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W-Power - Empowering Women Entrepreneurs in sparsely populated Northern communities

W-Power works with women entrepreneurs in sparsely populated areas across Northern and Arctic communities, encouraging them to set-up, develop and grow their businesses. The project will achieve this through capacity building and providing opportunities for transnational learning as well as creating and piloting a gender-aware business support concept.



W-Power project international networking meeting and seminar in Jokkmokk, Sweden on November 11th-15th 2019.

Regional Business Development Agency STRUKTURUM hosted the W-Power project third international networking event in Jokkmokk, Sweden.

Again the days were full of interesting and memorable events, encounters, business stories and experiences. The participants from all W-Power regions got to enjoy the fascinating atmosphere and indigenous culture of this Northern Swedish Sami region.

Picture above is from Swedish Mountain and Sámi Museum Ájtte.



W-Power international project team and stakeholders visited local female led businesses. With Anna-Lena Rippert we even got to test some relaxing wellbeing and beauty treatments at C/O Gerd Beauty Factory.

At Åsgård Guest House Caisa Isaksson welcomed us with a warm smile and we got to enjoy some local delicacies while listening to project female entrepreneurs' business stories.

Peer-to-peer Networking Programme updates

The P2P Networking Programme is a transnational exchange programme between women entrepreneurs in sparsely populated regions.

The programme offers an opportunity to visit and network with a peer female entrepreneur in another partner country.

The call to the program was open in September and October 2019. We got 41 applications from six countries. **Warmest thanks to all the applicants!**

The applicants have been matched in pairs or in small teams. We have informed the selected participants and the visits are going to start in Spring 2020.

We'll share entrepreneurs' experiences and stories later on.

The first call of the Innovation platform for new pre-startups has been completed!

W-power project opened up a call for new business ideas to support female entrepreneurship. Total of 24 teams from project program countries entered.

The winners are five international teams, each receiving € 2000 plus support from the business coaches of the expert network of the W-Power project.

The teams are:

- **Sour Power (Finland): Sanna Jeskanen and Päivi Hentilä**
- **AKTAN (Sweden): Tone Staffansson and Lova Lundberg**
- **Wilder Ways LLP (Scotland): Cara and Nikki Dayton-Gelati**
 - **Skirr Skin (Scotland): Moira Newiss**
- **Glansin Glass (Shetland): Cheryl Jamieson and Megan Burns**

Congrats to winners!

W-Power project publications

W-Power project has produced two publications.

1. Capacity building needs for woman entrepreneurs in the Northern Periphery and Arctic

One of the project activities has been to provide a Baseline Pre-survey to map specific needs for upskilling and capacity building of women entrepreneurs when starting and running a business. The survey was delivered in all project regions.

In total 178 women entrepreneurs have responded.

The answers summarised in this report will play an important role in the development of a pilot Transnational learning platform for women entrepreneurs.

Read the full report: [Capacity building needs for woman entrepreneurs in the Northern Periphery and Arctic](#)

2. Mapping the Challenges for Female Entrepreneurship in the Northern Periphery and Arctic

This report outlines, at the outset of the project, the state of women's entrepreneurship across partner regions: Finland, Iceland, Ireland, Scotland and Sweden. It explores the challenges women face, barriers they can experience and national and regional approaches to help tackle them.

Read the full report: [Mapping the challenges for female entrepreneurship in the Northern Periphery and Arctic](#)

W-Power project next international networking event in Ireland May 2020

The next thematic seminar will be hosted in Cong, Co. Mayo in the West of Ireland between the 18th - 22nd of May 2020.

Cong is a beautiful yet somewhat isolated village located on the border of counties Mayo and Galway. Entrepreneurship is strong within the strands of tourism, food production, as well as arts and crafts. The week will consist of informative panel discussions from role models and entrepreneurs, upskilling workshops in the area of building international networks and digital marketing and a visit to some of the top female entrepreneurs the West of Ireland has to offer. Highlights will include the experience of the innovative transformation of the Kylemore Abbey led by Benedictine Nuns, a presentation from the Cong Food Village, B2B matching sessions and a tour of a Galway-based business incubator.



Collège communautaire du Nouveau-Brunswick (CCNB) from Canada to join W-Power project as an associate partner!

Collège communautaire du Nouveau-Brunswick (CCNB) from Canada is very happy to join the W-POwer project as an associate partner. W-Power project fits very well within CCNB mandate to connect with businesses and contributing to the regional development (people, industry and communities) of New Brunswick, a very rural province in Eastern Canada. The CCNB has five campuses located in the five main regions of New Brunswick, where quality professional and technical training is offered. All CCNB study programs are developed in cooperation with employers and various labor market organizations. The training programs offered are recognized by employers and whenever required by official organizations in their fields.

CCNB offers more than 80 programs and engages in applied research and international development, several exchange programs and institutional agreements, and allows CCNB students to participate in internships and study abroad, bringing employers and the province to the world. The CCNB and its graduates are actively involved in the province's regional development and sustainability, thereby supporting employers and growth.

This newly formed partnership between WOMEN IN BUSINESS NEW BRUNSWICK and CCNB enables women entrepreneurs to get the help they require writing their business plan. They are invited to send a rough copy to Yvette Bérubé, business instructor at the CCNB-Bathurst campus. Students in Yvette's class make sure the important elements have not been overlooked and that the business plan is well documented. "The women entrepreneurs get the help they need and in return the students get the chance to work on real-life projects" Yvette Bérubé sums up.



Women in Business New Brunswick (WBNB)

Women in Business New Brunswick (WBNB) is a Canadian non-profit organization whose mission is to assist current and aspiring women entrepreneurs in reaching their full potential as business owners by delivering quality, innovative and inclusive counselling and services. WBNB added value lies in an experienced team of Development Officers who provide support to all female entrepreneurs in both rural and urban areas as well as First Nation Women. Three top priorities of intervention that meet the current needs of women entrepreneurs are:

(1) Start-up (2) Growth and Expansion (3) Export and International Trade.

WBNB is an associated partner of the W-Power project brings an international perspective from a province in Canada that has similar challenges to participating countries of W-Power. *"Our women entrepreneurs live in rural communities which makes it difficult to access business resources that can be easily found in urban centers. Women entrepreneurs in our region are also faced with an aging demographic as well as the migration of the population which causes labor shortages"* describes Katherine Lanteigne, Director of WBNB.

Our Canadian partners were happy to bring their first woman entrepreneur on November 2019 in Jokkmokk, Sweden. Ginette Goguen, Owner of The Key Associates Inc. depicts her experiences: *"Learning how local & Sami entrepreneurs manage their day to day business was very inspiring. It confirmed the reality that businesses face while growing and developing in remote communities. All of them started very small and grew gradually with several challenges along the way, like myself. Their experiences were very similar to my experiences and that gave me hope and motivation to continue to grow my own business"*.

You will hear more of WBNB as they are currently matching some of their Canadian women entrepreneurs with entrepreneurs from participating W-Power partners on an online peer2peer mentoring project.

Networking:

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