



## 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 find infor-  
mation how NiNA partners finally  
realised the project in their  
countries.

**In September 2010 the European proj-  
ect FEPIC and the NiNA partnership  
jointly arranged their final conference  
in Tallinn, Estonia.** This conference took  
place under the umbrella of the European  
association WiTEC e.V.

We hope you enjoy reading the newsletter!

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Please visit the  
**FEPIC website**

Please visit the  
**WiTEC website**



Lifelong Learning Programme



## The wrap-up of the NiNA Project

After almost two years of hard work and a lot of fun, we are now coming to the end of the NiNA project. Time has passed by fast, and it is wonderful to see how far we have come since the first partner meeting in Halmstad, Sweden, in January 2008.

It has been an interesting journey for all of us, and I think I can speak on behalf of all the people who have been involved in NiNA. Collaboration in projects like this surfaces the similarities as well as differences between the cultures in the partner countries. This provides a great opportunity for all of us to learn from each other and challenges us to try new things.

When it comes to the students that have partaken in NiNA, all partners have seen great progress in the way the students think about entrepreneurship and how they perceive themselves. Today they can see themselves as future entrepreneurs.

But the major result of the project is NiNA's web based training tool that can inspire all young students, within all fields and disciplines, to become entrepreneurs. Either you can take the entrepreneurial road to see how far you have come in your entrepreneurial thoughts, or you can just browse the page and find interesting information.

To everyone interested in entrepreneurship (and especially female students within vocational training) please enjoy NiNA's training tool – have fun and explore your abilities and your opportunities.

*We are all inventors, each sailing out on a voyage of discovery, guided each by a private chart, of which there is no duplicate.  
The world is all gates, all opportunities.*

**Ralph Waldo Emerson**

It has been a fantastic journey to be part of this project and I would like to extend a huge **Thank You** to all my partners in NiNA for all their hard work. It has been a pleasure to work with you!

**Best Wishes,**

**Ann Larsson**

*project coordinator of NiNA*



For further information

[www.nina-project.eu](http://www.nina-project.eu)



# FEPIC – NINA - WiTEC conference, Tallinn September 2010

**Under the umbrella of the WiTEC association, results of two European projects - NINA (New Innovations for new Areas) and FEPIC (Female Engineers Pushing Innovation in Companies) - were presented to the public.**



In the period 1st - 3rd September 2010, the Tallinn University of Technology (TUT) in Tallinn, Estonia, hosted guests from all over Europe. Following an invitation of the WiTEC association, participants from Austria, Estonia, Germany, Greece, Hungary, Italy, Malta, Poland, Spain, Sweden, UK, and the Netherlands – all gathered to contribute to this interesting event.

The main focus of the agenda was a public presentation of the final achievements of two European projects, NINA and FEPIC. Both projects aimed at leadership, creativity, entrepreneurial knowledge for start ups in business and interactive learning tools; which proved useful not only to students, but to future role models, entrepreneurs, mentors, teachers, and general audience as well.

Conference started with an enthusiastic speech from Tiia Randma, the education counselor of the Estonian chamber of Commerce and Industry, about the situation of entrepreneurship in Estonia. Furthermore, the WiTEC association and two projects, FEPIC and NINA, were introduced to the public by the WiTEC president Marina Larios, and the two project coordinators - Ann Larsson (NINA) and Miretta Giacometti (FEPIC). In order to provide a more detailed insight, students from the TUT (Tallinn University), who participated in the FEPIC program, shared impressions

After an intriguing presentation of the Lifelong-Learning projects, addressed to female students in Engineering, Health Care and Teaching, two entrepreneurs - Kadi Pajupuu and Eija Pessinen - gave an overview of their work and depicted their – sometimes quite hard - way into self-employment. Estonian inventor Kadi Pajupuu is an artist who won a special award from EUWIIN Organization (European Union of Women Inventors and Innovators Network). Eija Pessinen comes from Finland and she is developer of relaxbirth® (a revolutionary system for giving birth) and laureat of Female Inventor of the Year 2009.



In the afternoon, the participants had an opportunity, in the scope of workshops, to try out online learning tools of the FEPIC and the NINA project. Both content of the projects and the websites were presented. In these two workshops, students and experts fruitfully interacted, and came to the conclusion that at each side there is still a lot to learn.

Denise Molzbichler  
*NINA partner Austria*

For further information, please visit the project websites:

- [www.witec-eu.net](http://www.witec-eu.net)
- [www.nina-project.eu](http://www.nina-project.eu)
- [www.fepic.eu](http://www.fepic.eu)





## NiNA in Estonia - Internal Evaluation

On 4th October 2010 the last Focus Group meeting took place in Tallinn Health Care College for the NiNA project. We were 8 people (4 students, 2 teachers, 1 entrepreneur and the Estonian coordinator) talking about the previous Tallinn Conference, NiNA Website Workshop in Tallinn and future plans.

We all agreed that the Conference in Tallinn on 2nd September was a success. Transmitted information and knowledge were very useful and interesting.

The illustrative show of inventions was much appreciated and especially the presentation by Eija Pessinen from Finland, the inventor-woman-midwife. Her very positive attitude, commitment, professionalism and expertise made a big impression on all participants of the Tallinn Conference. Eija Pessinen is a fantastic Role Model for the NiNA project and especially for the Estonian students.

The Internal Evaluation of the NiNA project is taking into account all partners as well as the students whom participated in the NiNA project activities in Italy, Sweden, and Estonia. The participation and communication channels between the partners such as e-mails, NiNG communication, face-to-face meetings, and document sharing, discussions and chat sessions on the project platform have been evaluated. After each of the four meetings the evaluation results as well as the minutes were monitored and compared with the planned activities. The communication between partners has taken place on a regular basis during the project period and all partner meetings have been conducted in a good working atmosphere, with all partners' contribution and respect, professionalism and effort, and with satisfaction regarding all information.

Feedback from Estonian Students about the workshops tells:

Students were very satisfied with the relaxed and comfortable atmosphere of all the four training workshops

The workshops have developed their interests in the subjects of entrepreneurship.

With great help of stories from the role models the students have understood the issue of creativity and development of ideas.

Twenty four participants of the Website Workshop in Tallinn answered the evaluation questionnaire about the NiNA website and especially the training tool.

Some of the comments in the evaluation were:

- Exercises were interesting and fun.
- NiNA Tool is comfortable to follow, simple and comprehensive.
- Nice design and really easy to pick up the most important information for starting a business. Good tips before and after the exercise.
- It was easy to analyze the priorities.
- We really enjoyed the Website and the Tool.

Anne-Mari Rannamäe  
*Estonian Coordinator and Internal Evaluator of the NiNA project*



## Entrepreneurship and creativity

Why should educators and trainers focus their efforts on teaching the students creativity?

Is creativity a relevant skill for being a successful entrepreneur?

Everyone, and mainly entrepreneurs, must confront an increasingly complex and changing environment.

Innovation is a must to survive and develop on the market in a competitive global environment.

To start your own company you must have a good, winning idea.

To offer new products, adopt new processes and to launch new marketing campaigns, you need new ideas.

To have new ideas you must be creative.

In the everyday life you have to tackle unforeseen obstacles in the growth of your business; you have to build and manage relationship with your team, clients, and providers.

You need technical skills, communications skills, but if you don't have creativity you are not able to find the "new" solution that will make your company move forward.

If you have no creativity, you don't "see over the fence", you are not able to foresee the opportunities that make your company arrive on the market before the others and take advantage of that.

Problem solving is based on creativity as well as catching opportunities.

Integrating creativity in the classroom means preparing students for their roles in the workplace both as entrepreneur and as a staff, always with an "entrepreneurial spirit".

Being creative is not being "diverse" by nature. You can be educated to become more creative.

Some companies know that and being aware of the importance of creative for the company's success, have launched programme for improving the creativity of their managers.

For all these reasons Creativity is one of the steps you go through surfing the NINA path towards becoming an entrepreneur.

You read about different techniques to get thinking creatively and you have exercises to practice them.

Miretta Giacometti  
NINA partner Italy



## The importance of role models

Throughout the NiNA project we have been working with role models. It is important to inspire young entrepreneurs by giving examples of personal stories from successful entrepreneurs.



In this newsletter we would like to share a great success story from Halmstad, Sweden.

In 1993 four young female students in their mid-twenties graduated from Halmstad University as preschool teachers.

Eva Jonsson, Anna Sedenmalm, Mari Lindblom, och Åsa Åberg did not know each other prior to their studies but met at the University. The idea to start their own preschool was initiated after an elected course which focused on children and technology. They found the course and the new angle of teaching interesting and engaging. Later when they did their vocational training, they found that very little technology was implemented in the teaching in preschools.



One year after they finished their studies, in 1994, the women opened their preschool, Lillteknis. Today Lillteknis is still owned and managed by Eva, Anna, Mari and Åsa. Between the four of them, and one hired person, they care for 24 children in the ages of 1-6 years old, with equal number of girls and boys.

The preschools main focus is technology and science as they believe it is important for children to learn about technology in a fun and natural way. They carry out various experiments together with the children to make them understand technical and scientific concepts. While doing this they also teach the children to believe in themselves, make hypotheses and allow them to test their own ideas.

Eva, Anna, Mari and Åsa continue to develop their ideas for Lillteknis and have, together with Halmstad University and Beta Pedagogy, created two experimental booklets for children with experiments on sun panels, electromagnets, the siphon principle and much more.

When Eva, Anna, Mari and Åsa started Lillteknis they were young and had no experience of starting a business. They signed up for a course on "how to start your business" and begun develop their idea into a business plan. They did not have any role models to get advice from, but were in contact with a man at the municipality who answered many of their questions. Furthermore, one of the women's father in law believed in their idea and gave them great support and inspiration to carry on.

Eva, Anna, Mari och Åsa know how important it is to have someone who believes in you and is pushing you when you have doubts. It is hard work to start your own business, but it is all worthwhile!

Don't give up ... see the possibilities, not the obstacles!

Ann Larsson  
NiNA Coordinator



## NINA Tools Encourage Female Undergraduates to Start the Entrepreneurial Journey

Take the 'Entrepreneurial Road Trip' with NINA and you'll find yourself on a really interesting journey to starting up in business! NINA has developed a series of tools online to guide young women and undergraduates through the journey of thinking about starting up in business. The tool asks the user a number of questions to help individuals to start to think about what areas they need help or support in at the moment, according to which phase of the entrepreneurial journey they are at. For example, questions about whether you can imagine being an entrepreneur lead you to topics on motivation, whereas questions about having the courage to start up a business will lead users to tools to further develop confidence.

In total within the Business Toolkit online there are four main themes: Goal Setting; Networking; Business Support and Time Management. By entering any of these themes you can find useful information and links on the topic as well as interactive exercises to help students develop skills in these areas. As well as exercises which some users may be more familiar with such as SMART goals, there are new exercises designed with students in mind such as 'Get Used to Planning How Long Things Take' – an interactive exercise which walks individuals through the process of learning how to better plan your time for a task by working backwards in time.

Once individuals feel they have developed many of the useful entrepreneurial skills they can then move into the 'Ideas Room' where they can find information on developing creative business ideas and harnessing the motivation necessary to start up in business. Finally, students can move to 'Make it Happen' where they can learn more about the practical aspects of business planning. An important aspect for any potential entrepreneur is that of networking – NINA provides a space for female students from across the partnership to network online and collaborate with business ideas in the Nina World via the social network NING.

To get involved, please visit [www.nina-project.eu](http://www.nina-project.eu) and try out some of the exercises online for yourself- who\_knows perhaps it could be the start of YOUR entrepreneurial road journey!

Inova Consultancy  
*NINA Partner UK*



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



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