

# Winnet 8

Interreg IV C Capitalisation project  
WRC s – Women`s Resource Centres Promoting  
Innovation in Gender Equality across Europe

Good example

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# Overarching Aims

- Increase labour market participation of women within male dominated industries/sectors & address occupational segregation
- Exchange experiences of policy & transfer good practice across WINNET8 group & into EU mainstream funding programmes
- Increase Women's Resource Centre models across partner regions focusing on entrepreneurship, innovation, ICT & non traditional employment opportunities

- To increase the number of women participating in economic life on a national, regional and a local level
- To integrate regional and local development plans aimed at supporting women to take part in regional and local development
- To create new permanent jobs by developing women's business and enterprise –encouraging increased production of goods & services
- To increase women's influence within the labour market and society
- To support a more equal distribution of economic resources between women and men.
- Promote economic growth through maximising the potential of human capital

**Fundamental to is that they should develop on the  
basis of local needs and conditions**

- Centre activities are supposed to embrace widespread commitment among women who are not normally represented in ordinary male-dominated structures.
- The aim is to broaden and deepen democracy in local and regional development initiatives.
- As activities at these Centres proceed from local needs, they have varying profiles
- A common denominator is the development and utilisation of women's skills and the safeguarding of women's interests in regional development activities
- The documentation is the foundation for changes and development of the work in the Centre – in turn this has supported the dissemination of the work across other EU states through other WINNET Projects

Dependent on member state/regional/municipality priorities but include for example:

- Work in schools, encouraging science, technology, innovation (WRC design programmes in partnership with education professionals) inc. careers programmes aimed young women raising awareness & encouraging non-traditional options. (Empowerment work & exploration of stereotypes)
- Business start up programmes inc. mentoring, coaching , specialist advice and practical support for unemployed, inactive women 40 + , immigrant women, minority groups
- Combination of virtual and physical services/opportunities

## The functions and approach WRC s:

- **To empower women** (Women who seek the support from the centre shall *not be “taken care of”* but rather get guidance towards self-help).
- To be a neutral meeting place for networking groups of women
- **Networking on different levels : local, regional and trans- national**
- To be a centre for information and documentation, an opinion making in gender equality issues and a tool for the gender equality work in the county.
- **To give women advice (counselling & mentorship) as to the way of progressing their enterprise or business ideas**
- To mediate contacts with women’s networks (in business & finance, in enterprise, authorities, international contacts, media, etc
- **The principle of Management by demand**
- For the efficient use of existing resources, the work shall be monitored from the needs and conditions of the women.

## **Good Practices Greece**

### **The Women of West Macedonia – An integrated Perspective (Integrated Interventions for the Women)**

**Organisation:** Regional WRC Ergani & Region of West Macedonia

**Themes:** Women's employment and entrepreneurship

**Legal Framework:** EU programme / Fund: ESF and co-financed by the Greek Government, Operational Program for the Ministry of Employment and Social protection: Employment and Vocational training

#### **Aim and objective:**

- To support women through personal and group counseling in order that they improve their professional skills to enter or re-enter the labour market
- To combine these services with all other potential open projects/ programs at national / regional / local level and with special services leading to direct entry to the labour market
- \* To provide the combination of special funds for job and business creation where required. ( Special national program run by the National Manpower Employment Organisation and funded by the ESF)

contacts, media, etc



**Time scale period:** 01/05-12/07

**Content and activities:**

The creation of a regional WRC and 4 local antennae, provision of counseling services (self-awareness, empowerment, professional orientation, job hunting techniques, steps to business plans. Dissemination and Networking events

**Results of the practices**

**Short term**

**Revision of counseling services to 351 women of the region**

143 women found a job

63 women created their own businesses

7 business plan developed for women`s rural cooperative across the region

21 business development plans

## **Long term**

Creation of a Regional WRC, creation of a regional network of local authorities and organizations in order to design and implement projects but also to contribute to the gender issues regional agenda

## **Strategic impact**

Visibility of the role of women in local and regional development

Maintenance of the regional WRC with a role of consulting and support the local and regional authorities

Improvement of the conditions of the women`s employment and entrepreneurship

## **Innovation**

**Different type of organisations within the partnership**

**Cooperation of all regional stakeholders**

Integrated role of the support service provided for women (combination of counseling services with other programs)

Creation of a regional WRC together with a number of local antennae in all the region`s main municipality

## Transferability

- Operation of a Regional WRC which can coordinate a number of regional antennae and provide counseling and specialised information
  - Networking of local authorities working jointly to improve opportunities and conditions for women`s employment and entrepreneurship
  - Provision of counseling covering a large range of demands (occupational, legal, psychosocial, skill improvement )
- Combination of counseling with special funding programmes for jobs and business as well as other projects/ programmes that are implemented at a national /regional/local level

## Potential to mainstream the practice into regional ERDF/ ESF programme/Interreg A and B

An effective mainstreaming policy would be the provision of combined services that meets the needs of the women. This would include specialized and tailored counseling combined with programmes funding new business and new job positions, as well as information about current training and other relevant projects.

Good cooperation between local authorities and agencies is required to ensure the effectiveness of such projects.

Additional information: Website; [www.ergani.gr](http://www.ergani.gr) documents, reports etc