WEnCoop ENERGY COOPERATIVE

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Newsletter #2

FEBRUARY 2024

Reducing the Environmental Footprint of Female Entrepreneurship

WomEn Going Greener

Dear Readers

We are delighted to bring you the 2nd newsletter of the WomEn Going Greener project, an Erasmus+ initiative focused on empowering female entrepreneurs to adopt sustainable practices and reduce their environmental footprint. With the project now in full swing, we are excited to share updates on our progress, upcoming activities, and ways you can get involved.

Mapping the current situation

This activity aimed at providing an in-depth understanting of existing legal, policy, and institutional measures supporting the reduction of SMEs environmental footprints and how & if female entrepreneurs are empowered. Each partner conducted a national-level review and compiled a **National Report** that includes:

- An overview of the EU and national **laws and policies** promoting green practices in SMEs
- Institutional frameworks and funding mechanisms available to female entrepreneurs for sustainable business practices
- Identification of **30 case studies** showcasing good practices of female-led adopting greener appoaches
- A summary of key findings and actionable insights drawn from the case studies

As part of this process, each partner engaged in desk research, consulted government reports, analyzed existing green business initiatives and collected data on green practices!

TAKE ACTION NOW!

"From Ideas to Impact: Women Entrepreneurs Driving Green Change."

Co-funded by the European Union

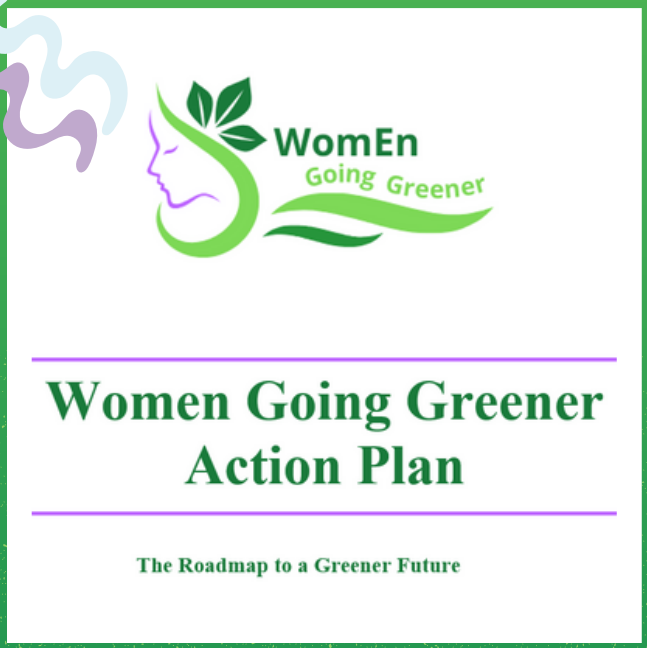
GO GREEN

What have we been up to

Interviews with Female Entrepreneurs

To gain first-hand insights, partners conducted interviews with 30 female entrepreneurs, executives, or SMEs managers who had successfully implemented green initiatives. This allowed us to collect qualitative data on challenges, motivations, and effective strategies for sustainability. The process included:

1. Development of an indicative questionnaire
2. Conducting interviews in-person or digitally
3. Analyzing rsponses to identify common themes to be included in the Action Plan



The "Women Going Greener ACTION PLAN?

The **WGG Action Plan** aims to provide clear guidance and tools to help women-led SMEs integrate sustainability into their business strategies. It offers a toolkit of resources, including funding options, green checklists and self-assessment tools and serves as a comprehensive guide not only to women entrepreneurs but also to BSOs, financial insitutions and policymakers.

Coming Up

- The WGG **HACKATHON** for Policy Recommendation
- The Policy Recommendation Paper

Follow us for more exciting news

Women Going Greener

www.womengreener.com/