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POSLOVNIH ŽENA  
SRBIJE

# ASSOCIATION OF BUSINESS WOMEN IN SERBIA IN THE EUROPE HOUSE – Our projects

17. DECEMBER 2024.



## ABW SERBIA IN EU PROGRAMS

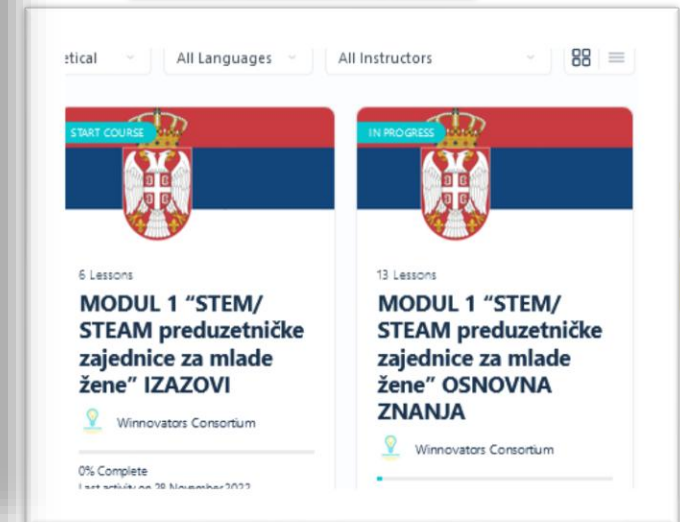
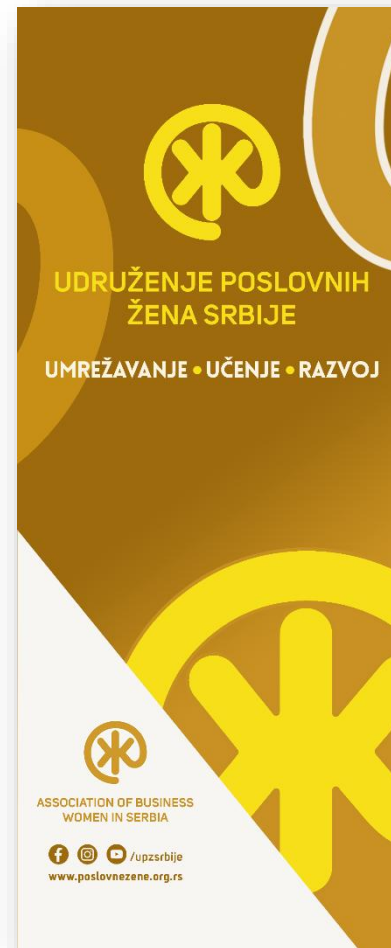
Today we present the projects of the Association of Business Women in Serbia that we have implemented this year and will continue into the next, along with our numerous activities and successes in this field. The projects we implement are not only a way to ensure the sustainability of the Association of Business Women in Serbia, but through them, **we support** the economic empowerment of women, **strengthen** gender sensitivity, **promote** female leadership, and **fight** against deeply rooted gender stereotypes, **motivating and encouraging** women to find their path to economic independence and success. The projects are intended for various target groups of women: entrepreneurs, vulnerable groups, unemployed women, youth, while members of the Association of Business Women in Serbia are involved in these projects as experts, consultants, beneficiaries, or training participants





## ABW SERBIA IN EU PROGRAMS

Our European story began in 2021 with the Innovators project, within the **Erasmus+** program, when we became part of a consortium of partners from multiple countries. Since then, we have continued to expand our network and influence. In addition to the projects we independently implemented in previous years, which were supported by donors such as the Government of the Republic of Serbia / Office of the Minister for Innovation and Technological Development, GIZ, UN Women, the Open Society Foundation, the City of Belgrade, CIPE, and others, we are currently implementing 4 European projects as part of consortiums consisting of organizations from various countries, and we are announcing a fifth project for next year.





## PROJECTS FINISHED IN 2024



1

### WINnovators

Boosting entrepreneurial and STEM/STEAM capacity of young Women in higher education institutions for sustainable development and Innovation

*December 2021 - November 2024.*

*EU project within Erasmus+ program*



2

### Development of the digital entrepreneurship section - e-ABW

Organizational capacity building for women's business associations and chambers of commerce

*September 2023 - April 2024.*

*Project funded by CIPE - Center for International Private Enterprise*





## CURRENT PROJECTS IN 2024

### CBC job gender and age equalizer

 **3** Bridging the gender and age gap on the labour market through capacity building and promotion of new job opportunities in cross border region

*September 2023 – March 2025.*

*EU project within Instrument for Pre-accession Assistance (IPA) for Serbia and North Macedonia (Cross Border Cooperation Program)*



**4**

### WE.Circular

Boosting digital and industrial capacity for sustainable circular transition of women entrepreneurs in the Danube Region

*January 2024 - June 2026*

*Project supported by Interreg Danube Region Program, co-funded by EU.*





## CURRENT PROJECTS IN 2024

### WIN



#### 5 Improving the position of Women in the labour markets of peripheral Industrial regions

*January 2024 - June 2026*

*European project supported by Interreg Danube Region program, co-funded by EU.*

Interreg  
Danube Region



Co-funded by  
the European Union



### ST(R)E(A)M IT

#### ST(R)E(A)M IT/STREAMING GIRLS AND WOMEN INTO STEAM EDUCATION, INNOVATION AND RESEARCH

*January 2024 - December 2026.*

*EU project funded by Horizon Widera program*



**STREAM IT**

Streaming girls and women  
into STEAM education,  
innovation and research



Funded by  
the European Union



## CURRENT PROJECTS IN 2024



7

### Women in Digital Transformation and in STEM

Building Organizational Capacities for Women's Business Associations and Chambers of Commerce— Women in Digital Transformation and in STEM

*oktobar 2024 - januar 2025.*

*Projekat podržava CIPE - Center for International Private Enterprise*



## PREDSTOJEĆI PROJEKAT 2025. GODINE



8

### WOMEX

The role of women in the competitiveness of exporting SMEs

*EU project supported by Interreg Europe program*



Funded by  
the European Union

# WINnovators



**Boosting entrepreneurial and STEM/STEAM capacity of young Women in higher education institutions for sustainable development and Innovation**

***Activities and Achieved Results***

**November 2021 - November 2024**

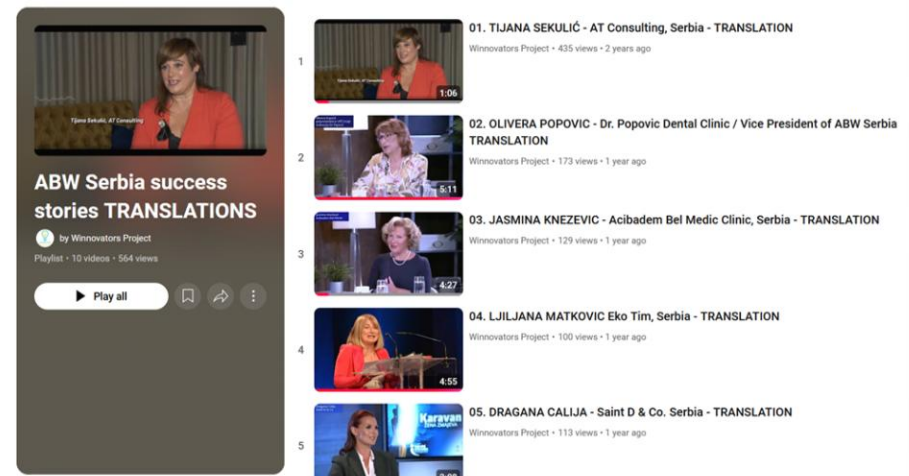
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# About project

- ❑ The project lasted **36 months** and was completed in November 2024.
- ❑ It was implemented by a consortium of **7 partners from 5 countries**: Serbia, Estonia, Slovenia, Italy, and Romania.
- ❑ **Goal**: Strengthening entrepreneurial skills, STEM competencies, and supporting young women in rural communities, less developed, and peripheral areas facing socio-economic challenges due to a lack of experience, skills, and absence of mentors to help them develop an innovative approach to business.
- ❑ **Target groups**: Young women aged 19 to 35 from rural and less developed areas, university professors, and female students.
- ❑ **Skills development** for young women is supported by students and educators in higher education institutions through training/courses on an e-platform, fostering entrepreneurship and improving their digital skills.

- ❑ An interactive WINnovators workspace with courses/modules was created, through which the WINnovators community communicated, promoting informal education.
- ❑ ABW prepared courses in the form of video *Success Stories of Women Entrepreneurs* as an incentive for young women, beginners, and future entrepreneurs.



## e-Mentoring ABW

 <p><b>Dr Sanja Popović Pantić</b> Freelance LPU</p> <p><b>Oblast ekspertize:</b> Konzultant za razvoj malih i srednjih preduzeća u oblasti inovacije i konkurentnosti sa posebnim fokusom na razvoj inovativnih preduzeća</p> <p><a href="#">SAOPŠTITI VIDA</a></p>	 <p><b>Olivera Popović</b> Patentna stručnjakinja LPU</p> <p><b>Oblast ekspertize:</b> Poliranje biznisa, postavljanje biznis modela, digitalizacija poslovnih procesa</p> <p><a href="#">SAOPŠTITI VIDA</a></p>	 <p><b>Dragica Božinović</b> Novitas Consult</p> <p><b>Oblast ekspertize:</b> Analiza tržišta, kontakti sa postojećim i potencijalnim partnerima / kupci-dobavljači / rentabilnost proizvodnje</p> <p><a href="#">SAOPŠTITI VIDA</a></p>	 <p><b>Srećana Bričić</b> SD Project</p> <p><b>Oblast ekspertize:</b> Arhitektura, kreativna industrija i poliranje biznisa</p> <p><a href="#">SAOPŠTITI VIDA</a></p>
 <p><b>Tajana Jevđević</b> Integrative Club by Beauty Imagin</p> <p><b>Oblast ekspertize:</b> Konzalting i kreiranje specijalovanih spa/wellness programa u SPA, Beauty i fitness centrima, hotelima, opremanje spa/wellness centara, obuka terapeuta za masaze po programu Beauty Imagin metodologijom savetovanom u Italiji, vizuelni identitet spa/wellness centra (logos, flageri), menadžment i marketing za spa/wellness centre.</p> <p><a href="#">SAOPŠTITI VIDA</a></p>	 <p><b>Gordana Kozčević Orić</b> Kinet</p> <p><b>Oblast ekspertize:</b> Kreativna industrija</p> <p><a href="#">SAOPŠTITI VIDA</a></p>	 <p><b>Lorena Macara, MBA</b> SEAF South Balkan Fund</p> <p><b>Oblast ekspertize:</b> Mergers and acquisitions, business and financial analysis, due diligence, valuation, strategy formulation, negotiations</p> <p><a href="#">SAOPŠTITI VIDA</a></p>	 <p><b>Tajana Mamula Nikolić, PhD</b> ACT2B</p> <p><b>Oblast ekspertize:</b> Omnichange i renoviranje postojećeg biznisa, change management, primena inovativnih tehnika u oblasti nauke i optimizacije poslovanja (design thinking, coaching...)</p> <p><a href="#">SAOPŠTITI VIDA</a></p>
 <p><b>Margaret Dillon</b> viva COMMUNITY</p> <p><b>Oblast ekspertize:</b> Margaret is a Certified Personal and Business Coach, and a Certified Human Resources Professional with a Masters in Organizational Management and the Founder and CEO of viva, a socially responsible company offering training, workshops, international trade missions and executive and career coaching to individuals and companies. viva aims to transform the face of leadership by accelerating more women of cultural backgrounds in leadership positions.</p> <p><a href="#">SAOPŠTITI VIDA</a></p>	 <p><b>Milena Bročković</b> SE T d.o.o.</p> <p><b>Oblast ekspertize:</b> Organizacija preduzeća i radnih procesa, priprema i realizacija investicione gradnje, infrastrukturno opremanje, hidroelektrična infrastruktura</p> <p><a href="#">SAOPŠTITI VIDA</a></p>	 <p><b>Nataša Pavlović Bujas</b> Istvan Group</p> <p><b>Oblast ekspertize:</b> Korporativni marketing, odnosi s javnošću, tržišna pozicioniranje, razvoj brendova, razvoj internih timova</p> <p><a href="#">SAOPŠTITI VIDA</a></p>	 <p><b>Vesna Puocar Orubor</b> Viver Group</p> <p><b>Oblast ekspertize:</b> Preduzetništvo, razvoj organizacije od startup do srednjeg preduzeća, organizacija, komunikacija, jačanje menadžerskih osobina, postavljanje ciljeva u razvoju od osnive do preduzeća</p> <p><a href="#">SAOPŠTITI VIDA</a></p>

## Activities in 2024

- Multiplier event in Belgrade in April, where the project results were presented.
- The fourth transnational partners' meeting in Belgrade in June.
- International virtual event *Women Inspired for STEM and Innovation*, organized by the Association of Business Women in Serbia, with over 60 participants from Slovenia, Estonia, and Serbia, in September.
- International multiplier event for policymakers in October.
- Training within Pilot 2 (Module 1) and training for educators (Module 2).
- For Module 2, the Association of Business Women in Serbia prepared a course on e-Mentoring.
- Research conducted among stakeholders.

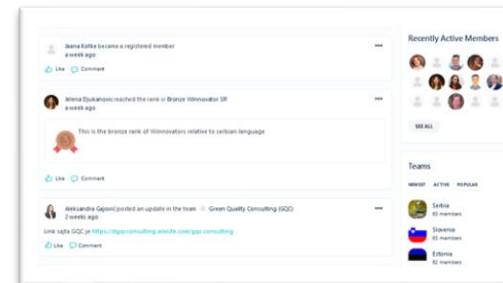


## PILOT 1 – WHAT HAVE WE ACHIEVED

- 15 TEAMS participated, consisting of 15 young women entrepreneurs paired with 15 female students and mentors.
- The young women created a total of 7 BUSINESS PLANS.
- 5 DIGITAL PRESENTATIONS were prepared, including social media profiles and websites.
- Participants who successfully completed the courses RECEIVED BADGES as part of the gamified approach, as well as CERTIFICATES listing the competencies they achieved.
- SOME YOUNG WOMEN USED THESE CERTIFICATES AND THE BUSINESS PLANS THEY DEVELOPED TO OBTAIN SUBSIDIES, LOCAL GOVERNMENT SUPPORT, AND FUNDS FOR SELF-EMPLOYMENT.

## PILOT 2 – WHAT HAVE WE ACHIEVED

- A total of 28 TEAMS participated, consisting of 28 young entrepreneurs and 22 student mentors.
- A total of 8 BUSINESS PLANS were completed.
- 6 DIGITAL PRESENTATIONS were prepared, including social media profiles and websites.
- 16 THRELLO PROJECTS were implemented.
- A TOTAL OF THE FOLLOWING PARTICIPATED IN THE PROJECT IN SERBIA: 43 YOUNG WOMEN 37 STUDENT WOMEN



e-ABW



Organizational capacity building for women's business associations and chambers of commerce  
- Development of the digital entrepreneurship section - e-ABW

*Activities and achieved results*

September 2023 - April 2024.

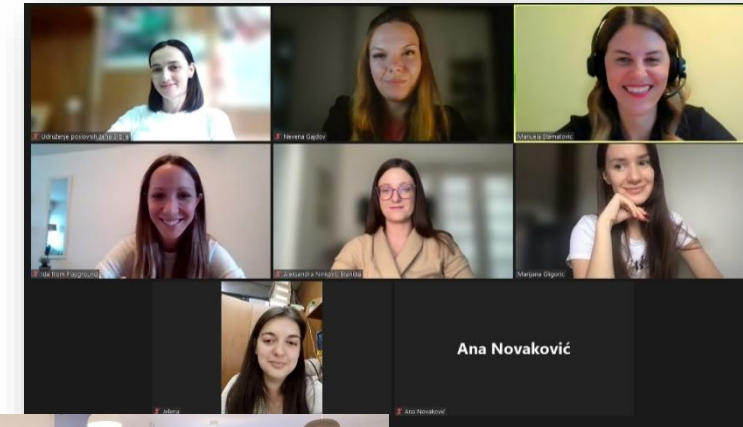
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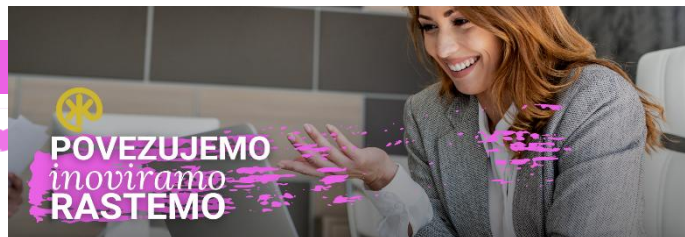
The Association of Business Women in Serbia (UPŽ) has implemented the project from September 2023 to April 2024, with the support of CIPE / Center for International Private Enterprise.

The main goal of the project is to strengthen and expand the membership base of the Association of Business Women in Serbia, with a complete modernization and a focus primarily on (young) entrepreneurs operating in the digital domain.



ACTIVITIES	October	November	January	February	March
<b>Research initiative</b>					
Online survey preparation and implementation					
Development of the analysis report					
<b>Advocacy campaign</b>					
Creation of the National Stakeholder Advocacy Group					
Social media monthly content development					
Social media outreach campaign, including post promotions (boost)					
Organization of the Instagram Live event					
Organization of the live, public-private dialogue event					
PR activities (on-going)					





# e-ABW

## Benefiti za naše članice

**e-UPŽ**, digitalni segment Udruženja poslovnih žena Srbije, pruža ključne prednosti neophodne za uspeh u digitalnom svetu. Od umrežavanja sa drugim preduzetnicama i razmene iskustava do pristupa ekskluzivnim informacijama i edukacijama, e-UPŽ je posvećen osnaživanju, povezivanju i razvoju digitalnih preduzetnica. Naše članice uživaju u mogućnostima kao što su:



**Uspostavljanje baze za saradnju** i dobijanje relevantnih kontakata za privlačenje novih klijenata i kupaca.



Praktična **razmena iskustava, povezivanje** sa drugim udruženjima u zemlji i inostranstvu i pristup raznim benefitima.



**Redovni sastanci, konferencije i događaji**, koji omogućavaju članicama da se umreže i prošire svoje poslovne vidike.



**Edukativne radionice**, masterclass-ovi i pristup važnim informacijama i istraživanjima.



Posebne pogodnosti, kao i mogućnost za **medijsku i drugu vidljivost** i preporuke.

The e-ABW initiative aims to modernize the Association of Business Women in Serbia by involving more entrepreneurs operating in the digital domain, integrating digital entrepreneurs into the association, and strengthening its membership base.

### Pridruži se i ti!

Popuni formu kako bi izrazila svoje interesovanje za e-UPŽ i saznala više o mogućnostima članstva.

Ime i prezime

Zanimanje

Mejl-adresa

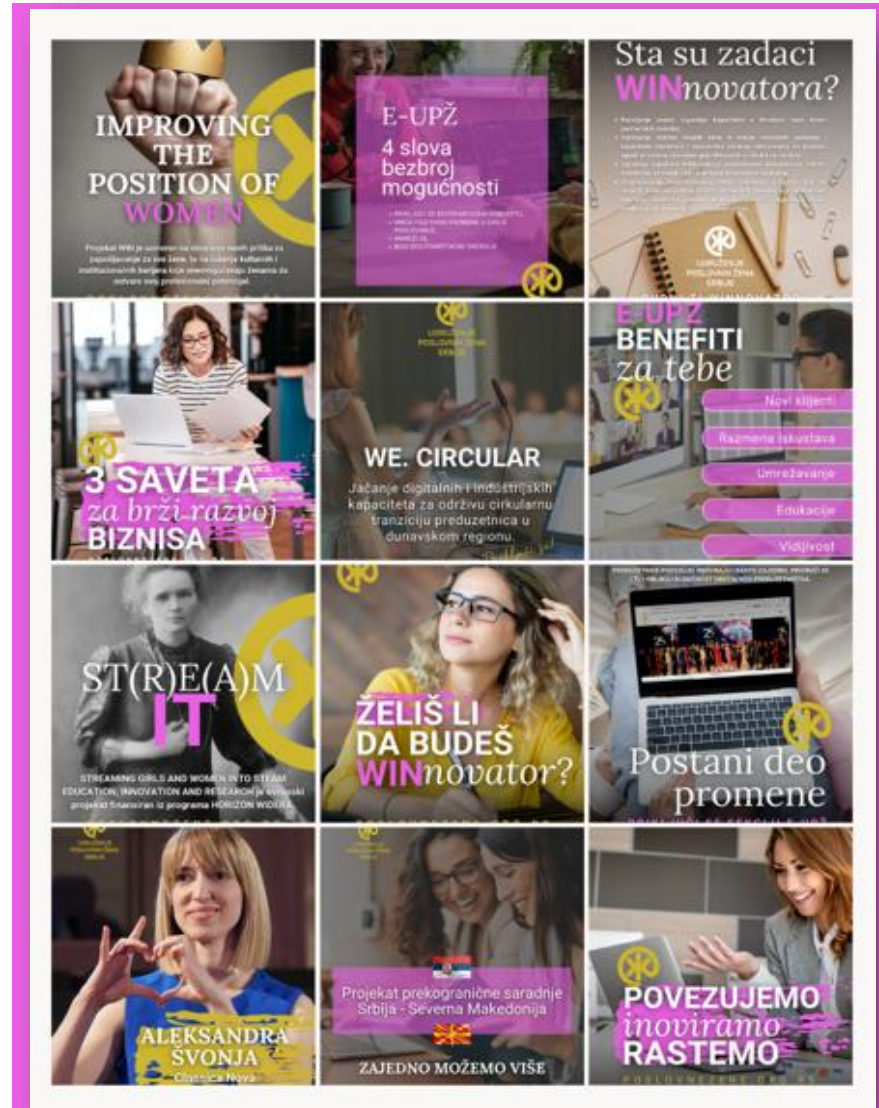
Broj telefona

Slažem se sa obradom mojih ličnih podataka u svrhu izražavanja interesa za e-UPŽ i dalje komunikacije vezane za moj upit.

**e-UPŽ** ima za cilj da doprinese razvoju savremenih digitalnih strategija, stvarajući snažnu zajednicu koja podstiče rast i razvoj, ne samo poslovanja, već i pojedinačnih članica.

**Pridruži se i ti i budi deo Udruženja za budućnost.**

POSTANI DEO PROMENE



# e-ABW on social media

## Vizuelni identitet

Vizuelni identitet je ključan aspekt u stvaranju i održavanju brenda, koji ima duboki uticaj na to kako se brend percipira u javnosti. On obuhvata sve vizuelne elemente koji predstavljaju brend, uključujući logo, boje, tipografiju, i sveukupni dizajn.

Logo:



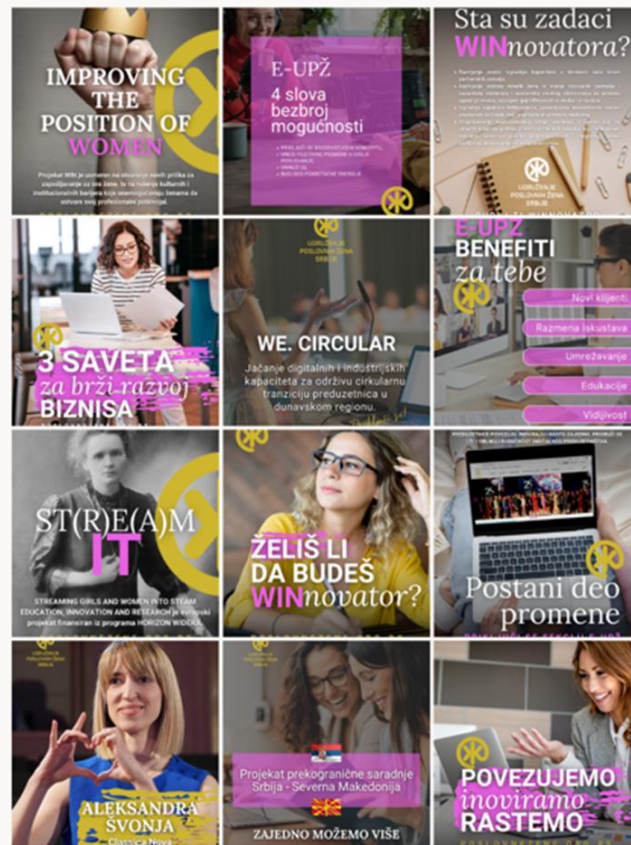
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Boje:

#CEB62F

#EB61E4

Decembar 2023 | Puzzle Consulting | e-UPŽ | Strategija sadržaja



## Društvene mreže - Instagram (primer)



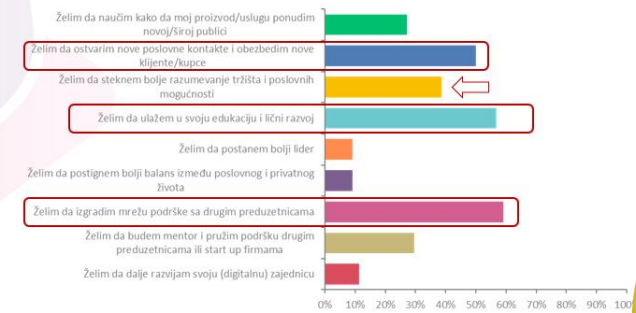
Decembar 2023 | Puzzle Consulting | e-UPŽ | Strategija sadržaja

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## Rezultati onlajn ankete - Q6

Q6: Šta vas motiviše da postanete/budete član nekog udruženja preduzetnica? (moguća 3 odgovora)

Answered: 44 Skipped: 26



Consulting



## INSTAGRAM: period February – March 2024

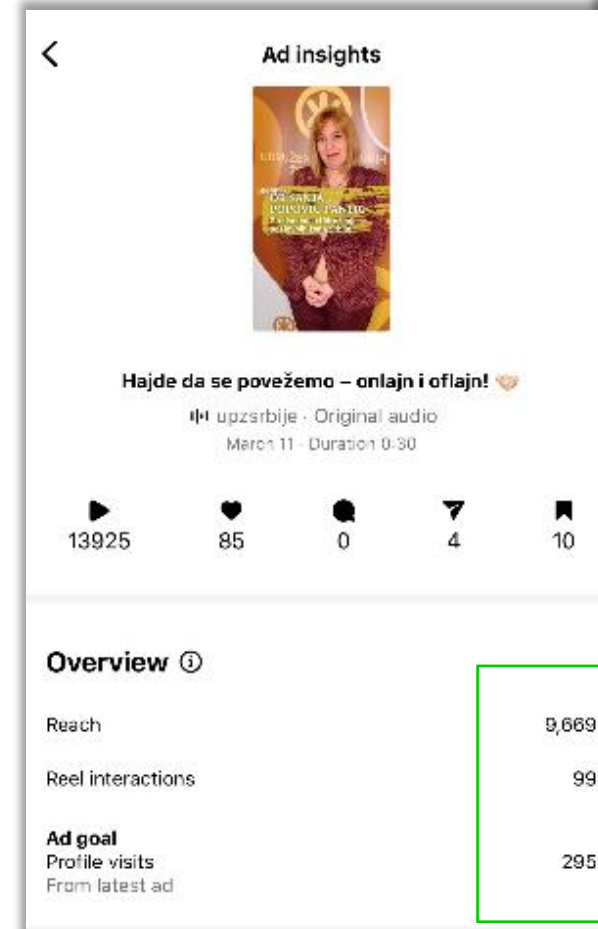
- The total number of followers increased by 26% to 4,114.
- The reach for the target group 25-34 increased to 32.7% during the campaign period.
- The number of followers for the age group 25-34 increased by 26.8%, and by 42.6% for the target group 35-44.

## FACEBOOK:

The number of followers increased by 2% to a total of 11,036 by the end of April.

## LINKEDIN:

Reached up to 1,000 followers during the campaign period.



ИПА II Програм прекограничне сарадње

СРБИЈА - СЕВЕРНА МАКЕДОНИЈА



Република  
Србија



Република  
Северна  
Македонија



Овај програм  
финансира  
Европска унија

Добри пријатељи, нове могућности



**CBC**

POSLOVNI RODNI I STAROSNI  
EKVILAJZER

# CBC job gender and age equalizer

Bridging the gender and age  
gap on the labour market  
through capacity building and  
promotion of new job  
opportunities in cross border  
region

*Activities and so far results*

September 2023 - March 2025.



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## About the project

### PROJECT OBJECTIVE:

Increase in the participation of women, youth, and vulnerable groups of women in the labor market.

### STRATEGIC OBJECTIVES INCLUDE:

- ❑ Professional development of women and youth
- ❑ Improving opportunities for their (self)employment in well-paid "male" sectors of the workforce
- ❑ Creating partnerships for the further development of pilot support measures
- ❑ Increasing visibility and awareness of the benefits of pilot measures in local communities



## THE FOLLOWING ACTIVITIES ARE BEING IMPLEMENTED WITHIN THE PROJECT:

1. Training on gender stereotypes
2. Training for occupations in male-dominated sectors, including...
  - **Information and communication technologies**
  - **metal processing,**
  - **and construction.**
3. Field visits to employers in the specified sectors
4. Mentorship program
5. Development of public-private partnerships between organizations, employers, institutions, and local government bodies
6. Campaign to raise awareness against gender stereotypes, including a video and 10 podcasts featuring women business owners from the mentioned "male" sectors
7. Creation of a document with recommendations
8. Development of a website, mobile app CBC Assistant, and cross-border networking – study visit of participants from Serbia to North Macedonia

## About the project



In Serbia, the training is conducted in the Pčinja District, in the municipalities of Vranje, Trgovište, and Vladičin Han. The training includes young people – final-year students of vocational high schools and women, including those from vulnerable groups. In North Macedonia, the municipality of Gjorce Petrov is included in the project.

So far, the following activities have been completed:

- Introductory conference in May 2024
- Training on gender stereotypes, construction, metal processing, and ICT
- Mentoring support
- Company field visits
- Website and mobile application Podcasts have been recorded
- 2 focus groups held in Serbia and North Macedonia
- A total of 480 women and youth have completed the training in both countries.

## About the project



WIN

Interreg  
Danube Region



Co-funded by  
the European Union



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# Improving the position of Women in the labour markets of peripheral INdustrial regions

*Activities and so far results*

January 2024 - June 2026.

## About the project

### Project objective:

- Better position of women in peripheral industrial regions, where industrial giants once existed, and with their closure during the transition, a portion of the population, especially women, was left without employment.
- Creating new employment opportunities.

### Project

- Is realised by **10 partners from 7 countries**: Slovenia, Bosnia and Herzegovina, Czech Republic, Hungary, Austria, Bulgaria, and the Association of Business Women in Serbia as the only partner from our country.
- The project also involves **8 associated strategic partners**. In Serbia, the city of Loznica will participate, where a pilot project will be implemented in 2025, involving women who are either in the labor market or seeking better business opportunities.





## So far activities

- ❑ 3 partner meetings of consortium members, held in Slovenia, the Czech Republic, and one online.
- ❑ 2 study visits (Trbovlje, Karlovy Vary / Locket) – The Association of Business Women in Serbia, together with the hosting partner, was responsible for organizing these visits, which were followed by detailed reports.
- ❑ 2 workshops – roundtable and world café, organized and conducted by the Association of Business Women in Serbia as part of regular semi-annual partner meetings (Slovenia, Czech Republic), with detailed reports, aimed at better understanding the position of women in specific peripheral industrial regions.
- ❑ Presentation of the project in Loznica as part of the "World of Women" event in March 2024.
- ❑ 3 meetings of social innovation coordinators – laying the foundation for and implementing the pilot projects in peripheral industrial zones across 7 countries.







## Planned activities 2025.

- ❑ March meetings in Loznica: conference, panel, and exhibition as part of the "World of Women" event.
- ❑ Preparation of the pilot project in Loznica.
- ❑ May 2025: partner meeting, study visit, round table, and world café workshop in Loznica.
- ❑ September 2025: partner meeting, study visit, roundtable, and world café workshop in Bosnia and Herzegovina, Livno Canton.

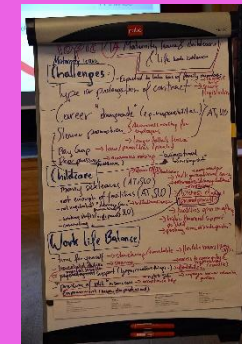
## So far activities

- ❑ Meeting of the national innovation group – national stakeholders, institutions, organizations, and companies who will work on developing and implementing innovative ideas for the pilot and the inclusion of the target group of women in the project.
- ❑ Participation in the preparation of several studies:
  - Comparative study on the position of women in the labor market in pilot regions
  - Introductory document on the position of women in the labor markets of peripheral industrial regions
  - Analysis of local/regional/national policies on the employment of women
- ❑ Intensive promotional activities have been carried out on social media, the project website, and in periodic newsletters.





# WIN events



SLOVENIJA – Trbovlje, Dewesoft i, Katapult

ČEŠKA – Karlove Vari, Locket



Foto Andrej Kljajić

ČEŠKA – Karlove Vari, Locket

LOZNICA

# WE.Circular

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WE.Circular



Boosting digital and industrial capacity for sustainable circular transition of women entrepreneurs in the Danube Region

*Activities and so far results*

January 2024 – June 2026.

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## A brief overview of the first year of the project (January – December 2024)



- 4 partner meetings and 2 transnational stakeholders meetings (in Belgrade);
- 24 examples of good practices in the fields of circular and digital transformation (projects, initiatives, and national policies/strategies) from the following partner countries: Bulgaria, Romania, Moldova, Czech Republic, Slovakia, Serbia, Germany, and Austria;
- 12 national analyses of skill gaps and needs of female entrepreneurs (including Serbia);
- 1 transnational analysis of skill gaps and needs of female entrepreneurs;
- First expert meeting – meeting of the thematic working group and the fourth partner meeting held in Stuttgart; goal of the meeting: draft training program for female entrepreneurs in co-creation with partners and experts, based on the transnational analysis and identified needs of female entrepreneurs;
- Methodology for developing training programs;
- Methodology for innovation contest.





## Transition to a circular economy and digital technologies: Key challenges and needs

**Uneven progress:** Some regions (e.g., Germany) are leading in the transition to a circular economy, while others (e.g., Moldova) are just beginning this process. Targeted policies and support are needed to accelerate the adoption of circular technologies.

### Motivation for adopting circular principles:

- Improving efficiency and business quality.
- Gaining a competitive advantage.
- Pressure from clients and suppliers for modernization.

### Main barriers to adopting digital technologies:

- High investment costs.
- Lack of skills and knowledge for implementation.

**Challenges for women entrepreneurs:** limited access to networks and mentorship; insufficient gender sensitivity in policies; limited technology and infrastructure in rural areas, social norms that make it difficult to balance work and life.

**Top 3 training topics on circular economy:** Financing the transition; Practical application in specific sectors; Using digital technologies.



**Top 3 topics for digital transition:** Resource optimization (time, staff, investments); Digital marketing and business model development; Cybersecurity.



# CURRENT ACTIVITIES

## WE.Circular innovation contest

Entrepreneurs who lead small or medium-sized enterprises (SMEs) and meet the following criteria:

- Operate in one of the following Danube region countries: Austria, Bulgaria, Bosnia and Herzegovina, Czech Republic, Croatia, Germany, Hungary, Moldova, Romania, Serbia, Slovakia, and Slovenia.
- Have been registered for less than 5 years.
- Apply circular models or technologies.
- Have a female founder with at least a 30% ownership stake.

**! Application deadline: February 16 2025.**

Submit your application through the dedicated online platform OnePass in English.

💡 Don't miss the opportunity! Be part of a network that is changing the future of the circular economy and empowering women entrepreneurs.

👉 Apply and learn more at:

<https://getonepass.eu/opportunities/WECircularInnovationContest/>

## OŽIVITE SVOJE ZELENE IDEJE

Tu smo da vas podržimo na putu ka cirkularnosti!

## WE.CIRCULAR TAKMIČENJE U INOVACIJAMA

Pridružite nam se!  
Postanite deo održive budućnosti!

APPLY NOW >



The selected finalists will have the opportunity to:

- ✓ Participate in the WE.Circular program for business model development, which includes workshops, market assessments, and expert feedback;
- ✓ Be featured through success stories of Women in WE.Circular, gaining international recognition;
- ✓ Present their business models at the Pop-Up Store event in Bratislava, Slovakia, with covered travel and accommodation expenses.



# Key WE.Circular events



BULGARIA



MOLDOVA



SERBIA



GERMANY



WE.Circular – Danube Region Strategy Flagship Project



# ST(R)E(A)M IT



**STREAM IT**

Streaming girls and women  
into STEAM education,  
innovation and research



Funded by  
the European Union

## ST(R)E(A)M IT/STREAMING GIRLS AND WOMEN INTO STEAM EDUCATION, INNOVATION AND RESEARCH

*Activities and so far results*

January 2024 - December 2026



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SRBIJE





**STREAM IT**  
Streaming girls and women  
into STEAM education,  
innovation and research



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## About the project

### ACTIVITIES

ST(R)E(A)M IT addresses the barriers and challenges faced by underrepresented groups in STEM by developing innovative gender- and diversity inclusive tools for educating young people with a particular focus on young girls and by mobilizing actors of different sectors of STEM education, and the R&I ecosystem to create sustainable networks for providing ongoing support for the STEM education providers. ST(R)E(A)M IT seeks to introduce solutions that can be widely used by different kinds of stakeholders during and beyond the scope of the project.

**21 partners from 19 countries:** Hungary, Ireland, Germany, Bulgaria, Romania, Lithuania, Italy, Croatia, Slovenia, Ukraine, Serbia, Slovakia, Spain, North Macedonia, Sweden, Belgium, Greece, Poland, and Iceland..

#### 1. Research

The consortium conducts a meta-analysis and qualitative research.

#### 2. Establishing collaborative networks

The goal is to raise awareness about gender equality in STEM, facilitate knowledge exchange, and build a community among teachers, institutions, and other stakeholders.

#### 3. Developing tools

Developing innovative tools for STEM activities, focusing on girls (14-18 years old), through workshops, practical activities, and a mentorship program.

#### 4. Contribution to EU goals

Support for the development of the "European Manifesto for Gender-Inclusive STE(A)M Education and Careers" through webinars and the final conference in Brussels in 2026.



# Women in Digital Transformation and in STEM



**Building Organizational Capacities for Women's Business Associations and Chambers of Commerce— Women in Digital Transformation and in STEM**

***Activities and so far results***

**October 2024 - February 2025.**



**UDRUŽENJE  
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## Implementation period: October 2024 – March 2025

The project is being implemented with the support of CIPE / Center for International Private Enterprise.

The long-term goal of this project is to improve the position of women in the field of digital technologies and STEM by advocating and promoting education and careers in these areas.

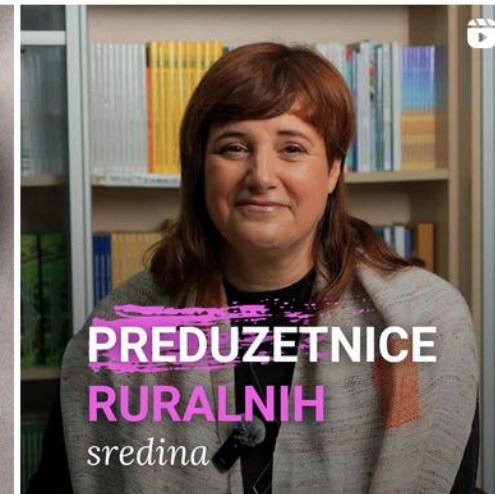
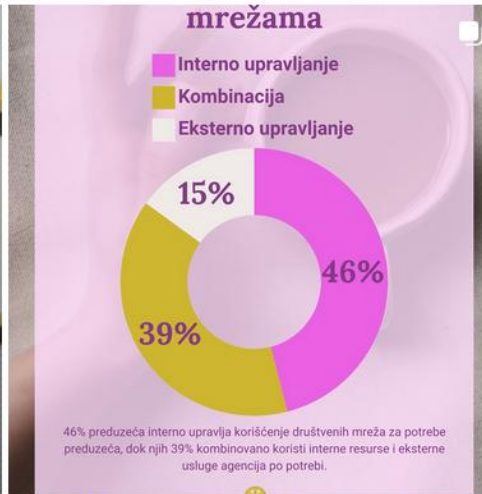
### Activities:

- Conducting a survey and writing a report based on research on the topic of digitalization of businesses owned by women – November 2024.
- Creating a National Stakeholder Advocacy Group for public advocacy on the topic of digitalization of women-owned businesses – January 2025.
- Preparing dedicated content for social media – until March 2025. Instagram Live event – February 2025.
- Final event (public-private dialogue – live): panel discussion with representatives from institutions, government bodies, and media – first half of March 2025.

ACTIVITIES	Month 1	Month 2	Month 3	Month 4	Month 5
<b>Research Initiative</b>					
Online survey preparation and implementation	■				
Development of the analysis report		■			
<b>Advocacy campaign</b>					
Creation of the National Stakeholder Advocacy Group		■	■		
Social media monthly content development		■	■	■	■
Social media outreach campaign, including post promotions (boost)			■	■	■
Organization of the Instagram Live event				■	
Organization of the live, public-private dialogue event					■
PR activities (on-going)	■	■	■	■	■



Project activities presented on the social media of ABW Serbia.



# WOMEX



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## The role of women in the competitiveness of exporting SMEs

Starts in 2025

# WOMEX

## About the project

**WOMEX** aims to facilitate the change in business culture in EU regions so that the competitiveness and sustainable growth of exporting SMEs are not understood without equal opportunities for women within them. The project addresses the chronic limitations of women in their access to the benefits of international trade, an especially fertile field for professionals and companies.

EU regions are fully committed to strengthening their SMEs' competitiveness and long-term sustainable growth potential. However, decisive measures are still needed to raise gender mainstreaming in public policies for exporting SMEs to support higher productivity, employment, and prosperity. To tackle these challenges, WOMEX develops a catalog of best practices built by the partners through regional exchanges and based on the results of regional studies on exporting SMEs' gender bias, and on the design of supportive tools ad hoc.



The seven participating regions face similar challenges: the impact in our economies and societies of gender bias in exporting SMEs, a scarce presence of corrective instruments in public policies aimed at them and meager incorporation of the gender perspective in its business strategies.

EU regions play an important role in changing this paradigm: assuming the gender mainstreaming in public policies aimed at generating competitiveness and sustainable growth in exporting SMEs, and offering to professional women and women owners of exporting SMEs a catalogue of services facilitators of financing, training, and digitalization. This and advocacy initiatives will contribute to that change and impact socioeconomic growth and business ecosystems



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Srećne  
novogodišnje i  
božićne praznike  
želi vam



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17. December 2024.

**THANKS FOR  
YOUR SUPPORT !**