



ABOUT NiNA

NiNA - New Innovations in New Areas:
Empowering women in vocational training
into entrepreneurship

NiNA is a Leonardo da Vinci- transfer of
innovation- project within the Lifelong
Learning Programme funded by the
European Commission. It is a partnership
project between Austria (Technikon),
Estonia (NPO QUIN-Estonia), Italy (Alma
Mater Studiorum Università di Bologna),
Sweden (Halmstad University) and the
United Kingdom (Inova Consultancy Ltd),
which all are members of the WiTEC e.V.
– European Association of Women in
Science, Engineering and Technology
(SET).

WELCOME



In this newsletter you will find
information how NiNA partners
welcome the project in their
countries and what they expect
from it. Also a short report
about first seminars in Italy will be given.

We hope you will enjoy reading the
newsletter!

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Education and Culture DG
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Second NiNA partnership meeting

Summary

The second partnership meeting of the NiNA project took place in Sheffield, United Kingdom in September 2009. According to the kick-off meeting in January it was very successful. All five partners and also Germany as sub-contractor attended the meeting to discuss first project activities and proposed steps in the project.

One special point was the discussion about the work package 2, students activities, and work package 3, development of a training model. Both work packages are close connected to each other. Main points in the discussion were

- WP 2 - Students activities:
 - Status about the work.
 - How do we do in our countries?
- WP 3 - Development of training model:
 - Discussion about the content.
 - What will we have? What shall we collect?

In this content Marina Larios from the UK presented a model about entrepreneurship path:

Awareness

Diverse Incubator



All partners agreed in the NiNA project concentration has to be given of helping women in the first and second phase of the process and the aim is that during the project some students will jump to the third phase.

Criteria for selection of students attending the workshops should be:

- Good level of written English
- We want them to have an idea of setting up a business according to their university studies areas but they are also free to set up a business within other areas.
- Students in the last year of their studies
- Female students

Other main topics were the work packages 4-7 (project website, seminars and meetings, dissemination and project evaluation). All participants agreed that to have good project results, it is necessary to have a good dissemination. The main tool should be the website but also newsletter, etc.

According to this Madli Krispin from Estonia showed some material with guidelines for dissemination, which could help for further work, e.g.

"Effective Dissemination – A guide on the dissemination of the Results of International Educational Projects" - Riitta Suurla, Markku Markkula, (Finnish Leonardo Centre).

Denise Molzbichler from Austria showed the new, revised website of NiNA. During this meeting Estonian partners also were asked for the strategy for the internal and external evaluation.

At last partners summarized they agreed future activities and deadlines, the project leader thanked all partners for attending the second NiNA project meeting and for the fruitful input and discussions.

The third meeting will take place in May 2010 with the main topic to discuss the project website which include the training model for entrepreneurship.



What we expect from NiNA project in *Estonia*

In most European countries today there is a policy commitment to promote entrepreneurship.

However, it has until now been unclear whether this commitment has resulted in making entrepreneurship a widespread subject in higher-education systems and vocational education as no clear statistical picture of entrepreneurship in higher-education institutions across European countries existed.

Entrepreneurial ability is not very high in Estonia. Only 9% of citizens are potential entrepreneurs. There are only 28 enterprises made in Estonia per 1000 people. 65% of all inhabitants prefer to be employees. Competitiveness of Estonian enterprises is low. After 3 years there are only 54% still working, only 1/10 has export activities, and only 5% know what innovation means and have product development. Productivity of Estonian enterprises is only 50% of middle rate of European ones.

Some reasons behind these low numbers are: lack of knowledge, awareness, tradition and experience, high bureaucracy rate, low skilled workers and unfriendly environment for entrepreneurship.

Female entrepreneurs are mostly active in traditionally female dominated areas such as service, training, trade and health care. Male entrepreneurs often start enterprises involving building/construction, transit traffic, new technologies and industry.

Already in March 2009 communication with Tallinn Pedagogical College and Tallinn Health Care College started by NPO QUIN-Estonia and WiTEC Estonia. We introduced NiNA project aims and the activities. It was already a busy period for students and this year groups had no possibility to plan entrepreneurship as additional subject.

Economical situation in Estonia has rapidly changed during last half year. Official unemployment today is 11, 7%. Especially high is unemployment among young people.

On Monday 5th October Anne-Mari Rannamäe and WiTEC Estonia representative Madli Krispin met with some teachers of the Tallinn Pedagogical College and the Tallinn Health Care College the second time. There is a big difference now in attitudes and awareness actually compared to these held in the spring semester. Many students now are really interested and ready to learn more about how other young women have started their own businesses in health care and teaching area, and what kind of difficulties they have encountered.

Entrepreneurship needs in Estonia and possible international contacts and knowledge shortage is evident. Shortly to say they would like to prepare themselves for the more complicated future challenges. Kerta Sooserv, the psychologist of the Pedagogical College compared the curricula of creativity taught by her in Workshop 2 and found it interesting and practically oriented.

Tiina Juhansoo Head of the International relationships of the Tallinn Health Care College discussed NiNA project aims with her colleagues and they are ready to compound NiNA project's four workshops to their curricula. Students acquire credits possibility throughout participation in NiNA project activities.

The expected outcomes of the project NiNA: participating students become aware of their own competencies, have the courage to start a professional network via their mentors, outline their business plan and learn basic facts about entrepreneurship.

They either join the local incubator or become better prepared for making good career choices. Their employability and future mobility will be radically improved.



Italian female entrepreneurs' resistance against crisis: NiNA helps more

2009 will be remembered as a year of strong economic crisis in Italy but it will also be celebrated as a year of female entrepreneurs' resistance. Besides the deep slump in general employment, between June 2008 and June 2009 Italy registered a growth of 1,5% in female enterprises: 21342 enterprises lead by women who started their activity in this period.

This is the result from the survey carried out by the Observatory of Female Entrepreneurship reported by Ferruccio Dardanello, President of Unioncamere, on 23 October 2009 in Rome.

As Mr. Dardanello said: "Female entrepreneurship plays a key role to increase the involvement of women in the national economic development".

As from the Survey from Unioncamere, about 70% of the new female-operated companies (15000 enterprises) were funded in sectors that provide services to companies: real estate services, professional services, informatics and research.

How are the new and old female enterprises distributed amongst the different sectors? On June 2009, 29% of them were engaged in the Wholesale and Retail trade, 18% in Agriculture, 12% in Real Estate service and informatics; and 10 % in Manufacture activities.

In this context the University of Bologna uses NiNA as a tool for innovation towards university students who have no training in entrepreneurship neither have they considered to become an entrepreneur in their working life.

It is mainly students enrolled in the Faculty of Science of Education, who's "natural", "traditional" future job would be teacher in nursery or primary school. What else might they do? In which innovative way might they exploit the knowledge offered by their university's curricula? These are the challenges NiNA wants to deal with. Raising awareness about female entrepreneurship, promoting creativity, training on soft skills and business planning are the milestones for realising the NiNA objectives.

Adding an entrepreneurial perspective to university vocational education in traditional areas dominated by women will generate new consciousness, competences and skills for setting up new businesses.

The involvement of the University of Bologna in the NiNA project confirms the interest of the Italian WiTEC representative, Miretta Giacometti, in promoting links between university and industry on the topic of equal opportunities.

The attention NiNA devotes to girls in "humanities" university curricula for the benefit of their future working life is the complement to the other project "FEPIC" which is focused on supporting female university students with a scientific curriculum in which the University of Bologna is also involved.

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NINA 1st and 2nd seminars in *Italy*

written by Miretta Giacometti, University of Bologna

On 26th November 2009 Miretta Giacometti of the University of Bologna, Italian partner in the NINA project, organized the first seminar for female students and neo-graduates from the Faculty of Teaching.

The seminar was opened by the speech of Miretta Giacometti with an introduction to the NINA project and then focussed on: 'What does it mean Being an Entrepreneur'.

Brainstorming among the girls was organised; a few statistics about female entrepreneurship were distributed; some key aspects of leadership were discussed by Miretta Giacometti; female role models were presented in short videos and in person: Fabia Reggiani, from of Arti Grafiche Reggiani (<http://www.artigrafichereggiani.it>), told the audience her personal experience as female entrepreneur.

The second seminar aimed at pushing students into generating entrepreneurial ideas was held on December 10th.

The students were trained by Miretta Giacometti on some techniques for stimulating innovative ideas and then were clustered into groups of 5 girls and invited to use the taught techniques for suggesting possible products or services to offer as an entrepreneur.





Inova Consultancy welcomes NiNA to the UK!

NiNA has been well received in the UK due to its relevance in current British policy to promote entrepreneurship amongst female graduates. The rate of women setting up in business has slowly but steadily increased in the UK: 6.7% of women are owners or managers of their own business, compared to 15.8% of men (Global Entrepreneurship Monitor, GEM, Jan 2004). However, Yorkshire accounts for only 7% of all women starting up new businesses, compared to 28% in the South East and 18% in the Midlands (Source: Yorkshire Forward).

NiNA will be able to contribute to the development of social capital which is a key to the development of entrepreneurship. Successful entrepreneurs have access to social capital, access to a network- the 'who you know' and not 'what you know'. Research suggests that women and BAME (Black and Ethnic Minority) individuals can sometimes be disadvantaged in their access to these types of entrepreneurial capital, because of their personal backgrounds, differing employment experiences, and the socio-economic and cultural contexts in which they live.



As a cross-cutting theme throughout NiNA's delivery methodology, Inova aims to ensure that valuable social capital is increased at every opportunity for students through increasing their networks, primarily through the development of further mentoring interventions within NiNA's Training Model. Barriers to women setting up in business include low self esteem, lack of networks, lack of financial knowledge, lack of access to finance and low awareness of business planning (Source: Prowess). Mentoring has been shown to tackle these barriers effectively.

NiNA has already received a huge interest from universities in Sheffield wishing to explore how their female students can tap onto NiNA's resources!

For further information please contact Inova's Mentoring team:

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Please don't hesitate to contact the partners if you have questions!



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