Female entrepreneurship

Webinar, 12 November 2024

SMART

Mart Veliste & Rene Tõnnisson
Thematic Experts for a Smarter Europe
Interreg Europe Policy Learning Platform

Interreg Europe

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Female entrepreneurship
Welcome!

Welcome!

Mart Veliste
Thematic Expert - Smarter Europe
Policy Learning Platform

Rene Tõnnisson
Thematic Expert – Smarter Europe
Policy Learning Platform

Lotte van Meijel
Web and Community Expert
Policy Learning Platform

Agenda

Welcome & Introduction

Mart Veliste, Interreg Europe Policy Learning Platform

Keynote presentation

Eva Merloni, co-founder of WeGate, Partnership and international relations manager (Brussels/pan-EU), about the WeGate network

Interreg Europe good practices

Carla Oulid Aissa Hauser from Grand Est region (France) on 'Elles Osent en Grand Est' (DEBUTING project)

Stacey Phelan from Carlow County Council (Ireland) on 'Powerhouse Women in Business Network' (InnoCom project)

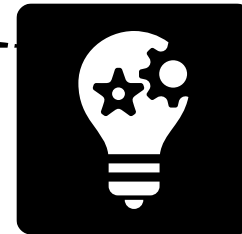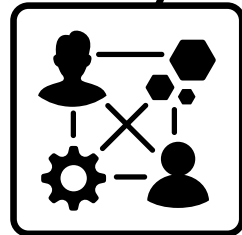## Panel discussion

Wrap up & Conclusions

The platform in a NUTSHELL

Policy-learning opportunities through access to:

Knowledge
Find policy solutions

People
Meet our community

Expertise
Get policy advice
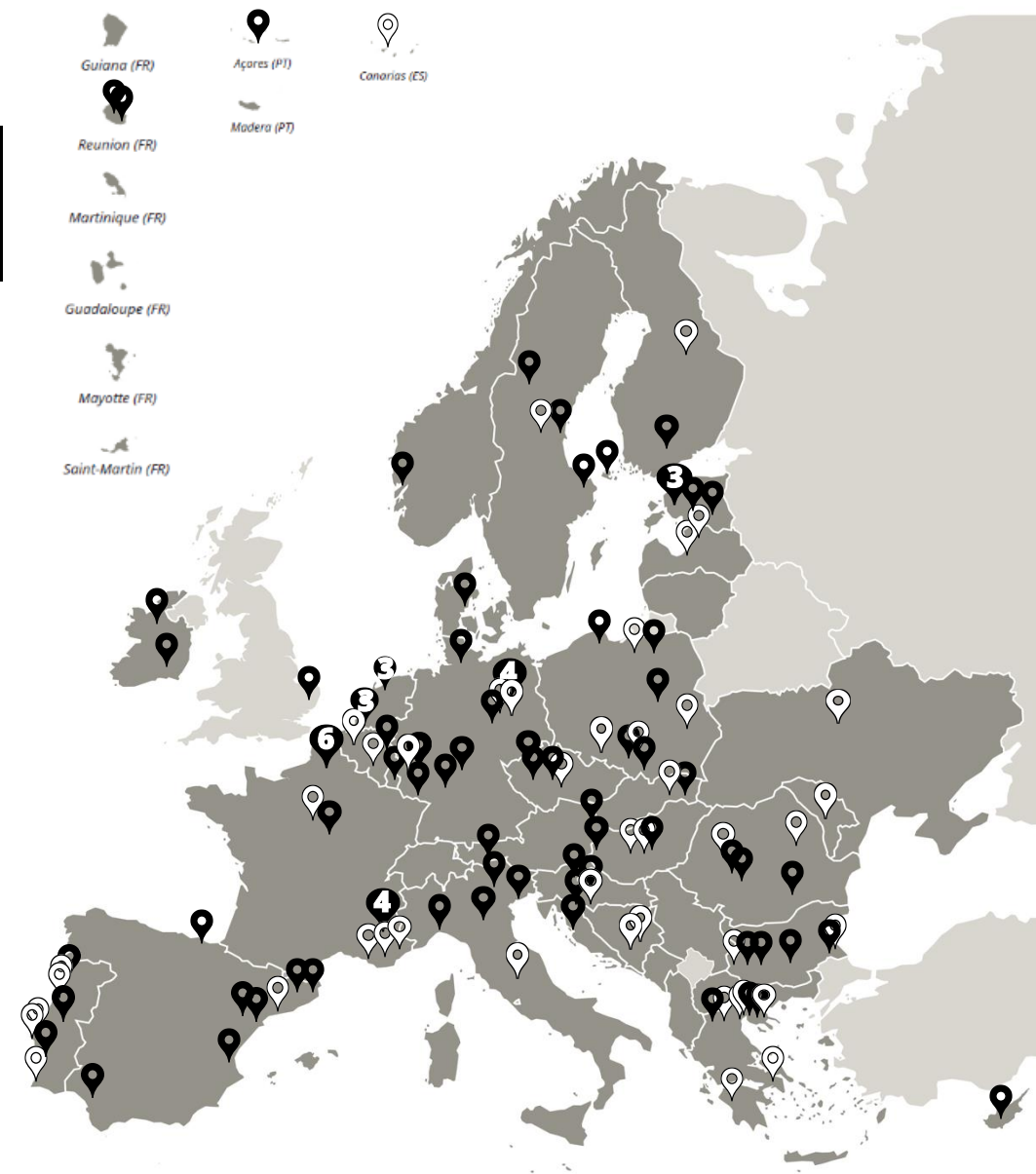
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Peer learning IN PRACTICE

📍 **89 peer reviews** implemented since 2019

15 peer reviews in the pipeline

◎ **51 matchmaking** sessions

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Canarias (ES)

Reunion (FR)

Madera (PT)

Martinique (FR)

Guadaloupe (FR)

Mayotte (FR)

Saint-Martin (FR)

Peer review: Sustainable eco-system for creative industries in Leitrim County Council
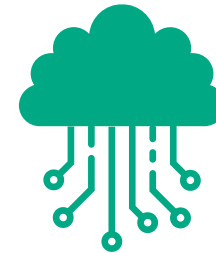
▶ **Leitrim County Council, Ireland**

Peers from: **Italy, Spain, Wales, Finland**

Recommendations

- Use economic, social and cultural indicators for measuring the impact of CCI support programmes

- Involvement in European cooperation programmes

- Link the creative sector with other sectors: Open Design School, design vouchers.

More information available **here**

5 Peers

02-03 May 2024

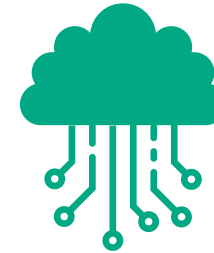# Matchmaking – Unlocking the potential of AI for public services

▶ **Umbria Region, Italy**

Peers from: **Lithuania, Ireland, Poland**

Recommendations

- Fostering an innovative mindset and readiness for change among employees and stakeholders.

- Continue to engage in comprehensive market analysis to identify and evaluate commercially available AI solutions

- Leverage existing online training programs to upskill public servants in AI and digital transformation

More information available **here**

3 Peers

06 June 2024

The platform TEAM

Marc Pattinson

Arnault Morisson

Luc Schmerber

Erik Gløersen

Katharina Krell

Simon Hunkin

Rene Tõnnisson

Laura Varisco

Mart Veliste

Astrid Severin

Magda Michaliková

Thorsten Kohlisch

Elena Ferrario

Karine Gevorgyan

Mario Vadepied

Valentine Dufaye

Lotte van Meijel

Vladimir Sestovic

Antoine Duquennoy

SMART

GREEN

CONNECTED

SOCIAL

CITIZENS

GOVERNANCE

The topic within IR-E

- **Two relevant specific objectives:**
  - SME Competitiveness (18)
  - Labour market and employment (7)
- **Topical projects:**

DEBUTING

Developing Business Through Inclusiveness and Gender Awareness - New Cluster Competences

SMART SME competitiveness

GRANDIS

Green, digital, female-driven SMEs

SMART SME competitiveness

WeSTEMEU

Women for Science, Technology, Engineering, and Mathematics in Europe

SOCIAL Labour market and employment

Context

- **Women comprise 52% of the European population but only 34.4% of the self-employed and 30% of start-up entrepreneurs.**
- **Encouraging women to become entrepreneurs is not only needed to make economies fairer but can also increase economic development by bringing more bright ideas to the market.**
- **Female entrepreneurs can provide society with different solutions to management, organisation and business problems as well as to the exploitation of entrepreneurial opportunities.**

Goal today: to highlight the importance of female entrepreneurship and to share examples of programmes tailored to women.

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Thank you!

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