



### The W-POWER project

W-Power supports 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 by providing opportunities for transnational learning as well as by creating and piloting a gender-aware business support concept.

Lead partner is Karelia University of Applied Sciences from Finland. Project partners are located in Northern Sweden, Eastern and Northern Finland, Iceland, West Coast of Ireland, Scotland and the Shetland Islands.

### The Peer-to-peer (P2P) Networking Programme

The P2P Networking Programme is a transnational exchange programme between women entrepreneurs in sparsely populated regions. Based on information (needs) in the application forms, applicants are being matched in pairs or, occasionally, in teams. In the peer-to-peer networking activity, each P2P pair/team:

- Develops a '**Learning workplan**' before the exchange takes place. The plan is a tool to help managing expectations, responsibilities, documentation and learning activities
- **Visits** a peer women entrepreneur in another partner country
- **Hosts** a peer women entrepreneur from another partner country

### The P2P networking process



### A great opportunity!

To develop new international business opportunities

To get access to new partners, new markets and networks

To learn new ways of working, useful tools, problem-solving

To discuss everyday business issues with a peer entrepreneur in a transnational context

### **What do we ask from you?**

Try to be specific when presenting your business, ambitions & needs (in the application)

Prepare yourself to make most out of the visiting period (language, time)

Preparing the host process (agenda, networking, documentation, learning)

Agree on documenting and reporting both visiting / hosting periods

### **QUESTIONS AND ANSWERS**

#### ***What inspired this Programme?***

Wideranging research has identified the importance of P2P networks as significant support structures for female entrepreneurs. One study identified that the vast majority of respondents (86%) deemed peer support to be either very, or extremely, important to their business, and 83% said the sharing of knowledge, information and resources was the most valuable aspect of that support. Study also indicated peer support helped quell their feelings of loneliness and motivated them to strive for more ambitious targets. The P2P Networking Programme will enable building of a transnational community of likeminded entrepreneurs.

#### ***How do I apply?***

By filling in the application form → <https://link.webropolsurveys.com/S/983BFBEDD367225E>

Please note that the first application period is open between September 10<sup>th</sup> - October 15<sup>th</sup> 2019.

#### ***What's the cost to participate in the P2P networking programme?***

W-POWER project will cover costs for travel and accommodation. Participation in the P2P programme as such is free of charge.

#### ***How long does the exchange period last?***

Each P2P matching pair/team decides jointly, together with the project team, the final length according to each Learning plan and available resources.

#### ***What exactly does it mean to set up a 'Learning Workplan'?***

In order to support a good learning process, both as a host and a visitor, a Learning workplan must be set up by each P2P pair/team. The Learning plan is a joint agreement on realistic objectives/outcomes between each P2P pair/team to ensure that needs, challenges and possibilities are addressed and hopefully met throughout



the life span of the exchange process. And don't worry – you will get professional help from project team members in setting up your Learning plan!

***Which building blocks should be included to promote a 'win-win' visit/host programme?***

The final setup of each P2P visit-host activity is individual and due to individual needs, challenges and expectations and on the scope in each matching agreement. However, we believe that there are some building blocks that should be part of any exchange. These are:

- Shadowing block(s); learning from your peer partner in her local business environment
- Training block(s); capacity building activities due to agreed themes/needs (workshops, training sessions, study visits...)
- Networking block(s); possibilities to meet and inspire/be inspired from other local/regional entrepreneurs (business breakfast, informal networking dinner, study visits scheme, conferences, business network meetings...)
- Innovation block(s); developing new (business) ideas, business partnerships, markets, products/services, knowledge/competencies
- Documentation and communication block(s); joint dissemination of activities and experiences (blog, vlog, Instagram, movies, picture, log book etc)
- Evaluation block(s); individual/joint reflection, evaluation of Learning workplan objectives

***Do I have to participate in any activities before or after my networking period?***

Selected participants will be contacted by the regional project partner. By applying to the P2P programme you also approve to record your visits (activities, experiences, learning etc.) as well as to participate in follow-up/evaluation activities. When a P2P pair/team both have visited and hosted the P2P process may, if agreed by both participants, continue as a regular business partner alliance.

***How do I find a matching peer partner?***

If your application is selected, the W-Power project team will help you find a matching peer partner in one of the project regions.

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Find your regional contact here: <http://w-power.interreg-npa.eu/contact/>

