

December 2021

No 2/2021

## Newsletter of the project “Black Sea Women Entrepreneurship Connection - Empowering Women through Tourism” (WETOURL – BSB1030)

### Partners’ meeting in Thessaloniki

The WETOURL project partners were extremely happy to be able to meet in person in Thessaloniki! On November 22<sup>nd</sup> until November 23<sup>rd</sup>, SEGE - Greek Association of Women Entrepreneurs, the lead partner of the project, hosted the invited partners for 2 days full of networking and discussion.

The meeting was organized during the 4<sup>th</sup> Female Entrepreneurial Week (FEW). FEW is an official event of the European SMEs Week organized every 2 years by SEGE and marks an important milestone in the roadmap towards Female Entrepreneurship and Female Economic Empowerment in the European and the wider Mediterranean and Black Sea Region.

The partners set the project on track, discussed about the ongoing and the future activities and set the basis for the educational materials and the training classes to be organized locally in each partner country, as part of WETOURL activities.

Furthermore, the partners had the opportunity to meet with 5 successful Greek women entrepreneurs in the tourism sector. They discussed about the current situation of female entrepreneurship in the Black Sea Basin area and exchange experiences and options about the project’s activities and materials.

Unfortunately, our Georgian partner, because of COVID-19 restrictions could not join the rest of the consortium physically, but technology came to the rescue and managed to be present both days virtually.

Our next physical meeting is scheduled for the summer of 2022 in Turkey! Stay tuned!



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# A quarterly newsletter of the project

Common borders. Common solutions.



## WETOUR promo

Our visual identity is ready! Check out our promotional materials and send us your comments!

## **Banner**



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## Leaflet

**Black Sea Women Entrepreneurship Connection - Empowering Women through Tourism**

Common borders. Common solutions.

**Black Sea Region is one of the largest tourism areas in Europe.** The tourism industry contributes to a source of revenues for most Black Sea countries. The Black Sea is being shaped as a creative 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. While tourism is important for the potential of regional cooperation is the fast increase in intra-regional tourism flows in the last years, a trend that started in the 1990s. Black Sea Region has very rich historical and cultural heritage, but it is not so rich and attractive tourist destination.

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

- 1. Built capacity to female entrepreneurship in tourism sector** through development and organization of training 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 favor of increasing 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 5000 people will be informed about the project.
- 4. Boost women confidence and their business skills** by establishing a strong network and in long term partnership between women support organizations, business organizations, public authorities and other local stakeholders.

**WETOUR**  
Black Sea Women Entrepreneurship Connection - Empowering Women through Tourism  
85511030

**WETOUR** project aims to 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**

## Poster

**Black Sea Women Entrepreneurship Connection - Empowering Women through Tourism**

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WETOUR project aims to create a Cross-Border Business Network for the support of female entrepreneurship in the tourism sector, promoting gender equality in cooperation with civil-society organizations and public authorities and the transfer of knowledge. Additionally, the project is working on bringing women in the Black Sea area closer to entrepreneurship and employment providing them with new economic and social opportunities.

SEGE  
GREEK ASSOCIATION OF WOMEN ENTREPRENEURS

business agency  
one-stop shop

ARMENIAN ECOTOURISM ASSOCIATION

KAGİDER  
TÜRKİYE KADIN VE ERKEK İŞİLERİ BİRLİĞİ  
WOMEN ENTREPRENEURS ASSOCIATION OF TURKEY

CROSS BORDER COOPERATION



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## Bag & Pen



Joint Operational Programme Black Sea Basin 2014-2020  
SEGE – Greek Association of Women Entrepreneurs  
September 2021

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