



# CONCEPT OF WOMEN ENTREPRENEURSHIP CENTRES

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## 1 ABBREVIATIONS AND GLOSSARY OF TERMS

BWCON	Bwcon GmbH
DR	Danube Region
EWC	Women Entrepreneurship Centre
IRS	Innovation Region Styria Ltd
LP	Lead Partner
ME	Ministry of Economy of Bulgaria
MRA	Maribor Development Agency
PBN	Pannon Business Network Association
PIMM	Association of Small and Medium Enterprises in Constanta
PP	Project Partner
ODIMM	Organization for Small and Medium Enterprise Sector Development
RAPIV	Regional Agency for Entrepreneurship and Innovations - Varna
SEBS	School of Economics and Business, University of Sarajevo
SGZ	Chamber of Commerce and Industry of Stajerska
TSoC	Transnational Study of Current State
TPV	Technology Park Varazdin Ltd.
UOC	OVIDIUS University of Constanta
UP	University of Pannonia
VFU	Varna Free University „Chernorizets Hrabar”
YWE	Young women entrepreneurship

## 2 SCOPE OF DOCUMENT

The concept of EWCs will offer essential tool for international interest groups organizations involved in the Danube Region supporting young and women entrepreneurship which intend to develop such centers. Set up of 4 EWCs in Bulgaria, Hungary, Romania and Bosnia and Herzegovina within existing information, training and entrepreneurship and knowledge management centres of VFU, UP, UOC, SEBS, will contribute to more effective knowledge and information sharing.

The document provides an overall insight and a detailed overview on activities of EWCs as well as guidance to partners on issues concerning activities: from brief description of the activities, roles of partners, deliverables and outputs to ensure efficient and timely implementation of the project and finally running the EWCs. Special focus is made on planning and development of EWCs

## 3 INTRODUCTION

The project DTP2-048-1.2 WOMEN IN BUSINESS - Fostering the Young Women Entrepreneurship in the Danube Regions is co-funded by the European Union Funds (ERDF, IPA, ENI) under the second call for proposals INTERREG Danube Transnational Programme 2014-2020. It aims to stimulate young women with innovative ideas to start and develop their own business in order to achieve market success through different approaches for increasing their competences for business and social innovations, through establishment of Women Entrepreneurship Centres and development of innovative training models.

The project consortium consists of 14 project partners from 9 Danube region countries and brings together national and regional, public and private organizations and universities.

### **Lead Partner**

- Regional Agency for Entrepreneurship and Innovations - Varna, Bulgaria

### **ERDF Partners**

- Innovation Region Styria LTD, Austria
- Varna Free University “Chernorizets Hrabar”, Bulgaria
- Technology Park Varaždin Ltd, Croatia
- bwcon GmbH, Germany
- Maribor Development Agency, Slovenia
- Chamber of Commerce and Industry of Štajerska, Slovenia
- Pannon Business Network Association, Hungary

- University of Pannonia, Hungary
- The Association of Small and Medium Enterprises Constanta, Romania
- OVIDIUS University of Constanta, Romania

### **IPA Partner**

- School of Economics and Business, University of Sarajevo, Bosnia and Herzegovina

### **ENI Partner**

- Organization for Small and Medium Enterprise Sector Development, Republic of Moldova

### **Associated Partner**

- Ministry of Economy, Bulgaria

WOMEN IN BUSINESS comes as a response to certain specific needs of young women entrepreneurs (YWE) in the DR through project transnational activities focused on: comprehensive mapping, evaluation and comparison of needs and barriers which young women face, policy measures in the DR, policy improvement to be aligned to their needs through a developed Policy Agenda, innovative solutions and training models for improvement of the entrepreneurial culture, skills and competencies among them which will be pilot tested and incorporated into 4 Women Entrepreneurship Centers (EWCs). A Transnational strategy for sustainability of the EWCs will guarantee the lasting effect of the project.

## 4 WHAT IS THE WOMEN ENTREPRENEURSHIP CENTRE?

EWC is a multifunctional space that creates economic opportunities for women through entrepreneurial education and training, mentoring, and networking. It has to provide quality education and training for young women entrepreneurs .

The primary purpose of the EWC is to foster entrepreneurship and motivate, educate and support young women willing to start and develop their own businesses which will lead to creation of entrepreneurial environment in the Danube region. EWCs will support young women by providing training, including through using the cooperation platform, mentoring programmes, networking opportunities, tailored matchmaking, consulting, other services. EWCs will also provide a creative and interactive atmosphere – opportunity for holding regular meetings and discussions - on issues, successes, and challenges, problem solving events as well as first necessity business infrastructure and facilities.

These Centres will act as a “boundary organizations” of knowledge, learning and information that facilitate communication between young women, experts, universities, research institutes and SMEs.

## 5 PLANNING OF THE WOMEN ENTREPRENEURSHIP CENTRES

### 5.1 Objectives

EWCs provide focused support to entrepreneurs through a supportive environment that helps them establish their business ideas and develop their concepts into market ready products, supports the acquisition of business knowledge, facilitates the raising of necessary finance, introduces the entrepreneurs to business networks, all of which should substantially reduce the level of failure. They not only allow new entrepreneurs to start their business by reducing the related costs and risk but do also increase their chances of survival and success by building capacity, networks and a supportive community.

EWC aims to facilitate new company formation by providing an entrepreneurial nurturing environment for YWE start-up and spin-out companies; alleviating their survival and growth, thus encouraging them to reach their full potential. EWC aspire to develop individual talent, skills and personality to give each YWE business the best possible start, thus fostering entrepreneurship at a local and national level.

Objectives are:

1. To foster an entrepreneurial culture, by providing the YWE opportunities to transform their business ideas to reality.
2. To facilitate the availability of EWC resources to the YWE in a mutually beneficial way.
3. To provide a conducive working environment to the YWE to nurture their innovative ideas.
4. To connect YWE with private and public sector funding sources, government agencies, industrial associations, chambers of commerce and industries to provide facilitation and networking for incubate companies.

### 5.2 Needs and opportunities

In the past decade the public's perception of woman's role in society has steadily improved, younger generations are met with more family support and encouragement, more strong women role-models and are far more likely to go for leadership, science and entrepreneurial roles than previous generations.

The motivational driver of young women in being or becoming an entrepreneur is the employment and earning a reasonable living, whereas the job security plays significant role of those who are not entrepreneurs yet. The autonomy in terms of realisation of own dreams and ideas is strong motivational aspects among young women entrepreneurs. They perceive themselves more creative as innovative but self-efficient. For individual entrepreneur the most important support is provided by friends and family, less by colleagues and local community.

At this point, it must be said that Entrepreneurship in general is relatively little spread. Since starting a business always involves a great risk, and women being cautious and risk-averse, it results in fewer women starting their own business. Especially when they are young and maybe they have a lack of self-confidence. When women start their business, the reason for that seems to be able to work part-time and maybe have more flexible time for their families.

According to the results from a survey conducted within the Transnational Study of Current State of YWE in the 9 PPs countries, top 5 barriers for becoming or being entrepreneurs in those countries are:

1. Lack of savings;
2. Difficulties in accessing a finance and high taxes;
3. Lack of information about how to start a business;
4. Lack of entrepreneurship skills;
5. The uncertainty about the future if starting own business (lack of self-confidence).

More than a half of young women perceive the lack of entrepreneurial competences, previous experiences and knowledge about the rules and regulations and mentoring as crucial in setting up and running own business.

Although the traditional role of women in society does not play decisive role in being or becoming an entrepreneur, several other factors influence women in business such as fear of failure and uncertainty.

There are little programs, designed for young women entrepreneurs. There are networks, where young women entrepreneurs can talk about their experiences, but these often seem to be initiatives that are not necessarily from the government. What is missing, are for example networks of female Business Angels, since getting a crucial funding seems to be quite challenging for women entrepreneurs. It is crucial that women are considered as important as they are in business, which results in required activities in the very early stage, namely in education. Empowering young girls to get involved in science and “men domains” is crucial.

In order to have good working tools for fostering young women entrepreneurship, it is crucial begin with gathering meaningful data in this field. In addition, tax incentives should be established, and support measures for cooperation with established companies, to ensure the growth of start-ups. Other conceivable measures are women founding centers that may even start or at least connect to high schools in order to ensure their awareness at a young age.

Among other, structural obstacles are educational choices of women which reduce the possibility for women to start business ventures in technology intensive activities along with stereotypes against women in science and technology.

In the scope of “Soft” obstacles are lack of advice, mentorship and lack of training and educational programs and schooling for technology intensive ventures. Availability of advice, mentorship and training for starting business ventures is still unevenly distributed region-wise, but also insufficient in the field of technology intensive ventures.

Women entrepreneurs commented that education related to development of women entrepreneurship and self-employment is too low or insufficient and that there is a lack of training and educational programs, especially in the field of technical sciences and fields for which there is market demand. Also, their opinion is that entrepreneurship courses should be introduced in elementary schools, which can positively change attitudes and opinions on entrepreneurs in wider society. Conclusion was to urge actions and implementation of continuous education of women through various workshops, especially in smaller environments. They emphasise that entrepreneurship courses in elementary and high schools should be introduced with additional, practical knowledge and best practice examples. The open issues of women entrepreneurship can be resolved through public policy, interests and needs of women, and institutional infrastructure. The biggest number of comments was assigned to obstacles related to lack of support in terms of balancing professional and family life, lack of role models – especially in technology intensive activities, followed by equally assessed obstacles in



education and training, traditional views on the role of women, and obstacles in accessing financial resources.

As the global crisis is over, at least temporary, there should be a shift from solving the unemployment challenges to support the young business women in the whole life-cycle of their entrepreneurial endeavours: from start-up to scale up, from domestic market to the export driven companies. Not all women entrepreneurs or would be entrepreneurs need the same support measures.

However, the one-stop-shop for young women entrepreneurs could ease the cooperation as well as force diverse groups and organisations to cooperate. The question about the physical infrastructure, solely dedicated for women entrepreneurs, did not reveal the optimal results yet although different networks could test this option as well (e.g. in setting up co-working space for women where they could regularly meet and work together). As the most of women entrepreneurs represent the micro companies, there should be a joint support of diverse networks to set up eCommerce platform or at least assist them in eBusiness. The networks should be encouraged to cooperate in Danube region and so contribute to the visibility of women entrepreneurship on global scale.

Talking about the type of support YWE need/prefer in order to improve their entrepreneurial skills - training, coaching and mentoring, counselling and consulting, events and/or networking, responses from the survey differ by countries; for example, respondents from Germany highly prefer coaching and mentoring, respondents from Hungary prefer events and networking, respondents from Austria and Bulgaria – counselling and consulting, while respondents from Bosnia and Herzegovina, Moldova, Romania and Slovenia, on average did not show the preference among the four types of support.

Among thirteen suggested business fields, the respondents have chosen eight most interesting ones. The importance of social media in business, as one of the emerging business fields was well recognized by our respondents as one of the most important fields for their entrepreneurial career. The YWEs also identified e.g. personal growth, writing, and coping with stress and negotiations as very important skills needed in their careers.

All conclusions and possible solutions will be included as main activities of EWCs.

### 5.3 Target groups

The concept of the EWCs themselves, its inherent objectives and aims dictate following main target group - young women entrepreneurs aged 15 – 34. Among them there is a special group of potential entrepreneurs (“would be”) as well as start-ups. Women entrepreneurs are women that own (partly or in total) the enterprise (irrespective the legal form) or are in the management position within the company (CEO, CFO etc.) or in supervisory capacity (Management board...).

To reach the target group, the communication activities will follow the overall project's Communication Plan aiming at raising public awareness in connection to the work being performed and disseminating the findings, results and innovative issues that will be brought up during the project's duration. All communication rules compiled in this plan are agreed amongst the project partners and confirmed by the Women in Business Steering Committee. So, the detailed communication strategy could be found in project Communication Plan.

## 5.4 Main services and activities

For the concept of the EWCs is the following initial 4 pillar structure recommended:



In the first step „Need-Assessment”, the specific needs of the young women entrepreneurs need to be identified. For this purpose, Application form will be developed and will be filled in by potential users of the centres. Afterward, bilateral meetings need to be done with the potential young women entrepreneurs, for which the EWC Manager is in charge of. He/she will be the person, who defines the current phase, that the young women entrepreneur is currently in: Pre-Startup, Startup or Growth.

The following criteria for admission will be applied:

- The candidate is a woman, up to 34-years old;
- The candidate has a business idea and would like to start or has already started for-profit company. No priority will be given for a specific sector;
- The business is/ will be formed under national laws and operating in the relevant countries;
- The business has a growth potential;
- The company is in early stage of development (up to 5 years since its establishment);

The EWC Managers task is to manage the activities of the EWC supported by experienced mentors. This manager should be responsible for:

- Be the contact person

- Creating a network of potential stakeholders that will support regionally the EWC
- Develop a pool of experts (intern or extern to the WOMEN IN BUSINESS consortium) that can be called to support the young team. The experts will bring expertise in different topic such as: entrepreneurial skills, business plan, financial, marketing, etc and vertical sectors: such as digital, ehealth, IoT, tourism, energy, etc.
- Keep the regular contact with the other EWC Managers to stimulate transnational collaboration;
- Valorize the activities of the Center and the profile of the young enterprenerus via social media and other communication tools and channels;
- etc.

The EWC Manager has to ensure that any solution developed in the Center is rooted in a deep understanding of the womens needs.

During the WOMEN IN BUSINESS project duration the EWC Manager will be part of the project team. His/ her efforts will be granted by the project budget foreseen for WP 6.

The other experts and mentors could be volunteer or paid by the PPs budget.

### **1. Consulting offering/ Coaching**

The first pillar is representing the consulting offering. At this stage it is expected that the young women entrepreneur has a business idea or wants to get a business idea and information on how to further develop this process. Different stages require a different type of consulting. So thourgh an intensive session the EWC Manager classify the different stages of the business (Pre-Startup, Startup, Growth). The experts (intern from WOMEN IN BUSINESS consortium or extern to it) are experienced people which are able to support the young women in specific topics. The EWC Manager will be assigned to a team/business idea matching the needs of the young women with the competences of the experts.

### **2. Entrepreneurship Programme**

In parallel with participating in the EWC, young female talents will be offered the possibility to increase their entrepreneurial skills by attending an entrepreneurial training organized regionally by each partner. The training will be adapted and made relevant locally and will consist of a mix of theory and practice that will apply to different stages of developing a business idea and to developing an innovative solution within the EWC. For this purpose the training will be linked to well known methods used by the start-up community (e.g. Design Thinking, SCRUM etc.) and will cover topics such as customer development, business modelling, pitching, marketing etc. The entrepreneurship training can be provided by the EWC staff or experts from both business and academia and may take place in different formats:

- **Online Webinars:** Using the Venture Development Platform from bwcon women can join a lot of different online webinars. One example is how to set up a business plan. The advantage is that the women are not tied to a specific location and can participate in an online webinar at any time if they are interested in a specific topic.
- **Workshops:** There should be organized specific workshops especially for female founders. Content of the workshop could be mentoring techniques and methods as well as teaching soft (developing entrepreneurial skills) and hard skills (writing a business plan).
- **Events:** The EWCs could organize events like Summer School, Hackathon, Bootcamps etc as showcase for the team accelerated within the Center.

The aim is to build a modular offer, where the beneficiaries are able to choose content and coaches. Different characters of coaches that come along with the entrepreneurs. This is a great success factor for the consulting of women entrepreneurs, since they need a great fit with their coaches in order to trust them completely & evolve.

### 3. Cooperation/ Match Making

The third pillar is about stimulating (transnational) cooperation amongst participant of different Centers and other international actors and to foster matchmaking processes with the business sectors. The person in charge for the Center should be part of a large ecosystem able to promote the team accelerated in the Center to potential technological and business partners. This can be done via ad hoc meetings or pitching events that can be organized regularly in the Entrepreneurs Center.

### 4. Financing/ Funding

Setting up a network of finance partners. Since women tend to experience obstacles in financing, it is crucial to have specific finance contacts for women entrepreneurs: e.g. "Venture Ladies": female Business Angels as well as informing about national & international Funding programmes and supporting them in the respective applications. It is very important helping the young female entrepreneurs giving an outlook of the possible support programmes in the specific country and how to go through that process (e.g. helping to fill a proposal). It might be also helpful to provide them some information about the national legal situations for women, especially in the economy. Besides there should be organized pitching or presentation events in front of potential investors in order for their business plan to become reality through a crucial investment.

The description above has to be intended as general frame for each Entrepreneurs Center. Based on the level of maturity of the idea and team, ad hoc and personalize support offer (coach+training+matchmaking) will be offered to the young women entrepreneurs.

The WOMEN IN BUSINESS consortium will stimulate the transnational collaboration amongst the pilot Centers and will build the basis for a long term cooperation via the use of the venture platform tool, training materials and pool of international experts.

## 5.5 Equipment, facilities and tools

The EWCs will be equipped with highly-innovative technical tools and devices for projection and presentation that will be used for the trainings and delivering of the services to YWEs.

### **Infrastructure:**

Every EWC has to be run by the relevant university. It has to provide enough space in a hall/room for training of 15 YWE at the same time.

### **Equipment:**

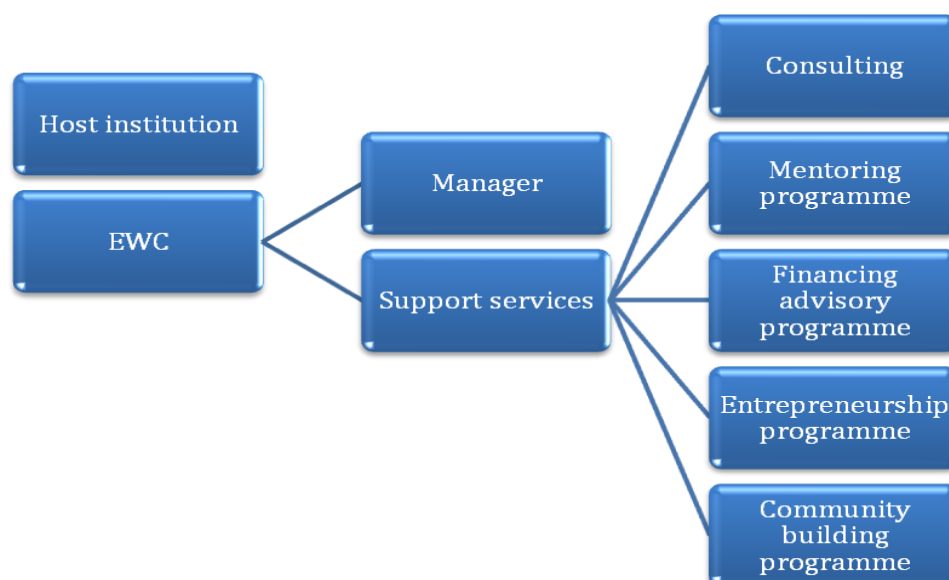
During the WOMEN IN BUSINESS project every EWC's training room has to be equipped minimum with:

- Desktop PCs/ laptops to be used by YWE during the trainings
- 1 laptop to be used by the trainer;
- 1 SMART board interactive system;
- 1 Video/ presentation system;
- Computer network in order to connect the available computer equipment
- High-speed internet connection

### **Tools:**

The Venture Development Platform is a community online space hosting more than 1000 start-ups and more than 1500 groups (called ventures) which allow easy way of store information, exchange documents, be informed and get in touch with experts, investors and other entrepreneurs. BWCON will make available for the Danube Project Women in Business the Venture Development Platform building one (at international level) or more (one per each region involved with local languages text) ad-hoc groups to share information and documents produced by the project and relevant for young female entrepreneurs. In addition to each groups BWCON can create a link to a pool of Webinar on entrepreneurship and business topics in English which can be available to all members of the group to raise their knowledge. Ideally the groups can be shared by the young entrepreneurs and local/international experts which can act as coach/mentor for the first. Within the Venture Development Platform more than 400 coaches and investors are already registered and will be informed about the creation of the new WOMEN IN BUSINESS's group.

## 5.6 Organizational structure of EWCs



Host institution - each selected University. Each institution will organize a unit that will be in the service of promotion of entrepreneurship among young women, and the creation of value-added systems of entrepreneurship.

EWC - Women Entrepreneurship Centre.

Manager - A person who is exposed to entrepreneurs who want assistance, counselling or some of the services provided by the Centre. This person also coordinates the activities of the centre and he/she is a link to any other service within the EWC. During the WOMEN IN BUSINESS project duration the EWC Manager is part of the project staff.

Consulting services - The basic meaning of consultancy is to provide help to a person or an organisation who either lack resources or is unable to utilize it properly. It performs its role as assistant to specialize other companies or persons by its multiple techniques or methods. The key role of consultancies is to mend the quality of the companies by all means. It is the main issue for any company to face the stuck in the growth path of the company. To solve out these issues, consultancy services:

- Project management
- Offering expert and professional solution for the entrepreneurs
- Making and handling plans

Mentoring program - Mentoring is most often defined as a professional relationship in which an experienced person (the mentor) supports and encourages people to develop specific skills and knowledge that will maximise their business potential and improve

their performance. For the best results, the cooperation with some business women association is strongly recommended.

Financing advisory program - A financial advisory program provides financial advice or guidance to entrepreneurs such as investment management, income tax preparation and estate planning and funding possibilities.

Entrepreneurship program - Entrepreneurship development is the process of improving the skills and knowledge of entrepreneurs through various training and classroom programs. The whole point of entrepreneurship development is to increase the number of entrepreneurs. The necessary knowledge to start and run a business, entrepreneurs will get through specific educational and training programs, and the topics that these trainings will cover include the following:

- Finance and accounting
- Marketing
- Economics
- Management
- Public speaking
- Writing and composition
- Computer literacy
- Digital skills
- “soft” skills
- Other

Community building program - Community building is a field of practices directed toward the creation or enhancement of community among individuals within a regional area or with a common interest. It is sometimes encompassed under the field of community development. The objective is to build supportive ecosystem for entrepreneurship, so it should be done in cooperation with local, regional or national government. The aim of this program is to create interactive and creative atmosphere through various events, monthly meetings, discussions, round tables – on issues, successes and challenges and other interesting subjects identified through interactions with YWE.

## 5.7 Development of EWCs

### 5.7.1 EWC in Bosnia and Herzegovina

**Name:** South-West Women Entrepreneurship Centre (SW-EWC)

**Location:** Sarajevo, Bosnia and Herzegovina

**Owner:** School of Economics and Business, Sarajevo (SEBS)

**Involved partners:** SEBS

**Territorial coverage:** Bosnia and Herzegovina, Croatia, Slovenia, Montenegro



#### **Infrastructure available:**

SW-EWC is placed in a dynamic city center of Sarajevo, within premises of SEBS's business academy, and in close proximity of several relevant faculties of the University of Sarajevo, innovative start-up hubs, as well as relevant financial and business institutions. This allows potential women entrepreneurs not only to gain relevant knowledge and skills, but to be connected with potential partners

and supporters and to organize everything they need for the success of their entrepreneurial attempt. SW-EWC also has the opportunity to capitalize on the activities of the technology transfer office which supports cooperation between the scientific community and the industry by identifying research of potential commercial interest. Being The oldest and the biggest faculty in the area of economics and business in the country, SEBS acts as a rich source of various capabilities that can empower SW-EWC participants.

#### **Equipment and multimedia to be used:**

SW-EWC is equipped for general training activities of different kinds, from small-group active participation trainings to big-group lecture-style activities. SW-EWC has a multimedia room for up to 20 participants on disposal, owned by TTO. Furthermore, SW-EWC will acquire additional high tech equipment within the project that will be on full disposal to women entrepreneurs.

#### **Interior design:**

Main facility of the SW-EWC is a spacious brainstorming/training room 42,38 m<sup>2</sup> in size, that can be transformed into various uses, in line with the needs of training participants. This room is currently equipped with modern projection options and several computers. SW-EWC is situated within the premises of SEBS and it can use other rooms/classrooms of SEBS if necessary, depending upon the number and type of activity.



### *5.7.2 EWC in Bulgaria*

**Name: South-East Women Entrepreneurship Centre (SE-EWC)**

**Location:** Varna, Bulgaria

**Owner:** Varna Free University  
“Chernorizets Hrabar”

**Involved partners:** RAPIV, ME

**Territorial coverage:** Bulgaria, Serbia,  
Ukraina

**Infrastructure available:**

The center is located in the building, part of the campus of Varna Free University. It is in close proximity to the University Library, 3D Modeling Laboratories and IM / UH. Visitors to the center can also interact with camponas-based laboratory laboratories at the campus, a forensic laboratory, technology transfer center for energy-efficient materials and technologies, a fashion design studio, and more.



**Equipment and multimedia to be used:**

The center has 40 seats (tables), 30 of which are equipped with computers and an Internet connection. Free WiFi connection is available too.

LCD Display with laptop will be used and installed in the EWC in Varna and it will help to visualize leaning and training materials – presentations, videos, etc. It will be used in educational processes and will allow for practical application of innovative seminars, workshops and further collaboration between academia, practitioners (businesses) and women.

**Interior design:**

Work tables are arranged in a way that allows different activities - lectures, seminars, meetings, discussions; performing both individual and group work.

### *5.7.3 EWC in Hungary*

**Name: North-West Women Entrepreneurship Centre (NW-EWC)**

**Location:** Incubator and Innovation Center of Nagykanizsa, Nagykanizsa, Hungary

**Owner:** University of Pannonia

**Involved partners:** Pannon Business Network, Nagykanizsa Incubation and Innovation Center, Chamber of Commerce and Industry of Nagykanizsa

**Territorial coverage:** Hungary, Austria, Germany, Czech Republic

**Infrastructure available:**

The Incubator and Innovation Center of Nagykanizsa has been officially opened on 25th November 2010. It is situated in the Industrial Park and Logistics Centre which lies in its unique geographical position since it lies alongside the European traffic corridors No V. and No V/B besides the M7 Motorway on more than 100 hectares. The



Incubator and Innovation Center itself is equipped with modern energy supply system, offers a meeting room, and a conference room for up to 60 people (including translation equipments) for local and international event organizers.

The centre is home to more than 30 SMEs, and provides number of services and business-technical assistance for first-time entrepreneurs below market price contributing to business development and new job creation.

**Equipment and multimedia to be used:**

From the project, UP buys 2 laptops which will be in the incubator centre, but the trainings for the target group will be held at the university, because it has computer rooms with number of computers (20 pc).

Other planned equipments:

- projector (2 pc)
- mirror magnetic board (2 pc)
- touchscreen TV

**Interior design:**

It has usual office design at this moment, but interior will be designed by our target group based on their needs.

### *5.7.4 EWC in Romania*

**Name:** North-East Women Entrepreneurship Centre (NE-EWC)

Location: Constanta, Romania

Owner: UOC

Involved partners: PIMM

Territorial coverage: Romania, Moldova, Slovakia

**Infrastructure available:**

Project co-funded by European Union Funds (ERDF, IPA, ENI)

The infrastructure of the “Ovidius” University of Constanta is performant, the university has modern education spaces, equipped for the didactic process in professional conditions.

The useful area for teaching activities (classrooms, seminar rooms, laboratories, and reading rooms) is over 24,000 sqm.

### **Equipment and multimedia to be used:**

The designated room has an area of approximately 30 sqm, with 10 individual work desks, which can be assembled in a conference table, equipped with 2 fixed computers, 8 laptops, a video projector, all connected to a smart board.

### **Interior design:**

It has usual office design at this moment, but interior will be designed by our target group based on their needs.



## **5.8 Link with WOMEN IN BUSINESS activities and outside initiatives**

Transnational pilot actions organised in Bulgaria, Hungary, Romania and Bosnia and Herzegovina will test the feasibility and effectiveness of developed EWCs and the effect sized on sensitizing target groups.

Transnational workshops will focus on organisation of pilot testing, preliminary results from testing and ways to improvement in order to achieve best possible results. This will influence capacity building, knowledge transfer and learning achieved through discussions. This knowledge transfer and discussions will be realized through the use of the advanced platform.

In order to facilitate and ensure od continuation of the developed transnational training models and their future use, it will be developed Transnational strategy of sustainability of EWC. The Transnational strategy for sustainability of EWC will define joint problems and challenges in DR countries, and their common vision for supporting the YWE. The strategic approach will be focused on the enhancing international cooperation between young and women support organisations, EWP, training and information centres, academia, NGOs and planning towards towards sustainable policies for improvement of skills, competences and supporting entrepreneurship among young women.

These EWCs will run after the end of the project with the same focus. This could be accomplished by providing free access to the results and outputs of the WOMEN IN BUSINESS project.

Transferability to other relevant stakeholders will be ensured by organisation of pilot actions of EWCs and using all facilities of these Centres to raise awareness and contribute to more effective information sharing.

The Concept of EWC will be available to all organisations and stakeholders which plan to develop such tools in order to increase knowledge and awareness of supporting start-up and businesses development. Transfer of this output will be ensured by participations of other organisations, NGOs, business support institutions, agencies, and other interested parties and public bodies at the learning events and workshops organised in all project countries.

Adoption of the results outside the DR has been arranged by involvement of the 4 PPs universities that will include the training models in their curricula as well as ODIMM - an active member of European Women Entrepreneurship Platform, who will provide this outputs to their members and will oversee their implementation during project lifetime and afterward within and beyond DR; TPV as an active member of Women entrepreneurship sector group in EEN, SGZ - active Regional council of business women and woman entrepreneurs and organizer of yearly Conference of women entrepreneurship.

During project lifetime, other entities and organizers involved in promoting entrepreneurship will be identified as well as other projects dealing with a similar theme, and all the outputs and suggestions regarding EWC will be shared with them.

## 6 CONCLUSIONS

Implementation of the EWCs in the Danube Region countries represent an innovative action for improvement of entrepreneurial environment and will contribute on one hand to be realized the specific WOMEN IN BUSINESS activities and on the other hand on the improvement of the accessibility and efficiency in providing targeted services.