Policies Against Depopulation in Mountain Areas

Presentation of good practice

Kvinnovasjon

Wominnovation

Le Puy en Velay 29-11-2011
Siw Slevigen, Project Manager Kvinnovasjon Buskerud, National Director of Communication

Supported by: INTERREG IVC, European Regional Development Fund
BUSKERUD COUNTY
NORWAY IN A NUTSHELL

RURAL
Agriculture
Depopulation

TOURISM
Nature
Culture
Food

CITIES
Knowledge-intensive
Technology
College
Population growth
WOMEN ENTREPRENEURS
HOW ARE THEY DIFFERENT TO MEN?

TAKE LESS RISK
Fewer businesses
Smaller businesses
Less bankruptcy

WANT MORE HELP
Want more training
More counseling
More time

START DIFFERENT
Different industries
Different motivation
Different needs

Source: Global Entrepreneurial Monitor, Statistics Norway, Wominnovation experience
BACKGROUND
GOAL: 40 PERCENT FEMALE ENTREPRENEURS

Entrepreneurs in Norway 2008

- Women
- Men

GOAL
40 percent women entrepreneurs
PARTNERS
PUBLIC – PRIVATE – COOPERATION

FUNDING
PUBLIC
PRIVATE

The Industrial Development Cooperation of Norway
Buskerud County Council
Innovation Norway
BREAKING IT DOWN
WHAT IS WOMINNOVATION

OUR MODEL
Start
Create
Expand
Grow

COMPETANCE TRAINING PROGRAM

BUSINESS NETWORK FEMALE ENTREPRENEURS
HOW WE WORK
ENTREPRENEURSHIP ON WOMEN’S TERMS

MORE TIME
Enthusiastically involved in «our» entrepreneurs’ success

PRACTICAL APPROACH
Workshops «Take-home-knowledge»

MOBILIZE
Design, language and marketing tailored to women
CHALLENGES?
WE MEET THEM WITH FLEXIBILITY!

1. YEAR BY YEAR FINANCING
2. SOCIETY STRUCTURES
3. INNOVATION IN WOMINNOVATION
RESULTS
REGIONAL LEVEL: BUSKERUD

20 NEW BUSINESSES
Reported first year – 2009 - 2010

AWARD WINNING
Received the County’s Award for Equality in 2010

WELL-KNOWN
Recruit from Oslo and nearby counties to Buskerud
RESULTS
NATIONAL LEVEL

100 NEW BUSINESSES
Reported first year – 2009 - 2010

41 PERCENT
Female entrepreneurs in partner Innovation Centers

SOCIAL MEDIA SUCESS
Visibility through web and social media.

Måtte ha tre bein å stå på
På naturens premisser inviterer Langedrag til natturoplevelser med 20 ulike dyrearter og et mykler av aktiviteter, hele året. Dette har gitt dem nasjonal og internasjonal oppmerksomhet.

Opptak Kvinnovasjon Troms 2012
ECOnomic Diversification
New way to do an activity

Tailored to Women
Excitement, inspiration, time, network, talk, believing

Local Adjustments
Tools and network for the aspiring entrepreneurs in the local community

Industry Neutral
Open to all industries – many different businesses
HOW TO TRANSFER WOMINNOVATION ACROSS BOARDERS
EXPERIENCES FROM KOSOVO

SAME PROGRAM
Inspiration
Network
Practical approach
Close follow up

ADAPT TO CULTURAL DIFFERENCES

WORKS WELL WITH MEN AS WELL!
ON WOMEN’S TERMS

SEE THE WOMEN AND THEIR OPPORTUNITIES

TOOLS TO SUCCEED
Thank you!