

# Female Entrepreneurs Meetings In The Baltic Sea Region FEM INTERREG IIIB Poland





# General Information

- The FEM project began in August 2004 and is lasting till June 2007.
- FEM project is development programme for women in the Baltic Sea Region.
- The aim is to create a structure for the support of women's entrepreneurship and women's active participation.
- The results of the activities will strengthen the role of women in local and regional development and promote the access of women to the labour market as well as strengthen the role of women as entrepreneurs.
- Project website: [www.feminfo.net](http://www.feminfo.net)

# Project Partners



- Seven (7) EU Member states participate in FEM: Estonia, Finland, Latvia, Lithuania, Norway, Poland and Sweden.
- National partners FEM: Commune Department Marianowo,
- Institute of Economic Analyses Diagnoses and Forecasts in Szczecin,
- Dębno Municipality,
- Municipality of Łeba,
- Municipality of Lębork and Labour Office in Lębork.

# Main Issues of FEM project

## – 5 work-packages

- WP1 – Creating transnational networks of Resource Centres and Meeting Places to strengthen the role of women in society and in local and regional development,
- WP2 – Networks of training and exchange of experience for the advisers,
- WP3 – Mentorship Program for women entrepreneurs,
- WP4 – Networking in Network Credit Groups and other financial solutions for women entrepreneurs,
- WP5 – Internationalisation of women's entrepreneurship.

## Who we working for

As a result of political system transformation in Eastern Europe countries women becomes biggest group of unemployed. Possibility to change the situation is to start own business.

There are big number of unemployed women who want to do something but they don't know how. They haven't got enough knowledge about law and economical rules and access to funds and donations. There are a lack of advisory services for women, lack of access to financing and credits, lack of meeting places and networks.

Experiences from the Western Baltic Sea Region countries have shown that special structures must be built to support women's entrepreneurship.

# Women in WRC's

- Women, who take advantages from WRC's services, can be divided to 3 groups:
  - First – ladies, who want to find a job. They are expecting possibility to increase their qualifications (willingly use courses and trainings) and mediations with potential employers.
  - Second – women, who have idea how to start up business. They are expecting financial support (information about credits, non-returnable grants, help in filling up documents) and next consulting during the first period of the activity.
  - Third – women, who already have their own business. They come to WRC, to verify their knowledge and find new ways for develop.

# WRC's in Poland

- Consulting in European funds gaining,
- Interchange of experiences, help in establishing relations with people,
- Help in writing CV's, List of References and grant applications,
- Making information about possibilities of external financing: bank offers – credits, loans; financial institutions offers – credit guarantee fund and others,
- Making information about valid law in business,
- Well – organized access to RC during whole week (possibility to use Internet and phone),
- Carrying on trainings, courses and meetings,
- Creating support groups for active women.

# Courses and trainings

- “Coaching” training - WRC in Lęborku.  
The main purpose was realising of self-esteem level and acquirement self-presentation skills.
- “ABC of carrying business. How to prepare business plan?” – training in framework programme Women in West Pomerania Labour Market was conducted by Business Support Centre with cooperation Polish Entrepreneurship Fund – Dębno,
- Visage training (taking care about skin and doing make up) – Marianowo,
- Training “Additional source of country income” – Marianowo,
- Meeting with National Work Inspection and advisor from Mobile Centre of Occupational Information in Szczecin – training “Self-presentation” – Marianowo,



- “Woman Four Season” – creating self image and taking self-confidence – Łeba,
- Labour Office in Lębork – Workshops Business ABC – help to receive donations and micro credits – Łeba,
- Pomeranian Regional Development Agency in Słupsk – support for women to develop their business ideas – Łeba,
- Biuro projektu Platforma e-Dialog (działania realizowane ramach EQUAL) – wspieranie osób mających trudności z wyjściem lub z powrotem na rynek pracy – Łeba,
- Project e-Dialog (under EQUAL) – help women to return to the labour market after long periods of unemployment.





# About us



- Women Resource Centre by Business Support Centre in Dębno has been acting since October 2004. WRC is cooperating with local entrepreneurship centres in information exchange.



*April 2004 – Lena H. Lead Partner FEM project visiting Centre*



*July 2006 – Participants of the “Business Plan” workshops*



*Meetings of centre leaders in  
Dębno, 20-21 February 2006*



*8th of March "Women's day" –  
meeting with social life actress*

Szczecin Television was accompanying training "ABC of carrying business. How to prepare business plan?". TVP Szczecin also visited entrepreneur women from Dębno, who started business half year ago and was a member of Dębno WRC.  
27th of April 2006 at 6.30 pm was broadcasting programme about entrepreneur women from Dębno.

22nd of July 2005 in Lębork Town Hall took place a conference and starting of the Resource Centre within the framework FEM project.

In meetings participated all national partners and representatives the Lead Project Partner - Finland, Laura Perheentupa and Leena Heiskala.



## Picnic in centre

On the 18th of July 2006 in Lębork took place Ecological Race in Tomasz Hopper memory. The Resource Centre decided to actively participate to add splendour to this event and organise „Picnic in centre”.

Unemployed women don't want being perceive as a persons, who only looking for a job, but also acting for the benefit Lębork town and their citizens. Preparing this event they want to show that if you have ideas, than you can – you have to – realise it.



## Women's Day



Women from Resource Centre solemnize Women's Day. They care about the food and drinks. They made delicious homemade cakes and sweet – smelling coffee. This day ladies were very happy because one woman from RC find a job and another one decided to start their own business. It was huge event. Very nice surprise made Witold Namyślak, who came to visit ladies in this unique day.



# Achievement FEM members



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## Kebab Hasan



On the day 15th of July 2006 Małgorzata Wolska and her husband has been starting their own business – bar called „Hasan” with original Turkish kebab, delicious salads and drinks. Mayor of the Town Lębork Witold Namysłak was present during the opening as well as all ladies from Centre.



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# Cosmetic shop „KORAL”

## Przybyło. Nowy sklep na targowisku Bizneswomen ze wsparciem

Alicja Kowalewska, uczestniczka warsztatów FEM (unijny projekt „Spotkania Kobiet Przedsiębiorczych w Regionie Morza Bałtyckiego”) otworzyła w sobotę sklepik Korale z chemią i kosmetykami w jednym z pawilonów na lęborskim targowisku przy ul. Handlowej 10a/6. Łatwo tu trafić, bo do markizy podwieszono są firmowe baloniki.

- Miło mi było, że w otwarciu uczestniczyły koleżanki z FEM i burmistrz Witold Namysłak - mówi pani Alicja.

Kowalewska jest absolwentką Technikum Rachun-

kowości Rolnej w Lęborku. 15 lat pracowała jako ekspedientka. Teraz jest na swoim dzięki wsparciu FEM i dotacji z Powiatowego Urzędu Pracy w wysokości 12 600 zł.

Sklepik był pełen klientów już od rana. Jak większość punktów na targowisku będzie otwarty od godz. 9 do 17, a w soboty od 9 do 14.

- Istnieje handlowa tradycja zaczynania biznesu w sobotę albo środę - zdradza Kowalewska. - Tego nauczyła mnie koleżanka, którą poznałam w swojej pierwszej pracy.

(ip)



Alicja Kowalewska otworzyła sklepik na targowisku.

Fot. Iwona Ptasińska



On the day 16th of August 2006 Alicja Kowalewska has starting in Lębork cosmetic shop „KORAL”. Alicja was graduate the Agricultural Accountancy Technical School in Lębork. For 15 years she worked as a shop – assistant. Now she has their own business thanks the FEM project support and donation from Labour Office.



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# Second – hand clothes shop „Ciuszek”



LĘBORK. Centrum pomaga bezrobotnym kobietom

## Panie otworzyły własny biznes

Kilkadziesiąt bezrobotnych kobiet dowiedziało się, jak zostać przedsiębiorcą. Pierwsze z nich już otworzyły własny biznes. Udało im się to dzięki lęborskiemu Centrum Aktywizacji Zawodowej Kobiet. W ich ślady mogą pójść kolejne.

— Przez ponad pięć lat tyłem białej pracy — mówi pani Krystyna. — Dla kobiet nie było prostsze, niż w Lęborku jest biurowo, które pomaga w znalezieniu pracy. Pracownicy centrum dostawali jak zwykle własną dietę.

Centrum aktywizacji powstało w ramach projektu FEM finansowanego z pieniędzy Unii Europejskiej. Urząd Miejski w Lęborku jest jednym z beneficjentów projektu. W ramach projektu odbyły się liczne szkolenia i warsztaty. Od czasu otwarcia centrum udało się zatrudnić kilkadziesiąt bezrobotnych kobiet. Jedną z nich, która otworzyła własny biznes, jest Krystyna Kujawska z Maszewa.

Pracownicy centrum pomagali kobietom w zakładaniu własnych biznesów i organizowaniu obsługi z Państwowego Urzędu Pracy na rozpoczęcie własnej działalności. Pani Krystyna zdecydowała się na uruchomienie własnego sklepu z używaną odzieżą w Maszewie.

— Dostałam 11 tysięcy złotych pomocy finansowej — dodaje Krystyna Kujawska. — Całość przeznaczam na lokal i rozpoczęciem działalności. Wskazywać na własny rachunek, nie podjęcie pracy u kogoś to dla mnie jest wyzwaniem. Jestem w stanie nie tylko to zrobić, ale i zarobić na tym. Jestem w stanie nie tylko to zrobić, ale i zarobić na tym. Jestem w stanie nie tylko to zrobić, ale i zarobić na tym.

Na rozpoczęcie działalności zdecydowała się również koleżanka pani Krystyny, na której z chęcią zaprosiła się pani — mówi Magdalena Dopierała, kierownik Centrum Aktywizacji Zawodowej Kobiet. — Tworzą one zgrupowanie...



Miała się udać i zachować wszystkie pieniądze do tego, żeby nie były się odwracały własnymi interesami — mówi Krystyna Kujawska z Maszewa.

— W tym celu udało się zorganizować grupę i wspierać się nawzajem w początkowych etapach. Pomagamy im w zakresie formalności, jazdy i innych rzeczy.

— Z całego centrum korzystały również bezrobotne z terenów wiejskich. — W tym celu udało się zorganizować grupę i wspierać się nawzajem w początkowych etapach. Pomagamy im w zakresie formalności, jazdy i innych rzeczy.

### SPOTKANIA DLA PANI

Spotkania kobiet odbywają się w każdy czwartek o godzinie 11. Zarządca Centrum Aktywizacji Zawodowej Kobiet zaprasza się do biurowej przy ulicy Koczowoskiej 1. Telefon — 059 863 24 04.

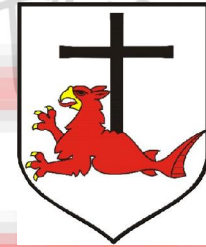
poniedziałek-piątek, poniedziałek-piątek tel. 059 86 34 101

Their own business has starting also Krystyna Kujawska. She decided to set up the second hand clothes shop in Maszewo.

„— I’ve got financial assistance — says Krystyna — I modified my garage to a shop and start my business. I prefer to work for my own than working for someone else. If business didn’t go well, I pack my car, drive over neighbouring villages and sell my clothes”.



# Municipality of Łeba



- **Project FEM evaluation in Łeba**

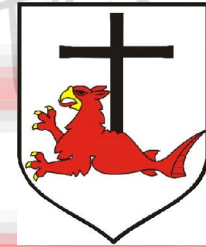
## Long-term goal

Integration and women entrepreneurship support.

## Short-term goals

- best practise data bank creating for people, who want to start up their own business,
- women environment activation,
- establishing connections and cooperation unemploymnet women with entrepreneurs.

# Centre activity



Women Resource Centre has began their activity on 21st October 2005. Centre is gathering 30 women from Łeba Town.

Women meeting in centre – every two weeks (2-3 hours):

- establishing friendship,
- being open on others women affairs,
- problems solving,
- integration with women, who need help,
- entrepreneur women experience.





• Integration meeting in Łeba.

- Women creative activity presentation during seminar in Pärnu/Estonia.

# Marianowo



- Official opening Women's Resource Centre has took place on 14th October 2005. In those days women decided to create Active Women Association "YES Sydonia". At present association is working. One of the most important achievement was taking steps to create gynaecological consulting room in Marianowo.
- Women's Resource Centre declared will to join to WINNET organisation.







# Szczecin



## International meetings under FEM framework

### Couching and Trainings – 10.2006 Pärnu/Estonia



### Women Internationalisation Cooperation – 05.2006 Szczecin





# Centre for Women



## Occupation in Szczecin under IADPG



### Clusternavigator

Training has took place during Steering Committee meeting in September 2006 in Tampere / Finland.

Meeting in Centre for Women Occupation in Szczecin has took place every Wednesday at 5 pm.

Centre is creating platform for experience exchange between members. Owing to that every women has chance to develop and gaining practical knowledge to start up their own business.





# International Initiative under FEM framework



- 21st of July 2006 in Brussels has taken place founder meeting European Association Supporting Activity Women's Resource Centre.
- FEM project partners i.a. Centre for Women Occupation in Szczecin with support Centres from Łeba, Marianowo and Dębno took part in meeting.



# Questionnaire – My Future

## -Aims setting to myself:

To gain education,  
Financial stabilisation,  
To set up family,  
To start up business.

## -What can give me satisfaction in life:

Stabilization,  
Occupational fulfilment,  
Occupational stabilization,  
To overcome obstacles,  
Dream come true.

## -Obstacles:

Lack of time,  
Lack of financing,  
Unemployment,  
Lack of proper education,  
Lack of information,  
Competition on labour market.

## -My future obstacles:

Mobilisation to start up own  
business,  
Integration with entrepreneur  
woman,  
Participation in trainings and  
workshops.

# Future plans

- Languages and computer courses continuation,
- Carrying new training, courses and workshops,
- Improve Resource Centres standard,
- Cooperation with other centres – experience Exchange meetings between Łeba – Lębork,
- Cooperation with Agency of Women's Professional Development (APZK) in Gdansk,
- Conferences and workshops organization for national partners,
- Creating local branches WRC,
- Establishing associations by women in centres. The aim is to sustain idea initiating by FEM project.



# **FEM project – Female Entrepreneurs Meetings in Baltic Sea Region – INTERREG III B**

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