

WIN

**Improving the position
of Women in the labour
markets of peripheral
Industrial regions**

THIRD WIN NEWSLETTER



PROJECT UPDATE



Peer-review on women's employment policies

Deliverable *D1.3.2: Peer Review on Women's Employment Policies* sheds light on how current employment strategies affect women in peripheral industrial regions of the Danube. Drawing on expert input from a structured eDelphi process, the report identifies a key gap between national/EU policy frameworks and their local implementation, pointing to weak coordination, lack of clear targets, and limited stakeholder cooperation.

- Experts emphasize the need for place-based strategies tailored to regional realities, especially in male-dominated sectors and highlight the importance of “soft” measures like mentoring, networking, and role models. Successful initiatives such as Austria's Iron Women and Serbia's e-Mentoring showcase the positive impact of such tools.

The review also calls for **stronger awareness campaigns, emphasizing local storytelling, authentic role models, and better employer engagement**. Going forward, tailored, inclusive policies that foster systemic change and cross-sector collaboration will be essential for transforming the labour market and supporting women's participation.

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Comparative study on the position of women in the labour markets of peripheral industrial regions

A Comparative study on the position of women in the labour markets of peripheral industrial regions was conducted. This study aims to assess the employment situation of women across seven pilot regions. It focuses on identifying key challenges, institutional barriers, and opportunities for improving gender equality in the labour market.

The study is structured in three key parts:

- 1. Contextual analysis** – Provides an overview of the socio-economic landscape in each pilot region, including historical development, labour market conditions, and specific challenges faced by women.
- 2. Quantitative analysis** – Uses official labour statistics to track gender disparities, employment trends, and economic participation of women across different regions.
- 3. Qualitative analysis** – Engages with WIN Innovation Groups through interviews and focus groups to gather insights beyond statistical data, addressing hidden barriers such as gender stereotypes, social infrastructure, and institutional challenges.

This study will contribute to evidence-based policy recommendations and innovative strategies to support women's employment and economic empowerment in peripheral industrial regions.

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AWARENESS RAISING CAMPAIGN

WIN Awareness-raising campaign successfully launched

We're thrilled to announce the successful launch of the **WIN Awareness-raising campaign** - a collaborative initiative dedicated to empowering women, challenging structural inequalities, and driving progress toward gender equality in peripheral industrial regions.

Together with our partners across the Danube Region, the campaign is being rolled out in **seven pilot regions** and marks **a significant step in addressing the barriers women face in male-dominated sectors** such as STEM, manufacturing, and engineering. It highlights critical issues like unpaid care work, lack of flexible employment, and the underrepresentation of women in leadership roles.

This campaign doesn't just raise awareness - it sparks action. Through events, storytelling, and advocacy, we aim to promote supportive policies, inspire young women to pursue diverse career paths, and showcase innovative solutions that open doors for lasting change.

Whether you're a policymaker, business, educator, or community member, there are many ways to join us:

- Share our message.
- Participate in events.
- Collaborate on initiatives.
- Advocate for inclusive policies.
- Share your story.

Celebrating women across the Danube region

To mark **International Women's Day**, WIN project partners across the Danube Region organized a variety of inspiring events that brought communities together, celebrated women's achievements, and sparked important conversations about gender equality. These events showcased the power of local action in driving meaningful change.



Women's equality in focus - World café in Tatabánya, Hungary

To celebrate International Women's Day, the Central-Transdanubian Regional Innovation Agency and PontMost Association hosted a **World Café event** in Tatabánya, Hungary. Participants from diverse backgrounds engaged in dynamic discussions on gender equality, work-life balance, and career changes due to life circumstances. The event marked an important milestone in launching the WIN awareness-raising campaign in Hungary.

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March inspiration from Radomir: Empowering women through Edna ZaDruga

In Radomir, Bulgaria, the WIN Innovation group launched **Edna ZaDruga** - a new women's association whose name means both "one for all" and "a work formation." Supported by the WIN project, the group established a welcoming space for weekly workshops focused on personal and professional growth.

To celebrate International Women's Day, Edna ZaDruga hosted two parallel workshops: a self-exploration session for women and a creative arts activity for their children. The event highlighted the need for safe, inspiring spaces that support both women's development and accessible childcare - key barriers in the region.

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Breaking barriers: Czech partners back women in business

To mark the **Inauguration of Businesswomen Without Borders**, MASS partners launched a campaign tackling the persistent stereotypes and barriers women face in business and employment. The event offered a vibrant space for women entrepreneurs to connect, share experiences, and discuss both challenges and opportunities.

With events like the Inspiring women entrepreneurs meeting, the initiative highlighted the immense potential of women in the region and reinforced the need for inclusive support structures. This milestone signals a powerful step forward in WIN's mission to promote gender equality in the workplace.

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PROJECT TEAM SPOTLIGHT

Looking Ahead: WIN partners to meet in Serbia

We're excited to announce that the third in-person WIN partner meeting will take place this May in Loznica, Serbia. Project partners will come together to review progress, share experiences, and plan the next steps toward empowering women across the Danube region.

Stay tuned for updates from the meeting in our next newsletter - coming your way in June!

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