



# Importance of the cooperation among Baltic and Nordic women entrepreneurs

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# NGO ETNA Estonia...



- ... was founded in 2003 by the entrepreneurship support persons' initiative.
- Our aim is to improve the image and vitality of rural life, and also to balance development
- between urban and rural areas and to promote gender equality in society.

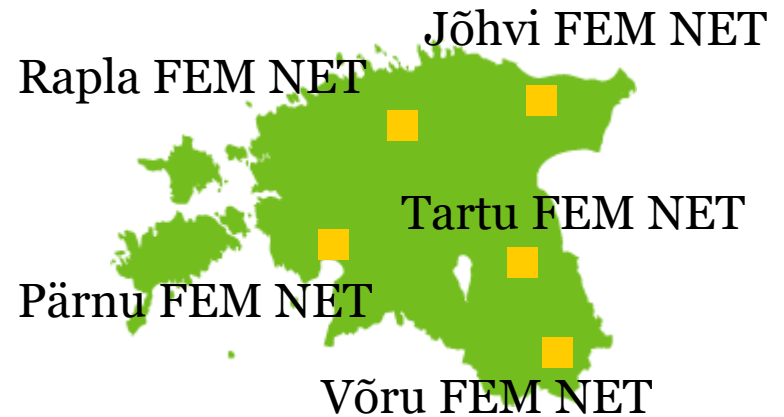


# The aim of the FEM project

To create a structure for the support of women's entrepreneurship and to strengthen the role of women in local and regional development

Creating the support structure  
for women from ‘zero ground’

‘One door shop’ – WRC is  
offering support, training,  
networking, knowledge about  
mentorgroups, microcredit  
and internationalisation



# New WRC-s, after FEM project

- PAIK NET- 2011 ( Leader)
- Järva NET- 2015 (Private company)
- Rak NET – 2016 (Colledge)

WINNET



# The Swedish model of female entrepreneurship



- to get support in starting up an own business and establish contacts with other business women
- to have a community with the network resource center in order to exchange experience
- to sensitize the partners in the network (local authorities, banks) for the special needs and situation of female entrepreneurs



# Achievements in Estonia

- Raised awareness on state level – soft values in business, niche-entrepreneurship
- Strengthened the voice of women in business and regional development
- Created the structure that meet the needs of women



# Achievements in Estonia ( FEM)

~ 800 women were activated

~100 new enterprises and 300 developed enterprises



# Something innovative

- Childcare in seminars and workshops
- Idea trips to neighbours on local and international level – breaking the barriers
- Summer schools for female entrepreneurs

# The ETNA microcredit...



... financial mechanism comprises of:

- – The Preparatory phase – mentor groups;
- – The Transitional phase – loan groups;
- – Trainings – basics of entrepreneurship,  
Compilation of a business plan, counting, sales, marketing;
- – A Financial instrument – microcredit;

*Added values – joint marketing, the skilled use of social media, activation of the community*

# The purpose of the Financial Mechanism



- ... was/is alleviation from the effects of economic crisis (reduced or lost income, unemployment, etc.) in rural areas through creation or development of business opportunities for women, and to offer support.
- Increasing rural residents' self-confidence and entrepreneurial thinking.
- Contribution to reducing poverty and unemployment in rural areas.
- Reducing families' migration from the countryside to cities or abroad, to promote the? densely populated rural areas.

# What are the conditions for obtaining a loan?

- Conditions of the loan and the accompanying documentation is approved by the Board of ETNA.
- Loan resources can be used to start or develop a business; acquisition of the current assets, bridge financing, or the like.
- Deposit or other guarantees won't be required.
- One group allocated loan facility is EUR 9,586 (one group member has the maximum loan amount of up to EUR 2,000).
- The repayment period is up to three years and has an interest rate of 5% per annum.

# The use of loan resources?

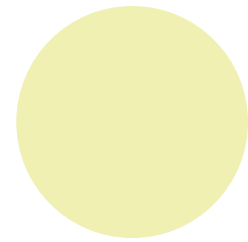
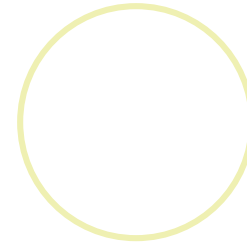
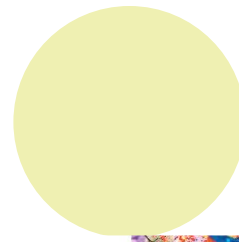
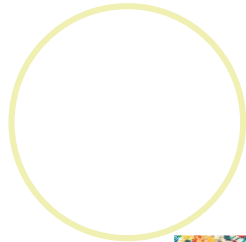
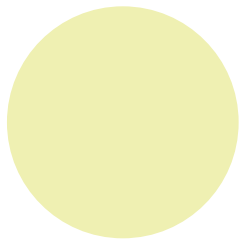
- Total loan resources 95 000.-
- signed loan agreements - 72
- used loan resources – 160 800.-
- 12 mc groups
- turnover of mc groups 2015 - 1,5M

# International recognition



- OECD presented the edition – Missing Entrepreneurs 2014. The publication represented the ETNA microcredit financial mechanism as Estonian measures for engagement in business activities.

ETNA micro-credit financial mechanism was awarded as a semifinalist in the EU Social Innovation Competition 2013.



ETNA

With the project

Mircrocredit for Rural Women

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Semi-Finalist

Of the

2013 EUROPEAN SOCIAL  
INNOVATION COMPETITION

Organised by the European Commission,  
in memory of Diogo Vasconcelos





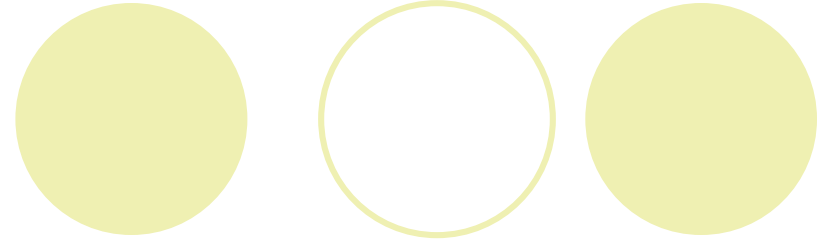
# ETNA shared experiences and good practices

- in Sakha Republik 2013 - In Jakutsky University,
- Mentorgoup In Saskōlah (near the Sea Laptevite)
- NGO International Business-garden "Sakha-Microcredit"
- In Georgia, in Tel Avi – cooperation with organisation "Women in Georgia Regions"
- Organisations from Moldova

# National patterns of Yakutia



Latvia



Thank you to:

- Baiba Rivza
- Rasma Freimane
- Raimonda Ribikauska



Thank you!

NGO ETNA Estonia  
Member of WINNET Europe

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