

# WEED-

## Local Action Plan Summary

July 2011



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Connecting cities  
Building successes



## WEED LAP SUMMARY JULY 2011

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Since the baseline mapping of women, entrepreneurship and employment was carried out in the Development phase of the WEED project all cities have been faced with an economic context that has changed. It is now more important than ever to ensure that women are not the long term losers during times of economic crisis, that the pursuit of gender equality at local level continues, and women's contribution as workers and entrepreneurs is fully utilized as part of economic recovery strategies.

An important part of this is the development of actions and strategies at local level. Local Action Plans are an important dimension to the URBACT program. Drawing on the URBACT I experience, they are intended to improve the impact of transnational exchange and learning on local policies, and give a concrete form to the outputs from networking activities carried out by each partner. They can be a valuable way to exploring solutions to problems faced by partner cities.

All the cities involved in WEED have active Local Support Groups that have been developing such Local Action Plans. Their content shows the varied context and issues faced in different cities. Some are prioritizing actions to help women start up and develop enterprises, others to reduce gender segregation across the world of work and business. Whatever their approach partners feel that the chance to bring together stakeholders at local level, to learn from models being adopted in cities across Europe and to take time to plan actions has been a valuable dimension of the URBACT programme.

The WEED website contains short details in English of the local action plans developed by each city. More detailed versions have been developed in each country's language. this file gives an overall idea of the range of challenges addressed and local action plans developed.

# LOCAL ACTION PLAN SUMMARY

CITY	OBJECTIVE	ACTIONS	STAKEHOLDER/ AGENTS OF CHANGE	PLANNED IMPACT
SANTIAGO DE COMPOSTELA	Address the underrepresentation of women in employment and local development; and increase the participation of women in the knowledge economy.	Increase positive actions promoting women's access to quality employment; develop mentor net; stimulate business network; support innovatory enterprise; develop subsidy programme for women leading and employing other women	Employment and Enterprise department of Municipality/ Syndicates/Chamber of Commerce and Industry/Association of Industrial area of Tambre/Federation of Rural Associations/ Official association of Psychologists/ University. Very strong LSG, well established. Partnership model well established.	Increased uptake by women of business support. Joint strategic plan. Rise in women's employment.
UMEA	Break norms and gender stereotypes to produce gender equal access to labour market and business world	Additional actions to change the norms and structures in the labour market that favour men. Range of highly innovative proposed actions including: Project -Norm Storm, Campaign -Gender equal growth, Network- Men for gender equality.	Wide range of stakeholders including Umea municipality/Region Vasterbotten/ Ambassadors for women's entrepreneurship/ Leia accelerator/ Employment Office / Sami Association/ Almi Business partner/ University of Umea. Very strong LSG – developed from existing networks but with much stronger focus and understanding.	Increased confidence for women workers . A joint strategic plan. Raised awareness of economic and social benefits of gender equality. Database of good practice . Additional funding - NORMSTORM programme secured funding late 2010. Improved funding applications and better sense of what can be done with reduced budgets.
CELJE	Extend women's capacity to work in or develop businesses supporting vulnerable families and older people	Develop funding application for support and training services.	JZ Socio/ Municipality/ Residential care home/ Employment dept. Centre for Information, Consultancy and Education	Project funding for new employment and training in the sector: funding secured late 2010



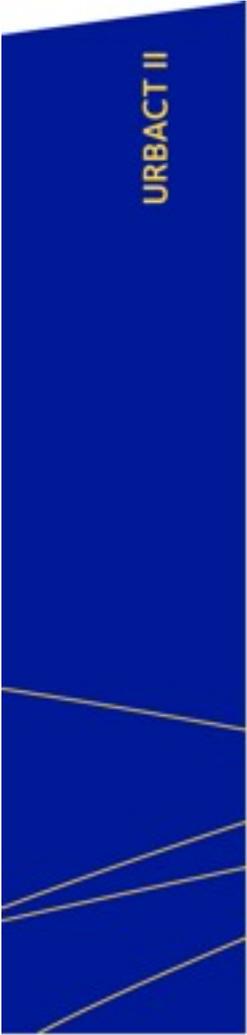
CROTONE	Policy development and support for women in small and micro enterprise: development of guidance and information services: develop information and training for local school system.	Create regional laboratory system to develop models for increasing gender equal access to employment and enterprise creation. Construct virtual incubator to support women in the workplace and business.	City of Crotone/ Regional and provincial employment offices/ Trade Unions/ Associations of Artisans and Merchants/ Banks and Financial Services/ Cultural Associations.	Promotion of a culture of equal opportunities between public and private institutions/ creation of innovative pathways for women entrepreneurs/ emergence of more women entrepreneurs/ change traditional division of labour in rural and craft system due to increased awareness of gender equality.
CELJE 2	Increase gender balance in local decision making and economic life	Analyse composition of Municipality's Boards and public bodies. Organise workshops and 'Equal Day' to make girls familiar with traditional male occupations and boys with traditional female Organise consultation event with employers and experts on reconciliation of professional and family life Organise round table to eliminate stereotypes about marginal groups	Municipality/ Equal Opportunities Coordinator/ Legal Counselling Officer/ JZ Socio/	Raised awareness of the issues. Some additional funding for activities. 5000 Euros from Municipality budget.
AMIENS	Reduce barriers to women entering work or setting up business: through time reconciliation measures and cultural change	Survey local needs & ideas; review programmes; extend and secure resources; inform municipal strategy; create system of childminding for women with specific timetables; organise a network of European tutorship for women entrepreneurs.	Municipality/NGOs/ Employment Department. Strong LSG – developing what is a new area for municipality	Established support from municipality for business case for gender equality Enhance entrepreneurship support for women Improved childminding service and childcare information Improved car pooling for working parents



ALZIRA	Increase the number of female entrepreneurs; increase the skills of unemployed women to improve their access to labour market.	Mentor programme using established entrepreneurs to support new entrepreneurs; develop training tool for entrepreneurs; training course for unemployed women; increase standards of ICT courses at local level.	Municipality of Alzira/ Local Association of entrepreneurs/ SERVEF – Valencian Regional Employment Service/ Regional Government.	Improved contribution to review of Alzira's Plan of Equality 2008-10 plus 2 funded projects: Accelerado de Empresas innovadoras: Erasmus Programme (Funding secured: commenced early 2011)
KARVINA	To increase % of unemployed women completing retraining programme or business start up programme	Analysis of statistical data and survey of business woman and unemployed women's situation in Karvina Organise studies and conference to stimulate and reinforce positive actions that promote access to management positions in public and private sectors. Develop labour activation policies that favour women's insertion into the labour market, particularly for women with added difficulties.	Municipality/ Mayor's Office/ Chamber of Commerce / Employment Office/ Chamber of Commerce/ RPIC-ViP	Clearer targets and action plans incorporated into return to work and start up training programmes. Reduction in number of unemployed women. Increase in number of business women.



ENNA	Build political support for the development of women in productive activities especially Micro and small enterprise/ provide guidance and information services ( one stop shop), develop training policies for local schools system	Annual programme of workshops, courses and career guidance to break traditional gender stereotypes. Create virtual desk support to women in employment and entrepreneurial action through networking between public and private organisations, syndicates, chambers of commerce. Explore how to start micro enterprise service for emergence of women owned businesses	University Kore/ Employer organisations/ Trade Unions/ Chamber of Commerce/ Banks/ NGOs/ Banks	Culture of equal opportunities between public and private institutions and between social workers and unorganised to enhance awareness of business case for gender equality. Creation of innovative pathways to employment for women. Emergence of new women-owned businesses. Dissemination of culture of entrepreneurship and equal opportunities in education
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The logo for URBACT II, featuring the text "URBACT II" in white, uppercase letters on a dark blue rectangular background.

URBACT II

**URBACT** is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 255 cities, 29 countries, and 5,000 active participants

A network diagram consisting of several yellow square nodes connected by thin yellow lines, representing a network of cities and participants.

[www.urbact.eu/weed](http://www.urbact.eu/weed)



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