

I. Attachment to International Strategy and Action Plan of the FEM

18.5.2006

Laura Perheentupa

Means

Means are strategic choices made aiming to make the project go steps forward. Means chosen are:

1. closer co-operation between countries in different forms (also common smaller size seminars organised between countries)
2. developing strategic working skills of participants
3. common trainings organised by WP-leaders
4. transnational Lead seminars in the countries
5. producing and spreading of information and Publicity of what's happening in the FEM and what results have been produced (for the use of FEM participants and to the outside)
6. evaluation of the FEM

1. Closer co-operation between countries: partners, advisers, RC leaders, entrepreneurs

One way to work more closely together in good interaction is to meet regularly between all the countries. Meetings of the Strategic Working Group are organised six times during 2006, and also several times in 2007. The Strategic Working Group co-operates with the Lead Partner in leading the FEM-process successfully to it's destination.

Smaller international seminars and common WP meetings as well as entrepreneur events are encouraged.

2. Developing strategic working skills

In the meetings of the Steering Group and the Strategic Working Group the strategic skills of participants are developed in a common process. In that process we produce together our Common International Action Plan and strategy. Country Lead Partners develop National Strategies in a process.

WP-leaders are responsible for writing their relevant WPs Action Plan and Strategy that cover all the participant countries.

We need to learn to see how each action taken takes us steps towards development of structures of women entrepreneurship. We have to learn to see the bigger picture; what are the larger effects in society of each event, each action. This is strategic thinking.

WP1 leader Lisbeth Holmquist-Arbrandt puts together the Common Strategy and Action Plan of WP 1 in co-operation with substance co-ordinator Leena Heiskala. This begins also the process of WP 1 leader leading the process of producing the Final Report and Strategy of the Resource Centres in the Baltic Sea Region in good co-operation with all participant countries.

WP 2 leader Tuuli Paaksi produces the Common WP 2 Strategy and Action Plan based on the countries' WP 2 Strategies and Action Plans, and taking into account the International Action Plan and Strategy of the whole FEM. This is the base for the Final report and Recommendations for the future

WP 3 leader Leena Heiskala makes sure there is exchange of experiences between the Mentoring Groups and Pairs internationally. WP 3 leader produces a survey of experiences gained during FEM and also a Final report and Recommendations for future.

WP 4 leader Elin Sabbasen produces a Common Strategy and Action Plan for WP 4 in co-operation with substance co-ordinator Leena Heiskala. Experiences from previous networking credit groups are shared between countries. A model is made. Final Report is produced by Leena Heiskala and Elin Sabbasen.

WP 5 leader Mirja Erlund puts together the Common Strategy Action Plan of the countries together with substance co-ordinator Leena Heiskala, as well as produces an Internationalization Model for women entrepreneurs (in form of a publication in english).

3. Common trainings organised by WP-leaders

Trainings are organised during the second half of the project to entrepreneurs, advisers, Resource Centre leaders and Process leaders, as well as to country lead partners and WP-leaders.

WP 1 leader Lisbeth Holmquist-Arbrandt plans some common training to be organised for the countries, for Resource Centre and Meeting Place leaders; training for their operational work as well as training on gender perspective.

(In WP 1 there was one training already that took place in Rostock, in the autumn 2005 for Resource Centre leaders).

WP 2 leader Tuuli Paaksi organises for all countries a common training for advisers, mentors, process leaders and Resource Centre leaders. This will take place in Pärnu October 11 2006. The theme is internationalization of women's entrepreneurship and giving information about cultural and entrepreneurial environment of participating countries. If possible the Prowess (UK organisation) will be used for giving this training. It will be organised in connection to the transnational seminar in Estonia (12-15 Oct. 2006).

WP 3 leader Leena Heiskala gives training on mentoring for the countries.

WP 4 leader Elin Sabbasen plans training for process leaders provided by Norway in accordance to the needs of the Baltic Countries, Poland, Sweden and Finland.

WP 5 leader Mirja Erlund gives training to the countries in Internationalisation of women's business.

Training for Country Lead Partners

Country lead partners and WP-leaders (one person per country) are invited to participate in PROCluster training in Tampere Finland, 25.9-27.9.2006. It is recommended that those that wish to come participate in the training as a group.

4. Transnational seminars

Estonia October 2006

Transnational seminar in Estonia, 12.-15.10.2006 will be arranged in connection to the celebrations of the International Rural Women's day (official reception for seminar guest and rural women entrepreneurs evening of 14 October). Agriculture Ministry will be involved in organising the official part of the celebrations (<http://www.rural-womens-day.org/>) Estonians have plans for the theme of the seminar to be: Entrepreneurship – female entrepreneurship, which is the difference? Estonians aim is that the seminar will bring to the public understanding that there are differences between entrepreneurship and female entrepreneurship. Visits will be organised to companies. Hopefully many FEM entrepreneurs will come along bringing also some of their products.

Transnational seminar in Poland, May 2007

Closing seminar, evaluation seminar, in Latvia, August 2007

5. Producing and spreading of information and Publicity about what's happening in FEM and what results have been produced (for the use of FEM participants and to the outside)

In the FEM there are different groups that can be seen when thinking of information and publicity. They are pointed out here and can be discussed together.

Means to spread information and publicity are for example producing material on common FEM web pages, national pages; organising international, national, regional or local seminars, producing leaflets and publications about results and achievements made in the FEM. Also the Activity reporting is one way of spreading information; there on the first hand to the financers.

1. During the first half of the FEM emphasis in information spreading (from the Lead partner side) has been to exchange information between partners inside the FEM. The main aim in the FEM is to strengthen the structures through co-operation and exchange of knowledge and best practices between partners and countries. The www.feminfo.net has been built to facilitate contact taking and exchange information between partners. Partners have been quite active in producing material there.

2. Steps have been taken in all countries also to produce practical material for entrepreneurs, advisers, our first target groups. Entrepreneur presentations are becoming a usefull means for entrepreneurs themselves to find each other and start contact building. Later during the project and after it's finished we want also entrepreneurs outside of the FEM to have use of our results and models created.

For the moment there are contact details of advisers from different countries in the www.feminfo.net only. Exchange of information between advisers has not advanced far yet. More

information also about FEM mentoring groups, network credit groups, built resource centres and their work would still be useful to produce.

3) There is information spreading to our financiers. The Interreg Office does follow what's taking place in the FEM also through the web site.

4) Important target of information spreading is the Decision makers at local, regional and national levels. Seminars have been already organised to discuss important issues of the FEM in the countries nationally, regionally and locally. Countries have also their own FEM web pages, and they have produced leaflets.

5) Universities, researchers

Researches can give us an outside point of view to what we are doing. Their work, for example evaluating the FEM and then spreading out those results can give to decision makers and financiers better understanding of our work.

6) Other projects

What other similar or relevant projects are there that we should exchange information with in the countries?

7) Press

There are plans that during the second half of the FEM the www.feminfo.net becomes more friendly for the use of the outside as well (press especially may want to use it). Models created, good results etc. will be shown there, and are freely available to all others there.

Press conferences, seminars on results and models created in the FEM take place especially during MS 5 and MS 6.

Concrete products that will spread experiences learned during the FEM

In WP 1 a DVD has been produced as a student work, about the process of starting a Resource Centre. The DVD will be shown to all countries at a chosen moment.

In WP 3 publishes model on group and pair mentoring, from the experiences gained in the FEM (a publication as well as at www.feminfo.net).

In WP 4 to model produced will be published (a publication as well as at www.feminfo.net)

In WP 5 a Guide to Women Entrepreneurs wanting to become international is produced by WP 5 leader in co-operation with all the countries, and all other WPs (Seven steps to internationalisation). It looks at the theme from the entrepreneur's point of view, and consists of seven steps towards internationalization. It is also for the use of advisers and support persons. When making the guide good internationalization examples from FEM-countries are used. The Guide will be made in English language (a publication as well as at www.feminfo.net)

Finland (Women's Working Group for Rural Development) is producing a Women's News magazine (before the Finnish EU-presidency autumn 2006). It will include articles made by each country involved in the FEM (those that wish to participate), and the countries can choose what they want to present from their side on the theme of enhancing women's entrepreneurship and the FEM. All countries can also spread the Women's News for its own purposes.

6. Evaluation of the FEM; also a part of the Information spreading and Publicity

Evaluation: Possible themes of evaluation work: How has the FEM succeeded in building structures for women entrepreneurship? – What has worked well, what hasn't?; What is the consequence of the fact that of the total budget some of the countries have spent relatively little? How well has the international aspect been realised?

Our Polish partner, the Institute of Economic Analyses, Diagnoses and Forecasts plans to make a publication based on questions sent to FEM participants (partners, advisers, Resource Centre leaders, Process leaders and entrepreneurs) about what they feel they have got out of the FEM etc.