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Scotland
UK

Sweden

Finland

South Ostrobothnia, Finland

Women's Resource Centres Promoting Innovation in Gender Equality across Europe

- tackling occupational segregation
- influencing policy
- promoting best practice

Portugal

Action Plan

Italy

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Action Plan for the Region of South Ostrobothnia, Finland

Regional Action Plan for dismantling occupational segregation, promoting female entrepreneurship and increasing the number of women participating in innovation and technology.

In this Regional Action Plan the main emphasis is on promoting female entrepreneurship.



MAG meeting 2 November 2010

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Annex 1. Memorandum and Signatures of the Regional Board Meeting 15 August 2011



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Official Declaration

Support for the implementation of the Regional Action Plan for South Ostrobothnia

The following organisations have participated in the **WINNET 8 project actions** and are willing to give their support and possible participation in the transfer process of the Good Practices from WINNET8 to the region of South Ostrobothnia:

- The Managing Authority for the Regional Operational Programme: **Regional Council of South Ostrobothnia**, signed by:
- **Regional Board of South Ostrobothnia** (Etelä-Pohjanmaan maakuntahallitus) (*Annex 1. Memorandum of the Regional Board Meeting 15 August 2011*)
- **Employment and Economic Development Office of South Ostrobothnia** (Etelä-Pohjanmaan elinkeino-, liikenne- ja ympäristökeskus)
- **Vocational Education Centre Sedu** (Koulutuskeskus Sedu)
- **Vocational Adult Education Sedu** (Sedu Aikuiskoulutus)
- **Centre for Starting Entrepreneurs** (Uusyrityskeskus Neuvoa-antava)

All these organisations and institutions acknowledge the added value of the WINNET 8 project and its contribution to the Regional Operational Programme and/or other regional mainstream programmes, identification of valuable Good Practices - examples and the development of the Regional Action Plans on Winnet 8 result on how to implement the gender perspective.


During the **WINNET 8** project the above mentioned authorities, stakeholders and actors have participated in transfer activities, in view of a possible import into the region of South Ostrobothnia, related to the following Good Practices- examples:

- **Women Ambassadors for Entrepreneurship** (Sweden); Coordinator: Vocational Education Centre Sedu and Vocational Adult Education Sedu; Estimated budget allocation: 300 000 euros; Funding: ESF
- **Girl Geek – thematic events** (Scotland); Coordinator: Employment and Economic Development Office of South Ostrobothnia; Estimated budget allocation: 400 000 euros; Funding: ESF
- **Peterborough Women's Enterprise Centre** (PWEC); Coordinator: Centre for Starting Entrepreneurs; Estimated budget allocation: 350 000 euros; Funding: ESF

We consider the importance of the abovementioned **WINNET 8** Good Practices -examples, with necessary adaptation according to regional context, to represent potentially valuable input for economic development in the region of South Ostrobothnia. We hereby confirm our support for the import and implementation of the above mentioned Good Practices - examples in the Regional Operational Programme or other regional mainstream programmes according to the developed Regional Action Plan.

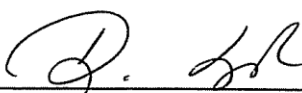


Antti-Jussi Oikarinen,
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Allekirjoitus

Suomi 22.8.2011
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Allekirjoitus

Suomi 25.8.2011
Paikka ja aika



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Allekirjoitus

25.8.2011 Seinäjoki

Paikka ja aika

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Allekirjoitus

24.8.2011 Seinäjoki

Paikka ja aika

The main vision

Increasing gender equality is seen as an essential part of regional development and it is recognised as an important contributor to regional growth. The specific challenges of women's entrepreneurship are recognised and the different supporting actions and mechanisms correspond to these challenges in a way that will make entrepreneurship an attractive choice for a greater number of women. Regional development focuses on dismantling gender segregation in the labour market as well as on increasing female participation in innovation and technology, with the aim of benefiting all labour market sectors with employees who are both skilled and motivated, whatever the gender.

General objectives and purpose of the Action Plan

This Action Plan puts together the actions that are seen to be needed to reach the abovementioned vision. The Action Plan has been developed and written within the Interreg IVC- funded project WINNET8, and it aims at securing the continuance and progress of the aims and objectives of the WINNET8 project. Interreg IVC- programme is part of the European Community's territorial co-operation objective and financed by the European Regional Development Fund (ERDF).

The Action Plan for South-Ostrobothnia has as its main theme the promotion of women's entrepreneurship, which will also support the other important themes of the WINNET8 project: dismantling gender segregation in the labour market and increasing female participation in technology and innovation. As a whole the Action Plan guides the actions that will promote regional development and growth in the South Ostrobothnian region by increasing gender equality on the labour market.

The actions described in the Action Plan are based on the good practices compared and exchanged during the WINNET8 project between the project partner regions. The Multi Actor Group (MAG) of South Ostrobothnia has developed the Action Plan by choosing from the best practices guidebook the actions that best fit the needs of South Ostrobothnian region.



Description of the present situation in connection to the objectives of the Action Plan

This Action Plan is divided in three themes: occupational segregation, female entrepreneurship and women's participation in technology and innovation. However, the emphasis is on promoting female entrepreneurship, for the reason that South Ostrobothnia is both traditionally as well as currently a region with high entrepreneurial spirit. In this chapter, the present situation on each three themes will be shortly presented.

1. Dismantling occupational segregation

Increasing equality in the labour market and dismantling employment segregation are both vitally important factors for regional growth and development. It is in the interest of all labour market sectors to have the most skilled and motivated employees, disregarding the gender factors. The relevance of dismantling employment segregation is crucial for regions due to the fact that those regions with high occupational segregation are slow to react to the swift changes of the global market economy, because they are not able to harness the whole labour potential of the region. Highly segregated sectors are vulnerable to the lack of employees, when only half of the labour force is available. From the point of view of the employee, the dismantling of occupational segregation opens up more employment possibilities within regions where traditionally only so called male or female jobs were available. This eases especially the situation of families who want to live outside the growing urban areas and is hence a way to restrain the depopulation of rural areas.

In the course of the last ten years, South Ostrobothnia has had at least two substantial projects aiming at dismantling the occupational segregation. "Metalli uudelle vuosituhannelle" (Metal to the New Millennia) was a project where women who were either unemployed or at the risk of losing their jobs, were trained to serve the needs of the growing metal industry in the region. "Naisway" project was also a modification training project, where women were trained to work in transport and logistics. The experiences gained via these projects proved that the sectors – transport and metal industry – that are traditionally seen as male jobs are actually suitable for women also, and in the work itself there are no grounds as such for gender segregation. The projects were initiated as a response to a situation where structural unemployment was greater among women than among men and where on the other hand male dominated sectors were suffering from a lack of labour force. Moreover, these projects show in an exemplary way that in South Ostrobothnia region, which has traditionally been seen as a region with not enough female jobs, we actually do have suitable jobs for women if we only can alleviate the gender segregated labour market.



When dismantling gender segregation in the labour market, training men into female dominated sectors, e.g. social, education and health sectors, is equally important. During the last economic recessions, when in South Ostrobothnia male unemployment rose exceptionally above the female unemployment rates, men who were unemployed or at the risk, were trained to service and care sectors.

Besides the project efforts to dismantle the horizontal segregation in the South Ostrobothnia region, there have been projects also to tackle the challenge of vertical segregation. “Ladies Business School” and “Delfoi Academy” are projects that educated women in leading positions or interested in organisation leadership.

2. Promoting female entrepreneurship

Besides in paid employment, there are differences between men and women also concerning entrepreneurship. According to the Entrepreneurship Review 2010 (Yrittäjyyskatsaus 2010, Finnish Ministry of Employment and the Economy) the female entrepreneurship in Finland has increased all throughout the 2000s but the share of female entrepreneurs is still only one third of all entrepreneurs (excluding primary production). The female entrepreneur activity (6, 9 %) is significantly lower than that of men (13, 2 %). Whilst women’s entrepreneurship has somewhat increased during the 2000s, it should be noted that there is an emphasised growth in enterprises that employ only the entrepreneur. 80 % of the female-owned enterprises are trade names by their structure while only one fifth are company formed enterprises. Even though in the light of European comparison the female entrepreneurship in Finland is on a satisfactory level, the situation has remained relatively unchanged, despite many actions: entrepreneurship has maintained its gender segregated character and the realities of family life still restrict and frame the female entrepreneurship.

The paucity of female entrepreneurs has been recognized at the national level in Finland and the promotion of women’s entrepreneurship has been included in the national level policies as well as in the structural fund strategies. For example the political agendas of both the Prime Minister Matti Vanhanen’s second cabinet and the Prime Minister Mari Kiviniemi’s cabinet have pointed out the potential of female entrepreneurship as one of the contributors in increasing employment and supporting economic growth. In addition, both the first and the second cabinet of PM Matti Vanhanen have designated specific working groups to find out the actual status of female entrepreneurship and the achieved and ongoing actions and strategies to enhance women’s entrepreneurship. Both working groups have drafted proposals for action, e.g. the aim to increase the proportion of women to 40 % of all entrepreneurs, which would put Finland to the top in female entrepreneurship in the EU. Also the national structural fund strategies and programmes state that while women’s entrepreneurship has been recently growing, there is still need for support to various projects that aim at promoting female entrepreneurship.



When it comes to regional planning and programmes the situation differs. The Regional Plan of South Ostrobothnia does not contain the supporting and promotion of female entrepreneurship as an agenda, while it does have a plan to support and promote entrepreneurship in general, especially focusing on helping enterprises to grow and internationalise their businesses. Taken into account that women as entrepreneurs have less desire to grow than male entrepreneurs, there is a risk that the existing support mechanisms do not reach female entrepreneurs and their needs.

The lack of gender perspective from the regional development plans has been acknowledged in the past, and its importance has been emphasised in some previous projects that have aimed at promoting women's entrepreneurship, e.g. "Ytyä Naisyrittäjyyteen 2013" (Power to Female Entrepreneurship 2013) is a development programme for female entrepreneurship, made in cooperation with South Ostrobothnia and the neighboring regions. The development programme justifies the need for regional strategy for female entrepreneurship with the fact that the current supporting measures are aimed at entrepreneurs in general, disregarding the clear need for tailored support for male and female entrepreneurs. To elevate the number of women entrepreneurs, we need specific actions and support that will better meet the challenges of female entrepreneurship.

3. Increasing female participation in innovation and technology

Innovations and innovation activity are perceived in the western economies as vital factors for economic growth and development. This is acknowledged for example in the EU2020 strategy. The innovation sector is strongly male dominated and concentrated in the technology sector, not only in Finland, but in the rest of the Europe as well. According to the National Board of Patents and Registration of Finland (Suomen patentti- ja rekisteröintihallitus), women contribute only with a very minor share to all innovations, about 5-10 % of all innovations, depending on the ways of measurement. Hence it is grounded to aim at increasing the number of women in innovation and technology in order to span innovation to include both genders.

Increasing the participation of women in innovation and technology is not only an issue of equality but according to studies it also has a positive effect on economic growth. According to the Swedish publication "Innovation and Gender", the working teams where both genders are represented, has better problem solving abilities compared to teams where only one gender is present. In addition the enterprises where both genders are equally well represented have twice as strong probability to produce innovations than in enterprises where only one gender is represented. Also a report by the EVA (Elinkeinoelämän valtuuskunta, <http://www.eva.fi/>) on female leadership estimates that the teams that are gender balanced have twice the probability to succeed even beyond expectations, than the teams where there are only men. The same report points out also that the Finnish enterprises that took part in the research gave a strong show for the positive correlation between female leadership and productivity of the enterprise.



Identified challenges and development points

1. Occupational segregation

In Finland, the participation of women in the working life is high and the difference between men and women is the smallest in the EU-27: the percentage of women (aged 15-64) in paid employment is 72,5 % while the same percentage for men is 75,7 %. Even though women participate actively in the working life, the labour market in Finland is very strongly segregated into female and male jobs. For instance in the technology sector only one fifth of the employees are women and the share of male employees in the health and social sector is only 10 %. Not only are we segregated between sectors i.e. horizontally segregated, but also within sectors i.e. vertically segregated: the number of men in high-level management posts is significantly higher than that of women, especially in the private sector.

While the South Ostrobothnia Region has the advantage of having already experience and know-how on project that aim at decreasing labour market segregation and educational institutions in the region have the ability to provide modification training, still the traditional gender models on labour market prevail strongly and the labour market is highly segregated. We stand to have double losses in the region if we cannot make the labour market in the South Ostrobothnia region more flexible via dismantling occupational segregation. Strong segregation may cause simultaneously lack of labour force and increase gender specific unemployment.



a. SWOT analysis on the dismantling of occupational segregation in South Ostrobothnia

<p align="center">Strengths</p> <ul style="list-style-type: none"> • The regional employment administration already has the experience and know-how on projects decreasing labour market segregation • Educational institutions in the region have the ability to provide modification training 	<p align="center">Weaknesses</p> <ul style="list-style-type: none"> • The traditional gender models prevail strongly • Labour market is highly segregated
<p align="center">Opportunities</p> <ul style="list-style-type: none"> • Dismantling segregation brings more flexibility to both recruiting and employment due to the increase in potential labour force 	<p align="center">Threats</p> <ul style="list-style-type: none"> • Strongly segregated sectors cannot react rapidly enough to changes in the labour market, which may cause simultaneously lack of labour force and increase of gender specific unemployment. Segregation may cause double losses to the region!

2. Female entrepreneurship

In the South Ostrobothnian region, there are several bodies to provide services and support for entrepreneurs in different phases: The Centre for Economic Development, Transport and the Environment of South Ostrobothnia (ELY- keskus), The Centre for Starting Entrepreneurs (Uusiyrityskeskus), regional and local women's associations and educational institutions. However, the supporting measures are most often targeted at entrepreneurs in general and the allocated support for women has been mostly project type and hence short term support. The Seinäjoki University of Applied Sciences has among others carried out WELLAMO project, which aimed at enhancing entrepreneurship in the care sector, women working at the care sector as the main target group. Respectively, the Regional Council of South Ostrobothnia together with the Rural Women's Advisory Organisation (Etelä-Pohjanmaan maa- ja kotitalousnaiset) took part in the FEM project, partly funded by the EU's Baltic Sea Programme. A group mentoring project was carried out within the FEM project. Also Vocational Adult Education SEDU has organised mentoring for women entrepreneurs.



Promoting women's entrepreneurship is especially important in the South Ostrobothnian region also for the reason that a significant part of the service enterprises are led by women who are about to retire. A recent study reveals that 42 % of women entrepreneurs believe their enterprises will close down when they retire, whilst for men the same percentage is 28 %. This has a clear, negative impact on the services provided and may accelerate the depopulation of the peripheral areas of the region and increase the concentration of population in the few growing town areas of South Ostrobothnia (Seinäjoki-Lapua-Ilmajoki). When dealing with change of ownership in enterprises and mentoring, more resources should be focused on female entrepreneurs.

b. SWOT- analysis on promoting female entrepreneurship in South Ostrobothnia

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • The region has a strong identity and image of entrepreneurship • There exist many support mechanisms for entrepreneurs in the region 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Promoting of female entrepreneurship has not been written in the regional programmes as an agenda • There is a lack of continuity in the actions for supporting female entrepreneurship
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Retirement of entrepreneurs offers an opportunity for women to enter the male dominated sectors as entrepreneurs • The aging population needs more care, which gives more opportunities for healthcare entrepreneurship • Enhancing the coordination between entrepreneurship service providers: developing network based activities 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • When there are no successors for retiring service sector entrepreneurs, we may face the lack of services especially in the more rural areas of the region.

c. SWOT- analysis on increasing the participation of women in innovation and technology

Strengths <ul style="list-style-type: none">• Women are often more educated than men	Weaknesses <ul style="list-style-type: none">• Only 20 % of students in technology are women• The Finnish innovation policy is gender blind and strongly focused on technology
Opportunities <ul style="list-style-type: none">• Service innovations have been taken as part of innovation policies	Threats <ul style="list-style-type: none">• South Ostrobothnia, Finland, and the EU are lagging behind in progress and the innovation processes do not stress the resources and possibilities offered by diversity

Detailed objectives based on the identified challenges

Action Plan for dismantling occupational gender segregation

- Projects as shown earlier on to dismantle horizontal and vertical segregation will be planned and organised in the future as well and also on the female dominated sectors. In addition to occupational modification training projects, training in gender equality issues should be provided in different sectors and at work places to help the new employees to adjust in the new working context.
- Analysis on the effects and expenses of occupational gender segregation in the South Ostrobothnian region will be executed.
- Occupational gender segregation is an issue that should be tackled in an early phase. This means that in educational policies we will focus more on gender segregation and in career guidance counselling try to see beyond the traditional “borders” and encourage young people to make differing choices.

Policy Recommendations for dismantling occupational gender segregation

- Currently only very few ROP project applications indicate that the respective project has gender impacts, while in reality almost all projects have some gender related impacts. Therefore each project applicant should be demanded to do gender analysis when applying for a project.
- Those projects that have clear gender impacts (such as tackling segregation) could be given priority or higher funding percentage. For example modification training that aims at training women to male dominated sectors and vice versa.
- In order to monitor projects, gender related indicators should be set.
- Especially in the Nordic countries, where gender issues are perceived to be already on a high level, we should pay attention to “gender blindness” i.e. continue to improve our policies and practices.

Regional Policy Recommendations for promoting female entrepreneurship

- On one hand the statistics show that there is need for stronger support for female entrepreneurs. On the other hand one needs to be careful that support mechanisms targeted only for women do not actually increase segregation and inequality. Also, there is need for more detailed information and statistics about female entrepreneurship on regional, national and EU-level. Also the different characteristics of female and male entrepreneurship should be pointed out to be able to see what kind of support we should specifically offer to female entrepreneurs.
- There should be a regional strategy to promote female entrepreneurship or it should be at least part of the regional development plan.



Action Plan for promoting female entrepreneurship in South Ostrobothnia

The concrete actions in the Action Plan for promoting female entrepreneurship are based on the life cycle model of entrepreneurship. The concrete actions, i.e. the transferrable good practices chosen for South Ostrobothnia, are presented in the next chapter. It is to be noted, that the action plan for promoting female entrepreneurship has been included in the Regional Operational Programme 2012-2013.

1.) Lifting entrepreneurial spirit by encouraging and inspiring

By teaching and raising awareness of what entrepreneurship entails and is all about, the interest and zeal to become an entrepreneur can be increased. The first-phase-support can be included the curricula of schools in the form of entrepreneurship education, but it can also be targeted to older target groups by different information-, orientation- and training events. The first-phase-support of entrepreneurship could be offered by various educational institutions and institutions or bodies that provide entrepreneurship mentoring. Also in the academic sector and especially in the sphere of technology and innovation, women should be encouraged and activated into entrepreneurship. This is essential in order to widen the sectorial field of women entrepreneurship.

2.) Support for starting entrepreneurs

This point of actions is more targeted than the first-phase-action, for it is to be directed to the women who already have taken up the decision to become an entrepreneur. The support offered in this stage can be dissemination of knowledge, supporting peer groups, networking events, participating in mentoring programmes, etc. The support in this stage may be offered by the various education institutions, interest groups as well as employment service offices.

3.) Support for entrepreneurs

This stage of support is for those who already have a business. This support can be financial one, e.g. loans for women entrepreneurship and finding other funding supports, tailored education and training, networking possibilities, mentoring, supporting growth and internationalisation etc. Support in this stage is important because it can help enterprises to survive difficult stages and become successful and growing businesses.

4.) The final stage of entrepreneurship: change of ownership

In the final stage, the support is targeted for entrepreneurs who are at the end of their entrepreneurial career and about to close down their businesses. The support is aimed at helping this group to sell their business or to go through the process of changing ownership. This stage should be connected to the first support stages mentioned above, for starting entrepreneurs can be encouraged to take over businesses from retiring entrepreneurs. Women should be encouraged to buy also businesses from male dominated sectors, which will be 'for sale' in large number in the coming years in South Ostrobothnia.



Action Plan for increasing the participation of women in innovation and technology

- Young women must be encouraged to take up science and technology studies more than before.
- Innovation sectors should be encouraged to recruit more women.
- Women should be encouraged and supported to entrepreneurship also in the technology and innovation sectors.
- The importance of innovations in the service sector should be emphasized and highlighted in a more concrete and determined manner. More funding should be directed to service sector innovations, because one third of the future jobs in the EU will be within this sector.

Regional Policy Recommendations for increasing the participation of women in technology and innovation in South Ostrobothnia

- Concept of innovation needs rethinking and widening to cover clearly and concretely also other fields than just technology.
- More innovation support funds should be allocated to service sector, also on public services. This would make the distribution of innovation support funds more gender equal.
- Gender aspect should be introduced to innovation policies and strategies.



Steps and tasks for meeting the objectives and resource allocation for the tasks

a. Action Plan for promoting female entrepreneurship in South Ostrobothnia

The concrete actions in the Action Plan are based on the life cycle model of entrepreneurship.

5.) Lifting entrepreneurial spirit by encouraging and inspiring

By teaching and raising awareness of what entrepreneurship entails and is all about, the interest and zeal to become an entrepreneur can be increased. The first-phase-support can be included the curricula of schools in the form of entrepreneurship education, but it can also be targeted to older target groups by different information-, orientation- and training events. The first-phase-support of entrepreneurship could be offered by various educational institutions and institutions or bodies that provide entrepreneurship mentoring. Also in the academic sector and especially in the sphere of technology and innovation, women should be encouraged and activated into entrepreneurship. This is essential in order to widen the sectorial field of women entrepreneurship.

Transferrable good practice: Women Ambassadors for Entrepreneurship (Sweden)

Summary of the Good Practice:

The main objectives are for girls and women to have more role models within business enterprise and to see this as a possible career option and to spread knowledge about business enterprise. The venture is mainly directed at women but does not exclude men.

The main beneficiaries are the main target groups: students at college and universities, people working within the education system, women and men in different learning situations, immigrants and people who are about to start a business. Approximately 60% of those who have met with an ambassador have been girls or women.

Ambassadors work at schools, organize study visits to their companies, provide job shadowing etc. This includes meetings, knowledge exchanges, information delivery and inspirational activities. For Local Authorities there have been training programmes, leadership development and mentoring. For businesses there has also been training and employee mentoring organized. For young people at school education programmes and career counseling has been provided. For women entrepreneurs and start-ups there has been training and coaching and business advice. Also for immigrant women group training and career counseling has been provided.

Each ambassador has four tasks to complete per year. During the first period of approximately two years they met with approximately 60,000 people. When evaluated on content and presentation our ambassadors achieved a result of 4.2 on a 5-point scale.

Implementation

Much the same way as done in Sweden with emphasis on cooperation with the organisations and other actors in the Region of South Ostrobothnia providing support and advice for entrepreneurs.

Coordinator:

Vocational Adult Education Sedu

Possible cooperation:

with the organisations, third sector and enterprises, which want to support the objectives of the transfer



Duration

1-2 years

Source of funding:

ESF

Budget:

300 000

6.) Support for starting entrepreneurs

This point of actions is more targeted than the first-phase-action, for it is to be directed to the women who already have taken up the decision to become an entrepreneur. The support offered in this stage can be dissemination of knowledge, supporting peer groups, networking events, participating in mentoring programmes, etc. The support in this stage may be offered by the various education institutions, interest groups as well as employment service offices.

Transferrable good practice: Girl Geek- thematic events (Scotland)**Summary of the Good Practice:**

Girl Geeks aim to support women to realise their potential and develop their careers in segregated industries and sectors, with particular emphasis on technology, innovation and computing. They aim to promote diversity and address the barriers women face to progress and success in the non-traditional workplaces and in entrepreneurship

Girl Geeks achieve this through:

- Hosting networking and community building dinners for women in the sectors and ensuring there are inspiring role models and speakers from related fields to motivate participants and open dialogue around the issues
- Delivering a range of workshops to help women overcome the barriers and support them in the set-up and growth of their businesses
- Harnessing motivation for women to won and grow a business and creating the bridge to help make that happen
- Delivering aspirational training and networking to help women develop ambition to ensure they sustain and grow their businesses
- Inspiring an interdisciplinary environment which provides opportunity for skill development, knowledge exchange peer support and mentoring and networking
- Building a virtual and physical community of support for women in technology including the sharing of resources, knowledge and expertise
- Working with employers/companies in the industry to provide an easy entry point into segregated areas of the labour market

Girl Geeks have both social and economic objectives - that is promoting equality, diversity and inclusion alongside economic growth and competitiveness

Implementation:

The innovative methods of the Good Practise will be transferred, but its target groups will include also men and e.g. immigrants to support wider equality in work life and also to decrease segregation. Dissemination activities of the project will be an important part of its objective to change attitudes and raise awareness.

Coordinator:

The Centre for Economic Development, Transport and the Environment South Ostrobothnia



Possible cooperation:

with the organisations, third sector and enterprises, which want to support the objectives of the transfer

Duration

1-2 years

Source of funding:

ESF

Budget:

400 000

7.) Support for entrepreneurs

This stage of support is for those who already have a business. This support can be financial one, e.g. loans for women entrepreneurship and finding other funding supports, tailored education and training, networking possibilities, mentoring, supporting growth and internationalisation etc. Support in this stage is important because it can help enterprises to survive difficult stages and become successful and growing businesses.

8.) The final stage of entrepreneurship: closing down business and change of ownership

In the final stage, the support is targeted for entrepreneurs who are at the end of their entrepreneurial career and about to close down their businesses. The support is aimed at helping this group to sell their business or to go through the process of changing ownership. This stage should be connected to the first support stages mentioned above, for starting entrepreneurs can be encouraged to take over businesses from retiring entrepreneurs. Women should be encouraged to buy also businesses from male dominated sectors, which will be 'for sale' in large number in the coming years in South Ostrobothnia.

- These four aforementioned stages will be coordinated by the active network of promoting female entrepreneurship. This network represents the Women Resource Centre in the South Ostrobothnian region.



Transferrable good practice: PETERBOROUGH WOMEN'S ENTERPRISE CENTRE **(PWEC)(Scotland)**

Summary of the Good Practice:

PWEC aims to unlock and stimulate the economic potential of women in Peterborough through removing both real and perceived barriers and providing best practice support for enterprise development. This includes an element of gender culture change in the City, addressing social exclusion and promoting equality of opportunity. Developing economic opportunity for women will enhance their contribution to the local and regional economy.

These aims will be achieved by:

- Creating a highly visible, dynamic centre of excellence for the support and development of women starting & growing their own business.
- Ensuring clients receive a first class service and have high levels of satisfaction with the Centre, as captured through a range of feedback mechanisms.
- Ensuring that as many women as possible know about the support on offer, through direct outreach activities, working through partners and marketing.
- Through the above, word of mouth, and active involvement in schools and colleges to sow the seeds of enterprise as a potential career in our young people.
- Embedding the Centre within the enterprise infrastructure and building strong partnership work
- Raising awareness of, and increased access to, specialist and mainstream support including Business Link and facilitated introductions to private sector organizations.
- Providing routes into high quality employment for women who do not progress into enterprise

Implementation

As a task given by the Ministry of Employment and the Economy, in all regions of Finland the public providers of guidance and support for enterprises are now making cooperation agreements. Once this cooperation is properly established it is possible to evaluate if there is need for special activities targeted to women entrepreneurs. In that case the those activities could be offered through a cooperation initiative of the public sector and other advisories by not establishing a concrete Resource Centre for Women Entrepreneurs, but a virtual one. The objectives and quality demands of PWEC would be in the heart of the implementation bringing different actors together through the transfer activities, supporting them to recognise synergies and developing together new services and development products and first of all through deepening their knowledge of each other helping them to guide the customers to the right services provided by the members of the network.

Coordinator:

Uusyrityskeskus Etelä-Pohjanmaa (

Possible cooperation:

The organisations from the third sector as well as private enterprises, which want to support the objectives of the project.

Duration

1-2 years

Source of funding: ESF

Budget: 350 000



Annex1 Memorandum 1

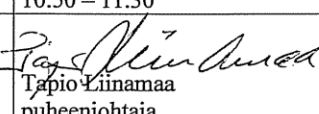
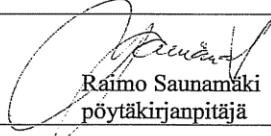
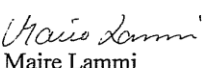

ETELÄ-POHJANMAAN LIITTO

PÖYTÄKIRJA

Nro 7/2011

Maakuntahallitus

Sivu 294

Kokoustiedot	Aika	15.08.2011 klo 09.00 – 11.37
	Paikka	E-P:n liitto, Maakuntasali
Päätöksentekijät/Läsnä		<p>Liinamaa Tapio, pj. Pöntinen Kai, I vpj. Vistbacka Raimo, II vpj. Ahonen Esko Anttila Lasse Katajamäki Anu Ketola Pirjo-Liisa Kivimäki Rauno Koskinen Eila Lammi Maire Nurmela Anu Sihto Paula Ventelä Jaakko</p> <p>Ojanperä Harri Pihlgren Antti Palomäki Seppo Keisala Juha-Pekka Savola Mikko Joensuu Kirsti Harjunpää Arja Matintupa Jukka-Pekka Parkkamäki Margit Kinnari Sirpa Perälä Kirsi Aittoniemi Pirjo Talvitie Pauli</p>
Maakuntavaltuuston pj:t		Aaltonen Markus, mvalt. pj. Hella Pekka, mvalt. I vpj. Kuusinen Merja, mvalt. II vpj.
Muut osallistujat		Peltola Asko, maakuntajohtaja, esittelijä Saunamäki Raimo, hallintojohtaja, sihteeri Eväsoja Marjatta, kulttuurijohtaja Urpala Timo, aluekehitysjohtaja Hokkanen Pekko, projektipäällikkö (ST 2012), asiantuntija § 116 käsittelyn ajan klo 9.05 – 9.40 Ollikainen Taina, johtava konsultti (FCG), asiantuntija § 117 käsittelyn ajan klo 9.40 – 10.40 Ollila Jorma, maakuntainsinööri, asiantuntija § 117 käsittelyn ajan klo 9.40 – 10.40 Pajula Kirsi, kehittämissuunnittelija, asiantuntija § 120 käsittelyn ajan klo 10.50 – 11.30
Allekirjoitukset		 Tapio Liinamaa puheenjohtaja  Raimo Saunamäki pöytäkirjanpitäjä
Laillisuus ja päätösvaltaisuus		Todettiin §:ssä 114
Käsiteltyt asiat		§:t 114 – 123
Pöytäkirjan tarkastus		Paikka ja aika Seinäjoella 24.8.2011 Pöytäkirja on tarkastettu ja todettu kokouksen kulun mukaiseksi  Maire Lammi  Anu Nurmela

Otteen oikeaksi todistaa

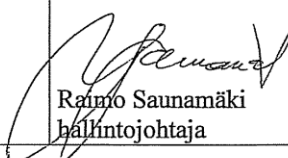
Seinäjoella 25.8.2011

Margit Saari
Toimistosihteeri

Pöytäkirja yleisesti nähtävänä

Etelä-Pohjanmaan liiton toimistossa, Kampusranta 9 (FRAMI), Seinäjoki

2. päivänä syyskuuta 2011


Raimo Saunamäki
hallintojohtaja

121 § WINNET8-PROJEKTIN TOIMINTASUUNNITELMA ETELÄ-POHJANMAALLE

Etelä-Pohjanmaan liitto on mukana Euroopan alueellinen yhteistyö -tavoitteen Interreg IVC -ohjelman osarahoittamassa Winnet8-hankkeessa, joka tähtää alueellisen kasvun lisäämiseen työmarkkinoiden sukupuolista tasa-arvoa edistämällä. Kaksivuotisen hankkeen (2010–2011) tavoitteita ovat työelämän sukupuolisen eriytymisen eli segregaatian purkaminen, naisyrittäjyyden tukeminen sekä naisten määrän lisääminen innovaatio- ja teknologia-aloilla. Hankkeen tavoitteita ovat myös alue-, kansallisen- ja EU- tason strategioihin ja politiikkoihin vaikuttaminen, jotta sukupuolten välisen tasa-arvon edistäminen huomioitaisiin paremmin tulevilla ohjelmakausilla.

Hankkeen pääpartnerina toimii ruotsalainen Älvdalenin kunta, ja hankkeeseen osallistuu yhteensä 17 partneria Suomen lisäksi Ruotsista, Puolasta, Iso-Britanniasta, Italiasta, Portugalista, Bulgariasta ja Kreikasta. Suomesta Etelä-Pohjanmaan liiton lisäksi hankkeeseen osallistuu Helsingin yliopiston Ruralia-instituutin Seinäjoen yksikkö.

Hankkeen toimintoja ovat alueellisten toimintasuunnitelmien laatimisen lisäksi tiedon ja hyvien käytäntöjen vaihtaminen alueiden välillä opintomatkojen avulla sekä toimijoiden aktivointi ja osaamisen kehittäminen liittyen alueellisiin, kansallisiin ja EU-tason työllisyys-, koulutus- ja tasa-arvopolitiikkoihin.

Winnet8-toimintasuunnitelma Etelä-Pohjanmaalle on MAG-ryhmän (Multi Actor Group), eli monitoimijaryhmän, ja eteläpohjalaisten hankekumppaneiden (EP:n liitto ja Ruralia-instituutti) yhdessä laatima suunnitelma, joka tähtää työelämän sukupuolisen tasa-arvon lisäämiseen yhtenä kasvutekijänä ja aluekehityksen tärkeänä osana Etelä-Pohjanmaan alueella. Toimintasuunnitelma on laadittu politiikka- ja strategiapapereiden, taustaselvitysten, olemassa olevien hyvien käytäntöjen, hankkeessa tehtyjen opintomatkojen (joista yhteen myös maakuntahallituksen jäsen Anu Nurmela osallistui), oman työn ja kokemuksen sekä ryhmässä käytyjen keskustelun pohjalta.

Toimintasuunnitelma jakautuu hankkeen mukaisesti kolmeen teemaan, jotka ovat: 1) työelämän segregaatian purkaminen, 2) naisten yrittäjyyden edistäminen ja 3) naisten määrän lisääminen teknologia- ja innovaatioaloilla. Toimintasuunnitelmassa hahmotetaan näiden kolmen teeman taustoja ja tärkeyttä, tuodaan esiin Etelä-Pohjanmaan erityiset vahvuudet ja haasteet sekä esitetään politiikkasuosituksia ja konkreettisia toimenpiteitä, jotta toimintasuunnitelman visio ja tavoitteet voitaisiin saavuttaa. Toimintasuunnitelma liitteenä §121 A maakuntahallitukselle.

Valmistelija: kansainvälisten hankkeiden koordinaattori Sanna Alaranta, puh. 040 736 2043 / aluekehitysjohdaja Timo Urpala, puh. 050 558 5155.

md. AW

MJ:N**PÄÄTÖSEHDOTUS:** Maakuntahallitus päättää

hyväksyä osaltaan Winnet8-projektin tuloksena syntyneen toimintasuunnitelman Etelä-Pohjanmaalle.

PÄÄTÖS:

Päätösehdotus hyväksyttiin yksimielisesti.

Pöytäkirjan tarkastus

Md. *Ok W.*

