

A quarterly newsletter of the project

Common borders. Common solutions.

Aralık 2021

No 2/2021

PROJE BÜLTENİ

“Karadeniz Kadın Girişimcilik Bağlantısı - Turizm Yoluyla Kadınları Güçlendirmek ” (WETOUR – BSB1030)

Selanik Partnerler Toplantısı

Projenin ana ortağı olan SEGE - Yunanistan Kadın Girişimciler Derneği 22 Kasım - 23 Kasım tarihleri arasında 2 gün boyunca network kurmak ve proje konularını tartışmak üzere diğer proje partnerlerini ağırlamıştır.

Toplantı; Kadın Girişimcilik Haftası (FEW) sırasında gerçekleşmiştir. FEW, Avrupa'da, genişletilmiş olarak Akdeniz ve Karadeniz Bölgesi'nde Kadın Girişimciliği ve Kadınların Ekonomik Güçlendirilmesine yönelik yol haritasında önemli bir kilometre taşıdır.

Partnerler projenin devam eden faaliyetlerini tartışmak amacıyla bir araya gelip, partner ülkelerin tümünde uygulanacak eğitimlerin ve gelecekteki eğitim materyallerinin yol haritasını oluşturmuşlardır. Bu doğrultuda partnerler toplantısı esnasında projenin çerçevesi çizilmiştir.

Ayrıca partnerler, turizm sektöründeki 5 başarılı Yunan kadın girişimci ile tanışma fırsatı bulmuştur. Karadeniz Havzası bölgesindeki kadın girişimciliğinin mevcut durumu hakkında analizlerini paylaştıktan sonra proje faaliyetleri ve materyalleri hakkında deneyimlerini aktarmışlardır. Projenin ilerleyişi hakkında olası seçenekleri değerlendirmişlerdir.

COVID-19 kısıtlamaları nedeniyle Gürcistan partnerimiz, konsorsiyumun geri kalanına fiziksel olarak katılamamıştır fakat toplantılara online katılıma devam etmiştir.

Bir sonraki toplantımız 2022 yazında Türkiye'de gerçekleştirilecektir!

CROSS BORDER
COOPERATION



This publication was produced with the financial assistance of the European Union. Its contents are the sole responsibility of WETOUR project and do not necessarily reflect the views of the European Union.



A quarterly newsletter of the project

Common borders. Common solutions.



WETOUR

WETOUR Tanıtım Materyalleri

Görsel kimliğimiz hazır! Görsel tanıtım materyallerimize göz atın ve yorumlarınızı bizlerle paylaşın!

A quarterly newsletter of the project

Common borders. Common solutions.

Afiş



Broşür

Black Sea Women Entrepreneurship Connection - Empowering Women through Tourism

14. Çiğirtepe Dikilitaş 101
65446 26, Thessaloniki - Greece
+302310224440
info@wetourproject.com
www.wetourproject.com

WETOUR
Black Sea Women Entrepreneurship Connection - Empowering Women through Tourism
828/1030

Black Sea Region is one of the largest tourism areas in Europe. The tourism industry contributes today a source of revenue for most Black Sea countries. The Black Sea is being shaped as a cohesive region and an attractive tourist destination not only for foreign visitors but for its own people too. **The BSB countries attract almost 12% of global tourism or more than 106 million tourists.** What becomes important for the potential of regional cooperation is the fact increase in intra-regional tourism flows in the last years, a trend not present in the 1990s. Black Sea Region has very rich historical and cultural heritage, but it is not as famous and attractive tourist destination.

The region is relatively under developed especially in comparison with other pan-European tourism zones. Furthermore, despite the long-term tradition of Eastern Europe in efficiently supporting women's gender inequality in leadership, decision-making, education and dissemination of the position of women in economic and social life still exist in the BSB area. Socio-cultural constraints have limited women's access to a meaningful business experience and led to careers interrupted by family obligations. Challenges, such as lack of infrastructure, low quality of services and low employment in tourism sector for women are standing in front of the sustainable development.

Tourism operators and agents located in less popular destinations face the challenge to promote effectively and purposefully their destinations. Lack of entrepreneurial skills and competitiveness of the existing and potential stakeholders in the value chain (use of ICT tools, networking, strategy thinking, design of innovative business models and capture of products etc.) impedes establishment of a more sustainable and economically viable approach to promote the region as a hotspot tourism destination.

"Black Sea Women Entrepreneurship Connection - Empowering Women through Tourism (WETOUR)" project, is closely related to the common challenges of the Black Sea Basin area. The participating organizations have created a strong partnership in the field of women entrepreneurship, not only between them but also among the countries that they represent.

WETOUR's main tasks are the promotion of gender equality in cooperation with civil society organizations and public authorities and the transfer of knowledge through the organization of workshops connected to the project's aims.

The project includes 5 partners from 5 different countries - 4 business women associations from Greece, Bulgaria, Georgia and Turkey and 1 tourism association from Armenia. **Project partners will join efforts to develop an innovative entrepreneurial framework for development of tourism and promotion of Black Sea macro region as an attractive tourist destination.**

The cross-border cooperation is crucial because it will provide women with best practices and successful policies already implemented in the area in order to bring them closer to entrepreneurship and employment.

The WETOUR partnership will achieve its goals applying the following approaches:

- **cross - industry driven approach** building the collaboration among tourism
- **strategy - driven approach** fostering the promotion of Black Sea region and increase of entrepreneurial skills of women
- **working in tourism**

WETOUR project is working on bringing women closer to entrepreneurship and employment. Therefore the project's main results are the following:

1. **Built capacity in female entrepreneurship in tourism sector** through development and organization of trainings and programs in tourism sector entrepreneurship, business management and digital marketing. At least 500 women, youth professionals and women entrepreneurs, will be trained how effectively to manage and grow their business, how to get involved with tourism and get aware of tourism local plans and policies. On the other side the entrepreneurship in tourism will be promoted as a tool for self-employment and future career development.
2. **Increase the exchange of experience between relevant stakeholders** through the establishment of "WETOUR portal". The new regional business network will create a global network for knowledge sharing. Through the portal the stakeholders will exchange national policy information on women entrepreneurs as well as valuable contact for cross-border visits and cooperation, best practices, business management support. The portal will support the future joint efforts for discussing and developing working methods and tools in line of improving the support of women's entrepreneurship nationally.
3. **Improve the role of women and support female entrepreneurship in the BSB area**, through the development of an awareness raising campaign. More than 1000 people will be informed about the project.
4. **Boost women confidence and their business skills** by establishing a strong network and a long term partnership between women support organizations, business organizations, public authorities and other local stakeholders.

CROSS BORDER COOPERATION



Project funded by
EUROPEAN UNION

This publication was produced with the financial assistance of the European Union. Its contents are the sole responsibility of WETOUR project and do not necessarily reflect the views of the European Union.



A quarterly newsletter of the project

Common borders. Common solutions.

Poster



Çanta & Kalem



This publication was produced with the financial assistance of the European Union. Its contents are the sole responsibility of WETOUR project and do not necessarily reflect the views of the European Union.



A quarterly newsletter of the project

Common borders. Common solutions.

Karadeniz Havzası Ortak Operasyonel Programı 2014-2020
SEGE – Yunanistan Kadın Girişimciler Derneği
Aralık 2021

Karadeniz Havzası Ortak Operasyonel Programı 2014-2020, Avrupa Komşuluk Aracı aracılığıyla Avrupa Birliği ve katılımcı ülkeler: Ermenistan, Bulgaristan, Gürcistan, Yunanistan, Moldova Cumhuriyeti, Romanya, Türkiye ve Ukrayna tarafından ortaklaşa finanse edilmektedir. Bu yayın Avrupa Birliği'nin mali desteğiyle hazırlanmıştır. İçeriği tamamen WETOURL projesinin sorumluluğundadır ve Avrupa Birliği'nin görüşlerini yansıtmayabilir.

WETOURL

CROSS BORDER
COOPERATION



This publication was produced with the financial assistance of the European Union. Its contents are the sole responsibility of WETOURL project and do not necessarily reflect the views of the European Union.

