



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
realised the project in their
countries.

Together with the partners of the European Project FEPIC and the NiNA partnership welcomes you to the con- ference in September 2010 in Tallinn.

This conference take place under the
umbrella of tThe European association
WiTEC e.V.

We hope you will enjoy reading the
newsletter!

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**Please visit the
NiNA website**



Education and Culture DG

Lifelong Learning Programme



WiTEC conference Tallinn - 2nd September 2010



Under the umbrella of the WiTEC association the results of the two projects NiNA (New Innovations for new Areas) and FEPIC (Female Engineers Pushing Innovation in Companies) are presented to the public.

On the 2nd of September 2010 the final project conference of NiNA and FEPIC will take place at the Tallinn University of Technology (TUT) in Tallinn, Estonia.

WiTEC and the projects NiNA and FEPIC aim at leadership, creativity, and entrepreneurial knowledge for start ups in business and interactive learning tools that are useful for students, role models, entrepreneurs, mentors, teachers and a general audience. One of the major common goals of the organizers is to decrease the level of gender imbalance in these sectors, while creating an information exchange and networking opportunities for women.

People from all over Europe will participate in this final conference. The Rector of the Tallinn University of Technology (TUT) Andres Keevallik will welcome participants. Next, the NiNA and FEPIC projects will be presented. Among the presentations, Estonian entrepreneurs will share their experiences during the project and will discuss the importance of supporting young female students. Subsequently, businesses, companies and officials that have been involved in the project will give some feedback.

The event will take place in one of Europe's most beautiful capital cities – Tallinn, Estonia.

It is a natural meeting point between East and West and has been a trading port for many centuries. Tallinn's Old Town hosts many attractions and is included in the UNESCO World Heritage list. In addition to the fascinating Old Town, Tallinn also has a modern and dynamic business centre. Its tall glass and steel buildings are evidence that Tallinn continues to grow and develop as an international destination for commerce, leisure and shopping.

In 2011 Tallinn will become the focus of Europe's culture scene when it takes on its role as a European Capital of Culture. The theme the city has chosen for its 2011 program is "Stories of the Seashore". The plan is to re-open the city to the sea. With the help of writers, musicians, and actors, the stories of Tallinn's, and Estonia's spiritual and cultural connection to the seashore will be told.



Kadriorg Palace in Tallinn

For further information and the conference registration please contact Anu.Johannes@ttu.ee or visit the project websites:

www.witec-eu.net

www.nina-project.eu

www.fepic.eu



Program-WiTEC conference Tallinn

09.30 – 09:50	Registration
09.50 – 10.00	Conference opening - Rector Andres Keevallik's welcome speech
10.00 – 10.20	Entrepreneurship in Estonia CEO of Estonian Chamber of Commerce and Industry - Siim Raie
10.20 – 10.35	WiTEC President Marina Larios welcomes the participants and presents the WiTEC association
10.35 – 11.00	Women in innovation and entrepreneurship CEO of Quin-Estonia - Anne-Mari Rannamäe Entrepreneur Kadi Pajupuu
11.00 – 11.20	Coffee break
11.20 – 11.45	FEPIC project developments Project coordinator Miretta Giacometti, University of Bologna, Italy
11.45 – 12.00	Female Leaders as seen by TUT students
12.00 – 12.15	Break
12.15 – 12.40	NINA project developments Project coordinator Ann Larsson, Halmstad University, Sweden
12.40 – 13.00	Why do we speak about FEMALE entrepreneurs? Consultant of the Ministry of Social Affairs, Expert of gender equality Ülle-Marike Papp http://gender.sm.ee/index.php?197993112



13.00 – 14.10	Lunch break
14.15 – 14.35	From idea to entrepreneurship - Role model and case study on product development and entrepreneurship Finnish inventor and entrepreneur Eija Pessinen
14.45 - 17.15	Workshops 14.45 – 16.00 FEPIC – Room VII - 614 16.00 – 17.15 NINA – Room VII - 402
17.15	End of the conference



NiNA's 3rd partnership meeting

In the beginning of May all the partners met in Italy for a two days NiNA meeting. Despite some delays due to the ash cloud, all partners were able to make it to a beautiful Italy in its prime of springtime. As the new coordinator for Sweden, meeting with the partners for the first time, I was very excited to see all the people in person that I had been exchanging e-mails with and talk to over the phone for the past four months.

We started the first day of the meeting with a short introduction and status of each partners work in the project, and then we continue to discuss the work packages. Our work schedule was packed as there were many topics on the agenda: Sharing information of the tasks we had completed, discussions on our next steps, as well as visioning the final work of the project.

We discussed all the work packages, but emphasized on the training model. The model will be finished by the end of August in time for the final meeting – the conference in Tallinn at the beginning of September. Now we need to gather, sort out and organize the information for all five tools in the model, and then it will be uploaded on NiNA's webpage. Denise Molzbichler showed us Austria's work on the webpage, and explained how the future layout of NiNA's webpage will look like, as well as the how the training model and its tools will work.

This training model will be of great benefit to all the students who have an interest in continue, or begin their entrepreneurial path in NiNA. Students can find useful information where they can test their ideas, find information about starting a business, as well as local links to organizations and companies that work with entrepreneurship.

Since the NiNA project is coming to an end in December 2010, the first phase of the project is completed and we are now entering a stage where we compile, process and soon begin to upload a lot of our work to NiNA's webpage where everyone can enjoy the material.

Some of the final topic on the agenda in Italy were to make some planning regarding the final meeting that will be hosted in Tallinn, by the partners in Estonia, during the 2nd and 3rd of September 2010. This final meeting will have two parts – a conference showing the project to the public and to people who have been involved, and then a round-up meeting with all the partners.

But as of the meeting in Italy - I would like to extend a big thank you to Miretta Giacometti for hosting and organizing a wonderful meeting; and to conclude it all – during the two meeting days we accomplished a lot of work, enjoyed the Italian cuisine and went on beautiful evening walks guided by our great host.

Thank you very much!



Last NINA workshops in Estonia

Confidence building and assertiveness

QUIN-Estonia has a good networking in Estonia. We have cooperated in different projects with other NGO's and one of them is the NGO Civil Training.

As you know Estonia became independent again 19 years ago. Our peoples' knowledge about citizenship, civil society, human rights and civil rights were at the first period absolutely weak.

The NGO Civil Training was one of the first organisations who started to disseminate necessary knowledge and train people to express their thoughts, to present their ideas and plans, as well as to make people listen. There was a need to improve peoples' knowledge and confidence at the same time.

Many participants of these first trainings are today famous policy makers in Estonia.

Mrs. Ene Hion, a very experienced Estonian trainer of confidence, agreed to train our focus group students in NINA Workshop3.

At first she explained what confidence is, why it is important in our every day life and in entrepreneurship.

Our students can improve and develop their confidence with the tips given by Ene Hion; how to believe in oneself, how to analyse it not hurting one's own ego, how to make changes in behaviour, what kind of exercises will help you in your confidence building process.

There was given a webpage for students to follow in confidence building:

www.more-selfesteem.com

Finally there was given to everybody and presented by a student Tiina Alango a poem of Renna Mandmets:

I am beautiful, smart and good... (Shortly translated by AMR)

I am beautiful, smart and good,
I have discovered it myself.
Perhaps others don't know it
but I have not lied to myself

It isn't true that beautiful people never make horrid face
and smarts never do any stupid act
and good people nothing bad.

Only,
Beautiful hates her horrible face made
Smart will never repeat her stupid act
Good knows what is bad for others.

Simply, be brave and sing an ode for yourself
believe in yourself and in confidence
live a little bit better and different way.

Yes, I am beautiful, smart and good,
I am created for beautiful life.
For to give others good
I have to sing this ode for myself.



Role models and students in dialogue - Estonia

NINA project workshops in Estonia made students think about their present life and studies from another angle; they started to think about the aims and goals in their life.

One of the students talked about how the family gives one some ideas and the studies add knowledge, but what about the skills one has and uses in everyday life? It is not only in ones free time and with friends one tries to be creative?

Another student questioned if we could not be more active and use our brains instead of only listening and trying to get wiser? Some of the students also had some negative experience from their first working experience and asked the mentors a lot of questions.

Valuable experience of NINA project activities, workshops and students input gave us impulse to listen once again to some wonderful role-model presentations on the 22nd April 2010. Namely NGO representative Ene Hiion, one of the mentors and role –model of NINA project made presentation “Self – confidence and presentation skills as most important tool for entrepreneurial activities.”

Ene Hiion is one of the well-known and experienced trainers in Estonia, and the audience enjoyed her performance immensely.

Her experience and wisdom helped to make simple communication rules and regulations attractive and enjoyable. Students, University staff and also entrepreneurs present, were very satisfied, as communication has become one of key factors of success in different business activities.

Ene Hiion also used skills and knowledge from some case studies and role-plays after her presentation. Students gained self-confidence, and got suggestions for further ideas for better communication.

The other presentation was made by a female entrepreneur “How I did it?” about the courage and knowledge needed to start the small company. The QUIN-Estonia representative Ene Pajusalu illustrated this case with some facts and figures from the general practice of female entrepreneurship.

Intercultural communication, transnational education and creativity cases in entrepreneurship help us join forces. This is the motto for further NINA project developments and the outcome is already used in real life as role-models and students started dialogue and communication.



Italian NINA-Workshops

On the 18th of February 2010 the last Italian workshop of NiNA project was held.

The seminars were attended by students of the Faculty of Teaching of the University of Bologna and were focused on four main topics:

- 26 November 2009 - "Talking about entrepreneurship";
- 10 December 2009 - "Ideas generation";
- 4 February 2010 - "Soft skills";
- 18 February 2010 - "Business plan".

All attendants gave a very good evaluation of the initiative.

They declared to be enthusiastic of this experience: they were interested in the topics of the seminars, appreciated the didactic materials and teaching methodology which facilitated an effective learning. The expertise and availability of the lecturer built an environment of trust and produced synergic effects.



"Now I better understand what entrepreneurship is and what I need to start up a company. The communication with the teacher and among us was effective and clear. It was exciting comparing our ideas and producing new ones."- a girl said.

"Working in a group" with an interactive methodology is another element that participants underlined as fundamental to achieve a good level of involvement and comprehension:

"Turning theory into working group allowed us to better understand what we are doing, why and in which direction. My personal skills are improved now".

Topics that sounded particularly interesting and helpful were:

- the role of a leader, her main characteristics and the different styles she can act with ;
- the Creative Problem Solving and how to develop a project;
- how to better organize private life and work;
- setting up a business plan.

The contribution of experts invited to the workshops gave an added value to the knowledge and comprehension of entrepreneurial realities and roles, until that moment unknown to the participants.



NINA-3rd SEMINAR REPORT ITALY

Faculty of Teaching - University of Bologna

4th February 2010 (4 hours)

Title: "Soft skills"

Tutor/Trainer: Miretta Giacometti

The third Nina seminar, focused on the topic "Soft Skills", was attended by 7 students of the Faculty of Teaching of the University of Bologna.

Miretta Giacometti opened the workshop giving each attendant four yellow and four pink post-it notes. The girls were asked to think about the soft skills that are relevant in order to found and manage a company and write down on the yellow post-it the ones they have and on the pink post-it the skills they did not have.

Their post-it were put on the blackboard and clustered.

A discussion started within the group on the suggested competences and skills.

Then Miretta Giacometti presented some fundamental soft skills and explained how to achieve/construct them, introducing some tools and techniques.

- To be self-confidence → to be able to better manage our own feelings and to have a positive approach;

- To be empathic → how to communicate, how to manage conflicts in a group;
- To manage your time → how to delegate; how to allocate time among different goals;
- To solve problems → Creative Problem Solving technique;
- To create people/organizations networks.

The Johari Window model was explained as well as the different steps of the Creative Problem Solving.

The girls were asked to quantify the time they devote to the 8 most important activities at present and the time they would like to devote to the 8 activities they think are most important for their future. They were invited to consider the differences. A discussion was opened on the results of the exercise.

A video of Steve Jobs was partially shown as example of motivation and goals.

At the end of the seminar, Miretta Giacometti gives a short introduction about what a business plan is and distributes the form which will be filled in during the next seminar, to make students starting getting used to the topic.

At the end of the seminar, all attendants filled in the evaluation form.

List of participants

Barducci Sonia, Benuzzi Veronica, Canova Cristina, Cherubini Stefania, Marconi





NINA-4th SEMINAR REPORT ITALY

Faculty of Teaching - University of Bologna

18th February 2010 (4 hours)

Title: "Business Plan"

Tutor/Trainer: Miretta Giacometti

The fourth seminar, focused on "Business Plan" was attended by 6 students.

Miretta Giacometti reminded the students what a business plan is and its purposes. She described the meaning of the different headings of the form already distributed on paper at the end of the previous seminar. The business plan form was then distributed in electronic version so that it was available on the students' laptops.

Students were split into two groups, each one made by three girls who agreed on the possible content of the company they were going to consider when filling in the business plan form.

Each group discussed the content to be put under each heading of the form and filled in the electronic version of the business plan, looking for information on Internet.

During all the process Miretta Giacometti assisted the two groups giving consultancy and advise.

Part of the seminar was devoted to a speech by Antonio Barresi, a representative of the local Authority "Provincia di Bologna," which runs supporting programs to entrepreneurship. Mr. Barresi described the Provincia's program and invited the girls to contact him for any advise, training and support whenever they want to found their company.

Materials about other organizations located in the Emilia-Romagna region, which provide support to potential entrepreneurs, were produced and distributed among the attendants by Miretta Giacometti.

At the end of the seminar, all attendants filled in the evaluation form.

List of participants: Barducci Sonia, Benuzzi Veronica, Canova Cristina, Marconi Stella, Piovesan Carlotta, Selvaggi Anita



The last two workshops in Sweden

The 3rd workshop entitled "Confidence building and assertiveness":

This workshop was performed by two Career Counselors with great knowledge in guiding students through different steps in order for the students to acknowledge their own strengths and competences. At the very beginning of the workshop the students were asked to write down what they were good at; their knowledge, their experience, their strengths, and what made them unique.

The counselors talk about the importance of confidence, and in order to build confidence, it is good to take a look at your own competences. The counselors showed the students some case studies of how young entrepreneurs envisioned themselves when they started their own businesses, and the courage it took to take the first step.

The counselors also talked about how to focus on the possibilities, acquire self-knowledge, listening to the intuition, and why confidence is so important in entrepreneurship. Ending the session with the words - dare to try, dare to fail, dare to succeed; the students then had the opportunity to listen to and meet Urban Gattzen and Daniel Ljungberg, two very successful entrepreneurs.

The 4th workshop entitled "Business plan of my future entrepreneurship":

Workshop number four was held together with Science Park Halmstad who has great experience in working with young entrepreneurs as they start their own businesses. The workshop began with a quick review of the previous workshops: How to generate ideas, knowing your own strengths and weaknesses, and also why confidence is essential in success. There was a brief discussion of "what is a business plan" and why do you need to have one. The students watched an inspiration video with entrepreneurs from Science Park who gave tips and ideas of what to think of in the initial phase of starting a business.

After the instructors talked about the all the steps that needs to be included in a business plan, the students were divided into groups where they had to fill in a business plan template. The students who had their own ideas could use them, and the other students were given a suggestion of an idea. At the end of the session the groups had a discussion and short presentations of their business plans.



Students at Halmstad University

I can do this; was the words from one student who had participated in the four workshops. To hear those words, then you feel the project has reached its goal:

To make young female students within vocational training see their possibilities of becoming entrepreneurs.

In all four workshops the students have been very engaged and shown a high interest in entrepreneurship. After working in the field and gaining hands-on knowledge, some of them have thoughts about starting their own businesses.



In the evaluations we have seen that the students enjoyed the creativity workshop when they played the "idea-game" the most.

In this workshop the aim of the game was "how to improve the elderly care of tomorrow", and with the aid of different pictures and words on the cards, the students had to come up with ideas that could improve the elderly care. The students were just bursting with all sorts of ideas.

The students have said that the workshops have made think differently about their choice of study and future work, and that they see more opportunities today. They also realized that even a small idea that seems unworkable, with some interesting twists, can turn in to a success.





UK-Workshops: NiNA's Training Model has been tested successfully!

It seems it was yesterday when all NiNA's partner countries were preparing themselves to test out the NiNA's training model at different locations and to a diverse audience. Little did we all know, how successful it was going to be!

The innovation of NiNA's model is based on a holistic approach with regard to soft skills and hard skills development in entrepreneurship which builds on the success of the past project Preface. As we know, soft skills training is far away from conventional methods of training where a lot of interactive activities are conducted related to behaviour. The training helps in bringing out behavioural changes among the individuals. During NiNA's training, a real life environment was created by inviting role models and female students were trained in a simulated environment wherever possible through several role plays, exercises, interactive games and activities.



The modules were developed in an innovative way in order to take students swiftly through the journey of entrepreneurship in a women friendly environment. The evaluation of the workshops showed that the training got student thinking about entrepreneurship and gave them new abilities including a much more developed self awareness.

It is now envisaged that through the web 2.0 aspects of the NiNA's website all the female participants will be able to interact with all the other participants from all NiNA's countries in order to develop a community of female students who could become entrepreneurship ambassadors at their universities.

It is envisaged that all training materials will be uploaded onto NiNA's website in the coming months.

If you require further information about NiNA's training model please email NiNA's project co-ordinator.



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



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