



# GENGREEN

GENGREEN's mission is to contribute to resilient, inclusive, smart, and green Nordic societies and bring social and economic benefits.



## ABOUT

The project's main objective is to develop a cross-border recognized training and educational program for female green entrepreneurs (including women belonging to minority communities, immigrants, elderly) in South/Central Ostrobothnia, Lapland, Norbotten, Troms and Finnmark through several activities such as:

### 1. Establishment of 5 Cross-border Living Labs (CLLs)

#### 2. Four main online training modules

- business management
- sustainability
- innovation and
- cross-border training

### 3. A number of correlated professional activities and outputs

- workshops, webinars
- data collections
- guidelines
- cross-border cooperation tools and
- field visits

## TARGET GROUP

Women at different stages of their entrepreneurial activity i.e., from recently graduates with an interest in starting a green business, via women who are in the development stage of their green business activity (less than 3 years of operation) up to women with a mature business who are interested in improving its environmental sustainability practices.

## GENDER GAPS IN FEMALE ENTREPRENEURSHIP

Climate technologies can require large capital investments upfront and longer payback periods for investors, and this can increase the difficulty of attracting venture capital and other types of financing (World Bank, 2014).

- Access to credit is limited for women entrepreneurs and cash flow can be unpredictable.
- Women have less access to role models and have smaller networks, which makes them less likely to innovate.
- Women could be consistently underrepresented among entrepreneurs and innovators because of underlying biases towards women in the market.
- Female entrepreneurs have less access to external funding than male entrepreneurs, which makes it difficult for them to expand
- Costs of parenthood: The current system pushes young women into jobs that are only temporary. The costs of parental leave are largely paid for by female-dominated sectors.

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