

WOMEN IN BUSINESS

Fostering the Young Women Entrepreneurship in the Danube Region

**Policy Support for Young Women Entrepreneurs in Rural Areas –
WOMEN projects**

(Experience of CE Project “women” and Interreg SI AT regioWIN)



PP01 IRS

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IRS - Experience from other EU Projects



CENTRAL EUROPE project „women“ 2012-2014

„women“ has aimed to put into motion a Transnational Strategy and Joint Action Plan to combat the brain-drain of well-educated young women from rural regions.

The pilots undertaken by the WOMEN project seek to improve the images of the partner regions for young women, to raise awareness of the problem and to adjust personnel policies to meet the needs of young women.

5 countries : Germany Hungary Slovenia Austria Poland

This main objective was translated into more concrete results:

- to improve the labour market access of women, their career and leadership opportunities,
- to enhance so-called pull-factors reducing the proneness of well-educated young women to consider migration, e.g. their home region's image, social networks,
- to capitalise good practices as role-models towards key actors in employment and regional development.

IRS - Experience from other EU Projects



CENTRAL EUROPE project „women“ 2012-2014

Specific pilot activities – outputs/results served the transnational strategy

- 1 The image campaign contributes to a positive image of the partner regions, aiming to show young women the good sides of these regions, in order to provide them with incentives to stay instead of migrating elsewhere. Actions like story telling in newspaper, billboards...



Story Telling in printmedien - In kurzen Artikeln werden die Frauen prä-



Michaela Rudolf Foto: Augenblick
Unsere Frauen - mit der Region verbunden
Michaela Rudolf - rumic. at Alles rund ums Lernen - "Michaela ist eine in die Region „Zurückgekehrte“. Warum? Die Wertschätzung meiner Arbeit und zwischen-menschliche Beziehungen sind in unserer Region noch sehr ausgeprägt. „Es bereitet mir große Freude, Menschen zu unterstützen ihr Potential zu entfalten“. WERBUNG



Manuela Rauch Foto: Augenblick
Leibnitz - mit der Region verbunden
Manuela Rauch ist in der Frühförderung Leibnitz, dem Verein L.F.F.T. tätig und arbeitet mit Kindern mit besonderen Bedürfnissen. Privat findet man sie in selbstständiger Tätigkeit als Reittherapeutin und im Bereich „Heilpädagogisches Voltigieren“ auf dem von ihr gepachteten Hof in der Stubsteiermark. Frau Rauch zeigt in der Region die Notwendigkeit von sozialem Engagement auf. WERBUNG

CE project women 2012-2014



2 “women are future – award” raised awareness about female brain drain and bestowed recognition on projects seeking to combat this problem.

Good practices were encouraged through the transnational competition, which gave awards to spotlight female-friendly businesses, successful female entrepreneurs and other positive efforts.

The winners of the “women are future – award” became role models for each region’s effort to prevent female brain drain.

3 Demography coaches were established in each partner region. The coaches work in a transnational network to elaborate a joint curricula and methodology for training personnel managers in the field of demography management.

This training helps human resources managers better foresee demographic developments and to make the necessary adjustments in the organisation and personnel management of their companies – for instance through better participation of women in internal knowledge management processes.

The women project 2012-2014



4 Social networks of successful female entrepreneurs were established, to increase the social attachment of women to their regions.



Interreg SI AT regioWIN 2016-2018



The project aims to target, increasing cross-border cooperation among companies for internationalization.

The measures are a multi-step process to support the creation of a stable environment for cross-border cooperation, and to make new international markets visible for entrepreneurs.

The approach is the establishment of inter-company networks - namely multi-sectorial in order to develop possible joint internationalization potentials.

WPs

- Plattform www.regioWIN.com - sustainable network of femal entrepreneurs
- Active cross-border cooperations and activites for common internationalization (also one example of B2B international)
- Pilot activities such as cooperation events (B2B events, fact finding tours CB and regional, meetings in small groups, etc.)
- Regional and CB workshops / trainings (communication, soft skills etc.)

CB factfindings



CB B2B and CB Workshops



regioWIN Marktplatz:



Lessons learnt and Analysis in regioWIN



Legal form and company size - the majority of female entrepreneurs are one-woman business and smaller companies

Growth - they are not focused on growth

Women entrepreneurs need **lower starting capital** and **using less financial support** than male entrepreneurs

High proportion of women in the **service sector**

Very low proportion of women in future and growth sectors such as **IT information and consulting and new technologies**

The **turnover is lower** than that of male entrepreneurs

Women entrepreneurs **use less informal contacts** than male entrepreneurs

Women entrepreneurs **use less existing networks** than male entrepreneurs

Main challenges faced by female entrepreneurs

When establishing and running a business, women face challenges such as:

- access to finance
- access to information
- training
- access to networks for business purposes
- reconciling business and family concerns.



Thanks for your attention!

It was Henry Ford who said,
“Coming together is the beginning.
Keeping together is progress.
Working together is success.

...in this sense – on a good cooperation!



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