

# European Region Entrepreneurship Connection EFEB Network

NEWSLETTER

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Issue 9

## CURRENT WORK

### Webinar training of trainers in October

This month partners organised next 5 out of 17 webinar trainings for trainers

#### Training\_11/17 "Investment priority for social enterprises in structural funds"

Was organised by project partner **SIC, (Lithuania)** on 11 of October. This module provided information about the regulations on Structural Funds (EU Cohesion Policy 2014-2020) adopted on 17 December 2013, which includes an investment priority for the "support for social enterprises".

Link for this webinar:

<https://youtu.be/mq2W-pzgR7E>

#### Training\_13/17 "Entrepreneurial Culture"

Was organised by **SEGE (Greece)** on 19 of October. The main objective of this module is to train the participant on the definition of entrepreneurial culture, how to create an entrepreneurial culture and fostering an it within your organization.

Link for this webinar:

<https://youtu.be/f0sXxDqX0S4>

#### Training\_12/17 "Digital Skills and e-leadership"

Was organised by **GAWB, (Georgia)** on 14 of October.

This module covered the following topics: role and use of digital technologies, digital skills capabilities - the SME; developing e-leadership skills for entrepreneurs and owner-managers, a roadmap for successful digital competency development.

Link for this webinar:

<https://youtu.be/ZvuPYIo6f10>

#### Training\_14/17 "Map of social entrepreneurship and their eco-system in Europe"

Was organised by **SIC (Lithuania)** on 24 of October. This module is based on 4 main topics: Business models - Economic weight - Tax regimes - Identification of best practices.

Link for this webinar:

<https://youtu.be/MLAxfontSOvg>

#### Training\_15/17 "Access to EU education - training programme"

Was organised by **Innagate to Europe (Spain)** on 27 of October. The module objective is to identify the ways to access EU law, economics, policies and explore EU funding programmes for education, training and youth.

Link for this webinar: <https://youtu.be/f8hPVb3Djk8>

## RESEARCH RESULTS

### Georgia

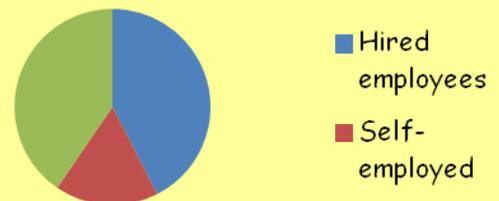
In Georgia, the economic and financial cataclysms and rising poverty of the last decade have meant that social-economic problems are of crucial importance. Georgia's gender indicators are similar to those of other transition countries, in part because of many common trends among these countries that are the result of globalization.

Women do not yet have equal influence in political and economic processes for several well-known reasons. Gender differences are minimal and unimportant in many statistical indicators of economic activity in Georgia. Men dominate in higher posts and therefore determine financial priorities. This fact is reflected in their control and possession of nearly all State resources. After economic restructuring and privatization, a new, predominantly male, class of entrepreneurs emerged in Georgia.

Women's participation in the privatization process is very limited. Women did not take part at all in the privatization of large enterprises. This is explained by the fact that women had no opportunities to become owners of large enterprises. They might have feared management difficulties or lacked enough resources to buy them. In some cases, formal ownership was transferred to women, but in fact the real owners were the women's husbands and male family members. Women entrepreneurs received ownership of only 25% of privatized businesses, which is the result of unfavourable conditions for women in the private sector.

Many women are motivated by the need to provide for their families' basic economic survival. They are involved in activities such as cross border trade/suitcase trade, subcontracting work at home, or street trade. Self-employment is an important avenue to improving women's employability and access to paid jobs. For example, only 42% of officially employed women in Georgia are hired employees. Roughly 17% of all employed women are self-employed or own-account workers, and 40% are unpaid family workers. Less than 1% of all officially employed women are employers.

Employed women



Women are the majority only in the education and health care sectors, which are typically less profitable. Other business sectors that are more likely to hire women are the mass media and entertainment sectors. The mass media is well known as a "women's sector": two-thirds of reporters are women, and there has been a sharp increase in the number of women holding leading or administrative positions. Another example is show business, where young women are working as artists, designers, and advertising agents. Georgia is an agricultural country, and women are engaged in most labour-intensive and low-effective sectors of agriculture.

## MEET A PARTNER

### *PARTNER 7 – Georgian Women Business Association, Georgia*



Non-governmental organization registered in **TBILISI, Georgia** and supports development of micro, small and medium businesses (MSMEs), involvement of women in entrepreneurship, provision of economic and legal education via consultations and trainings and assistance in employment and self-employment.

In 1998 GAWB established the first Business Incubator in Tbilisi to assist youth and women in acquiring skills and knowledge to create new businesses in Georgia. Tbilisi BI became a dynamic model of sustainable and efficient Business operations

### *GAWB activities*

1. Research of problems and needs of women entrepreneurs
2. Business and professional Education for Youth and Women
3. Work with the government to enrich women economic independence and gender equality
4. Advocacy of the rights women Entrepreneurs
5. Public Awareness about economics reforms
6. Collaborating with International organizations

GAWB works for viability Strengthening of women's entrepreneurship in spheres (trade, service, tourism and agriculture) in all regions of Georgia

### *Current Projects*

1. Project title: *European Region Entrepreneurship Connection –EFEB Network (ERASMUS+ PROGRAMME)*
2. Project title: *Coalition building and networking activities – Implement capacity development measures in the selected CSOs (Austrian Red Cross)*
3. Project title: *Small Business Act for Europe and Deep and Comprehensive Free Trade Areas– Roadmap for Economic Development of Moldova, Georgia and Ukraine using experience of Latvia overcoming economic crisis “ (EU/ EaP CSF)*
4. Project title: *Implementation of small scale adaptation project for cities (Batumi and/ or Qobuleti) to adapt to Heat Waves (Austrian Red Cross)*
5. Project title: *Information Society Instead of War (EU/ EaP CSF)*

## EFEB TEAM MEMBERS AT GAWB



**Nino  
Elizbarashvili**

**President**

Ms. Nino Elizbarashvili, the founder and the President of the Georgian Association Women in Business.

She is an Expert of Small and Medium Business and since 2010 the coordinator of the WG2 (Economic Integration) of the Eastern Partnership civil Society Platform of Georgia.

Nino ElizbaraSvili has a 10-year experience in Business Incubation program. Currently, she headed and operates three business incubators. These business incubators offer business education and vocational trainings and consultations, and provide an initial place of operations for micro and small businesses.

Nino Elizbarashvili is the author of more than 40 project.



**Ana  
Pirtskhalaishvili**

**Project Assistant**

Studied Business Management at the European School of Management. Since 2013 she works at the Georgian Association "Women in Business".

Ana is working with several projects of EU an USAID as a project assistant.

## ABOUT TBILISI

### Tbilisi

Tbilisi, formerly known as Tiflis, is the capital and the largest city of Georgia, lying on the banks of the Mtkvari River with a population of roughly 1.5 million inhabitants. Founded in the 5th century by the monarch of Georgia's ancient precursor Kingdom of Iberia, Tbilisi has since served, with intermissions, as the Georgian capital.



Among the most interesting sights can be identified Narikala Fortress, Sioni Cathedral, Tbilisi Opera and Ballet Theatre, Vorontsov palace, Sameba cathedral, museums and other important places.

The main sights of the city are gathered in Old Tbilisi district. This area is well-known for its Sulpur bathhouses.



**Narikala Fortress** can be seen from any point within Old Tbilisi. It was constructed for defense purposes in the 4th century and considerably expanded over subsequent periods of history.

**Rustaveli Avenue** begins at Freedom Square and extends for about 1.5 kilometers. This is the center of the city, where many of the governmental, cultural and business facilities are located.



**Art Museum of Georgia** located near Freedom Square, the Art Museum of Georgia is one of the most important museums in the country. It exhibits around 140,000 items of art from various cultures and time periods.

**The Holy Trinity Cathedral** is one of the tallest Eastern Orthodox cathedrals in the World. The cathedral complex also consists of an underground section and integrates nine chapels, various supplementary buildings and beautiful gardens.

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