

# Schyst.se - A digital platform to empower a region's future supply of skills

---

Katarina Nordmark, Region Värmland, Sweden

[katarina.nordmark@regionvarmland.se](mailto:katarina.nordmark@regionvarmland.se)



# Challenges in Värmland

---

- ✓ Värmland faces major challenges with a skill supply shortage and a gender-segregated labour market (as in many other regions in Sweden and Europe).
- ✓ The most gender-segregated sectors also have the greatest need to attract and recruit talents.
- ✓ There is a need to secure future skills and keep important competence in Värmland.



# Benefits of Diversity – Keep Important Competence

---

The probability that employees will stay increases by **47%** if the organization works with inclusion, diversity and equality.



Source: "Hybrid work: Making it fit with your diversity, equity, and inclusion strategy", McKinsey & Company, 2022



# Benefits of Diversity – Colleague Satisfaction

---

The probability of employees making an effort to help each other increases with **90%** in an organisation that is inclusive and equal.



Source: "Hybrid work: Making it fit with your diversity, equity, and inclusion strategy", McKinsey & Company, 2022



# Project Attractiveness Värmland

- ✓ A project to strengthen the future supply of skills in Värmland.
- ✓ A collaboration between Region Värmland and three clusters in Värmland.
- ✓ Investigated what needs organisations in Värmland had in order to start working with equality and inclusion.





# Attractiveness Värmland

---

What organisations in Värmland needed (cluster organisations, industry, healthcare sector etc.):

- ✓ A clear **WHY**
- ✓ A **Digital platform** with inspiration and tools



# Why gender equality and inclusion?

---

- Equal and inclusive organizations are more **profitable** and **successful**.
- **Lower sickness absence.**
- Companies with a gender balance among their employees are better at **retaining and attracting** people and valuable skills.
- Increased **well-being**.
- Be **prepared for the EU's** new **legislation** regarding a sustainable work environment.
- Strengthened **employer brand**.
- By taking advantage of different perspectives, the organization gains stronger **innovation power**.
- Positioning as an **important social actor!**



## Test yourself

What do you really know about gender equality, discrimination, and norms?



## Fair communication

Everything communicates! Simple and practical exercises that rapidly increase the level of knowledge and communication.



## Group exercises

Get started quickly with the process of change. These exercises are perfect for many participants.





See Think Do Learn Cheer

# Schyst

METHODEN

## The Schyst method

Five steps that lead to great change. The Schyst method is designed to give everyone the opportunity of making the world more fair.

[The Schyst method - step by step](#)

# **schyst.se offers something for everyone!**

---

**Recruitment process**

**Practical tools**

**Facts**

**Norm scouting**

**Good examples**

**INSPIRATION**

**Statistics**

**Educational films**

**Check lists**

**Exercises**

**Tips**

**Communication**

**Concepts for different sectors**



# Schyst a Success?

---

**Schyst was launched in February 2024 and the work has just started, but...**

- ✓ Schyst is invited to events all over Sweden.
- ✓ Cluster and Company involvement from the beginning.
- ✓ Several organisations (both public and private) have already started to use the tools on [schyst.se](https://schyst.se) regularly.
- ✓ Translation of [schyst.se](https://schyst.se) into English asked for by companies and international projects.



## Developing Business Through Inclusiveness and Gender Awareness – New Cluster Competences

Our name is our mission:

we 'debut' with **a new issue**  
- gender equality as an SME  
competitiveness factor

addressed in **a new way**  
- via clusters - in a policy context



TOTAL  
BUDGET  
2,461,917 EUR

12  
Partners  
11  
Countries



SMART



# Want to learn more?

Please join us tomorrow for lunch and demonstration of [schyst.se](https://schyst.se)

**When?** 10 October, at 11:30-13:00

**Where?** Region Värmland European Office, Nordic House,  
Floor 5, Rue du Luxembourg 3, 1000 Brussels

The seminar is free of charge.

