

FEM, WP2 Strategy – Finland

Relating to WP2 Finland participates in the implementation of the FEM -project at international, national and regional level. The activities aim at reaching the quantitative and qualitative goals that are jointly imposed on the FEM and thus to develop the information and advisory services for women entrepreneurs or for those planning to become entrepreneurs.

Planned results

- Network of advisers has been created in Finland and between transnational partners. Collaboration begins at personal level when the adviser is interested and committed to transnationality and other issues of the FEM as well
- Training programmes keep changing, use of best practises and a continuous exchange of information through ICT.
- This network is using the method of continuous learning
- Advisory services are improved
- Advisers gain knowledge of women's entrepreneurship and gender equality

Result indicators

- Transnational network between advisers has been created
- Training programmes for entrepreneurs
- Use of best practises
- Continuous exchange of information through ICT

Outputs

- 20 - 30 advisers / rc -leaders from each FEM country in the network
- Exchange of training programme and good practises are implemented
- Web-site learning has started with at least five groups in continuous learning

In principle all partner organisations involved form the target group at international level. The main goal is to create co-operation and a functional network between the actors in different countries, as well as to produce exchange of knowledge, experiences and good practises and thus to enhance the level of internationalising know-how. The goals will be achieved by organising get-togethers for advisers in connection with international seminars, by organising joint training for advisers and above all by encouraging different organisations to give information through the FEM website www.feminfo.net

The national activities are directed widely to the work of women entrepreneurs' advisory organisations and their regional organisations in Finland. The main goal of the national activities is to create a more intensive co-operation, a network of organisations and of advisers as well as to enhance the exchange of information, know-how and experiences. The goals will be achieved by informing of the actual events in the FEM, by organising seminars and by encouraging the different organisations to inform of their own activities in the internet. The advisers are invited and encouraged to participate in international seminars and other events organised by the FEM.

At regional level the WP2 activities are implemented in the region of Päijät-Häme. The target group inside the region is those working within the women entrepreneurs' advisory services.

The Centre of the Rural Women's Advisory Organisation participates in the international co-ordination together with the Estonian Union of Women in Business and it is also responsible for

national implementation. At regional level the partner organisation is the Regional Council of Päijät-Häme and the practical work is carried out by the company HT-Metka Oy.