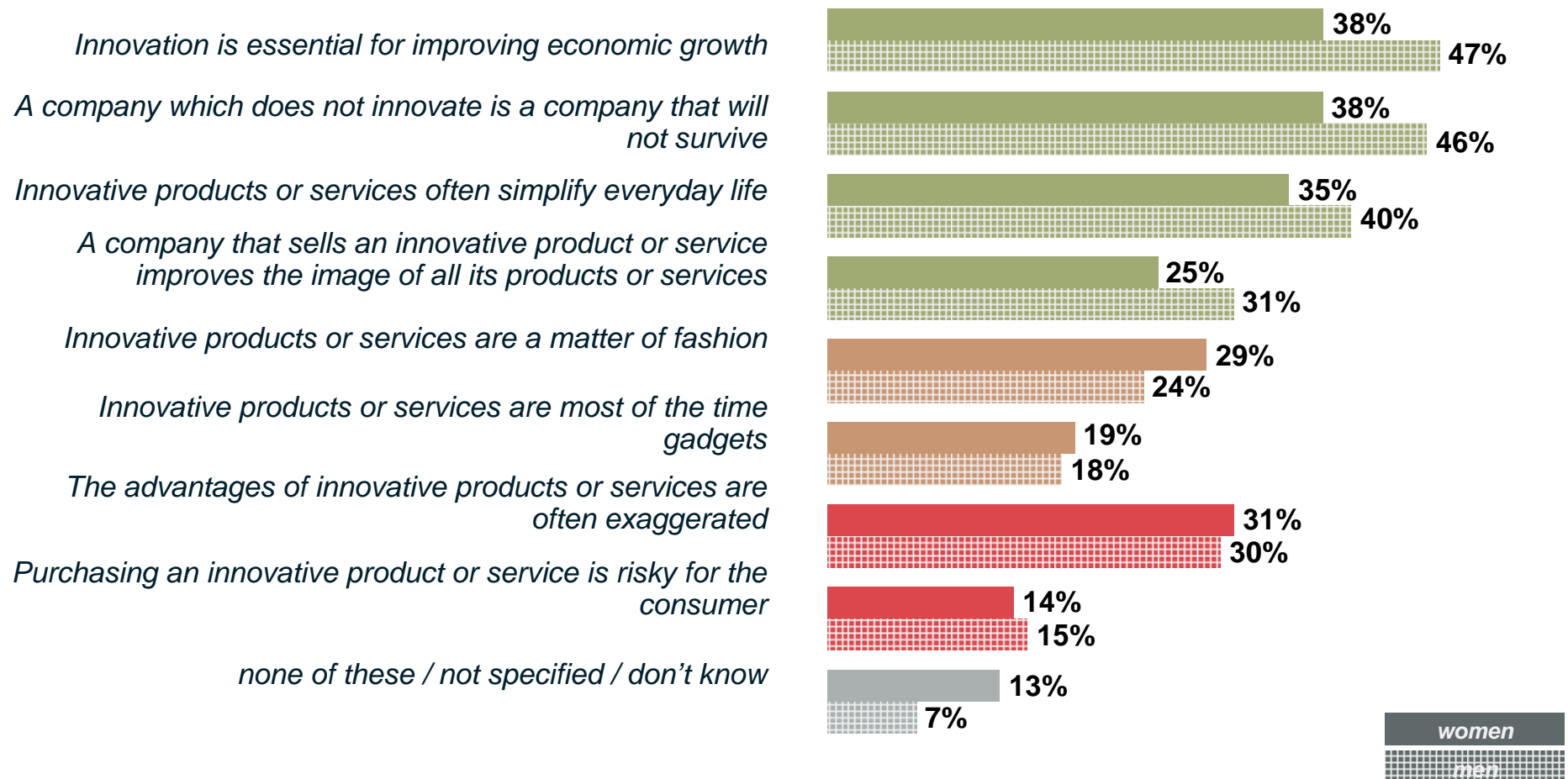
"58% of female seniors and 37% of male seniors would like to live with the support of technical systems in their own homes. Technical devices such as an automatic security system for the home, telemonitoring for persons suffering from cardiovascular diseases as well as mobile health assistance devices, e.g. shirts with an electrocardiogram function, receive the highest acceptance rates."



Source: Krüger-Brand, 2009; <http://www.aerzteblatt.de/v4/archiv/artikel.asp?id=63398>



# General perceptions of innovation by gender



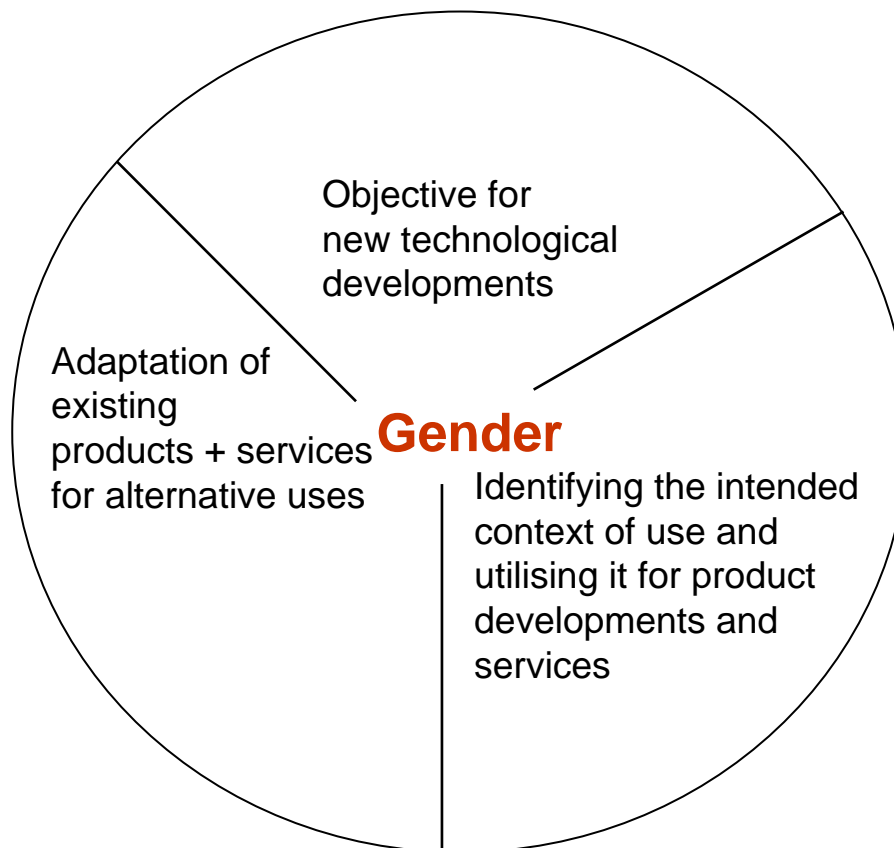
Source: European Commission, Population Innovation Readiness, Special Eurobarometer 236 / Wave 63.4 – TNS Opinion & Social (2005)



# Gender as a chance - in the research and development process

???

Roberta



Service - robotics







# Methods and Cases: Gendered Innovations

**Gendered Innovations** in Science, Health & Medicine, and Engineering

Home | Contributors | Contact Us | Search The Site

What is Gendered Innovations?

SEX & GENDER ANALYSIS

Methods  
Terms  
Checklists

CASE STUDIES

Science  
Health & Medicine  
Engineering

POLICY

INSTITUTIONAL TRANSFORMATION

Send us your ideas

ENGINEERING  
HEALTH & MEDICINE  
SCIENCE

SEX and Gender Methods for Research | Gendered Innovations

FEATURED CASE STUDIES

Stem Cells: Analyzing Sex

Osteoporosis Research in Men: Breaking the Gender Paradigm

HIV Microbicides: Formulating Research Questions & Analyzing Academic Disciplines

Why Gendered Innovations?  
"Gendered Innovations" employs methods of sex and gender analysis to create new knowledge.

EUROPEAN COMMISSION Research & Innovation | STANFORD UNIVERSITY

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launch in November 2011  
"Gendered Innovations"

<http://genderedinnovations.eu>



# The DFG's Research-Oriented Standards on Gender Equality



"A successful strategy for gender equality delivers significant added value. Gender equality enhances research quality because it enlarges the talent pool, promotes a diversity of research perspectives, and eliminates blind spots regarding the significance of gender in research contents and methods. **Thus the inclusion of relevant gender and diversity aspects is a key ingredient of high-quality research.** To achieve and maintain gender equality, the DFG member institutions agree on structural and personal standards."

Source:[http://www.dfg.de/download/pdf/foerderung/grundlagen\\_dfg\\_foerderung/chancengleichheit/forschungsorientierte\\_gleichstellungsstandards\\_en.pdf](http://www.dfg.de/download/pdf/foerderung/grundlagen_dfg_foerderung/chancengleichheit/forschungsorientierte_gleichstellungsstandards_en.pdf)



## published 2010

„Journals can insist that authors document the sex of animals in published papers — the Nature journals are at present considering whether to require the inclusion of such information. Funding agencies should demand that researchers justify sex inequities in grant proposals and, other factors being equal, should favour studies that are more equitable“. ... p665

**nature**

Vol 465 | Issue no. 7299 | 10 June 2010

Raising the profile of women in medicine is complex, but identifying, promoting, and publicising female medical leaders and their contributions to medicine, is a priority. Men rarely hesitate to accept an invitation from *The Lancet*. Women, where are you?

„Promoting Women in Science and medicine“, Editorial, *The Lancet*, Vol 376, 2010, p. 1712

**THE LANCET**

“This interesting study could incite clinicians to turn to primary prevention of colorectal cancer by aspirin, at least in high-risk populations.”

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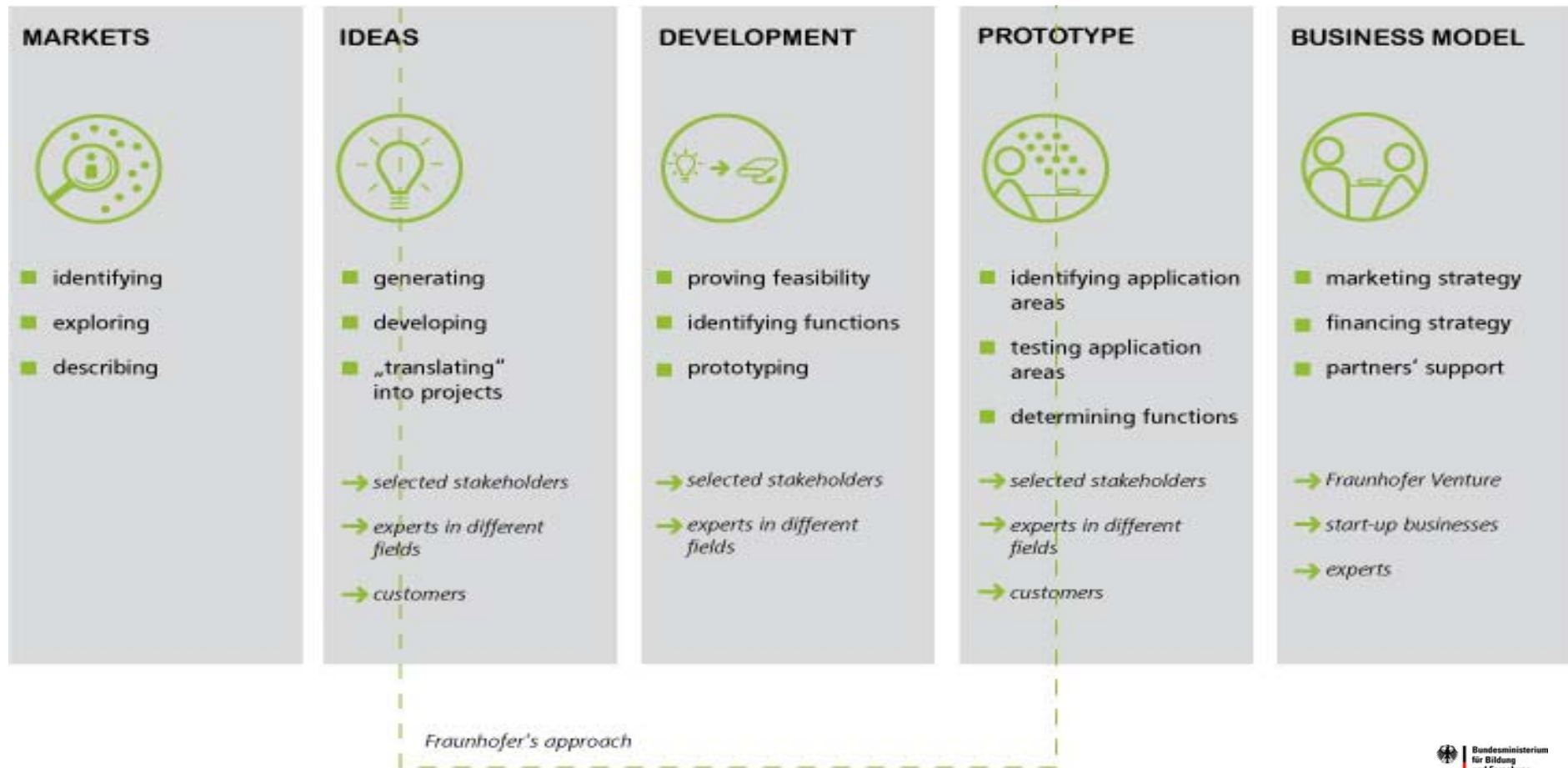


# Gender as a quality criterion in R&D

- Identify objectives for new technological developments
- Identify promising markets
- Interest a broader group of people in technology
- Specify quality criteria for new technologies



# From ideas to marketable products - The **DISCOVERMARKETS** approach of developing technologies





Mittelständisches Unternehmen sucht Mitarbeiter

Was wir von Ihnen erwarten:

- mit Begeisterung verkaufen
- selbständig und flexibel sein
- modisches Feeling

Was wir bieten:

- einen sicheren Arbeitsplatz
- gute Konditionen
- ein innovatives Team

Mittelständisches Unternehmen  
sucht zum sofortigen Eintritt  
Vollzeitarbeitnehmer

**3 Fliesenleger**  
**3 Maler**

**Informatiker (m/w)**

Thank you for your attention!