

# Green transition of Female Entrepreneurs in the Balkan region

(ERASMUS-EDU-2023-CB-VET and project No 101128967)

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# Our Experience with Gender Equality?

Awareness and consciousness raising as well as training for gender equality have always been primary aims of SEGE. We have been working intensely in **awareness raising and educating people, and especially women and girls, on renewable energy concept**, uses, types and benefits.

One of SEGE's initiative related to renewable energy and environmental protection is WEnCoop. **WEnCoop is the 1<sup>st</sup> Female Energy Cooperative in Europe**, and stands as a best practice of innovation and empowerment in the energy sector, spearheading the charge for women's involvement and leadership in sustainable energy production and consumption. Founded by 60 women, and now including 73 women, from diverse backgrounds and cultures, **WEnCoop represents a groundbreaking initiative aimed at fostering entrepreneurship, promoting energy innovation, and addressing societal challenges such as energy poverty and sustainability.**

WEnCoop for its commitment to supporting the sustainable transition and driving positive change across Europe and beyond and for its pivotal role in reshaping the energy landscape while championing women's empowerment and inclusion, the Cooperative is an **EEPA award winner for the year 2022 in Category 5 – Supporting the Sustainable Transition.**

# OUR PROJECT

The aim of G-FEB project is to

enhance the VET system in the Balkan region by developing novel, market-specific training solutions that will provide chances for lifelong learning and the advancement of green and sustainability skills of female entrepreneurs.

Roadmap of the Balkan  
Region green transition

Why female green  
entrepreneurship?

## AIM

to formulate VET curricula centered around green entrepreneurship and will emphasize inclusive education and integrate digital tools into the training process to enhance learning outcomes.



To bridge the VET sector and the labour market of the Balkan region and build capacity of VET teachers and trainers.



To enhance the cooperation between public and private stakeholders in the VET sector and the labour market.



To develop the green and digital skills of VET teachers and trainers, as well as of women entrepreneurs.



To train women from the region in green entrepreneurship, with the goal to increase the employment rates of women, and the participation of women in the green sector.



# Partnership



# Target Audience

VET teachers  
and trainers

Identifying their gaps in green entrepreneurship, inclusive education, teaching in different environments.

Connection to the labour market, enabling them in the procedure of development of VET training materials.

Upskilling them in green entrepreneurship, digital and inclusive education, how to relate the classroom with the labour market.

Exchange knowledge and experiences with other VET teachers and trainers, VET providers, managers, etc., across Europe.

VET learners

Upskilling women in green practices and green entrepreneurship.

Develop training materials and networks to support VET learners into finding employment, either as employees or as employers, by creating their own green enterprise.

20 women trained in green entrepreneurship, developing their green, digital skills, and entrepreneurial skills.

## WP2

**Teaching and Learning**, including the mapping of the current situation in the partners' countries and creation of valuable training materials

## WP3

**Cooperation and co-creation platform**, with MOOC training materials, exercises and interesting information linked to green entrepreneurship

## WP1

**Project Management and Coordination**, linked to the overall implementation of the project activities and monitoring of the tasks

## WP4

**Collaboration and Industry Engagement** with activities for networking and upskilling of women and VET trainers

## WP5

**Dissemination and Exploitation** with local and international promotional activities

# Our Research.

The aim of the research is **to map the situation of women entrepreneurs in the partners' countries and they knowledge of green transition practices and how those can support their business activities.** The purpose of the current task is to create a skills & competences framework, that will include information on what VET trainers should be taught in order to train women in green entrepreneurship. This will be achieved by implementing 2 sub-activities:

- *(T2.1.1) Quantitative research for identifying the missing green skills of women, as well as the barriers they are facing in starting a green enterprise, and generally implementing activities in the green sector.*
- *(T2.1.2) qualitative research for Identifying for VET trainers the missing skills and competences in the sector and in inclusive training methodology.*

The objective of this research is to understand the needs of female entrepreneurs in the Balkan region, in relation to green entrepreneurship. This research will identify the missing green skills of women, as well as the barriers they are facing in starting a green enterprise, and generally implementing activities in the green sector.

Online Questionnaires, translated  
in all partners' languages

162 women answered

Focus Groups in all Balkan  
Countries

More than 60 trainers involved



# Our Research.

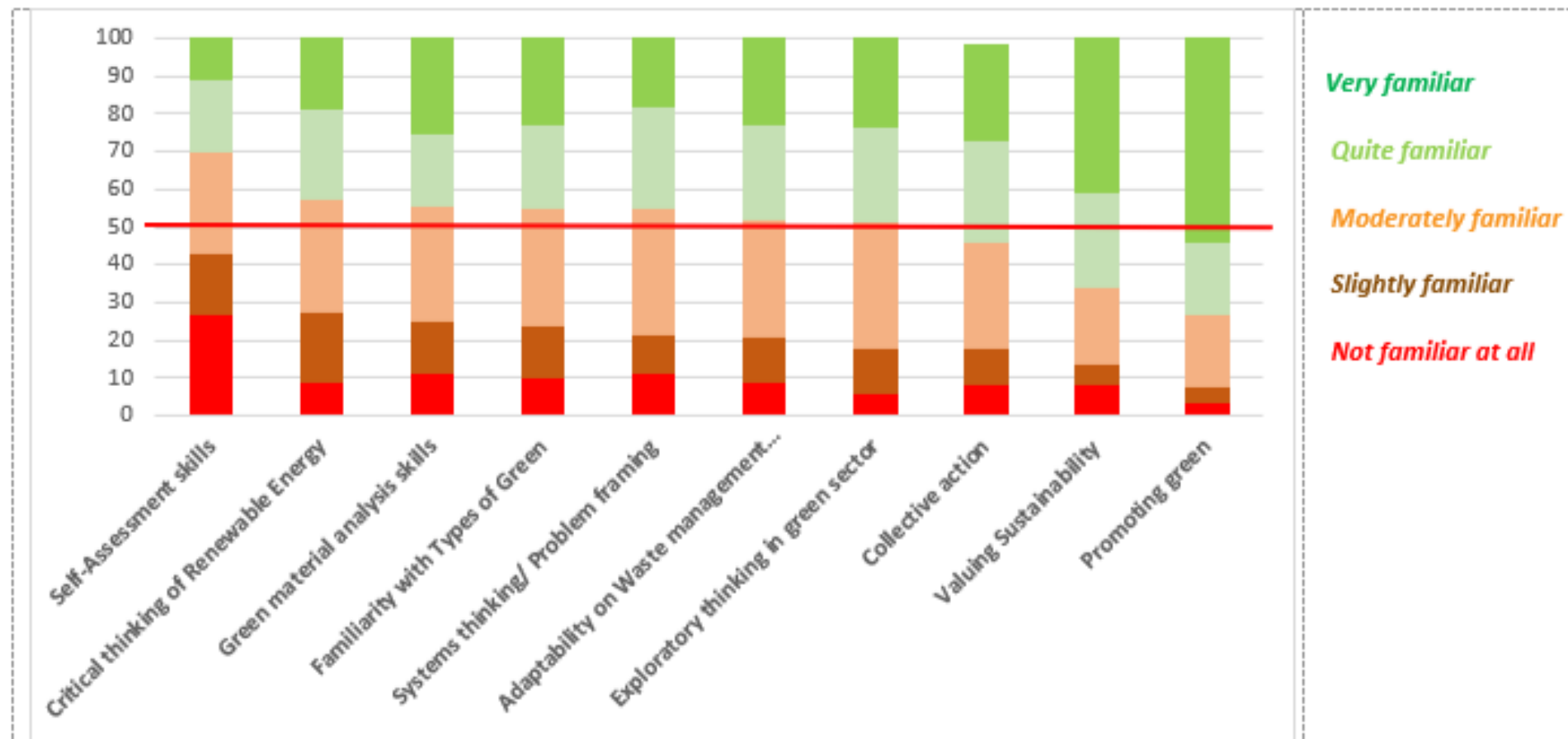
Women in the Western Balkans are increasingly entering various sectors of the green economy, including renewable energy, energy efficiency, sustainable agriculture, waste management, and eco-tourism. As the green economy expands, it creates new job opportunities for women, ranging from technicians and engineers to entrepreneurs and environmental educators.

Women entrepreneurs in the Western Balkans are playing a significant role in driving innovation and sustainability in the green economy. Many women-owned businesses are emerging in areas such as eco-friendly product manufacturing, organic farming, renewable energy solutions, and eco-tourism ventures.

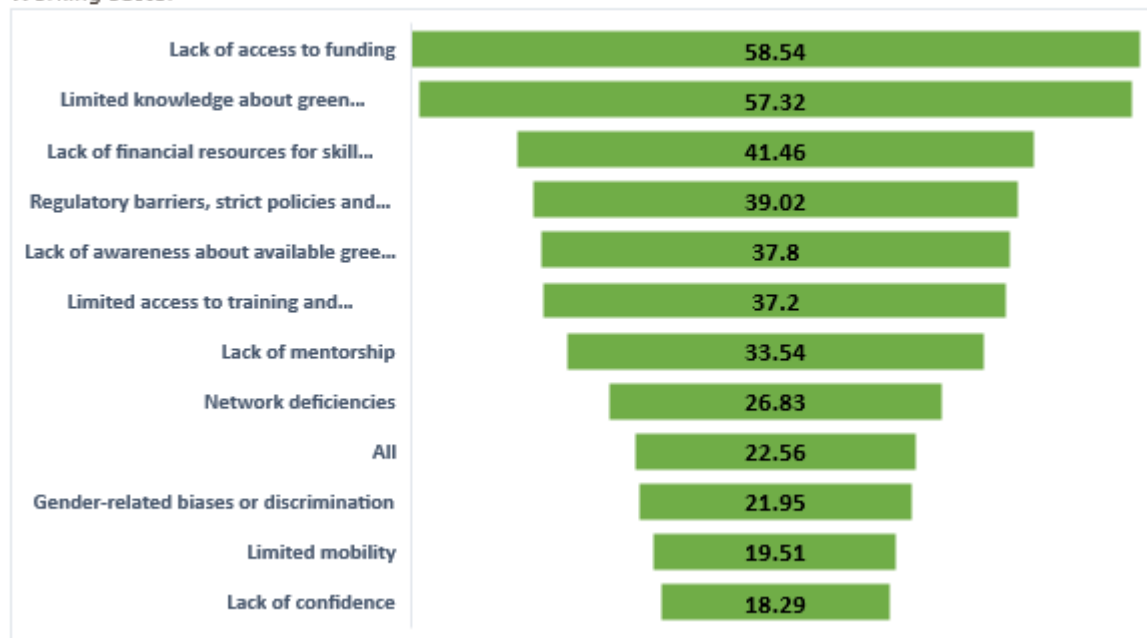
Women in the Western Balkans are increasingly involved in advocating for policies and initiatives that promote sustainable development and gender equality. They participate in decision-making processes at the local, national, and regional levels, advocating for gender-responsive policies, green investment strategies, and environmental protection measures.

# Our Research.

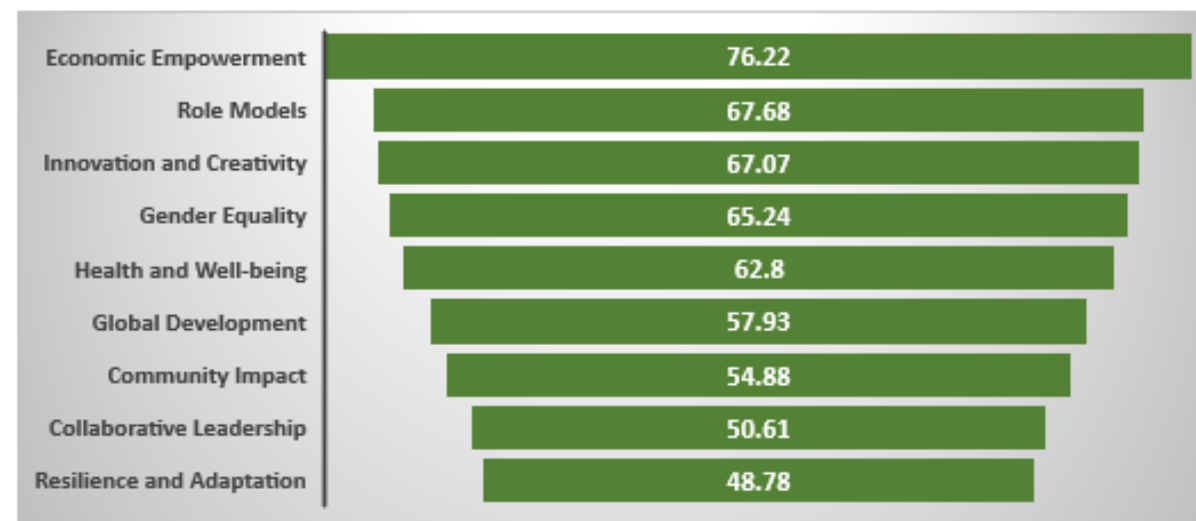
Figure 5: The level of understanding for selected green competencies from women responders



*Figure 9: Obstacles Encountered by Women Respondents in Implementing Green Activities in Their Working Sector*



*Figure 8: Reasons Women Identify for Women's Involvement in the Green Sector*



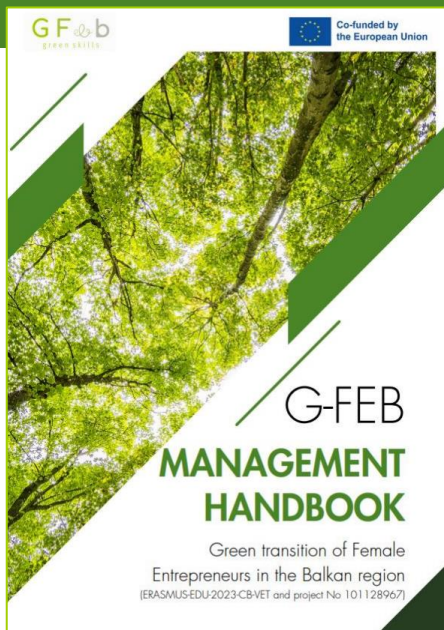
## Our Research..

Transitioning to renewables is part of moving closer to the EU. Continued efforts to align with EU standards and foster collaboration with international partners can further drive the green transition in the Balkans.

Gender stereotypes represent one of the main barriers to women's entrepreneurship: the most cited reason impeding women entrepreneurs from establishing a firm is that entrepreneurship is stereotyped as a "masculine task".

Overall, women in the Western Balkans are increasingly recognized as key stakeholders in the transition to a sustainable and inclusive green economy. By harnessing their talents, skills, and leadership, the region can unlock the full potential of women as agents of change for environmental sustainability and socioeconomic development.

# Deliverables so far



Project Management  
Handbook



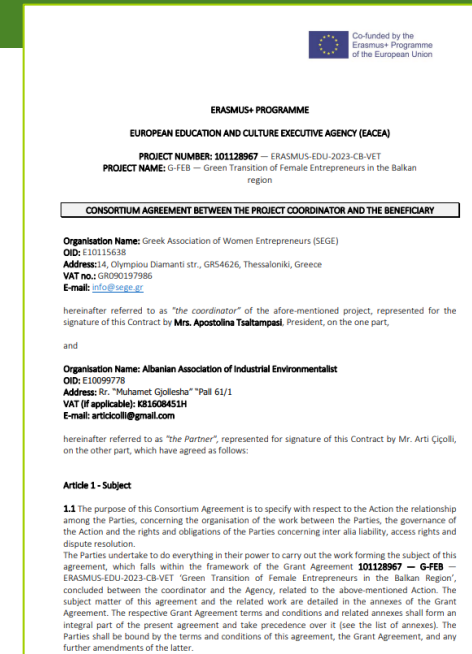
Quality Assurance and  
evaluation Handbook



Dissemination plan  
and templates



Visual Identity and  
social media



Partnership Agreement  
and Supporting  
documents

Physical Kick-off in Tirana, Albania  
6-7.02.2024

5 digital online  
meetings

Competence Matrix for  
trainers and women





Co-funded by  
the European Union

# THANK YOU!

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