

WOMEN IN EUROPE – New Yields of Employment in rural areas (WE-RUN)

GUIDELINES AND TEMPLATES FOR ELABORATION OF CATALOGUE OF INNOVATIVE BEST PRACTICES

INTELLECTUAL OUTPUT O2



Erasmus+



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1. What New Yields of Employment (NYE) are considered in WE RUN project

New Yields of Employment (NYE) is a concept referring to sectors and activities which offer business opportunities with a **high potential of creating new jobs, mainly in rural areas**.

NYEs have the main function of solving two problems: unemployment and covering social needs that are not fully addressed through other means.

NYEs are divided into **four main sectors** (with some examples of business' fields in each group):

- *Services in the daily life*: home delivery services, childhood attention, information and communication technologies (apps, multimedia training, access to information, home security, teleworking...) or support to youngsters with special necessities.
- *Services to improve the quality of life*: buildings' improvement, security, collective transport, enhancement of rural areas, local trade or energy management.
- *Leisure services*: tourism, audiovisual Medias, enhancement of cultural and natural heritage or sport.
- *Environmental services*: wastes management, water management, protection and maintenance of natural areas or regulation and pollution control.

2. What a “Best Practice” is considered in WE RUN project

The objective of this Intellectual Output is to detect the best and innovative practices in business projects developed by rural women related with new yields of employment and the emerging sectors in each of the regions involved in WE RUN project.

On these grounds “Best Practices” could be any initiative - activities, policies, procedures or **business examples** - having produced positive effects in the economy of rural areas where are developed.

It is expected each partner in WE RUN to identify between 3 and 5 innovative best practices from its own territory.

3. Guidelines to compile information regarding Best Practices

In order to collect strategic information on the Best Practices selected we will make use of both secondary sources - exploring documents available - and primary sources – specifically interviews with involved representatives.

The approach proposed is, first of all, exploring secondary sources available in order to achieve a thorough approximation to the Best Practice and, once we are aware of it, to carry out the interview with the person in charge to describe the Best Practice in detail.

In such a context, for each Best Practice selected we will schedule one interview with the person most representative and who knows better the different aspects of the experience being studied.

Proposed schedule

- Each interview should start with a brief introduction about WE RUN project and ERASMUS+ Programme as well as the final objectives both of the interview and the project.
- STANDARD QUESTIONS:
 - o Which is the exact field of intervention?
 - o Which are the main objectives of the experience?
 - o Which is the geographical space covered by the experience? Is it foreseen the extension of the practice to a wider area? How?
 - o Which was the origin of the initiative?
 - o Which has been the overall timescale?
 - o Which have been the stakeholders involved in the implementation?
 - o Could you describe in detail, stage by stage, the process of development of this experience?
 - o Which is the legal framework necessary for the development of the practice?



- Could you determine specific data concerning the number of customers/direct beneficiaries/users?
- Which are other concrete results achieved?
- Which do you think success factor have been?
- Which have been main difficulties encountered?
- Contacts or person in charge (names, telephones, mails and website).
- Other relevant information (reports, presentations...)

4. Common template for description of Best Practices identified

NR.	SECTION	DESCRIPTION
0	Photograph - Logo	One or several photographs
1.	Title of the Best Practice	
2.	Precise theme/issue tackled	
3.	Location	Municipality (region - country)
4.	Objectives	
5.	Detailed description of the Practice	<ul style="list-style-type: none"> • origin • timescale • stakeholders involved implementation • process and detailed content of the practice • legal and financial framework • economic activity
6.	Evaluation	<ul style="list-style-type: none"> • success factors • difficulties encountered
7.	Contact information	
8.	Other interesting information	<ul style="list-style-type: none"> • additional information provided by informant • documents (reports, presentations)

Good Practice Examples

Foundation of the „Axamer Bauernladen“ (shop for farmers nutrition products in Axams)

In 1991 Rosmarie Nagl founded, supported by Prof. Markus Schermer (currently university of Innsbruck, sociology department, one of his focuses is the agro-food-system) the Bauernladen – a shop for farmers food products – in the village of Axams (in the middle of Tyrol, 12 km distance from the capital Innsbruck). At that time it represented a singular model of direct marketing in Austria.

Possibilities of direct marketing before the „Bauernladen“-concept:

- „Ab-Hof-selling“: means that farmers sell their products directly at their farm; the disturbance of the work in the house and in the stable a disadvantages of this way of marketing, furthermore the limited sales opportunities.

- Farmers markets: farmers markets boomed back in the 1990th. The single farmers bring their products to special markets and sell them there. A high expenditure of time is unavoidable; sales talent is necessary and each farmer has to be able to offer a range of different products.

Basic considerations before the foundation of the „Bauernladen“:

When she was a young woman Rosmarie Nagl did not plan to become a peasant woman, but nevertheless she inherited some „farming genes“ of her grandmother, who maintained her family as a widow running a farm; from her fathers side she took over the business sense. Her husband decided to continue with the farm of his parents. They built a farming house outside the village to create a basis for organic dairy farming. They cultivated 5 hectares of fields and meadows, a medium size farming enterprise compared to other farms in the village.

Peasants in this region traditionally farm small properties. Almost all of them had (and still have) sideline jobs besides their farm, only three worked in the early 1990th their agricultural business full time. Rosmarie Nagl thought: „Something has to be possible.“ She observed e.g. that a neighbour farmers woman worked as a cleaning lady and donated the overage milk which was not included in the contingent of the „Milchhof“ to the same „Milchhof“. „Milchhof“ was a centralized enterprise since the 1970th comprising the processing of milk more or less for central Tyrol and the western part of Tyrol. In 1991 it fused with an important enterprise of the Unterinntal-part of Tyrol and was renamed „Tirol Milch“.

To each dairy farm belongs a fixed contingent of milk which formerly Milchhof and than Tirol Milch took over and paid for.

Rosmarie Nagl further thought: „Working in my farming enterprise I should be my boss and sell my own products.“ Farmers should not be reduced to be mere landscape gardeners (a big issue in the Tyrolean touristic mountainous area). They always where responsible of food production and should strengthen this basic responsibility again.

Formation history of the „Bauernladen“:

At the end of the 1980th the alpine dairy of the farmers of Axams had been closed. For a long time the farmers every morning and every evening had brought their milk to this central collecting point which had been owned by the farmers of the village. From there the milk had been handed on the milk to the Milchhof. The alpine dairy had been closed because at that time a van from the Milchhof/Tirol Milch started picking up the milk daily. The alpine dairy was equipped with a cold storage room, a salesroom and appropriate hygienic appliance.

The farmers discussed how to use the rooms further on. Rosmarie Nagl and her husband suggested emphatically to found a “Bauernladen” in these rooms and started it 1991.

The farmers first behaved sceptically moreover since Rosmarie Nagl had not been born in the village and not in a farmer’s family. But she proofed quickly that her idea worked out well.

Direct marketing based on the „Bauernladen“ model:

When the “Bauernladen” started Axams had about 5.000 inhabitants and the whole area had about 10.000.

The „Bauernladen“ started after working hard to convince the local farmers with five of them. In 1993 there were already 43 (from Axams and neighbour villages) bringing products to the „Bauernladen“.

The farmers’ women and men brought their products on Friday evening to the former alpine dairy. Rosmarie Nagl and a colleague took them over against a bill of delivery. For the selling the products were presented in a cooling showcase and on shelves. Farmers’ daughters worked as salesladies in the „Bauernladen“. Their expertise was very important because costumers/consumers e.g. wanted to know how butter is produced. They were very interested in exact information about production and origin. The products had to be declared carefully – weight, farm of origin, production date. The consumers wanted to know what they were eating and who created it.

The „Bauernladen“ at the same time stimulated the „Ab-Hof-selling“. Before the local residents did not know e.g. which farmer grew which sort of potatoes. The „Bauernladen“ enabled an information flow among producers and consumers of food.

In 1991 only a few farms in the village survived without selling parts of their land. Those who did not sell property had to run into debt to be able to buy necessary machines or tractors. With the new generated income through the „Bauernladen“ they were able to pay back their debts.

Farmers women were more active then man, each one generated ideas what to produce, visited courses, started e.g. to produce a certain type of cheese. The farmers’ women accepted the counselling of Rosmarie Nagl with regard to what consumers demanded.

She introduced a democratic procedure to define selling prices: Each farmer determined the prices of his or her products. If some farmers offered the same product (e.g. butter) they sat together to define a standard price. As a basis Rosmarie Nagl proposed a price calculation in such cases. One

kilo of butter e.g. was sold for 100 Schilling (currency in Austria before the Euro; would be about 8 Euro now). The respective farmer got 90 Schilling and 10% retained the „Bauernladen“ to maintain the infrastructure (like paying electricity bills, purchasing a showcase) and to pay the salesladies. It was important to compensate their work time. At the beginning they volunteered to give the project the chance to start up. All the more so since the „Bauernladen“ started without any subvention. To reserve only 10% of the profit for the selling was very few compared to „normal“ enterprises which calculate 25 to 40%.

The farmers agreed because they earned much more money for their products than elsewhere.

The popularity of the „Bauernladen“ among the consumers was overwhelming from the first day. Moreover since at that time one of the frequent scandals connected to food production – with regard to meat – occurred. The farmers butchered a pig and the pork had been sold instantly. The „Bauernladen“ boomed, no advertisement was necessary. The farmers produced without chemistry although the farms officially were not run organically. The „Bauernladen“ promoted the awareness on biological production. The farmers did not want to spray any more e.g. herbicides on their crop.

The „Bauernladen“ opened for shopping on Friday evenings and Saturday mornings. During the first time mainly new village residents came because the natives thought the products would be too expensive for them. But a few years later a lot of natives also frequented the „Bauernladen“.

Because the time period on Friday evening for the farmers to deliver their products was short (one hour only) they could not avoid meeting each other and started exchanging information and experiences. That way they were able to agree on a consistent prize for potatoes.

Not being forced to produce certain entities of products was a big advantage of the „Bauernladen“ marketing strategy for the single farmers. Workload and pressure could be reduced and each farmer had the chance to sell his or her surplus. Three farming enterprises literally stepped into direct marketing; the others brought smaller amounts of commodities. Depending on ones wish and possibilities one could earn 120 Schilling at a weekend or even 2.000 Schilling.

The producers took back the leftovers which had not been sold after the weekend – at least perishable food. Meanwhile e.g. grain could be stored for a long time.

The legal organisation of the „Bauernladen“ was based on an „Arbeitsgemeinschaft“ (working group) similar to an association with meetings and plenary meetings.

Food safety inspectors controlled the „Bauernladen“ regularly like every other food factory or shop. They took samples. E.g. the water content of butter should not exceed 13%. But farmers don't have laboratories so they had to pay penalties if the water content was too high. In this context Rosmarie Nagl noticed a certain tendency to impede the „Bauernladen“ business model. Like e.g. crooked cucumbers were forbidden to be sold as first class food. So they sold them as second class but the consumers knew well their real quality.

Additionally to the weekly opening hours they sold little gift baskets and wooden boxes with small entities of Schnaps, liquor, tea and so on.

Connected to the „Bauernladen“ in 1997 Rosmarie Nagl started an additional business branch – she offered organising buffets and catering for all kind of events. In 2007 this branch was transformed into the enterprise Nagl KG Bauernbuffet (Nagl limited partnership farmers buffets).

In 1997 Rosmarie Nagl resigned from the business management of the „Bauernladen“ but planned to purchase the products for the buffets further from the “Bauernladen”. The new business manager refused that although this arrangement would have guaranteed a fixed income for the „Bauernladen”.

Rosmarie Nagl still works with Nagl KG Bauernbuffets which her daughter runs since 2016 and she still creates concepts for direct marketing of farmers’ products to involve farmers and consumers into a healthy productions and consumption circuit. She plans to use the shop of the former alpine dairy and later „Bauernladen” for a consumer guided shop. She assumes that consumers are more than ever interested in transparent nutrition. Therefore she plans a little market hall offering e.g. healthy lunches to take away.

Her ideas develop from imagining what she as a consumer needs and likes, by putting herself on the place of potential consumers and discussing her ideas with outsiders to get confirmation.

The „Bauernladen“ rooms still will be rented to a farmer for two more years. This period she wants to use to clarify legal and organisational preconditions.

The enterprise Nagl KG Bauernbuffets

The „Bauernbuffet Axams“ and from 2007 the enterprise “Nagl KG Bauernbuffet” was from the beginning a very successful undertaking.

Rosmarie Nagl found new rooms, separate from “Bauernladen” and hired part-time employees. The employees prepare and run the buffets. For some time a student financed his studies as a driver for Nagl KG, for another time a retired villager did the driving. The employees contribute depending on their capacities and skills – some of them work regularly in the enterprise others bake cakes etc. Rosmarie Nagl herself engages in all work processes from organisation, contact with costumers until preparing and delivering the buffets. Her daughter supported her and took the enterprise over this spring since Rosmarie Nagl retired (but still stays involved in the work).

Preparing and carrying out the buffets necessitates flexibility with regard to time and creativity. Often the buffets have to be organised on weekends and holiday as well as on evenings. Flexible reactions to the situations on the places where buffets must be provided are often necessary.

Costumers are private enterprises (like hotels), public institutions (like universities, public authorities) and people hiring Nagl KG Bauernbuffet for private parties.

The products to create buffets (cold and warm dishes, cakes, beverages) are purchased from regional farmers.

For a closer insight take a look on the website: <http://www.bauernbuffet-nagl.at/>

Concerns connected to the foundation and conduct of the „Bauernladen“:

Rosmarie Nagl was irritated when she perceived that one or two farms ceased the farm work every two years in Axams: „As soon as a stable door is closed it will not open up any more.“ Farmers who close their enterprises just work elsewhere and are not so much concerned by negative consequences. But the land and its inhabitants are. Many people think farming is nothing more than another branch of economy; farmers should work without complaining because they receive subventions anyway. But that is not farmers' reality. And as soon as the farming circuit is broken the whole community will be confronted with the results – the living environment people like to have will not exist any more.

The consumers in Axams very much estimated the „Bauernladen“, the volume of sales developed fabulously. But it also was necessary to educate the consumers to take what seasonally and locally could be produced and provided. The awareness of local food had to be trained.

Rosmarie Nagl emphasizes to avoid exploiting farmers like the big players in the processing and marketing of food do.

Foundation of the „Kosmetiksalon Esprit“

Description of the enterprise: a beauty salon

Sandra Schweighofer is running a beauty salon in a village in Tyrol, close to the capital Innsbruck. She offers face and body treatments, works on an energetic level, mainly to recreate the skin respectively to accomplish a healthy skin: treating acne, helping to reduce weight, removing body hair. Compared to health related treatments decorative treatments are marginal (mostly for weddings, carnival etc.). Most costumers are female, but she also treats men. She still works on clarifying the advantage of skin treatments to men.

Basis for the foundation of the beauty salon

Sandra Schweighofer completed a vocational education as a cosmetician after the compulsory school. She worked in her profession at a dermatologist practice and established there a cosmetic division. Parallel to her work she got through evening school and graduated with Matura (Austrian grade that allows studying at the university). She studied business administration for six semesters and worked as a secretary to finance her studies.

In 2001 she decided to found her own business because she was not satisfied with working as a secretary since she did not have regular contact with costumers; and as an employed cosmetician she could earn only little money. Also she assumed that working self-employed would be better combinable with having children.

Preconditions to found her beauty salon were to pass the [examination for the master craftsman's certificate](#) and the examination for entrepreneurs. Both examinations she prepared autodidactic and she passed.

She found out that in the village where she moved to no beauty salon existed; only hairdressers had a few cosmetic offers. She started looking for a good location. First she planned to rent business rooms at the main road of one of the close by villages which proved to be expensive and too large. She was reluctant to take that risk and finally rented affordable rooms in her neighborhood, a little bit offside the village centre.

When she started she did not apply for support from founder or women founder programs and she supposed that such did not exist. To get a credit would have been possible but she was able to furnish and equip the rooms with saved money. Also privately she did not need support. Her partner (with whom she was together for only almost 2 years by then) told her just to go for it, when she explained her plans and he helped her to prepare the rooms.

She did not face obstacles – only the [master craftsman's certificate](#) had to be passed within two years which was not difficult.

Establishment of the enterprise

Sandra Schweighofer worked for three years by herself in her beauty salon, then she hired an employee – a former customer of her, cosmetician too, who has three children and wanted to continue her professional life after her parental leave. Sandra Schweighofer was pregnant with her first child and wanted to spend big part of her time caring for the child after its birth. The first year with an employee was rather difficult because her customers knew her and wanted to be treated by her since cosmetic treatment is a very personal matter. After two to three years the same level of income was reached again like she had before with her business.

When she introduced new offers the business increased and then turned into a certain level.

A remarkable enhancement of the income would now only be possible by working fulltime but she still wants to spend enough time with her two children to support them well. Therefore she is always looking for igniting ideas to produce increases.

She, as well as her employee, is working about 20 hours a week.

Her work time is flexible; she also offers treatment at 8 o'clock in the evening.

Four years ago she bought a very effective and very expensive machine for face and body treatments. And she always adds smaller offers (like manicure) to her offers (also participating in further educations therefore).

Ten years ago she started to sell fashionable cloth in her business rooms because there was enough space. But it did not work out satisfyingly since customers already spend money for treatments and cosmetic products. Last fall she tried the same with fancy bags but makes again the same experience. She assumes that it would be necessary also to do this business full-hearted to be successful. But her core business stays the beauty salon and she prefers to have time for her children and for her hobbies to only working all the time.

Her beauty salon still is very successful and is visited by women and men and by all age groups – from 70 year old farmer with skin problems to 12 year old children suffering from puberty acne.

To watch up more: <http://www.kosmetiksalon-esprit.at/kosmetik>

Obstacles

Founding a family during the first time she experiences as an obstacle for the business. Also to work in a location close to her private house, close to her relatives and in the village for some time she regarded as a disadvantage. Her relatives frequented her beauty salon only at the beginning out of curiosity. But she overcame her negative feelings and now the closeness is ok for her.

Important qualities of a founder in the beauty salon business

Sandra Schweighofer regards herself as a patient and dedicated worker. She follows her aims persistently.

Moreover it is important to be empathic and sensitive with regard to the costumers and constantly to be good-humoured. From her character she is a sunny and friendly person. People also give her that feedback. She thinks it is important to be authentically friendly because people feel if it real or not.

Moreover she assumes that in her profession it is very important to be dapper. This also was always important to her as well as to her employee – not to be tarted up but to be soigné. She learned that from her mother and during her formation. She concludes that it can be learned.

Tyrol - Policy Seminar for Women. Cracking Nuts – Gathering Fruits

<http://www.tirol.gv.at/fileadmin/www.tirol.gv.at/themen/gesell-schaft-und-soziales/frauen/downloads/Doku-Nuesse-knacken-06.pdf>

„Since Years Seminars for women to bring them into political participation were organised since 2009 by the womens departement of the Tyrolean Government. Women out of all parts of the country participated including South Tyrol (Italy) and Bavaria (Germany). The most important goal was to bring more women in decision making boards and to support women, who were active in policy. Women should be encouraged to take on responsibility in public functions and additionally to have fun there. To reach this Know how, tools, networking and exchange are necessary.

The course was developed financed by a project in the EU-programme Leader in the years 2008-2009 and changed to a regional offer. The selected regions: Landeck, Außerfern, Tiroler Unterland and Osttirol are peripheric ones. Important subjects were Rhetoric, Conflict Management, Policy, Regional Development, Communal Law and Public Relations. Target groups were mayors and vice-mayors, local council members, women active in organisations, parties, labour organisations, private associations, chambers, initiatives or women who want to get involved in public activities.

INTERNET for all. Stay with us! - 2010

http://www.regiol.at/fileadmin/user_upload/Projekte/neta_08-12-19_Konzept_Leitung_Internet-Team.pdf

The regional development management in Tyrol started the project INTERNET for all with the goal to bring persons at the risk of exclusion, especially in peripheral rural areas close to the use of internet. It addressed persons, who did not use the internet because of higher age, missing further education or short-time access to these techniques. Especially women without professional engagement in rural areas are represented in a culminated situation of digital exclusion.

The project was based on three columns:

Motivation of participants:

Familiar attachment figures of the region motivate the target group to first steps in the internet.

Training to access the internet:

In small regional learning groups at regional schools the participants got advice in the handling of computers and the basic know-how to use the internet.

Public internet access:

In each community, where this training took place, a public and cost-free internet access was established to operate the lessons learned during and after the training. The trainings took place in 16 communities in Tyrol and were financed by Leader.

Award for Business Women - 2015

<http://wirtschaftsblatt.at/home/events/Unternehmerinnen/index.do>

An economic newspaper together with the women's organisation of the chamber of commerce and insurance and a car producer were looking for the best female entrepreneurs in 4 categories.

„Modesty is one of the important female attributes. The chief editor of the newspaper states: With this award we want to raise awareness that entrepreneurship is also a female issue and to encourage more women to strike this path. The head of the women's organisation of the chamber of commerce believes:” that it is important to talk more about the entrepreneurial achievement of women.”

This was the reason to create the female entrepreneurs award to recognize the performance of women acting in economy. The award was committed first in 2015 to 4 extraordinary entrepreneurial personalities: Ulli Seebacher, designer of Carinthian traditional costumes, an Jane-Beryl Simmer, head of the technical enterprise Sihga in Upper Austria, to the physician Doris Steinmüller-Nethl in Tyrol and the Viennese caterer Andrea Maria Vaz-König.

4 Categories:

The term of application for the 2. award in 2016 is finished and the data are collected in the moment. All proposals will be investigated by a top-class jury until the 14th of December.

This year the 4 categories are:

Start-up

Export

Innovation and Research

And for „special entrepreneurial achievement“.

A gala evening to award the best will take place at Vienna.

2015 a number of 134 proposals were investigated and judged. The winners show not only the variety of businesses were women succeed in economy, but also their high achievement. Here is more information about the winners in alphabetic order:

Ulli Seebacher: She was for a long time designer at famous factories for traditional dresses in Carinthia as a free lancer, 2011 she founded her own label “Erbstücke” (Pieces of Heritage), with which she act successfully in the field of high quality “Dirndl”- fashion.

Jane-Beryl Simmer: The professional technician from Upper Austria started 12 years ago with her enterprise in a rented garage. Today Sihga GmbH is the greatest expert for fixing systems with 700 products and patents.

Doris Steinmüller-Nethl: The physician from Tyrol developed 20 years ago the technology to create very thin, nano crystalline layers of diamond used for materials in industry and medicine.

Andrea Maria Vaz-König from Vienna was a successful banker before she got self employed with a specialised bistro for vegan food “Deli Bluem” one year ago. A few days ago a second location was opened in Vienna.

Conclusions:

We investigated the following opportunities for women in rural areas:

To create new ideas in traditional fields of women:

day care, nutrition, farm products, herbs, design, rural transportation etc.

The field of nutrition is very important now, a lot of expert discussions circuit modern, healthy, antiageing, vegetarian, vegan, antioxidant, weight reducing, brain boosting food etc.ect. In this area women as normally responsible for the feeding of their family are authentic and can find a special field of activity. To sell natural, self made products would be better than to represent big enterprises in nutrition like herba life, which are recognized controversial. Also old fashioned activities like the collection of herbs and the old knowledge how to use them can make a profession, accompanied by book writing, giving seminars and so on.

In Austria the traditional dresses became more interesting again in the last decade and modern designers create new styles out of quotations of alpine traditional patterns, symbols and images. The idea to cope missing child care for the very young, some years ago a private association offered training as day mothers and hired the women after the training and they could be rented from working mothers. This solution turned out to be an option mainly in rural areas, where public child care is inferior to the urban situation.

In Northern Spain we recognised a project of a partner organisation, where they found an enterprise offering private transportation in a rural area via mini busses, all drivers female. It was an employment scheme for unemployed women in the area.

Our examples show how farm products of a group of producers can be sold in a common shop and reach the status of a trade mark and how the lack of a beauty salon in a small village can be the start of a successful enterprise.

To start in new fields, which are in the moment traditionally male:

Technique, spin offs from natural sciences, digital support – this needs education what is problematic for rural areas.

The leaders of spin off enterprises from technical universities and natural sciences department show, that this is a male domain. May be that they think more about getting famous or making money from their research than women do. In our days the number of female students in these subjects increases and the entrepreneurial thinking should also raise in their minds. The few examples we have underline that women are successful if they really want to work self employed and do have the necessary know how. Another booming branch contains digital services like software development, digital marketing, computer based information and communication systems, website design and management, trade via the internet etc. As the first programming persons in the history of computer sciences were women like Ada Byron Lovelace, the first programmer, daughter of the poet Lord Byron, Grace Murray Hopper involved in the development of Cobol or Jean Bartik, programmer of the Electronic Numerical Integrator and Computer (ENIAC), the first electronic calculator and involved in the development of Fortran, women could be integrated in programming and computer sciences again. The Example of the tyrolean basic computer training in rural areas show how a start could be made by the government to open up the space for innovative business ideas getting familiar with the internet and the digital world.

To use of resources of more persons – group work, combining ideas and competences instead of single person enterprises:

The spin offs from universities show more co-operation between young male researchers to development a solution, which can be sold as a product and patent holders than women. Also the example of the farmers products shop shows that co-operation is leading to more success. Female founders of enterprises mainly found a single person enterprise and stay alone in their business. This means that they have to have an extensive know how in all fields of economy: accounting, taxes, selling, marketing, advertisement, production etc., which seldom may be combined in one person. If a group of 3 or 4 women could share their experiences and competences in a useful mix their chances in economy could increase.

To engage in political and public organisations and decision making boards:

Experiences show that the areas of policy and economy are in very close connection and persons working in the one or other field are working together, conducting common ideas and projects and benefit from each other. The participation of women in these field has to increase a lot to reach equality and open new opportunities for women concerning their gender specific life conditions.

Female politicians mainly invest in child care institutions or nursing homes because they directly understand the necessity from their own responsibilities in their families.

The participation in public and private organisations broadens the network of contact persons, supporters and like-minded people in the region. This makes the acceptance of a new product more easy, expands the market and extends the number of customers. It is also important to co-determine the decisions of communities for economic support, public funding, changes of law to stimulate the entrepreneurial spirit in the region. Female participation will be helpful for businesses run by women, not only because women will support women (this is not always the case!), but because of a change in society, if a critical mass of women is involved. More women in decision making processes will customise the presence and importance of women. This will lead to more visibility and recognition in economy and facilitate the founding of enterprises by women. The more “normal” this will be evaluated, the more women will decide to follow this pathway.

To use the internet for communication, networking and business:

As described in the paragraph above, all activities around the internet will increase and the use of internet presence and communication no business will survive any more. To be fit in these requirements is a must for all business women like for all business men. Especially in rural areas the internet as a window to the world may be used to cope the problem of mobility there. The internet as an area to exchange offers and demands, to place information on the person, the products, the services, to earn money by providing downloads of information, entertainment, music etc. May be the future marketplace for every body regardless where the persons behind live, in town or in rural areas. The use of the internet may enable the population in peripheral regions the participation in trading across countries without the restrictions they face situated in a small valley far from the capitals.