

# PADIMA

## Policies Against Depopulation in Mountain Areas



### Presentation of good practice



## Kvinnovasjon

### Wominnovation

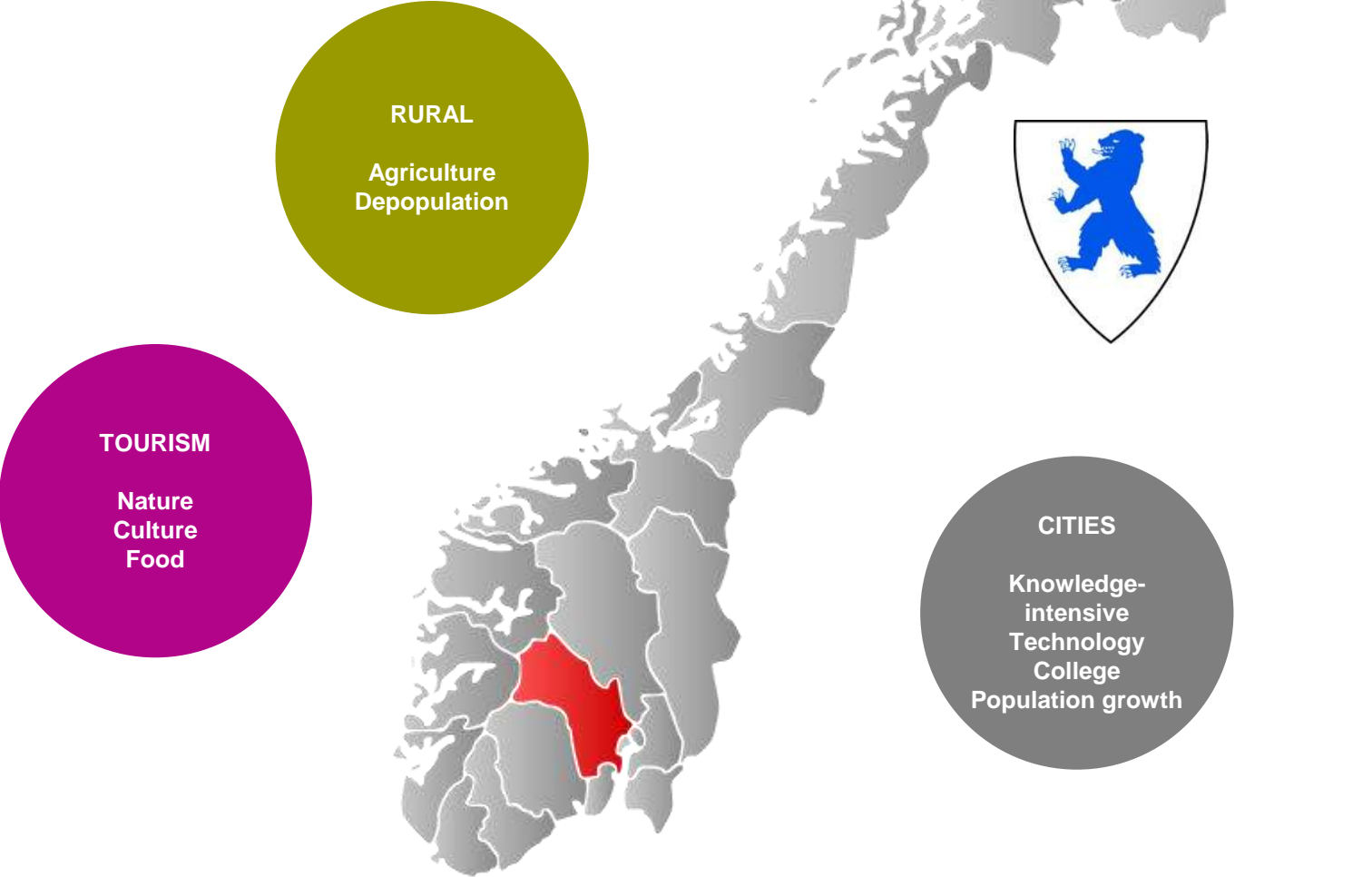
Le Puy en Velay 29-11-2011

Siw Slevigen, Project Manager Kvinnovasjon Buskerud, National Director of Communication

Supported by:



**BUSKERUD COUNTY**  
NORWAY IN A NUTSHELL





## **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**

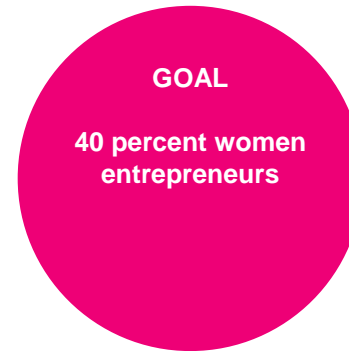
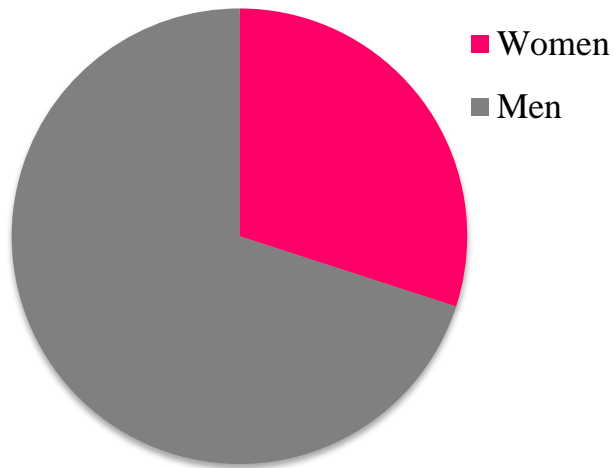
**Different industries  
Different motivation  
Different needs**

**Source: Global Entrepreneurial Monitor, Statistics Norway,  
Wominnovation experience**

## BACKGROUND

GOAL: 40 PERCENT FEMALE ENTREPRENEURS

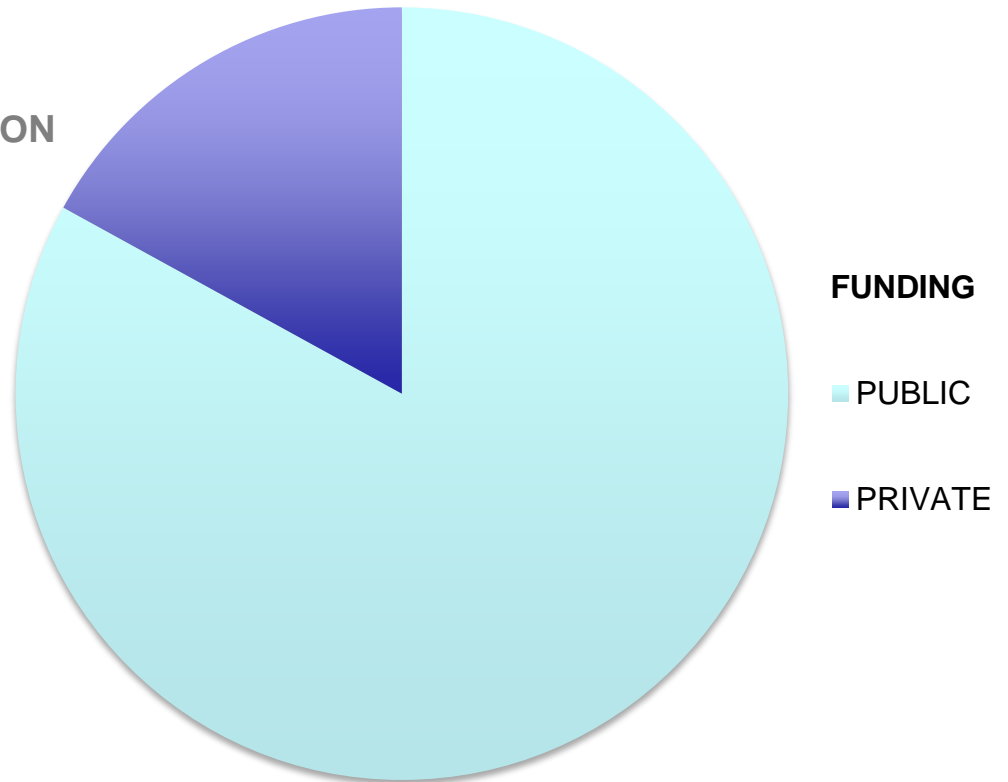
### Entrepreneurs in Norway 2008



Kvinnovasjon

Kvinner og næringsutvikling

**PARTNERS**  
**PUBLIC – PRIVATE – COOPERATION**



The Industrial  
Development  
Cooperation  
of Norway



Buskerud  
County  
Council



Innovation  
Norway



starte - skape - vokse - ~~gro~~

## BREAKING IT DOWN WHAT IS WOMINNOVATION

COMPETANCE  
TRAINING  
PROGRAM

BUSINESS  
NETWORK FEMALE  
ENTREPRENEURS

OUR MODEL

Start  
Create  
Expand  
Grow



A photograph of three people sitting around a white table in a modern office setting. A man in a light blue shirt is in the center, gesturing with his hands. To his right, a woman with short blonde hair in a blue sleeveless top is listening intently with her hands clasped. To his left, a woman with long blonde hair in a grey top and dark vest is also listening. The table has a laptop, papers, and a smartphone on it. Large windows in the background show a view of a city and greenery.

## 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.



Kvinnovasjon  
Starte bedrift

facebook

twitter

in

Søk i dette nettstedet:

Søk



Nyttig om å starte bedrift

Aktiviteter

Presse

Kvinnovasjon i media

Grafisk profil

Kontakt

Buskerud

Fjellregionen Tynset/Roros



### Måtte ha tre bein å stå på

På naturens premisser inviterer Langedrag til naturopplevelser med 20 ulike dyrearter og et mylder av aktiviteter, hele året. Dette har gitt dem nasjonal og internasjonal oppmerksomhet.



### Opptak Kvinnovasjon Troms 2012

Har du en forretningsidé? Kvinnelige gründere og ressurspersoner med en forretningsidé inviteres til å søke opptak i Kvinnovasjon Troms 2012.

### Om Kvinnovasjon

Norge trenger flere kvinner som starter bedrift. Tar du utfordringen? **Kvinnovasjon** gir deg nettverk, kompetanse og inspirasjon til å lykkes.

**Kontakt Kvinnovasjon der du bor!**

### Månedens gründer





## 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 BORDERS

## EXPERIENCES FROM KOSOVO

**SAME PROGRAM**  
Inspiration  
Network  
Practical approach  
Close follow up

**ADAPT TO CULTURAL DIFFERENCES**

**WORKS WELL WITH MEN AS WELL!**



Shqip Srpski English



A large group of approximately 25 women of various ages are posing in front of a large, red wooden barn with a grey roof. They are all smiling and have their arms raised in the air, suggesting a celebratory or joyful occasion. The women are dressed in casual to semi-formal attire, including jackets, sweaters, and scarves. The background features a green lawn, a white picket fence, and a forested hillside under a cloudy sky. Three large, semi-transparent circles are overlaid on the image: a yellow one on the left, a grey one in the center, and a pink one on the right, each containing text.

**ON WOMEN'S  
TERMS**

**SEE THE WOMEN  
AND THEIR  
OPPORTUNITIES**

**TOOLS TO  
SUCCEED**



**Thank you!**