

W-Power – Empowering women entrepreneurs in sparsely populated communities



W-Power



Northern Periphery and
Arctic Programme
2014–2020



EUROPEAN UNION

Investing in your future
European Regional Development Fund

Aiming for equal growth and increase in the contribution of women to regional economy in sparsely populated Northern and Arctic Communities

Specific objective 2.1: Improved support systems tailored for start-ups and existing SMEs in remote and sparsely populated areas

Why?

- Sparse population
 - Low economy
 - Out-migration
 - Gender imbalance
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- Community development & vitality
 - Equal opportunities
 - Better business services



Project Partners

[Karelia University of Applied Sciences, Finland](#)

[Highlands and Islands Enterprise, Scotland \(UK\)](#)

[Strukturum, Sweden](#)

[Innovation and Management Centre CLG T/A WestBIC, Ireland](#)

[Innovation Center Iceland](#)

[Lapland University of Applied Sciences, Finland](#)

[Pure Energy Centre, Shetland \(UK\)](#)

[Business Joensuu Oy, Finland](#)



WP1- Project Main Outputs and Results

Empower Network Grow

W-Power works with women entrepreneurs in sparsely populated areas across Northern and Arctic communities, encouraging them to set up, develop and grow their businesses.

The project's baseline study shows that, while both men and women successfully start and grow their business, **women are:**

- LESS** likely than men to be entrepreneurs
- MORE** likely to work part time
- MORE** likely to work in the service sector
- MORE** likely to start a business for financial need or work/life balance

Men are:

- MORE** likely to work in higher earning sectors
- MORE** likely to benefit more from established networks
- MORE** likely to see earning potential as the reason for starting their business

These differences mean that women can face a range of particular challenges affecting:

- their access to relevant finance and business support
- the benefit they gain from role models, networks and mentoring
- the impact of cultural assumptions and stereotyping

So, where are the best places to get the support you need to start and grow your business?

You will want different types of support as you set up and grow your business.

You can find useful information online as well as contacting local or national agencies and networks. Look out for support tailored for groups such as women, young people or indigenous entrepreneurs.

Formal business and innovation support providers

- offer advice, workshops, events, training on funding and investment; business planning; marketing and sales internationalisation; innovation etc.
- provide skills development and training: entrepreneurship, leadership and management etc.
- deliver coaching and mentoring schemes



Banks, accountants and other financial institutions

- may offer financial advice, business planning and/or access to funding
- some offer micro-loans, often preferred by women at start-up stage

Networking and mentoring

- look for informal local groups as well as formal networks



Business idea competitions or pitching events

- these give you a chance to showcase your ideas, receive feedback and you may win specialist support to help develop your ideas

W-Power: empowering women entrepreneurs in sparsely populated Northern communities



[Mapping the Challenges for Female Entrepreneurship in the Northern Periphery and Arctic 2019](#)

WP2 - Project Main Outputs and Results

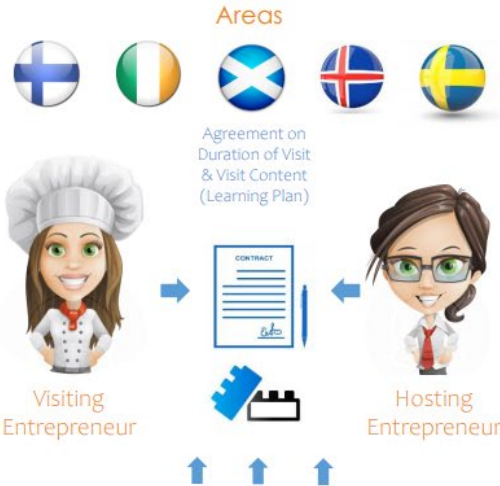
TASKS AND RESPONSIBILITIES
As a participant entrepreneur in W-Power P2P programme, you will have the following tasks and responsibilities:

- Provide sufficiently detailed applications, highlighting your needs and expectations
- Participate in the matchmaking activities
- Draft and sign a "Contract & Learning Plan" which ensures the smooth working relationship between you and your peer entrepreneur. Among others, it sets out the objectives of the stay and a proposed plan of activities during the stay, specifying the tasks, responsibilities, financial conditions and legal implications of the project within the agreed timetable;
- Submit a feedback questionnaire/report after your visit/hosting experience, describing the work performed, the skills and knowledge you acquired and the benefits of the exchange on the development of your own business;
- Contribute to a successful and productive visit
- Act in good faith.

Together with your peer, you will decide which activities you will carry out during your stay. They can include:

- Shadow and work with your host/visiting entrepreneur
- Conduct market research and develop new business opportunities
- Participate in projects of entrepreneurship development, innovation and research & development;
- Improve or sharpen your business plan
- Discover the branding, sales and marketing strategies of the peer entrepreneur's company.

Peer2Peer Transnational Exchange Programme for Female Entrepreneurs in Sparsely Populated Areas



- The role of the local support** contact is to facilitate:
- Selection and evaluation of applications
 - Peer2Peer Matchmaking
 - Travel arrangements
 - Evaluation
 - Answers to any questions!
 - Be a contact point for ongoing support during the visit and assist with the learning plan development
 - Help establish a successful relationship.



- BENEFITS FOR THE VISITING ENTREPRENEUR**
- **Building** self-confidence and skills: sector-specific knowledge or know-how, technical and management skills
 - **Opportunities** for collaboration with other entrepreneurs and the development of cross-border business co-operation (suppliers, customers...)
 - **Networking** and building of strong relationships, which can be useful for mutual consulting, business referrals, and for finding business partners abroad, exports and internationalisation
 - **Insights** into different cultural and organisational settings and how companies function in another Participating Country
 - **Insights** into the business environment of another Participating Country
 - **Improved** language skills
- BENEFITS FOR THE HOSTING ENTREPRENEUR**
- **Work with** an energetic and motivated peer who will contribute with innovative views, new skills and knowledge to the host entrepreneur's business
 - **Learn about** foreign markets, expand business opportunities and engage in cross-border activities;
 - **Become part** of a dynamic NPA peer2peer business network of likeminded women entrepreneurs;
 - **Improve** the growth potential of the company by establishing a business partnership with a new entrepreneur from another participating country;
 - **Benefit** from the assistance of professional intermediary organisations, which help you to search for a suitable business partner for the exchange;
 - **Increase** the visibility and prestige of your business.

Capacity Building Needs for Female Entrepreneurs in the Northern Periphery and Arctic 2019

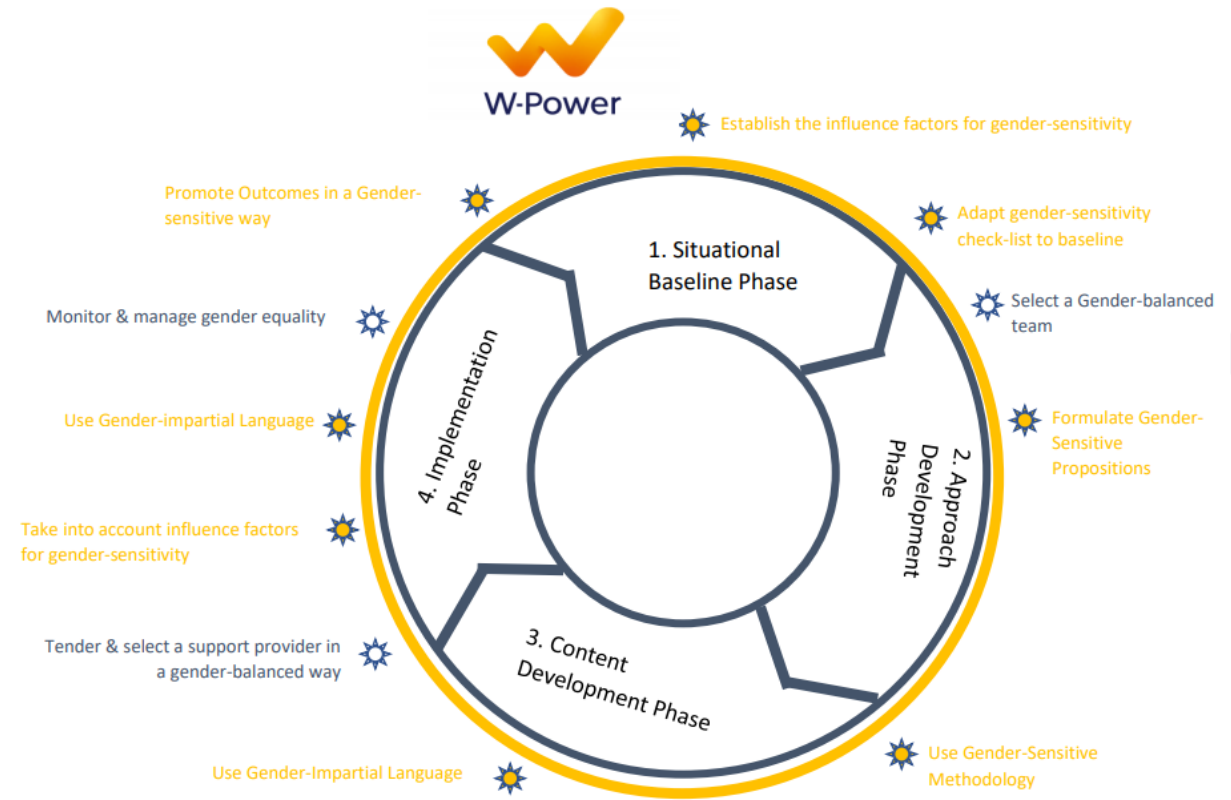


Transnational learning programme for women entrepreneurs



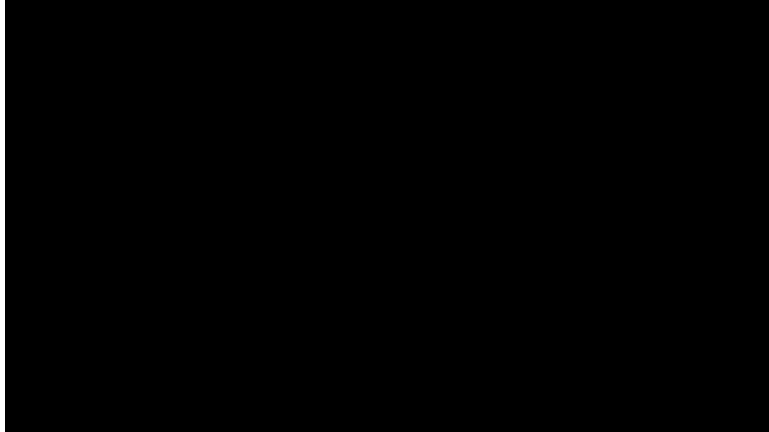
WP3 - Project Main Outputs and Results

- Simple and easy to use tools for Gender Sensitive Coaching Concept
- Regional Pilots conducted in project regions to test the tools and method
- [Interreg Europe Policy Learnign Platform Good Practice](#): Gender Sensitivity in Business Support Delivery



WP 4 - Project Main Outputs and Results

- Innovation Platform for New Pre-Startups based on the Draft Program®
- Piloting the concept twice, transnationally 2019 and regional pilots 2020



Building networks,
upskilling & empowering
women entrepreneurs in
sparsely populated regions.



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