

ICON WOMEN Integrating Innovation and Promoting Cluster Organization in WOMen Enterprises

Final Project's Results



ΥΠΟΥΡΓΕΙΟ ΕΡΓΑΣΙΑΣ ΚΑΙ ΚΟΙΝΩΝΙΚΩΝ ΥΠΟΘΕΣΕΩΝ
ΓΕΝΙΚΗ ΓΡΑΜΜΑΤΕΙΑ
ΔΗΜΟΓΡΑΦΙΚΗΣ ΚΑΙ ΟΙΚΟΓΕΝΕΙΑΚΗΣ
ΠΟΛΙΤΙΚΗΣ ΚΑΙ ΙΣΟΤΗΤΑΣ ΤΩΝ ΦΥΛΩΝ



ΠΕΡΙΦΕΡΕΙΑ
ΔΥΤΙΚΗΣ
ΕΛΛΑΔΑΣ
Σεμάτη Αντιθέεις!





ICON WOM-EN project's main goal was to promote business development of the regions' RIS areas, by providing innovation support services and developing cross-border networks to set the local actors ready and prepared to support in more sufficient way women entrepreneurs to start or grow their businesses.



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The duration of the project is from 31/05/2018 to 31/03/2021.

The coordinating partner of the project is the **General Secretariat for Demography and Family Policy and Gender Equality.**

Project partners are:

Region of Western Greece (GR)

Chamber of Corfu (GR)

Confederation of Craft Trades and Small- and Medium-Sized Enterprises of Bari (IT)

Municipality Maglie (IT)



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Results Analysis

Regional Networks of Epirus, Western Greece, Ionian Islands, CNA Bari and Municipality of Maglie created **Centers for supporting Women Entrepreneurship** in each area. Most of the partners managed to involve local key actors for women entrepreneurship. Cross border network took place as well including:

- Local Maps Mapping of wom-en entrepreneurship and recording of problems of entrepreneurs and potential entrepreneurs
- E- learning platform was available
- GIS mapping for women entrepreneurship in gr-it
- Specific Needs Addressing Workshops & training



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Result Analysis – The problems of entrepreneurs and potential entrepreneurs of the involved Regions:

- Lack of knowledge in the field of technologies and information technology
- Lack of business networking
- Fear of taking risks
- The limited market of the Regions
- Family environment
- Bureaucracy
- Lack of experience
- Legislative obstacles
- Information on funding programs

Results Analysis– Workshops and Seminars:

- ✓ "Teleworking - Distance Learning Platforms"
- ✓ "Mentoring: The First Steps for a Successful Business Model"
- ✓ "Modern systems of organization and operation of a women's business"
- ✓ "Training and certification of women in ICT"
- ✓ "Social media"
- ✓ "Human resources management"

Result Analysis– The most important benefits:

Empowerment, support, networking and promotion of young women entrepreneurs, through research and information, so that they can achieve their business goals

Research and study of all issues on women's business (from the creation of a business and its financing to education, consulting and networking at all levels)

Providing advice and support to women entrepreneurs

Organization of training seminars and workshops

Cooperation with social, professional and non-governmental organizations at local, national and European and level, for the exchange of information and the promotion of the interests of young women entrepreneurs.



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Information Material

The following information material was produced by the Lead Partner, the General Secretariat for Demographic and Family Policy and Gender Equality:

- Official website

<https://interregiconwomen.eu>

- Database of entrepreneurship support bodies and companies

<https://diktio.interregiconwomen.eu/index.php/el/>



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Selected Publications/Posts

- ✓ Handbook for supporting women entrepreneurship, networking and innovation
- ✓ Mapping and recording problems of women entrepreneurs and potential entrepreneurs in the involved Regions
- ✓ Identification of groups with special educational needs in the involved Regions
- ✓ Motivating documentary for women entrepreneurship



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Selected Publications

- ✓ Broadcast of the TV and RADIO spot
- ✓ Project's posts on the social media (Google Ads, Facebook, Twitter, LinkedIn)

Integrating Innovation and Promoting
Cluster Organization in WOMen Enterprises

Ενσωμάτωση της καινοτομίας και προώθηση
της οργάνωσης Cluster στις Γυναικείες Επιχειρήσεις



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Iconwom-Gn-Greece-Italy-2014-2020



MINISTRY OF LABOUR AND SOCIAL AFFAIRS
GENERAL SECRETARIAT
FOR FAMILY POLICY AND
GENDER EQUALITY



REGION
OF WESTERN
GREECE



CNA



Thank you!

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