

Introducing the RE-FEM Project

Women entrepreneurship, resilience, education and support

Date and Time: 18th February

Platform: Zoom webinar

Duration: 1:00 PM – 3:30 PM

Part 1: Presenting RE-FEM Project Results

Time: 1:00 PM – 1:45 PM

Moderator: Katalin Oborni (HETFA RI)

- **Welcoming & Introduction of the RE-FEM Project**
Presenter: Katalin Oborni (HETFA RI)
Overview: Introduction to the RE-FEM project, its goals, and its main activities, presenting the webinar agenda

- **Presenting the Research Results**
Presenter: Orsolya Gergely (Sapientia)
Overview: Key findings from research conducted on women entrepreneurs, and their strategies for overcoming the challenges of recent crises

- **Presenting the Training Manual**
Presenter: Mariya Zlateva (RAPIV)
Overview: A walkthrough of the Training Manual developed as part of RE-FEM to empower trainers, mentors and those who are supporting women entrepreneurs through education

- **Presenting the Online Course**
Presenter: Veronika Blizman Servilova (SBA)
Overview: A detailed presentation of the RE-FEM Online Course, including its structure, learning outcomes, and accessibility for participants.

- **Q&A Session with the audience** (Csenge Polgár)

Break (5 minutes)

Part 2: Round table discussions

Panel 1: Bridging Research and Practice in Women's Entrepreneurship

In this panel, we will explore how research can drive real impact on women's entrepreneurship.

Time: 1:50 PM – 2:35 PM

Moderator: Orsolya Gergely, PhD., associate professor, SAPIENTIA University, RO

Panellists:

Man Yang, D.Sc. (Econ.), Associate Professor, Department of Management and Organisation, Hanken School of Economics, VAASA, FINLAND

Eva-Lena Lundgren-Henriksson Dr.Sc. (Econ.) Assistant Professor, Management and organisation, Hanken School of Economics, VAASA, FINLAND

Paula Rodríguez Modroño, senior lecturer, Pablo de Olavide University, Head of the Interdisciplinary Centre of Women's, Gender and Feminist Studies, ES

Topic to discuss:

The discussion aims to explore how research findings in women's entrepreneurship can be effectively translated into practice. What kind of research is needed from the perspective of women entrepreneurs? Should we consider their perspective at all? To elaborate on this topic, we can explore the following questions:

- What are the main challenges in applying research findings in women's entrepreneurship?
- How can researchers ensure that their findings are accessible and actionable for entrepreneurs?
- Sharing experiences on collaboration between academia and business practitioners/women entrepreneurs: strategies, practices programmes, projects
- What are the emerging research trends in women's entrepreneurship? How do you ensure that your research is in line with the needs and interests of women entrepreneurs? Does it have to serve the interest of women entrepreneurs?

Panel 2: Strengthening Support Systems for Women Entrepreneurs

Time: 2:35 PM – 3:20 PM

Moderator: Ann-Sofi Backgren

Panelists:

Małgorzata Druciarek, Senior RIS Project Manager - European Institute of Innovation & Technology (EIT) Food

Ivana Radić, entrepreneur, president of the International Network of Business Women

Alexandra Telepčáková - The Ministry of Labour, Social Affairs and Family of the Slovak Republic

Topic to discuss:

The discussion aims to explore the key needs of women entrepreneurs and discuss strategies to support them at local, regional, and national levels. We will explore how policymakers and relevant stakeholders can collaborate to create sustainable support systems. Questions to be discussed:

- Do women entrepreneurs need dedicated support, programmes, and attention from policy-makers? Why?
- What do women entrepreneurs need most to succeed concerning their business development (e.g., funding, training, mentorship)?
- What are the successful strategies in fostering women's entrepreneurship at the local, regional, and national levels? Sharing own experiences of programmes, and initiatives. How can governments, the private sector, and NGOs effectively support women entrepreneurs? What role do incubators, accelerators, and mentorship programs play in building sustainable businesses for women? How can policymakers and stakeholders collaborate to create sustainable support systems for women entrepreneurs?
- What lessons can be learned from past and current EU-funded programs? How have EU-funded initiatives contributed to the development of women-led businesses? What best practices exist in your region for fostering women's entrepreneurship?

Closing Remarks & Next Steps

Time: 3:20 PM – 3:30 PM

Presenter: Katalin Oborni (HETFA RI)

- Summary of key points from the webinar.

- Information about upcoming events and opportunities to engage with the RE-FEM project.

Registration link: https://us02web.zoom.us/webinar/register/WN_h7naJW8-TcK9DbvLyH-z6w