



WORKGROUP ON WOMEN'S ENTREPRENEURSHIP

FINAL DOCUMENT

Pescara, 8th June 2017

1. Introduction

Workgroup on Women's Entrepreneurship was held during the 17th Forum of the Adriatic and Ionian Chambers of Commerce on the June 8 in Pescara, Italy.

Around 20 business women, entrepreneurs and representatives of institutions/organizations from Italy, Croatia, Montenegro, Serbia and Albania participated in this Workgroup. Coordinators of the Workgroup were the CCE County Chamber Split and the Chamber of Commerce of Udine, and the Workgroup was moderated by acting president of the Croatian Chamber of Economy, Split County Chamber, Mirjana Čagalj.

The topic of the Workgroup was "The potential of women's entrepreneurship – from heritage to the future" and the keynote speech was Vito Signati, director of the Special Agency of the Chamber of Economy of Matera, which is the leading partner of the project: "Mirabilia: European Network UNESCO Sites".

2. Strategic outlines

During the introduction speech, **Mirjana Čagalj** presented herself as the acting president of CCE Split County Chamber and the successor of Katija Buličić who retired this year. Čagalj reviewed the important activities and contributions of the Workgroup on Women's Entrepreneurship, which among other things, resulted with the Congress of Women Entrepreneurs of the Adriatic and Ionian Area, whose jubilee edition will be held in autumn this year. While talking about the program and the theme of the Workgroup, "The potential of women's entrepreneurship – from heritage to the future", Čagalj pointed that it follows the orientation and focus of this year's Forum. Heritage is not only the foundation of the future, it is also a capital for the future if it is smartly and innovatively used and women are especially sensitive and are present in the valorization of heritage segment.

Maria Lucia Pilutti, secretary general of Chamber of Commerce of Udine, on behalf of the president Dr Giovanni Da Pozzo, highlighted the commitment of the Chamber of Commerce of Udine in support of women's entrepreneurship, in particular through the preparation of the project WinWomen Blue aiming at facilitating innovation for women entrepreneurs within the Blue economy. The project design has started last year, primarily with the colleagues of the CCE Split County Chamber, and the project is going to be presented within the CBC Programme INTERREG Italy-Croatia. Maria Lucia Pilutti has also introduced the particularly positive experience of the Chamber of Commerce of Udine within the project "Mirabilia-European Network of UNESCO Sites", which will be presented by the key speaker.



WORKGROUP ON WOMEN'S ENTREPRENEURSHIP

Vito Signati, director of the Special agency CESP of Chamber of Commerce Matera, presented best practice of the project "Mirabilia - European Network of UNESCO Sites" that focuses on the promotion of unexpected places of historical, cultural and environmental importance in the UNESCO World Heritage, by a network of Italian Chambers of commerce(14 at the moment). Important event taking place in autumn every year is the International Workshop of Cultural Tourism, which in the last edition in October 2016 counted on the participation of 42 buyers coming from 20 countries and ca. 100 Italian enterprises of the relevant sector. The next edition is planned in Verona next October, will comprise also the Workshop "Mirabilia Food&Drink" linked with the Intangible Cultural Heritage Unesco Mediterranean Diet.

The project is already developing at European level, in particular involving Spain, France and Germany (<http://www.mirabilianetwork.eu/it/>).

Antonella Cappelletti introduced the main features of the project "WinWomen Blue" which, in its current definition phase, involves 10 partners and includes a set of important activities and services aiming at enhance the framework conditions for innovation in the involved areas, primarily addressing women entrepreneurs and would-be entrepreneurs, including also awareness raising actions on entrepreneurship and innovation for students and youngsters.

The project foresees in particular the definition of common strategies, the networking of competences and services already developed by the territories as regards assistance, advice and education, to be completed by new common activities in terms of training, internationalizations and networking. The project will be presented within the Programme Interreg Italy-Croatia, Call for standard Projects, Axis 1- Innovation in the Blue economy.

Suzana Prkić Jurić shared the experience of the project "Development of Entrepreneurship of Women through Intellectual Capital as a Potential", which CCE Split County Chamber along with Croatian Association of Business Women - Krug, Split branch, conducted in May this year. Aim of the project was to link two significant potentials and to raise awareness of their importance: women's entrepreneurship and intellectual capital, and the project is universally applicable and can be an incentive for women to think about in other countries in the Adriatic-Ionian region. Within the project, six education sessions were held, individual consultants, final conference, and nearly 100 entrepreneurs and business women participated in it. The project was aimed at raising entrepreneurial competences and motivation, raising awareness of the importance of various non-material factors (intellectual capital) that generate added value to the product/service and ultimately brings (material) capital. The use of heritage in a new and innovative way, primarily in tourism but also in other activities, is one of the aspects of intellectual capital.

Meri Marziali, president of the Commission for equal opportunities of the Region Marche, presented the project "Now Marche Network donne imprenditrici". In the first phase of the project, since 2015, a set of activities (training sessions, web platform, joined by 100 women entrepreneurs) has been realized, aiming at building a Network among women entrepreneurs (mainly SME's) in order to raise their innovation capacity and competitiveness in the markets.

WORKGROUP ON WOMEN'S ENTREPRENEURSHIP

In the course of 2017 the second phase of the project is conceived to stabilize the experience gained, by realizing a programme of exchange visits in the Adriatic Ionian Macroregion, aiming at: facilitating the exchange of good practices among women entrepreneurs and professional women; promoting the clustering processes in innovative sectors (i.e. Axis 1 Adrion Programme); developing common projects between Commissions for equal opportunities to reinforce the administrative and institutional cooperation (i.e. Axis 4 Adrion Programme), and Erasmus Strategic Partnership.

Aleksandra Milic, Municipality Kotor, reported about the activities of the Municipality of Kotor in promoting gender equality and women's entrepreneurship. According to analysis in Kotor, the main objective for women, when deciding on their own line of business, is to get employment and increase profit. Independence and satisfaction are the next significant factors involved in choosing a profession. It is currently intended that entrepreneurship evolves from being a need into being a source of a good income. The plan is to develop guidelines that will provide useful advice in designing and managing entrepreneurship. Kotor's activities, both for entrepreneurship development and other gender equality activities, seek to raise awareness of the importance of gender equality and to support projects, workshops and campaigns to empower women in society.

Vesna Rusić, cluster Re: Crafts, presented the project "Creative Lab", a web platform that aims to establish a new business model for revitalizing traditional crafts as a platform for creative entrepreneurship development with the help of the IT sector, i.e. by establishing a web platform. The platform includes representatives of the secondary arts and crafts schools in Serbia, micro entrepreneurs in the field of traditional crafts, local government administration where the mentioned schools and companies that support the project are located, with the aim of constantly informing, proposing, coordinating and implementing project activities between schools and other stakeholders of economic development (www.kreativnalab.org.rs).

Jasna Jaklin Majetić, president of the CCE Pula County Chamber, presented Istrian experiences of valorization of cultural heritage through creative entrepreneurial projects of women in culture and tourism. Entrepreneurs in Istria are working on valorization, preservation and revitalization of Istrian cultural heritage by raising the quality of tourist services, with emphasis on the cultural and creative industries where products and services are being developed to assist the image/branding of the destination. Jaklin Majetić presented several interesting entrepreneurial projects of women in Istria such as Aquarium Pula, the Museum Olei Histriae, picture book Gladiatorial, lavender products, decorative and usable ceramics, gastronomic offer with traditional foods - truffle story, traditional Istrian cakes, sparkling wine from malvasia and terrano. Since the recognition of Istrian cultural heritage is complementary to other regions of the Adriatic-Ionian area it opens up the possibility of creating joint projects as basis for future connections.

Hosting of the 10th Congress of Women's Entrepreneurs of the Adriatic-Ionian area



WORKGROUP ON WOMEN'S ENTREPRENEURSHIP

At the end of all presentations, Mirjana Čagalj opened the topic of defining the location of the 10th Congress of Women's Entrepreneurs of the Adriatic and Ionian Area in the fall of 2017. On April 19, the Secretariat of the Forum sent a letter to all the members to express their interest in hosting the 10th Congress. The deadline for submission of the candidature was on May 26, subsequently extended until June 2.

There were three applications for hosting this event, of which only the application from Ravenna Chamber of Commerce was on time, so the panel unanimously decided that the 10th Congress will be entrusted to Chamber of Ravenna.

3. Conclusions

Conclusions from the Workgroup are:

- To entrust the hosting of the 10th Congress of Women's Entrepreneurs of the Adriatic and Ionian Area to the Ravenna Chamber of Commerce. The Workgroup will propose this decision to the Forum Assembly, and await their definite decision on this matter on the last day of the Forum, June 9.
- Last year's edition of the Workgroup provided an incentive for a joint venture project for Women's entrepreneurship, WinWomen Blue, headed by the Chamber of Commerce of Udine. The partners are Chambers of Commerce of Venice Rovigo/Delta Lagunare, Bari, Chieti, Ravenna, Friuli Innovazione, AIC Forum and from Croatia, Croatian Chamber of Economy Split, Šibenik and Pula, the Development Agency of Šibenik – Knin County and the Istrian Development Agency IDA. From the last year's edition of the Forum, intensive work has been done to prepare the proposal for this project. Project WinWoman will be applied for the call 2014.-2020. Interreg V –A, Italia – Croatia CBC Programme.
- Key words that came out from all the presentations on the Workgroup were INNOVATION, EDUCATION, MANAGEMENT, INTELLECTUAL CAPITAL, CREATIVITY, SOCIAL SENSITIVITY, CULTURAL HERITAGE and it is precisely the basis for the EU 2025 Strategy. From all considerations comes the conclusion, expressed in key speech as well, that ONLY WITH COORDINATED ACTIONS CAN WE ACHIEVE OUR OBJECTIVES. This also coincides with the idea that dominated throughout the entire 17th Forum, which is to rise above the local frameworks with the respect of local differences and identities, since only joint action can influence the full prosperity of our region.

4. Action agreed

- The next period is followed by the preparation of the 10th Congress of Women's entrepreneurs of the Adriatic-Ionian Area. All the participants of the Workgroup on Women Entrepreneurship



FORUM

delle Camere di Commercio dell'Adriatico e dello Ionio
of the Adriatic and Ionian Chambers of Commerce
Gospodarskih Komora Jadransko-jonskog područja

17th Edition 7th -9th June 2017 – Pescara-Chieti (Italy)

WORKGROUP ON WOMEN'S ENTREPRENEURSHIP

were invited to actively participate and contribute to the 10th Congress as well as to the next Workgroup on Women Entrepreneurship.