



ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT

Directorate for Employment, Labour and Social Affairs

Local Economic and Employment Development Programme
 Programme de développement économiques et de création d'emplois au niveau local
 L E E D

Women Entrepreneurship and Social Innovation Exchange of experiences between OECD and CEI countries

Seminar in Ljubljana, Slovenia

9-10 December 2003

Organisers:

OECD LEED Programme, Central European Initiative (CEI)/European Bank for Reconstruction and Development (EBRD), Municipality of Ljubljana, Slovenian Ministry of Economy, the ZAVOD M.E.T.A Association

In co-operation with:

National Council of the Republic of Slovenia, Small Business Development Centres (SBDC) and the Slovenian Chamber of Commerce and Industry

Draft Programme

I. Rationale

The "Women entrepreneurship and social innovation" seminar aims to emphasise the double role which women entrepreneurs play in economic and social development. The objectives are to support public, private and non-governmental initiatives at municipal and regional levels favourable to female entrepreneurship and to favour the exchange between OECD and CEI countries. This seminar is a working event and a tool for all participants further to build projects and networks.

As the topic of "women entrepreneurship" is very wide, this two-day seminar proposes the acquisition of a better knowledge of innovative practices that have a significant economic and social impact in supporting women entrepreneurship. Three main themes are therefore proposed:

1. Innovative policies at municipal and regional level supporting women entrepreneurs
2. Innovative financial schemes and programmes targeting women entrepreneurs
3. Successful socially innovative women entrepreneurship initiatives

This seminar also introduces the study methodology prepared by the LEED Programme on "The Dynamic Role of Women Entrepreneurs in Local Development", with the aim of leading a systematic analysis of women entrepreneurship in OECD and CEI countries.



II. Who?

The **LEED (Local Economic and Development Programme) of the OECD (Organisation for Economic Cooperation and Development)** is organising the seminar in collaboration with the **City of Ljubljana**, which offered to host this seminar, the non-governmental organisation **ZAVOD M.E.T.A**, which acts as a co-organiser and the **Slovenian Ministry of Economy**.

The Central European Initiative/EBRD also supports this event in addition to the new LEED OECD Centre for Central and Eastern Europe which opens on 6 December 2003 in Trento, Italy.

The **National Council** of the Republic of Slovenia, the **Small Business Development Center** and the **Slovenian Chamber of Commerce and Industry** also support this event. The seminar will assemble high-level national, regional and municipal representatives, networks and associations of women entrepreneurs, as well as international experts and decision-makers from other private, public and non-governmental organisations.

We target women entrepreneurs and initiatives which combine an economic and social approach, i.e., respond to a social or community-building objective (health, education, environment, regeneration, interim entrepreneurs, business incubators adapted to women entrepreneurs' needs, asset-building, insurance, child care, financing, etc.). Speakers and participants are requested to fill in a profile file which aims, through a set of questions, to highlight the socially innovative features of each enterprise or programme.

A selected number of international and Slovenian journalists is invited to participate in the seminar.

III. When?

The seminar will take place on 9 and 10 December 2003 in Ljubljana, Slovenia.

IV. Why Slovenia?

Slovenia plays a leading regional role in the topic of women entrepreneurship and acts at national, municipal and non-governmental levels. By organising the annual conference BRIDGES OF COOPERATION, where similar institutions and associations from Eastern and Southern Europe (and neighbouring countries) meet, Slovenian women contribute to raising awareness and actively promoting the inclusion of women in the economic and social policies of their respective countries.

The results of this work may be seen at exhibitions on women entrepreneurship entitled CREATIVITY AND ENTREPRENEURSHIP, at seminars such as WOMEN WITH ENERGY, (under the auspices of the City Municipality of Ljubljana) and they may also be noted through active involvement in the World Association of Women Entrepreneurs (FCEM) and similar organisations in the European environment.

Slovenia is a full member of the OECD LEED Programme and supports activities on women entrepreneurship.



V. CEI-LEED Collaboration on Women Entrepreneurship

This seminar is a follow-up to the 1999 Brijuni conference "Exchanging East-West experiences on Women Entrepreneurship" held in October 1999 in Brijuni, Croatia, which had a major impact on participating transition countries and initiated a strong collaboration between the CEI and the LEED Programme (as well as the UNECE) on women entrepreneurship. This exchange has been followed up at each CEI Summit since 1999 and the network formed in Brijuni has been invited to all OECD events on this subject.

Four years later, it is important to analyse the changes which have occurred in the region, to face new challenges, to formalise again the exchange with OECD countries and allow this network to meet and develop further.

VI. Twinning

This seminar is part of the OECD **Bologna Process** and contributes to the preparation of the **SME Ministerial** to take place from 3-5 June 2004 in Istanbul, Turkey, where women entrepreneurship is a key topic on the ministerial agenda.

Our event is twinned with the conference organised by the Forum for Women Entrepreneurs (FWE) "**Investing in successful women entrepreneurs USA/Europe**", on 21 November 2003, in Paris, France (www.investinentrepreneurs.org).

LEED OECD Contacts:

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Slovenian contacts :

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Draft Agenda

9 December 2003

LOCATION: NATIONAL COUNCIL OF SLOVENIA, Subiceva 4, 1000 Ljubljana

**I. Morning session
9.00 -13.00**

- **Welcome and Ministerial Opening
9.00-10.30**

Opening:

- **Mr. Janez Susnik**, President of the National Council of Slovenia
- **Ms Danica Simsic**, The Mayor of Ljubljana
- **Mr. Sergio Arzeni**, Head of the OECD LEED Programme
- **Mr Jozko Cuk**, President of the Chambers of Commerce and Industry, Slovenia
- **Ms Ombretta Colli**, President of the Province of Milan, Italy
- **Ms Marta Turk**, President of the Slovenian Association for Women Entrepreneurs and Vice-President of FCEM

- **Political messages and recommendations :**
- **Ms Stefania Prestigiacomo**, Minister for Equal Opportunities, Italy
- **Ms Renata Vitez**, State Secretary for Foreign Economic Relations on behalf of **Ms Tea Petrin**, Minister of Economy, Slovenia

Coffee Break - 10.30-11.00

- **Session 1 Women entrepreneurs' initiatives: what can cities and regions do?
11.00-13.00**
- Moderator: **Ms Dina Ionescu**, Administrator, OECD LEED Programme, responsible for outreach and women entrepreneurship activities
- Speakers:
 - **Ms Josepha Sanchez**, Head of Barcelona Female Entrepreneur Programme Barcelona Activa, Spain
 - **Ms Mary Nicholls**, Head of Equality and Diversity, London Development Agency
 - **Ms Etta Carignani**, AIDDA, Trieste, Italy
- Exchange with a selected panel of representatives from cities and regions from Central and Eastern Europe:
 - **Ms Vanja Rangus**, Head of Department of Economic Affairs and Tourism of the City of Ljubljana
 - **Ms Lili Resinovic**, Director of the Development Agency of the Ljubljana Region
 - **Ms Vesna Lukanovic**, Vice Mayor of Rijeka, Croatia
 - **Ms Slavica Kusic**, Women's Center Rosa, Zagreb, Croatia
- Rapporteur and Discussant: **Mr Jens Erik Lund**, Deputy Head of the OECD Centre for Local Development, Trento, Italy



13.00-14.30 - Lunch

II. Afternoon Session

14.30-17.30 (with a coffee break from 15.30-16.00)

- **Innovative financial programmes:** why target women?
(micro-finance, mutual guarantees, insurances, workers' funds, credit unions, venture capital, commercial banks, etc.)
- Moderator: **Ms Antonella Noya**, Administrator, OECD LEED Programme, responsible for social innovation activities
- Speakers:
 - **Ms Angela Leigh Doyle**, Bank of Ireland, programmes targeting women entrepreneurs
 - **Mr. Gagik Vardanyan**, Executive Director, MDF-Kamurj Microfinance, Armenia
 - **Ms Daniela Olejarova**, Regional Project Manager at Integra, credit unions, Slovakia
 - **Ms Ela Dec**, Micro-lending for women entrepreneurs, Poland
 - **Ms Florica Chereches**, Executive Director at Integra Oradea, micro finance and empowerment for women entrepreneurs, Romania
 - **Ms Susan Lucas Conwell** Forum for Women Entrepreneurs and CEO Clear Day, springboard and venture capital, USA and France
 - **Ms Tanja Salecl**, Head of the Office for Equal Opportunities of Slovenia

Rapporteur and discussant: **Ms Ruxandra Boros**, consultant, France

Evening reception hosted by **Ms. Danica Simsic**, Mayor of Ljubljana

10 December 2003

LOCATION: Chamber of Commerce and Industry, Dimiceva 13, 1000 Ljubljana

III. Morning session

Four workshops on socially innovative women entrepreneurship

9.00 -12.30 (with a coffee break from 10.30-11.00)

Four workshops will take place in parallel, dedicated to concrete initiatives which support women entrepreneurs and are both economically viable and socially sensitive. Their objectives are to provide know-how and support to participants willing to develop similar initiatives in their countries. Each workshop should achieve to propose a set of concrete recommendations and proposals to be presented during the final session of the seminar.

Workshop 1. Business incubators and clusters for women entrepreneurs

- **Ms Marta Turk** ZAVOD META, Ljubljana, Slovenia
- **Ms Ola Hayden**, Amazon, Birmingham, UK
- **Ms Frédérique Clavel** Accélérateur de parité, incubator for women entrepreneurs Paris, France
- **Ms Alessandra Pasetti** European Policy Adviser, Unioncamere, Brussels, Belgium
- **Ms Violeta Bulc**, Vibacom, Slovenia (rapporteur)



Workshop 2. Balancing professional and private life: levers for women entrepreneurship

- **Ms Ada Grecchi**, Provincial Minister, Province of Milan, Italy
- **Ms Luisa Rovida de Santis**, Carta Si Spa, Italy
- **Ms Mojca Vadnjal**, promoter of women entrepreneurs, child care facilities, working with Zavod Meta, Slovenia
- **Ms Núria Claver** researcher, Centre d'Iniciatives de l'Economia Social, Spain
- **Ms Clare Hill**, Women in Rural Enterprises (WIRE), UK
- **Ms Marija Serdoner**, Družinski Servis, Slovenia
- **Ms Metka Šišernik**, Zavod Meta, (*rapporteur*)

Workshop 3. Women entrepreneurs in rural areas (with the presence of the Slovenian Ministry of Agriculture)

- **Ms Izzy Warren Smith**, Director, Women in Rural Enterprises (WIRE), Midlands UK
- **Ms Katarzyna Sabaranska**, Foundation for the Development of Polish Agriculture
- **Ms Jadranka Vesel**, Cooperatives in Slovenia
- **Ms Eufrozina Marina**, Women in Rural Areas, Serbia and Montenegro
- **Ms Vanja Hazl**, *Small Business Development Center, Slovenia (rapporteur)*

Workshop 4. Education and training for women entrepreneurs

- **Ms. Neva Maher**, *State Undersecretary at the Ministry of Labour (rapporteur)*
- **Ms Susan Lucas Conwell**, Forum for Women Entrepreneurs (USA-France)
- **Ms Paola de Fortunatis**, Formaper, Italy
- **Ms Franja Ceh**, Animacija Ptuj, Slovenia
- **Ms Irma Butina** Chamber of Commerce and Industry, Secretary of the Association of Entrepreneurs
- **Ms Daniela Olejarova**, Regional Project Manager at Integra, Slovakia

All participants in the seminar will be requested to fill in a BIO and a "profile file" which will provide everyone with complete information and contacts on each participant.

12.30-14.00 - Lunch

IV. Afternoon sessions

14.00 – 16.00

LOCATION: City Hall or Chamber of Commerce (to be confirmed)

Conclusions and Follow Up

Moderator: Ministry of Economy, Jelena Krivogard

- **Mr François Hurel**, President of the French Agency for the Creation of Enterprises (APCE) on behalf of Ms Nicole Ameline, Minister for Equal Opportunities, Ministry of Employment France: French policy on women entrepreneurship
- **Ms Elena Nielsen**, DG, Enterprise on Women Entrepreneurship, insights in the work and collaboration with the European Commission
- **Mr. Vincenzo Calogero**, Head of the Secretariat for CEI projects at the EBRD, actions for the 2004 CEI Summit under the Slovenian presidency
- Rapporteurs of each sessions and workshops will present briefly concrete recommendations for further action
- Debate with all participants on follow up (networks, common projects, projects with OECD and Trento Centre, projects with municipalities and regions etc.)

Wrap up: Ministry of Labour of Slovenia