



HANDELS-, INDUSTRIE-,
HANDWERKS- UND LAND-
WIRTSCHAFTSKAMMER BOZEN

PARTNER DER WIRTSCHAFT

CAMERA DI COMMERCIO,
INDUSTRIA, ARTIGIANATO
E AGRICOLTURA DI BOLZANO

AL SERVIZIO DELL'ECONOMIA



CHAMBER OF COMMERCE,
INDUSTRY, CRAFTS AND
AGRICULTURE OF BOLZANO

PARTNER OF THE ECONOMY

Women in the economy

**Our services for female entrepreneurship -
Chamber of Commerce of Bolzano-Bozen**



May 23rd, 2023

Mr. Luca Filippi

Presentation outline

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Presentation outline

1

The Female Entrepreneurship Councils



1. The Female Entrepreneurship Council



The current Female Entrepreneurship Council in Bolzano

Members: one representative of each local business organisation in the Chamber Council and the female members of the Chamber Board

Objectives

- to promote female entrepreneurship
- to encourage the creation of women enterprises
- to promote the qualification of women entrepreneurs and those in management positions
- to strengthen the position of women in enterprises

Presentation outline

2

Our services for women entrepreneurs

1. Mentoring

Free 1:1 on site meetings between mentors and mentees

Objectives

- Help and advice for starting a new business
- Informal exchange of information
- Networking
- An experienced entrepreneur can help in identifying strengths
provide constructive criticism
illustrate the local market and its characteristics
teach how to be realistic

Support both to mentors (through training activities with professionals) and mentees.



2. Business creation advisory service

We offer qualified advice, useful information and interesting training opportunities to start on the right foot

1. FIRST ADVISORY SERVICE
individual and neutral information



2. BUSINESS PLAN and COMPANY REGISTRATION
implementation of the business idea

3. TRAINING
extensive and practice-oriented training offer



3. Sensibilisation activities in schools

Initiative “More courage for our independence”, 2021 - 2022

School visits, presentation of women entrepreneurs and training activities to high school students



4. Finance

Guide dealing with issues related to the financial situation and complementary social security for female entrepreneurs, young female entrepreneurs as well as female students.

Topics:

- Personal financial and economic management
- Financing opportunities - A2F
- Investments
- Social security



5. Annual training course for future female Board Members – joint initiative with the local government

Target audience: women who intend to become board members

Goal: an initiative to get more women in the decision-making rooms to acquire knowledge and know-how useful for the role of board member. For those who are already board members, it could be an opportunity to broaden their skills.

Topics: equal opportunities in decision-making positions, introduction to company and cooperative law, public and in-house companies, structure, Function and Responsibilities of the Board of Directors, personal skills: communication, self-marketing, networking...



The Chamber is finalist in the World Chambers Competition with the project **More Women in the Board of Directors**



Best gender equality project

Recognising chambers that have implemented successful gender balance initiatives, showing positive outcomes for the sustainable development of chambers and/or their local communities.

On the 23rd June, we will present the project in front of the jury during the World Chambers Congress in Geneva!



The Georgian Chamber of Commerce and Industry
Georgia

A Joint Action for Women's Economic Empowerment in Georgia



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Chamber of Commerce of Bolzano-Bozen
Italy

More women in the board of directors (MoWe Board)



Victorian
Chamber of Commerce
and Industry

Victorian Chamber Of Commerce And Industry
Australia

Chamber Change



Gaziantep Chamber Of Commerce
Turkey

Strengthen The Capacity of Women Entrepreneurs and Women-Led Cooperatives

Presentation outline

3

Our social commitment against gender stereotypes

1. Events and sensibilisation campaigns

“A red bench” for women, 2019



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“Orange The World”: TO STOP VIOLENCE AGAINST WOMEN

On the 25th November 2021, our mercantile museum turned orange



2. Against the gender gap and gender stereotypes



Event “Aspiring to the stars”, 2021

Informative conference to present concrete examples of personal success and to provide interesting insights into overcoming gender stereotypes and prejudices.

Dr. Astronautin Suzanna Randall

3. Interviews with entrepreneurs



Successful women in business

In the South Tyrolean economy there are many positive examples of successful female entrepreneurs, owners or co-owners, or women in management positions in companies.

The interviews show the diversity of female entrepreneurship in South Tyrol.

4. Studies and analyses

IER - Institute for Economic Research

Women entrepreneurs in South Tyrol in the pandemic crisis: an analysis of opinions, 2022

ANALISI FLASH | 11 FEBBRAIO 2022

LE IMPRENDITRICI IN ALTO ADIGE E LA PANDEMIA DI COVID-19 - UN'ANALISI DELLE OPINIONI

Dal punto di vista aziendale, le imprese femminili sono state più colpite dalla pandemia di Covid-19? Qual è stato ...

⊕ SCOPRI DI PIÙ



Female companies

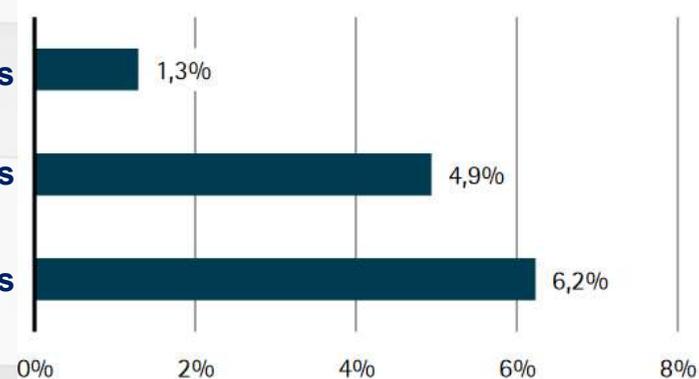
1,3%

Youth-owned companies

4,9%

Foreign-owned companies

6,2%



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Monthly reports

Presentation outline

4

European network and EU projects

Enterprise Europe Network – EEN Thematic Group on WE



TG meeting, Brussels 11-12th May 2023

Goals:

Develop capacities to serve better women entrepreneurs' needs at EU level

Cooperate with other TGs and SGs within the EEN network (i.e. SG Tourism, SG Textile, TG A2F...)

Foster an effective cooperation and information exchange between EU Commission (DG GROW and EISMEDIA) and the local SMEs



Community of Interest on women entrepreneurship EUROCHAMBRES

Our goals for 2023

- Provide proposals and useful inputs for the Eurochambres Women Network (EWN)
- Create e collaborative network for exchanging information about initiatives, European calls for women and best practices
- Periodically meet each other to discuss about working methods, interactions between Chambers and sign-posting
- Share and capitalise our core competencies on behalf of colleagues, who support women entrepreneurs



And tomorrow?



New Erasmus+ Project – Small cooperation partnerships

Goal: Providing local women entrepreneurs with a basic training on sustainability
– 3 dimensions: Environmental, Social and Governance

Consortium: partners from the Col / EEN network

Submission deadline: 4th October 2023

Expected activities: development of a training curriculum on sustainability targeted for women entrepreneurs

WORK IN PROGRESS...



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Thanks for your attention!



May 23rd, 2023

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