



What is WinOnLine?

WinOnLine is an Erasmus+ KA2 European project, which started in October 2019. WinOnLine aims to answer to the individualized needs of women over 40 years old, who want to become e-entrepreneurs, by training and helping them create their own e-businesses, according to their special needs, priorities and capabilities.



Project's Objectives

- Better understanding of women expectations & needs in learning environments, concerning new technology and e-entrepreneurship
- Improved knowledge & use of pedagogical tools, new technology in educating women over 40 years old with low digital and entrepreneurial skills
- Exchange of good practice among partners
- Create the basic theoretical foundations for the implementation of education of digital and entrepreneurial skills to low-skilled and/or low-qualified women over 40 years old
- Get to know low-skilled and/or low-qualified women over 40 years old, as a diverse group of adult learners for whom education is being prepared according to their needs and for them.



Target Groups

WinOnLine focuses to unemployed women over 40 years old, who are facing difficulties to enter or re-enter to the labor market and they want to be e-entrepreneurs, but they have low digital and entrepreneurship skills.

The secondary target group is adult training organizations, teachers /trainers, who will have the opportunity to adapt and implement an innovative training program, especially focused to women e-entrepreneurship.



Outputs

- Compendium of existing innovative and effective practices and tools for women e-entrepreneurship
- On-line training for women e-entrepreneurs
- Mentoring to women to be e-entrepreneurs
- Manual to become a mentor of e-entrepreneurship
- Video aiming at elevating the status of women e-entrepreneurship



Online Surveys

Our partnership conducted two online surveys, in order to collect information needed for the implementation of the project.



The first online survey was addressed to training providers, experts, professionals and mentors in entrepreneurship/women entrepreneurship and aimed to explore the most effective tools and practices in training women to create their own business/e-business.

The second online survey addressed to women who want to become e-entrepreneurs and aimed to identify the knowledge level, the lack of skills and competences regarding entrepreneurship and the expectations from a training program for e-entrepreneurship.

Finland

The survey was conducted on a small group of women who have thought about entrepreneurship as part of self-employment. Some of the women in the group had worked in expert positions, and some in hands-on jobs. Some had experience of entrepreneurship and some had work experience from a few years to tens of years. As they said, the right time for entrepreneurship is now as they have a new business idea and need a change in the life situation, but the barriers they face are the fear of failure and that there is a full-time job at the moment. The support they need, focuses on the development of finance, business ideas and marketing. Also, expert assistance is needed to deal with the bureaucracy involved in starting a business. The survey also revealed that the respondents of the target group need training in business development, online entrepreneurship and comprehensive entrepreneurship-related issues.

Italy

Apid focused the research on online tools and training tools for women entrepreneurs or women willing to become entrepreneurs. They found several practices for women in general, but the less for women e-entrepreneurs. Generally, it seems that there are some good blogs and website giving general and information on working from home for free, but more interesting sources or specific sources need to be paid. Some of the methodologies used are quite appealing and smart and the message they want to create is that “going digital” is easy and fun. The most difficult thing was to find specific programs for e-entrepreneurship; this is probably due to the fact that in Italy there is still a big gender digital gap.

Greece

The results from the surveys held in Greece indicated that most women over 40 years old want to start their own e-business, making good use of their years of work experience and educational level and carrying out their new business ideas. However, the lack of entrepreneurial knowledge, skills & time and the financial issues occurred from the pandemic and the general economic crisis, prevented them from becoming e-entrepreneurs. Also, seminars, training courses etc. about e-entrepreneurship are few, due to lack of expertise in this specific factor, while, in a majority, they are quite expensive or require qualifications that



some of the potential participants do not possess. Therefore, most of the women want to acquire financial, digital, IT and communication skills, they need to be trained in marketing and promotion, while they think that the biggest challenges they are going to face are funding and organization.

Cyprus

In Cyprus, most women over 40 are highly educated, have work experience, computer skills and have participated in training programs about women entrepreneurship, since they are very interested in this sector. Most are in need of more free time due to family responsibilities or want a change of career, while they already have new business ideas. The factors that prevented them from creating their own business were, firstly, the uncertainty of leaving a fulltime job and start working on another field and secondly the lack of knowledge, skills and capital or funding. Most women face difficulties as far as funding, marketing and promotion are concerned; therefore, they are in need of training in order to gain digital skills. The participants also declared that they would want to be trained in human resources, strategic plan, website and email management.

Lithuania

The online survey for women showed that women face huge challenges for creation e-business, especially a lack of finances and a lack of entrepreneurial skills. The LESTU has interviewed 18 organisations that have an extensive network of contacts which could be useful in the future. Some of these organizations are women's business associations or clubs, as an example - Business Women Association, Business Women Network and Business Women Club. The most significant initiatives which the LESTU had found were WOW University and Women Go Tech – organisations that are really actively contributing to the promotion of women entrepreneurship.

Spain

In Spain, the different methodologies that have been used to carry out the research have yielded fairly homogeneous conclusions. The women who participated were over 40 years old, with medium / high educational levels, who cannot find a job, want a higher quality job or to rejoin the labor market because they have more time and cannot find their place. They find the aspects related to technologies and marketing as the most necessary and interesting in which to train (both those who are already entrepreneurs, and those who are thinking of starting). Aspects such as networking or self-esteem are very important points to take into account and they feel much more comfortable networking with other women, as they find much more empathy between them.

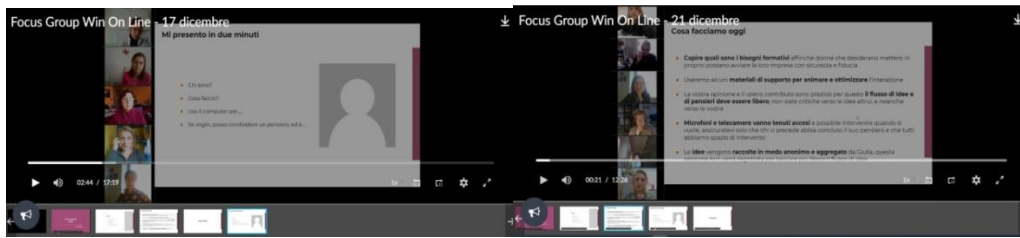


Focus Groups & Online Workshops

All partners organized workshops in their countries, in order to interact and inform women over 40 who want to become e-entrepreneurs, about the project's aims and expected outputs. The participants found the Focus Groups very helpful in order to discover the most important success factors to guide their professional decisions. The insights gained will be a helping tool to guarantee entrepreneurial effectiveness in life and business ventures.



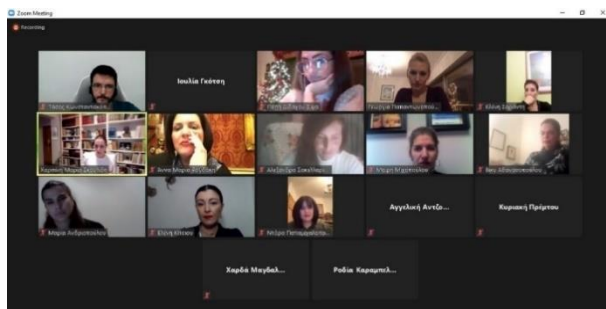
Italy



Two focus groups were organized in 17th & 21st of December 2020. The objective was to investigate the training needs of women over 40 who intend to create their own business. Women of heterogeneous education, age and work experience were involved to those focus groups, in order to ensure the generation of diversified ideas and meet the widest spread needs. The research has highlighted profound needs that have to be taken into account in the creation of a usable, effective training course that achieves the intended results.

From the analysis, multiple training needs emerge. Both at the hard skill level, from those related to the administration of the company (business planning, corporate law, legislation, etc.), to those related to its promotion (Marketing Plan, SEO, Web Analytics) and at the level of soft skills (leadership, team building, Networking, Pitch, etc.).

Greece



On the 14th of December 2020, Greek partners, p-consulting.gr and Patra's Women Union, organized a workshop for women. The workshop was held online with nine (9) women participants, all over 40 years old, having an enterprise in Patras or interested in becoming e-entrepreneurs.

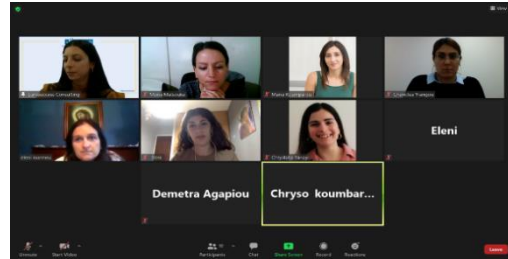
Main aim of the workshop was Greek partners to inform women entrepreneurs about WinOnLine project, its aims, its expected results and the training program which is foreseen to start until June 2021 for women who want to become e-entrepreneurs.

Moreover, during the workshop they discussed about the development of an e-enterprise, the opportunities and the barriers that women are facing in starting an enterprise and the opportunities for funding.



Cyprus

Eurosucces Consulting implemented an online focus group with 8 women (30 - 65 years old) who want to become e-entrepreneurs and who are already working in the e-commerce field. The participants had the opportunity to exchange ideas and experiences, focusing on identifying the challenges and needs they experience when they start their e-business. To overcome possible challenges, a lot of emphasis has been given to their knowledge, skills and competencies, by focusing on marketing and IT skills, organisational and management skills, etc.). What was concluded from the online focus group is the need for women e-entrepreneurs to boost their e-business/business online and learn more on how to manage social media effectively for promoting their business. They requested more information and access to various training programs, aiming at gaining more knowledge and skills to overcome the challenges they face and succeed in their field.



Lithuania

Lithuanian education and science trade union in August 2020 implemented an online activity for focus groups with almost 20 women and policy makers involved. The main findings were that women are lacking experience in entrepreneurship and skills in IT sector. Also, it was stretched out that there is a lack of affordable training linked to both of these fields.

The existing support system and trainings are mostly available for unemployed people. A lot of women were badly affected by COVID-19 pandemic: they lost their jobs or their salaries were reduced. E-business could be a very suitable solution also for women who are on a maternity leave (In Lithuania the maternity leaves last 1-2 years). Members of the focus group were very interested in the project and are looking forward for the online training.

Spain



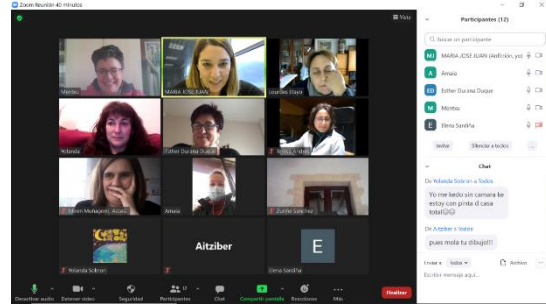
common being or having been entrepreneurs.

It was explained what the online project consists of and what its intellectual results will be, and there was talk and work regarding the reality that these women have experienced in their entrepreneurship process: what have been their difficulties, what have they missed, what would they have wanted to find on the way.

Errotu organized the first participatory workshop with female entrepreneurs from the Urola Kosta area of Gipuzkoa. The 3-hour workshop took place on the morning of 4th of December 2020, with the participation of twenty women. The women attending came from different professional profiles, but they had in



ERROTU also organized the second participatory workshop with women entrepreneurs on 10th of February 2021. This time it was organized online with the Association of Women Entrepreneurs of Añana, a very rural area in the south of Álava, in the south of the Basque Country. Twelve women participated to the workshop, including two women who have in mind starting their own businesses in the short term.



At this workshop, Errotu also presented the proposal of the training program for women entrepreneurs who want to e-entrepreneurship. At the end, a debate was established among the attendees and they concluded that e-entrepreneurship is more important to rural areas and even if women are already entrepreneurs, are interested in training in specific sectors such as Online Marketing and Online Business Networks.

Our following activities:

- Development of the online training course for e-entrepreneurship
- Piloting of the e-entrepreneurship course in Finland, Greece, Italy, Cyprus, Lithuania and Spain
- Development of the mentoring sessions



Meet the Partners



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