

Fostering the Young Women Entrepreneurship in the Danube Region



O.T4.2 TRANSNATIONAL PILOT ACTIONS TO TEST WOMEN ENTREPRENEURSHIP CENTRES

WOMEN IN BUSINESS

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Author / Project Partner:	Ralitsa Zhekova/ RAPIV Mariya Zlateva/ RAPIV
The output is based on data and information collected by the authors and project partners:	Lisa Zordel/ BWCON Veselina Spasova/ VFU Snezhanka Ovcharova/ VFU Nikolett Simon/ UP Raluca Trandafir/ UOC Mihaela Rus/ UOC Cornel Grigorut/ UOC Iulian Groposila/ PIMM Melika Husić-Mehmedović/ SEBS Maja Arslanagic-Kalajdzic/ SEBS Lejla Turulja/ SEBS Amra Kapo/ SEBS

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1 ABBREVIATIONS and GLOSSARY of TERMS

BWCON	Bwcon GmbH
GP	Good practice
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
TLE	Transnational Learning Event
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 the document

This document is based on the methodology followed by the WOMEN IN BUSINESS project for testing the training models developed towards building skills of young women who wish to start and grow their business in the established EWCs. On the other hand, the results from the pilot training will serve as a ground for development of the Policy Agenda with policy recommendations.

The first part of the document outlines the methodology followed by all PPs for implementation of pilot actions.

The second part provides a short description of the two pilot trainings implemented under the project. More details of about the piloting are presented in the following aspects:

- Recruitment of participants
- Running of the pilot training,
- Feedback and evaluation of results
- Improvement of the training materials and the methodology of the training

The output ends with some conclusions and recommendations.

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

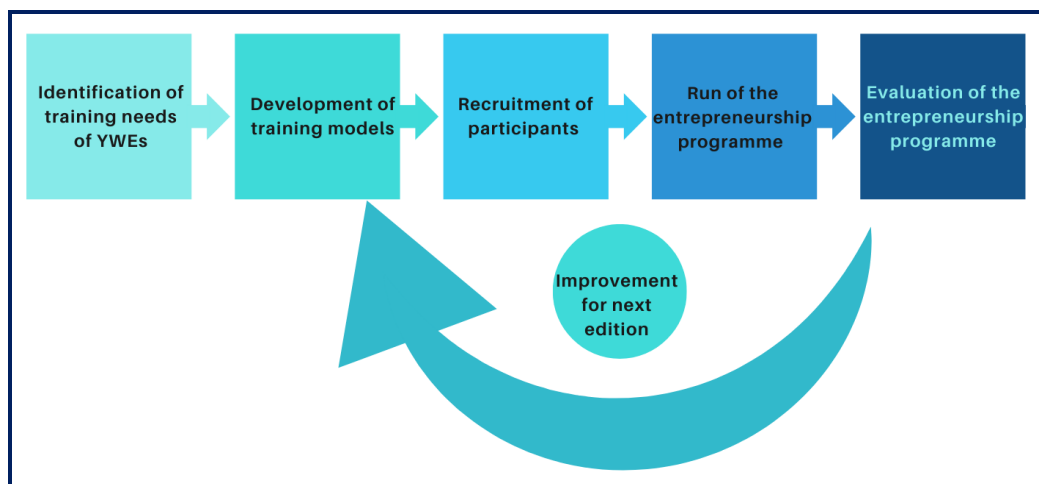
Within the WP6: **Creation of EWCs**, the project partnership focuses on the design, develop, test, validate, exploit, disseminate and sustain the EWCs which are created for to promote YWE and to improve the skills & competences of YWEs.

The starting point of the pilot actions is developed Concept for EWCs which 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

4 Methodology applied

The whole process of piloting is set in the Methodology for transnational pilot actions. The document is developed on the base of D4.3.1 Training Model Development Guide, D4.3.2 Transnational Training Models for Fostering YWE and D 6.1.1 Draft of a concept for EWCs. It sets the structure of the transnational pilot actions focused on testing the EWCs with emphasis on training materials developed inside the project consortium. It defines the following methodological steps briefly described in the Training Models Development Guide:

- Step 6: Designing and development of the training materials
- Step 7: Pilot testing
- Step 8: Evaluation of the results



According to the accepted Methodology, the transnational pilot actions organised in Bulgaria, Hungary, Romania and Bosnia and Herzegovina will test the relevance, efficiency and effectiveness of the training content and materials to be used in EWCs. Based on the results of the pilot testing, we will revise and finalize the materials in order to ensure maximum user satisfaction and success.

Two transnational pilot actions should be organized involving at least 25 young women in each. One pilot action will be held in Bulgaria (VFU) and Hungary (UP) starting in February 2020, lasting for month and a half. The second pilot action should be in Romania (UOC) and Bosnia and Herzegovina (SEBS) starting in September 2020. During these actions, all the facilities of newly developed EWCs will be used for providing training of small groups and to raise awareness and contribute to more effective information sharing.

Before and after pilot actions, transnational workshops will be organised in three partner countries. The workshops will focus on organising pilot testing, preliminary results from testing and ways for improvement in order to achieve the best possible results, thus will influence the capacity building, knowledge transfer and learning achieved through discussions to be developed a high- quality innovative learning platform.

The 1st Transnational workshop will be organized in Varna where the final design of the EWCs will be presented and launching of the pilot testing will be announced. The 2nd Transnational Workshop will be in Germany and the 3rd in Moldova after each pilot action. During the workshops the results from testing and ways to improve the training and mentoring materials will be discussed in order to achieve best possible results. VFU will be responsible for organization of the 1st TW in Varna as BWCON and

ODIMM will be involved in organization of the 2nd and 3rd TW in the relevant countries. All PPs will be involved in the discussions during the transnational events where the design and the endowments will be jointly developed and agreed.

Rest of the partners will participate in the events, will discuss and give feedback regarding the pilot testing results. The training materials are then revised and finalized based on reviews and results of the field test.

The TWs are important learning interactions as they will increase the knowledge of PPs, stakeholders and target groups in providing educational and other services from EWCs and the learning platform developed within the project.



The main target group is 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...).

The target group could further sub-divided the beneficiaries of trainings into the following subcategories, according to their specific experience:

- a) **BEGINNERS** - YWE who do not have any business experience, have not started an enterprise and did not start the process of becoming entrepreneurs. Therefore the target group needs specific knowledge in order to make an informed decision about beginning their own enterprise, how to convert their idea into a business idea and prepare a business model, how to set it up, what is needed to start running it, etc.
- b) **INTERMEDIATE** - YWE who have started their own enterprise, but are at the very start of their entrepreneurial path and would need specific knowledge in the skills needed for running a successful enterprise, such as accountancy, legislation, marketing and market research, etc.
- c) **ADVANCED** - YWE and WE who have entrepreneurial experience but need support in networking, expanding business, changing their business models, reaching new markets, etc.

Recruiting of young women entrepreneurs is not limited to the hosts of EWCs, but can also be done by other project partners.

The pilot training is divided in transnational part in which could attend all involved YWEs and national part in which could attend all YWEs fluent in the language of the relevant EWC. The transnational part add value to the pilot actions provided by EWCs as gives the opportunity to YWEs located in countries different of the host ones to attend the training programme and to gain knowledge and to improve thirs skills in entrepreneurship. The delivery elements of each national training programme in terms of timing, format of events, topic and content of national events have been decided by each EWC. The materials included on the learning platform are compulsory to be used during the trainings.

5 1st Pilot Actions

5.1. Recruitment of the participants

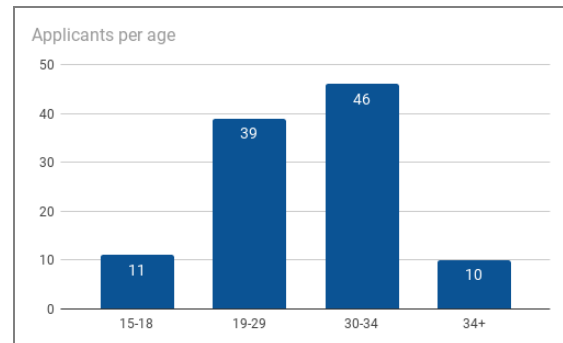
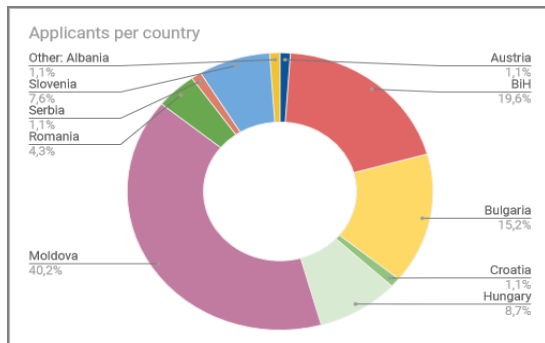


The 1st Pilot actions under WOMEN IN BUSINESS project started with official launching of the recruitment campaign that continued from 05th till 21st of February 2020. Several criteria for eligibility of the participants were set:

- To be a woman;
- To be aged between 15-34 years
- To be fluent in English
- To has established business or is willing to start own business;
- To be located in some of the Danube Region countries.

During the period of the recruitment 109 YWEs applied but 99 responded to set criteria and were approved by PPs as eligible to join the pilot actions.

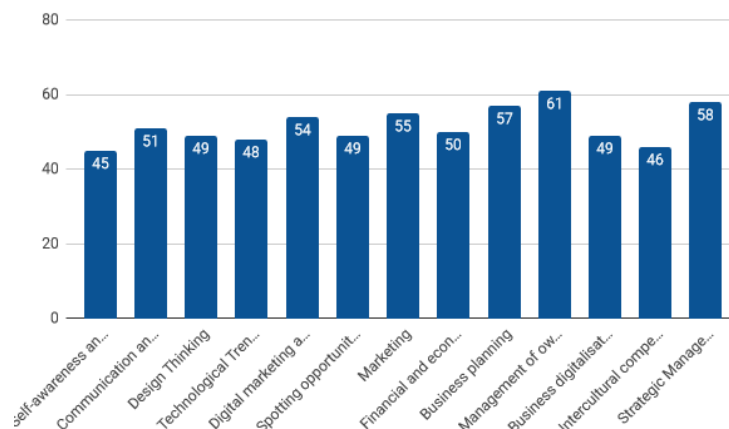
There are applications from 9 Danube Region countries and from Albania. The highest interest is from young women from Moldova, Bosnia and Herzegovina, Bulgaria, Hungary, and Romania.



The largest share has the group of girls aged 30-34 years-old, followed by 19 – 29 years-old. 33% of the YWEs are self-employed or entrepreneur and 27% are private sector employee. More than half of them (67%) do not have own business, but would like to start. Those who have started own business is just in the last 12 months.

When we speak about the distribution of applicants per training level – the highest number is for “beginners” level - 67, followed by “intermediate” – 23 and the last is “advanced” level - 9.

All of the included modules are interesting for them but most important are “Management of own business”, “Strategic planning”, “Business planning”, “Marketing”, Digital marketing”, “Communication and collaboration”, “Financial and economic literacy”.



All approved participants were informed about their involvement in the pilot training on entrepreneurship, providing them the training outlines for 3 training levels as well as the training level they belong to.

5.2. Running of pilot training

The 1st pilot training programme officially started on 28/02/2020. It was initially planned to complete by mid April 2020, but due to Covid-19 restrictions and the lockdown it was necessary to reschedule the Agenda of the training. Additional time was needed for reorganization of some of the on-site meetings and workshops to online in days and times suitable for both trainers and trainees. Thus the piloting ended three months later than initially planned.

The pilot actions were organized by EWC- Bulgaria and in parallel in EWC-Hungary. During the piloting were involved mainly Bulgarian (VFU, RAPIV) and Hungarian (UP, PBN) partners.

BWCON as a leader of the WP 6 supported technical organization of the pilot actions: using of WOMEN IN BUSINESS learning platform and organization of webinars held in English.

Pilot actions in EWC - Hungary

In the Hungarian part of the pilot training are involved 14 YWEs from Hungary. Since the most of the participants are under “beginners” level, UP chose basic topics which are the most important when somebody wants to start own business.

During the piloting are organized 4 workshops held by experts who have experience in the relevant fields:

1. How to start your own business - First steps
2. Marketing: the basics - how to choose the right target groups for your business?/How to define your target audience? How to reach them?
3. Legal and financial aspects and Business model canvas
4. Best practices in Hungary

The events are organized as a face-to-face workshop. Presentations were made followed by practical exercises.

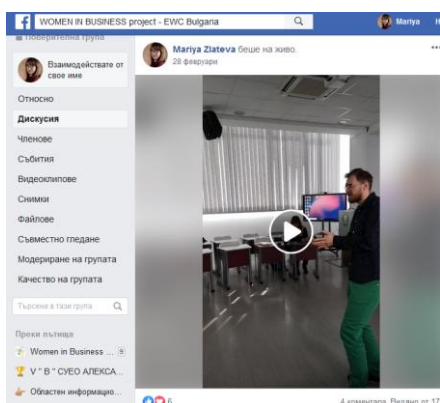
During the 1st workshop the young women could work on their business model analysing economic and financial challenges. Additionally, YWEs managed to gain more knowledge about how to choose the right target group and how to reach it (2nd session). The speakers introduced during the 3rd session the relevant laws which are necessary to know in order to start a new start-up business in Hungary. The 2nd topic of the same workshop is the Business canvas model which was the most interesting topic among the participants. The speaker introduced two Hungarian best practices – one for support of YWEs and another – successful woman entrepreneur shared her experience.



Pilot actions in EWC - Bulgaria

In the Bulgarian part of the pilot training are involved 17 YWEs – 15 from Bulgaria and 2 from Moldova; 11 from “beginners” level, 5 – “intermediate” and 1 – “advanced” level. During the piloting are organized 7 workshops on the following topics:

1. How to apply business canvas model? – “beginners” level
2. Business digitalization – “beginners” level
3. Financing sources – “intermediate” level
4. Expenses and revenues – start of every business – “beginners” level
5. Financial planning – “intermediate” level
6. How to start quickly and efficiently an online store without huge investment – “advanced” level
7. Pitching - techniques for successful presenting of the business ideas – “beginners” level



The first and final workshops were organized as face-to-face meetings. Live streaming for the first session was ensured via the FB group of the EWC. The other workshops were held online mainly because of the Covid-19 restrictions in gathering more people at the same place.

The training started with workshop for development of business canvas. All participants gained knowledge how to structure their business ideas and to apply the method. Practical exercises were made. The base for business digitalization was presented by VFU. Some ideas about how to be used different digital tools were exchanged during the workshop. Financial literacy is indicated as very important topic for Bulgarian YWEs in the application forms therefore RAPIV team organized 3 workshops with presentation and practical exercise for the three training levels. An online training session about starting online store was organized together with EEN Bulgaria – Dobrich. Even the topic was addressed to advanced training level, YWEs for the other training levels attended as well. The Pilot training in Bulgaria completed with workshop for techniques for successful presentation of the business idea.

Pilot actions on transnational level

The pilot actions on transnational level were organized by PPs via learning platform and through webinars on specific topics. All involved YWEs attended the pilot actions on transnational level.

An access to all 99 YWEs to cooperation platform was granted. Thus they could use all the training materials uploaded in it per training levels, to attend the discussions and to receive news about project events and other interesting initiatives for business women, to watch the recordings of different webinars.

The learning platform includes the following information:

- Beginners level – 8 topics, 31 written training materials under different topics, and 8 videos/webinars;
- Intermediate level – 5 topics, 18 written materials under different topics, and 2 webinars
- Advanced level – 4 topics, 7 written materials under the topics, and 1 webinar;
- Networking section – open discussion for business presentations and searching for business partners.

During pilot actions were organized webinars on topics indicated as most important by recruited YWEs. Guest speakers are members of the Advisory Board and external experts. They were organized as presentation session and discussion after it. All the webinars are recorded and uploaded on YouTube channel of the project so they could be used for the next pilot testing. Link of the same is uploaded on the learning platform. The webinars covered the following topics and training levels:

1. How to work with WOMEN IN BUSINESS platform? by Lisa Zordel (BWCON) – introductory workshop for using the learning platform relevant for all training levels;

BEGINNERS

2. Self-awareness and self-efficacy for successful business by Marta Turk
3. How to present yourself by Ivana Radic

INTERMEDIATE

4. Ways to improve your emotional Intelligence by Franci Kotnik
5. Business Management by Marta Turk
6. The secrets of successful sales by Ivana Radic

ADVANCED

7. "Resilience goes business" - which factors support a resilient entrepreneur? By Tanja Rug



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Franci Kotnik, MSc. has been an entrepreneur for 26 years. His business is publishing, and in the last decade he has been involved into an entrepreneurial consulting. He completed his postgraduate studies in the Faculty of Management with the Thesis "Entrepreneurs' Lifestyle and Burnout". He is a certified fast growing business and life coach, and since last year he is also a certified emotional intelligence practitioner. He shares his knowledge with participants in workshops, seminars and in the form of individual coaching. He is a lecturer as part of the national SFM project involving employees whose employment is at risk either due to termination of employees or organizational changes in the business process. His emotional intelligence is ranked among the top 5 soft skills in the 4th Industrial Revolution, he is often hired by companies with a clear vision for the future to deliver trainings.

WEBINAR WITH FRANCI KOTNIK

EMOTIONAL INTELLIGENCE

When: March 23, 2020 18:00 - 19:00 CET
Where: via zoom.us
Video will be available in youtube channel: Women in Business Project



Interreg
Danube Transnational Programme
WOMEN IN BUSINESS

Ivana Radic, Croatia, is experienced in corporate communications, public relations and marketing under international projects within leading Croatian construction company. She set up and ran several companies and subsidiary websites, social networks and all communications related to types of stakeholders from the media, financial public, shareholders, employees, communication with investors, etc.

She currently leads the PR activities of a major global airline as an external contributor.

Co-author of two books: "I Can (not) Be an Entrepreneur (2016) and Only Solutions (2018), and numerous articles on business.

WEBINAR WITH IVANA RADIC- INTERNATIONAL WOMEN'S NETWORK

HOW TO PRESENT YOURSELF?

When: March 13, 2020 14:00 - 15:00 CET
Where: WOMEN IN BUSINESS platform



Interreg
Danube Transnational Programme
WOMEN IN BUSINESS

Marta Turk, Slovenia, is a renowned entrepreneur, who is putting most of her time to the problem of a low number of female entrepreneurs. To help solve this, she established an association for the development of female and family entrepreneurship called "MERA", that helps women start and develop their business.

Currently she is a Mentor for start-ups, underrepresented women, self-employed women, etc. and young entrepreneurs. She organized regular workshops and meetings to empower young women entrepreneurs with different topics for business growth, events, seminars, conferences and exhibitions of female innovation, etc.

Author of feasibility studies and survey on economic position of women, family businesses and women's enterprises.

WEBINAR WITH MARTA TURK- BIRC M, D.O.O.

BUSINESS MANAGEMENT

When: March 18, 2020 15:00 - 16:00 CET
Where: via zoom.us
Video will be available in youtube channel: Women in Business Project
photo credit: Goran Anstey

6 2nd Pilot Actions

The 2nd pilot training programme officially started on 07/09/2020 and completed on 23rd of October 2020.

The pilot actions were organized by EWC- Bosnia and Herzegovina and in parallel in EWC-Romania. During the piloting were involved mainly SEBS and both Romanian partners (UOC and PIMM). RAPIV supported the transnational part of the pilot actions. BWCON as a leader of the WP 6 supported technical organization of the pilot actions: using of WOMEN IN BUSINESS learning platform and organization of webinars held in English.

6.1. Recruitment of the participants

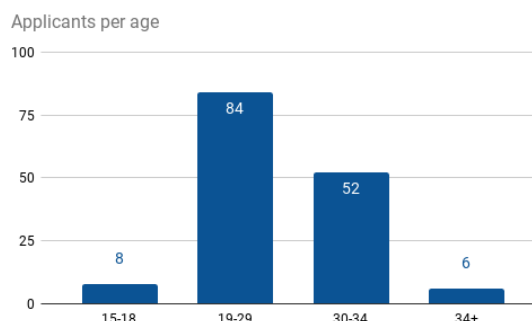
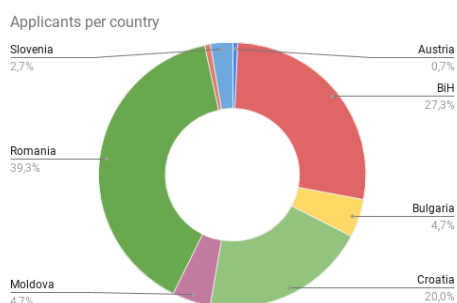
The 2nd Pilot actions under WOMEN IN BUSINESS project started with official launching of the recruitment campaign that continued from 10th till 31st of August 2020. The criteria for eligibility of the participants remain the same as the previous edition:

- To be a woman;
- To be aged between 15-34 years
- To be fluent in English
- To has established business or is willing to start own business;
- To be located in some of the Danube Region countries.



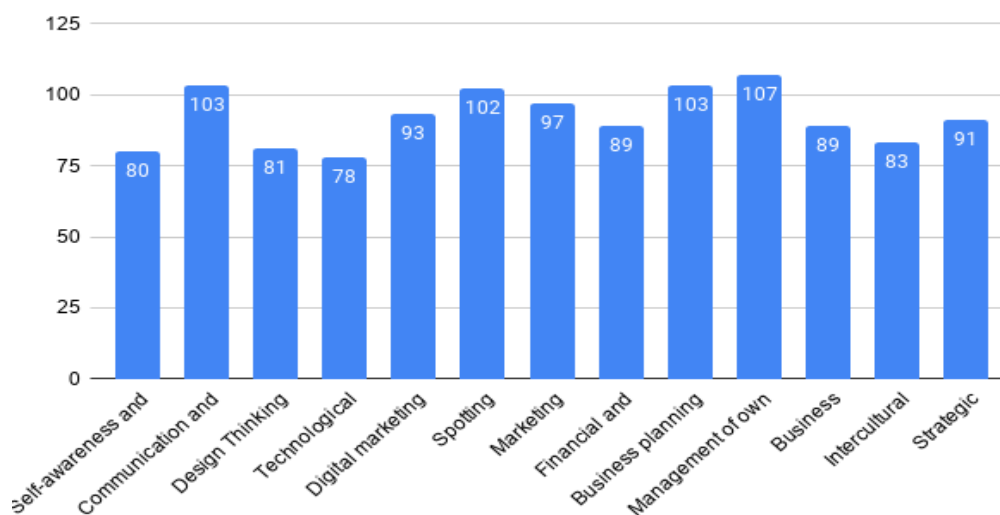
During the period of the recruitment 150 YWEs applied but 144 responded to set criteria and were approved by PPs as eligible to join the pilot actions.

There are applications from 8 Danube Region countries. The highest interest is from young women from Romania, Bosnia and Herzegovina, Croatia, Moldova and Bulgaria.



The profile of the applicants from the 2nd PA differs from those from the 1st PA. While in the 1st PA the largest share has the group of applicants aged 30-34 years, in the 2nd PA the largest share have the girls aged 19 - 29 years-old. Therefore, it is not surprising that 34% of the YWEs are students, and 23% of them are self-employed or entrepreneur while in the previous pilot actions the rates were vice versa. More than half of them (74%) do not have own business, and 70% of them would like to start a company. From those who already run own business only 35% registered their company in the last 12 months. The rest already have a business experience up to 3 or more years.

When we speak about the distribution of applicants per training level – the highest number is for “beginners” level - 120, followed by “intermediate” – 12 and “advanced” level - 12.



All of the included modules are interesting for them but most important for YWEs are “Management of own business”, “Spotting opportunities”, “Business planning”, “Communication and collaboration”.

6.2. Running of pilot training

The 2nd pilot training programme was active in period 07th September 2020 – 23rd October 2020.

The pilot actions were organized by EWC- Romania and in parallel in EWC-Bosnia and Herzegovina. During the piloting were involved mainly SEBS, UOC, PIMM and RAPIV. BWCON as a leader of the WP 6 supported technical organization of the pilot actions: using of WOMEN IN BUSINESS learning platform and organization of webinars held in English.

Pilot actions in EWC - Romania

In preparation for the 2nd Pilot Action, the EWC premises at UOC were adequately prepared, and the planned equipment was procured and installed..

In the Romanian part of the pilot training are involved 67 YWEs – 59 from Romania and 7 from Moldova, covering the 3 training levels.

During the piloting are planned to be organized 5 workshops on the following topics:

1. The art of business communication by Iulian Groposila - “intermediate” level
2. The first steps in entrepreneurship by Elena Coanda - “beginners” level
3. Time management by Iulian Groposila - “beginners” level
4. The entrepreneur’s journey-first steps by Costin Sorici – “beginners” level
5. Sustainable business development by Iulian Groposila- “advanced” level



The topics were correlated with the interests of the participants declared in the application phase.

External experts and staff from PIMM were invited as speakers. The events were held only online using platforms as zoom and webex.

During the training were formed knowledge and skills specific to the entrepreneurial environment in Romania.

Pilot actions in EWC – Bosnia and Herzegovina

In the Bosnian part of the pilot training are involved 70 YWEs – 33 from Bosnia and Herzegovina, 30 from Croatia, and the rest are from Slovenia and Serbia, covering the 3 training levels

In preparation for the 2nd Pilot Action, the EWC premises at SEBS were adequately prepared, and the planned equipment was procured and installed. In view of the fact that SEBS is an educational institution, the preparation of premises, equipment, curricula and materials did not pose any challenge.

However, due to the unfavourable epidemiological situation and the decision of SEBS that all teaching activities should be held online, it was decided for the 2nd pilot action to be conducted online as well. The arguments for such a decision are:

- SEBS has launched a video-conferencing based platform for online teaching, which, through its use in the period March-August 2020, proved to be an excellent replacement for in-class teaching.
- due to the epidemiological situation, it is recommended that travel, even within the country, should be kept to a minimum. Given that the Call for 2nd Pilot Action applied to the whole of BiH, online training would enable the avoidance of travel, meetings, and the spread of the virus.

The online platform used for the training delivery was the **BigBlueButton** video conferencing tool implemented on SEBS equipment. BigBlueButton allows sharing audio, slides, chat, video and desktop with students. Built-in surveys make it easier to engage students, and recording lectures make them available for later review.



A total of **6 modules** were organized.

BEGINNERS: 4 modules are organized for beginners' level:

- Marketing - Consumer Behaviour Analysis
- Sales and negotiation skills
- Digital Business Legislations – E-commerce
- Technology Trends.

These modules were selected to enable beginner entrepreneurs to create the widest possible picture when it comes to developing a business idea. Through these four modules, women had the opportunity to learn the basics of consumer needs and behaviour analysis. In other words, they learned why and how consumers buy and how they behave after a purchase. They have been given a broader overview of the decision-making process, target markets. After the course, they should be able to tailor their offer and marketing campaign to the selected market segment. They then learned the basics of negotiation and sales skills. Through these two marketing modules, women gained the basics that should help them segment the market and identify the target market for their business idea.

Then, taking into account the importance of e-commerce today, two modules were selected that deal with technology trends in business, and the basics of e-commerce, especially considering EU legislation.

INTERMEDIATE: 1 module is organized for intermediate level:

- Marketing - Marketing planning: environment, strategy, tactics.

This module focused on a better understanding of customers and all relevant stakeholders. The entrepreneurs were also introduced to a detailed overview of the marketing plan.

ADVANCED: 1 module is organized for advanced level:

- Intercultural competences.

Realizing the importance of networking and communication for women entrepreneurs, this module focused on developing communication skills. The basics of verbal and non-verbal communication are presented, as well as ways of understanding intercultural differences, especially connecting and emphasizing the importance of these skills for business development.

The lecturers at the training were professors from SEBS in the field of marketing and information technology. The training sessions were organized in online classroom, with many examples and sharing life-experiences with doing business and communicating in different cultures. Vivid discussions were provoked and managed

The participants of the pilot action got acquainted with the basics of starting their own business. It is important to note that they learned:

- elements and the process of creating a business plan/table is the basis for starting a business
- market segmentation and identification of target customers
- introduction to communication and sales skills
- current IT trends for business analysis and e-business
- e-commerce and the way of digitization

In this way, participants were given the basic knowledge to develop an idea and start a business. Furthermore, women must participate in some mentoring and networking programs in order to acquire the skills needed for business development

The biggest challenge of organizing the 2nd Pilot Action was the uncertainty related to the epidemiological situation and the impossibility of direct contact with the participants of the training, as well as the limited interaction.

Pilot actions on transnational level

The pilot actions on transnational level were organized by PPs via learning platform and through webinars on specific topics. All involved YWEs attended the pilot actions on transnational level.

An access to all 144 YWEs to cooperation platform was granted. Thus they could use all the training materials uploaded in it per training levels, to attend the discussions and to receive news about project events and other interesting initiatives for business women, to watch the recordings of different webinars.

Taking in consideration the remarks from the feedback from 1st PA, some of the materials were translated in Romanian and Croatian and subtitles on the video recordings from 1st edition were uploaded in order to be avoided language barriers

The learning platform includes the following information:

- Beginners level – 8 topics, 48 written training materials under different topics, and 12 videos/webinars;

- Intermediate level – 5 topics, 21 written materials under different topics, and 72 webinars
- Advanced level – 4 topics, 7 written materials under the topics, and 1 webinar – without any change;
- Networking section – open discussion for business presentations and searching for business partners.

During pilot actions were organized webinars on topics indicated as most important by recruited YWES. Guest speakers are members of the Advisory Board, external experts and representatives from PPs. They were organized as presentation session and discussion after it. All the webinars are recorded and uploaded on YouTube channel of the project so they could be used for the next pilot testing. Link of the same is uploaded on the learning platform. The webinars covered the following topics and training levels:

BEGINNERS

1. Introduction to entrepreneurship by Elena Coanda
2. Entrepreneur Journey by Costin Sorici
3. Customer behavior by Ivana Radic
4. Design Thinking by Bianca Tudor
5. The importance of entrepreneurial financial education by Ana Marcu

INTERMEDIATE

6. Importance of social networks by Ivana Radic
7. How to ensure a balance between business and family life by Klaudia Keringer
8. How to negotiate by Ivana Radic
9. Communication and collaboration by Bianca Tudor
10. How to prevent risks and how to succeed in business. Financing sources by Nicoleta Aslaos
11. Business Digitalisation by Bianca Tudor

ADVANCED

12. Internationalisation and business development by Gabriela Gheorgiu



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Danube Transnational Programme
WOMEN IN BUSINESS

Bianca Tudor, Romania, started her career from the first year of college, working in a multinational. Over time, she gained experience, discovered her managerial skills, and at the age of 22 she becomes the Director of Training and Personal Development for the Global Organization Junior Chamber International Bucharest. At 24 she is the youngest Regional Director in the Alpha Group International and at 26, after 7 years in the corporate world she steps into entrepreneurship – creating Elite Business Women, Elite Business Women Investment Fund and Elite Communication, her main activity and priority in the last 6 years. Bianca Tudor is also a Senator for World Business Angels Investment Forum, an Advisory Board for Women in Business Interreg Danube project.

WEBINAR WITH BIANCA TUDOR – ELITE BUSINESS WOMEN

BUSINESS DIGITALIZATION

When: Oct 22, 2020 15:00 - 16:30 CET
Where: via zoom.us
Video will be available in youtube channel: Women in Business Project



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Klaudia Keringer, Hungary is a project manager at Pannon Business Network (PBN) – an independent regional development organization in Hungary. It aims to strengthening the economic performance of SMEs in western-Hungary. She is specialized in SME development, business and social innovation in INTERREG Projects. She hold a degree in International Relations. Ms. Keringer manages 4 international projects (Interreg Central Europe, Danube Transnational Programme) in the field of education, waste-reduction, innovation, knowledge development, SME development, social innovations and importance of social responsibility. In the last year she presented at 6 international events about raising awareness of female entrepreneurs.

WEBINAR WITH KLAUDIA KERINGER - PANNON BUSINESS NETWORK

HOW TO ENSURE A BALANCE BETWEEN BUSINESS AND FAMILY LIFE?

When: Oct 5, 2020 15:00 - 16:30 CET
Where: via zoom.us
Video will be available in youtube channel: Women in Business Project



Interreg
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WOMEN IN BUSINESS

Mr. Costin Octavian Sorici, Romania, is an expert in entrepreneurship, business consultant, author, speaker and trainer acknowledged at the international level. He holds a PhD in Economics and an MBA from CNAH Paris.

He managed over 40 projects in the fields of education and human resources development, business development and regional development.

He is member of AMCOR – Romanian Association of Business Consultants, RBL – Romanian Business Leaders and INOMAR Cluster and other.

WEBINAR WITH COSTIN SORICI - ASSOCIATED PROFESSOR AT OVIDIUS UNIVERSITY OF CONSTANTA

ENTREPRENEUR'S JOURNEY

When: Sept 23, 2020 15:30 - 17:00 CET
Where: via zoom.us
Video will be available in youtube channel: Women in Business Project

6.3. Feedback and evaluation results

At the end an evaluations has been carried out. The response rate is 36%.

In general the participants positively evaluated the trainers and the transmitted knowledge. They are very satisfied from organization of the training programme, quality of training resources, quality of delivery the content and duration of the training programme.

Similar to the previous pilot training most of the YWEs (84%) are visiting the learning platform regularly or quite often and find it very useful. They find it user friendly, functional and easy to use.

Regarding experience with EWCs all respondents are very positive:

- Accessibility to the center – 54% voted as “very good”, 44% - good;
- Accessibility to the information – 67% very good; 33% - good;
- Accessibility of the trainers / mentors – 55% very good; 5%-good.

All the respondents confirmed that they achieved their learning objectives and would be happy if will be involved in further initiatives of EWCs for women entrepreneurship support.

Lack of interaction: The lack of interaction is mentioned by participants of the training programme in twofold:

- Impossibility to have face-to-face meetings - due to epidemical situation, personal meetings were cancelled.
- Interaction between speakers and participants on the webinars –girls expect they to be involved more actively during the presentation part as they would like to not to be just listeners.

It could be conclude that there is a need to continue organizing such workshops even after the end of the 2nd pilot actions as PPs can see the positive acceptance on behalf of YWEs and it could be seen really improvement of their business skills.

6.4 Improvement of the training materials and the methodology of the training

All recommendation from 1st Pilot Actions were taken into account and necessary actions were undertaken.

Better interaction during the workshops could be ensured if participants will be redirect by the team of the EWC to attend only workshops/events relevant to their level of knowledge. This is because of finding that girls with higher knowledge on specific topic than information provided during a workshop easily lose interest, are not active during the event and could be lost for the next training session. This could be achieved by improving of the methodology for providing of trainings by the Centres. For example, development of specific inquiries to participants for evaluation of their knowledge before the events could be very useful.

7 Conclusion

Based on studies performed, identified good practices, developed training models and concept for EWCs, the transnational pilot actions are organised in Bulgaria, Hungary, Romania and Bosnia and Herzegovina to test the relevance, efficiency and effectiveness of the training content and materials to be used in EWCs. Based on the recommendations provided during the pilot testing, are revised and finalized the materials in order to ensure maximum user satisfaction and success.

The large previous experiences of partners in learning, training and entrepreneurship allowed a high level compliance of the training programme with aims of the WOMEN IN BUSINESS project and the DTP Programme objectives.

The training models were designed and validated as a tool appropriate to share and spread the format of the pilot training programme on women entrepreneurship also outside the countries involved in WOMEN IN BUSINESS project. Although the common structure has been defined at national level, each EWC selected the topics for workshops and training sessions depending on the expectations of the involved YWEs and the techniques to deliver the content to the target group.

The 1st Pilot Actions has been launched at the same period with the opening the EWCs and learning platform and it has been improved at consortium level during the 2nd Pilot Actions and for sustainable future use.

The Pilot Training Programme on Women Entrepreneurship had a good integration and use by the target groups. According to the data more than 240 YWEs participated the on-line and on-site training sessions and used the training materials available in the learning platform. Over 80% of survey respondents appreciate the quality of the materials, training logistic, learning platform and webinars. 100% of the respondents achieved their learning objectives and appreciated positively the possibility to be involved in further initiatives of EWCs or WOMEN IN BUSINESS project.

The good geographical coverage and transnational impact of the output is sustained by the location of EWCs in universities in 4 countries in the Danube Region, involvement of participants in the pilot actions from all DR countries and beyond and sharing the results to other 5 partners' countries of the Danube area.

The sustainability of EWCs will be ensured by development of the Strategy and adaptation of all or some of the training modules within the curricula of the universities.