

GP 42: PERLE – Regional Council of Business Women and Women Entrepreneurs

Owner: Chamber of Commerce and Industry of Štajerska

Start date: 2012

End date: on-going

Scope: ✓ training needs policy measures other

Geographical focus: ✓ local and regional national International

The professional women network Perle was established within the Chamber of Commerce and Industry of Štajerska (ŠGZ). The GP is a prime example of an organized group of women entrepreneurs, within a business support structure, thus achieving an impact both on the regional and national level.

Aim:

- organize the target group of entrepreneurial women (either women who are the owners of their own business, or women who are top managerial positions within a business) into an official working body (regional council within ŠGZ);
- to raise awareness and promote women entrepreneurship in on the regional and national level;
- to support women entrepreneurship in cooperation with other initiatives and bodies in the field;
- to provide a regular platform for women entrepreneurs;
- to support women entrepreneurs with trainings and other educational events.

Target group:

- Women in general

About the good practice:

The main difference between other regional councils and Perle is in the innovative structure of its members. Unlike other regional councils that are organized around the sector or field of activity, Perle are organized around gender. Thus Perle connect women who are either in leading positions within a company (business women), or women, who are owners of their own business (women entrepreneurs).

This regional council aims to identify the real needs of its members and provide support via the Chamber's structure and network as well as actively promote women in business through annual conference that has been organized regularly since 2012.

Based on the feedback, Perle supports YWE by offering a network of role-models, who can help YWE in their initial steps by: providing experience of establishing and operating a business, providing advice on business and personal issues related with operating a business, providing business contacts for cooperation and development of business, providing information about incentives for YWE.

The key factors of success:

- networking ability and provision of business contacts for their members through their own network and broader through the network of ŠGZ

Resources needed:

n.a

Evidence for success:

- ✓ monthly meetings
- ✓ 6 annual conferences

Potential for learning or transfer

- organizational model/ implementation process
- Networking, providing business contacts, events

Contact:

mag. Vida Perko

E-mail: vida.perko@academia.si