

**Interreg
Danube Region**



Co-funded by
the European Union

WIN

WIN

Improving the position of Women in the labour markets of peripheral INdustrial regions

EUSDR Policy Recommendations – PA 9

7 November 2025

This project is supported by the Interreg Danube Region Programme project co-funded by the European Union

Priority 3

OBJECTIVE 3.1

Accessible, inclusive and effective labour markets

The Programme supports actions aimed at integrating **disadvantaged groups** into the labour market, with special attention on regions that display high proportions of disadvantaged, along with addressing **labour migration** and **skills gaps**.



No WoMan Left Behind

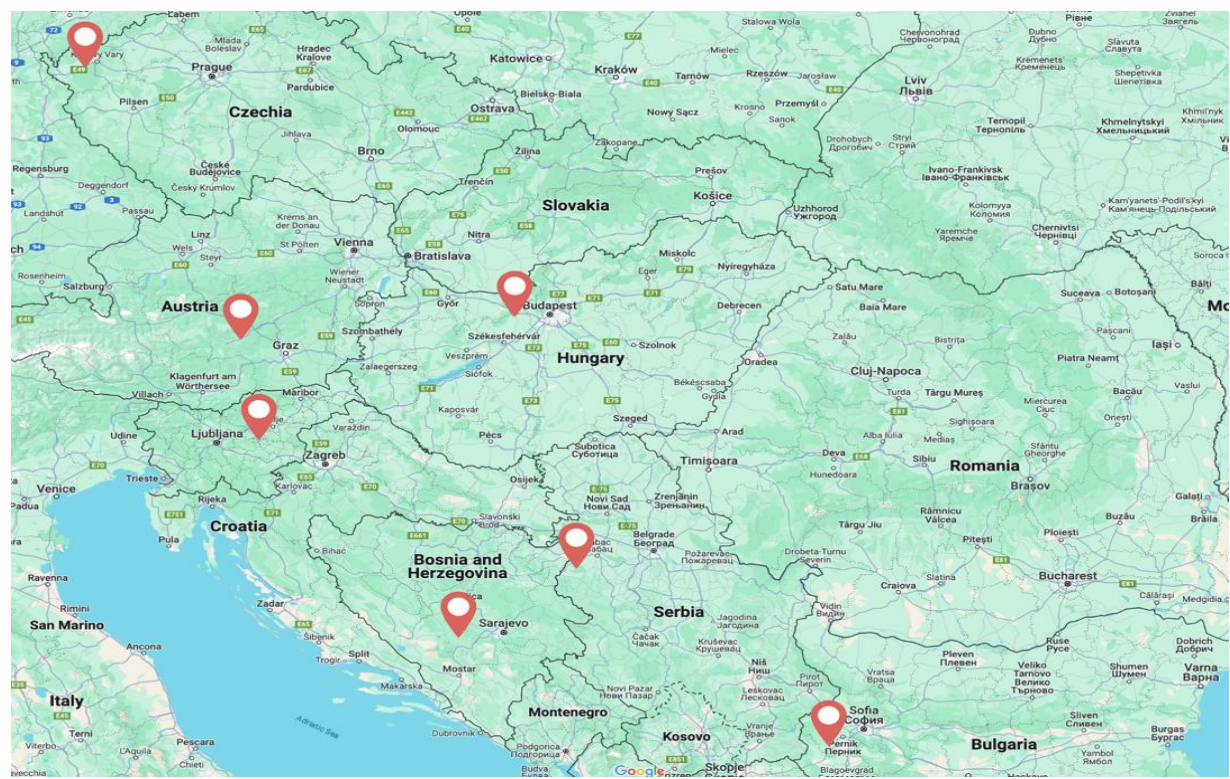


No **Place** Left Behind





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NATIONAL
MANAGEMENT
SCHOOL



SWOT ANALYSIS

Contextual
analysis

Statistical
analysis

Policy
analysis

STRENGTHS	WEAKNESSES
1) Women's employment potential in the industrial sector	1) Underrepresentation of women in technical fields
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2) Jobs in traditionally women-dominated sectors	2) Gender pay gap and economic insecurity
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3) Support programs and initiatives promoting women's employment, entrepreneurship, and career development	3) Lack of women in decision-making and managerial positions
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4) The presence of female role models—successful women in business, politics, academia, and other key sectors	4) Lack of accessible childcare services, flexible work arrangements, and support for work-life balance
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5) The geostrategic position	5) Entrenched traditional gender roles and weak institutional frameworks
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OPPORTUNITIES	THREATS
1) Place-based opportunities for women's employment inclusion	1) Youth outmigration and demographic decline
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2) Reskilling, targeted training and education pathways	2) Cultural barriers and gender norms
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3) Policy-driven empowerment and institutional support	3) Industrial dependency and economic vulnerability
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4) Social innovation	4) Lack of supportive infrastructure for work-life balance
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5) Collaborative networks, strategic partnerships, and regional integration	5) External shocks and technological displacement
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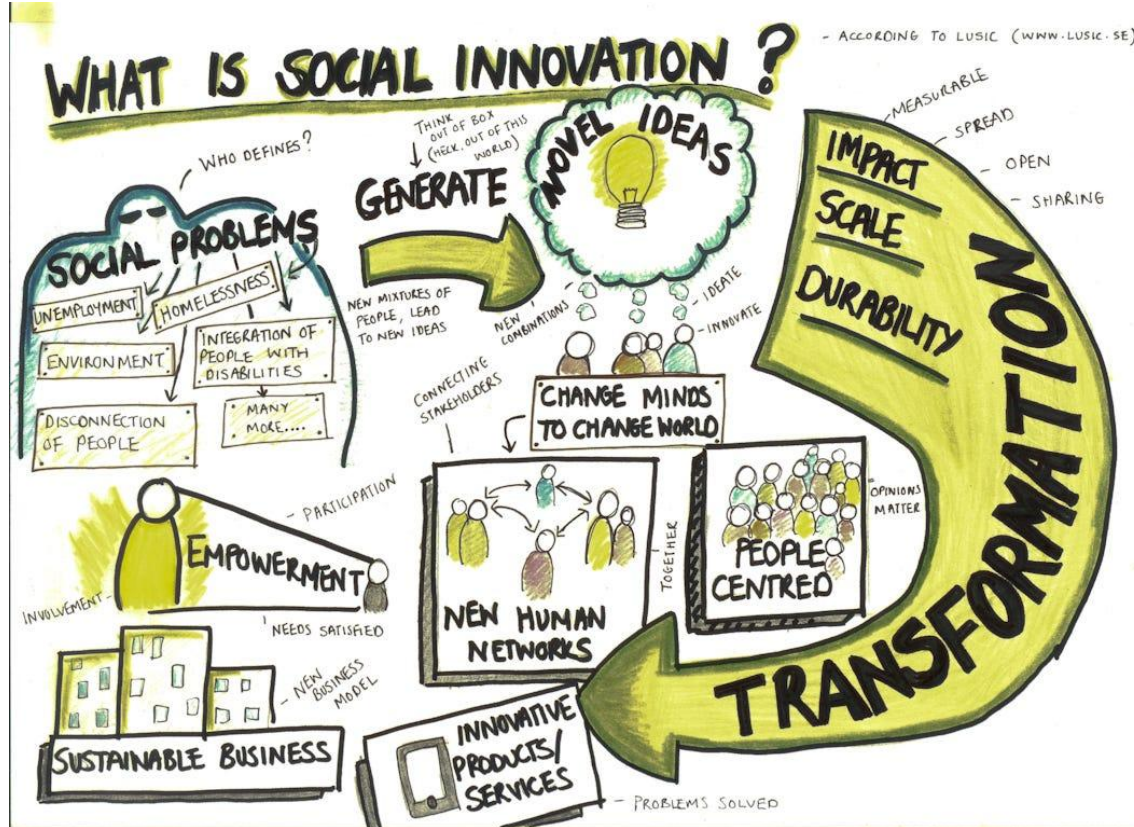
SO1: Identifying Women's needs and institutional challenges



Key results:

- Theoretical input paper
- Comparative study
- Multi-level policy analysis
- Good practices catalogue
- Methodological toolkit

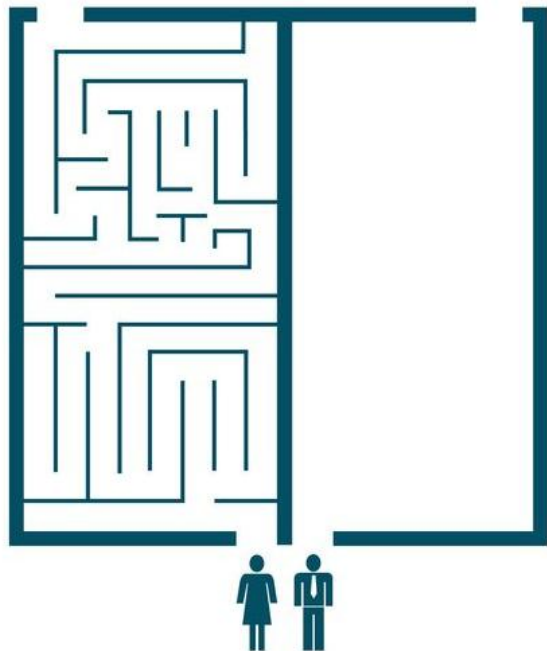
SO2: Implementing social innovations





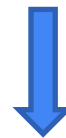
Pilot region	Innovation idea developed	Typology of Empowerment
Austria – Styrian Iron Road Region	Creativity contest “Women conquer industry and mining”	Awareness-raising
	Female mentoring – establishment of female role models	Role-models and mentoring
	Stronger networks – stronger women	Support Network
Bosnia and Herzegovina - Herceg-Bosnian County	Step out of the shadow – Don’t tap in the dark	Motivation
	Step out of the shadow – Take your place on the market	Skills development
	Support for social enterprises	Social entrepreneurship
Bulgaria – Radomir	EdnaZaDruga.bg – Online platform for women Entrepreneurs and Artists	Digital platform, Role-models and mentoring
	EdnaZaDruga.bg - Creative and supportive physical spaces for women	Skills development, Support Network
	Edna Za Druga – Women’s association for support, empowerment, and advocacy	Support Network
Czech Republic – Karlovy Vary Region	Business Women without borders - (Association for women entrepreneurs)	Support Network
	Project day at school for gender equality	Awareness raising
	Motivational workshops to promote gender equality	Motivation, Gender Equality
	Discussions with school graduates	Awareness raising
Hungary - Komárom-Esztergom County	Training programme for aspiring entrepreneurs	Skills development, Entrepreneurship
	Attitude-shaping podcast series for men	Awareness raising, Gender Equality
	Showcasing good practices for employers	Awareness raising
	Financial education for women	Skills development
	Women's awareness-raising events	Awareness raising
Serbia – Loznica Region	The best workplace for women award	Recognition
	Women’s ethno hub – Intergenerational synergy through digital education and better access to the market	Skills development
	Women’s ethno hub – Circular economy training and capacity building for rural tourism households and farms	Skills development
	Women’s ethno hub – Establishment of social enterprise(s)	Social entrepreneurship
Slovenia - Trbovlje		
	Razpisne mojstrice – Grant Masters	Skills development
	Click for a job - An online platform featuring professional profiles from Zasavje	Digital platform
	Innovation environment for women entrepreneurs	Entrepreneurship
	Job Happens: Career Exploration Day	Awareness raising

SO3: Increasing institutional capacity-building



Key results:

- WIN awareness-raising campaign
- WIN sociopoly board game
- Local/regional action plans
- Policy recommendations to the EUSDR



PA 8, PA 9, PA 10



Certificate

DANUBE STRATEGY FLAGSHIP

This certificate is proudly awarded to

WIN – Improving the position of Women in labour markets of peripheral INdustrial regions

Danube Strategy Flagships are projects or processes that contribute to the implementation of the EU Strategy for the Danube Region (EUSDR), have a clear macro-regional dimension and a multi-level governance approach. They are of high importance for the Danube Region's economic, social and territorial cohesion and for improving the quality of life in the Danube Region.

Danube Strategy Flagships strengthen internal and external communication of the Strategy and the visibility of the topics, initiatives and prospects in the Danube Region. They illustrate the progress achieved in implementing the EUSDR and demonstrate exemplarily significant improvement in the Region that is induced by cooperation.

EUSDR National Coordinators and Priority Area Coordinators with the respective Steering Groups, in their capacity as representatives and key implementers of the EUSDR, as well as the Danube Strategy Point, are committed to contribute to and promote Danube Strategy Flagships in accordance with the Guidance Paper for identifying and listing Danube Strategy Flagships.

Date: 4 July 2025



Priority Area(s): PA 9 People & Skills

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Thank you!

Q&A



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MINISTARSTVO GOSPODARSTVA
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