



ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT

Direction de l'emploi, du travail et des affaires sociales  
 Directorate for Employment, Labour and Social Affairs

Programme de développement économiques et de création d'emplois au niveau local  
 Local Economic and Employment Development Programme  
 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:**

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

#### **Co-operation of:**

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

### **Draft Programme**

#### **I. Rationale**

The “Women entrepreneurship and social innovation” seminar aims to emphasize the double role that 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 to further built projects and networks.

As the topic of “women entrepreneurship” is very broad, this two day seminar proposes acquiring 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 will also introduce as 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 CEI countries.



## II. Who?

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

**The Central European Initiative-EBRD** also supports this event as well as the new LEED OECD Centre for Central and Eastern Europe that opens 6 December 2003 in Trento, Italy.

The **National Council** of Republic of Slovenia, **Small Business Development Centre** and the **Slovenian Chamber of Commerce and Industry** also support the conference.

The seminar will gather high level national, regional and municipal representatives, networks and associations of women entrepreneurs, international experts and decision makers from other private, public and non governmental organisations.

We target women entrepreneurs and initiatives that 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, insurances, child care, financing etc).

A selected number of journalists will be invited to participate to 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 role on the topic of women entrepreneurship and undertakes actions at national, municipal and non-governmental levels. Through their annual conference BRIDGES OF COOPERATION, not only Slovenian women but Eastern and Southern Europeans have been getting involved in raising their environment's awareness and promote women inclusion in the economic and social activities of their respective regions. The results of this work are reflected in exhibitions (such as CREATIVITY AND ENTREPRENEURSHIP), seminars (such as WOMEN WITH ENERGY, City of Ljubljana) as well as the active involvement in the World Association of Women Entrepreneurs, FCEM, and similar organizations throughout Europe.

Slovenia is a full member of the LEED Programme of the OECD and strongly 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 that 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 that have occurred in the region, face new challenges, formalise again the exchange with OECD countries and allow this network to meet and further develop.

## **VI. Twinning**

This seminar is part of the OECD **Bologna process** and contributes to the preparation of the **SME Ministerial** to take place in 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**", 21 Nov. 2003 Paris, France ([www.investinentrepreneurs.org](http://www.investinentrepreneurs.org))



## Draft Agenda

Two-day seminar – 9<sup>th</sup> and 10<sup>th</sup> December

### 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, Ms Marta Turk, President of the Slovenian association for women entrepreneurs and Vice president of FCEM

#### Political messages and recommendations

Ms Stefania Prestigiacomio, Minister for Equal Opportunities, Italy

Ms Nicole Ameline, Minister for Equal Opportunities, Ministry of Employment France (to confirm)

Ms Tea Petrin, Minister of Economy Slovenia

10.30-11.00 coffee break

- **Session 1 Women entrepreneurs' initiatives: what can cities and regions do?**  
11.00-13.00

- Chair: Ms Dina Ionescu, Administrator LEED Programme of the OECD, responsible for women entrepreneurship activities

- Speakers:

- Ms Ombretta Colli, President of the Province of Milan, Italy
- Ms Josepha Sanchez, Head of Barcelona female Entrepreneur programme Barcelona Activa, Spain
- Ms Mary Nicholls, Head of Equality and Diversity London Development Agency
- Ms Caroline Meyers, European Structural Funds Agency, Region of Flanders, Belgium
- Ms Sonja Hornsteiner, Management Academy for Female Entrepreneurs, Tyrol, Austria (to confirm)
- Ms Etta Carigniani, AIDDA, Trieste Italy

- Exchange with a selected panel of representatives from cities and regions from Central and Eastern Europe (names to be confirmed)

- Rapporteur: name to be confirmed

**Lunch 13.00-14.30 Special Working Lunch with Mayors of represented cities**



## **II. Afternoon Session**

*14.30-17.30 with coffee break 15.30-16.00*

- **Innovative financial programmes:** why target women? (micro-finance, mutual guarantees, insurances, workers funds, credit unions, venture capital, commercial banks etc)

- Chair: Ms Antonella Noya, Administrator LEED Programme of the OECD, 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 and poor populations, Armenia
- CECOP, Financing women entrepreneurs through cooperative initiatives (name to be confirmed)
- Ms Ela Dec, Microlending for women entrepreneurs, Poland
- Ms Florica Chereches, Executive Director at Integra Oradea, micro finance and development for women entrepreneurs, Romania
- Ms Susan Lucas Conwell Forum for Women Entrepreneurs, USA and France
- Ms Tanja Salecl, Head of the Office for Equal Opportunities of Slovenia

Rapporteur Ms Ruxandra Boros, Consultant France

**Evening reception** with Ms. Danica Simsic, the Mayor of Ljubljana

## **10 December 2003**

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

### **III. Morning session**

#### **4 Workshops on socially innovative women entrepreneurship**

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

4 workshops will take place in parallel dedicated to concrete initiatives that support women entrepreneurs and are both economically viable and socially sensitive; their objectives is to provide know how and support to participants willing to develop similar initiatives in their countries. The results of each workshop will be presented during this final session.

#### **Workshop 1. Business incubators and clusters for women entrepreneurs**

- Ms Marta Turk ZAVOD META, Ljubljana Slovenia
- Ms Ola Hayden, Amazon, Birmingham, UK (to confirm)
- Ms Frédérique Clavel Accélérateur de parité, incubator for women entrepreneurs Paris, France
- Ms Violeta Bulc, Vibacom, Slovenia

#### **Workshop 2. Child care facilities as a lever for women entrepreneurship**

- Province of Milan, Italy (name to be confirmed)
- Ms Christine Van Nuffel The Flying Entrepreneurs, Belgium
- Ms Nicole Rosa, Compagnie des femmes, France (to confirm)
- Ms Mojca Vadnjal, Slovenia
- Ms Marija Serdoner, Družinski Servis, Slovenia

**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 Vanja Hazl, Small Business Development Center, Slovenia
- Ms Jadranka Vesel, Cooperatives in Slovenia
- Moldovan representative (name to be confirmed)

**Workshop 4. Education and training for women entrepreneurs**

- Mr. Federico Montelli, Formaper, Italy
- Ms Franja Ceh, Animacija Ptuj, Slovenia
- Ms Susan Lucas Conwell, Forum for Women Entrepreneurs (USA-France)
- Representative from Croatia (name to be confirmed)

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

**12.30-14.00 Lunch****IV. Afternoon session** 14.00 – 16.00**LOCATION: City Hall****Conclusions and Follow up****Chair:** Ministry of Economy, Ms Jelena Krivogard

- EBRD and CEI representatives
- Rapporteurs of each sessions and workshops will present concrete recommendations for further action. Invited journalists will contribute to the debate.
- 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**LEED OECD Contacts:**

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**Slovenian contacts :**

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