



E-CHANCE 2.0
for women entrepreneurship

HANDBOOK



ACKNOWLEDGMENTS

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Women's entrepreneurship has been recognized during the last decade as an important untapped source of economic growth. Women create new jobs for themselves and others and by being different also provide society with different solutions to management, organization and business problems as well as to the exploitation of entrepreneurial opportunities. However, they still represent a minority of all entrepreneurs. The Lisbon European Council defined an ambitious strategy for Europe to become 'the most competitive and dynamic knowledge-based economy in the world', emphasizing the need for the creation of an environment friendly to starting up and developing innovative businesses and especially small and medium-sized enterprises. Increasing the rate of new business creation by women is essential to stimulate innovation and employment in our economies.

Research has shown that women face a number of difficulties in establishing and maintaining businesses. Although most of these difficulties are common to both genders, in many cases they tend to be more significant for women entrepreneurs and would-be entrepreneurs. However, research has also shown that women in general create smaller but relatively more viable enterprises.

The project e-Chance 2 aims to promote the entrepreneurship between the women using the technologies based on web 2.0 applications and loosely-associated technologies such as wikis, blogs, social-networking, open-source, open-content, file-sharing, peer-production, etc. According to the previous point, the women entrepreneurship is associated to some gaps as lack of information, contacts and access to networking as well as weak as inflexible supply of childcare facilities and difficulties in reconciling business and family obligations. The flexibility of the use of the technologies based in web 2.0 applications can help solve these gaps, and improve the entrepreneurial environment for women.

Thus, the project e-Chance 2.0 aims to foster the entrepreneurial mindset on women, to promote the access to the training through the uses of flexible and interactive tools, to improve the woman skills and qualifications regarding the use of technologies based on web 2.0, to promote the innovation and creativity among women collective, to improve the self-employability of women. As a result, the training contents that will be available in the Web 2.0 will be really useful for the target group. **The main project outcome** will be a flexible and open training tool that promotes the entrepreneurial mindset on women, improving the personal skills and fostering the capacities regarding to knowledge society. The e-Chance 2.0

could support the women on entrepreneurship idea, and promote this process between women, and at the same time improving their skills and capacities for life.

Present **Handbook on Web 2.0 tools for women** aims at direct involvement of women entrepreneurs into training program, emphasizes gender perspective on technologies, and includes practical examples and successful stories, “learning by doing” experience. Successful stories – examples of women entrepreneurs who succeeded to apply and learned to master web 2.0 -should be the main motivation way for you to master the Web 2.0.

Actually, Web 2.0 provides the services to establish and run your business professionally without the costs of a full-time physical office suite, you will have access to superior IT and communication infrastructure. Web 2.0 will help you run your business, take orders from your clients, organize your printing, share files, send and receive mail, whatever you need and all from the location of your choice.

Web 2.0 makes it easy for people to place things online, such as documents, pictures, movies, to-do lists... and share them with others by just using the browser. Everything happens online: sharing information, collaborating etc. - people are organizing and sharing their lives on the Web. The valuable thing about Web 2.0 is that all this sharing of information is so much easier and more attractive than it used to be. Information from different websites can easily be combined for you to make it easy to track it, or even better the new information, based on your own preferences, will be delivered to you.

The present handbook is a result of **research and work of partners** from Spain, Italy, Romania, Czech Republic and Latvia who summarized the good practices of women already using Web 2.0 tools and their opinion about it. It shows that using Web 2.0 as a system makes online users become participants rather than mere viewers. From this Handbook you can learn that information can be pulled from a number of different places, and it can be personalized to meet the needs of a single user. Web 2.0 allows the mass women to communicate with each other and spread ideas rather than receiving their information from a single authority. Information flows freely, and people can express their ideas without fear of repression. Another powerful advantage of Web 2.0 is communication. It has become obvious from the practices in the present Handbook that the Internet is one of the greatest communication mediums in the world. Web 2.0 will make the Internet more personalized. Everyone has different needs, and Web 2.0 will allow each woman to have information that is tailored to her needs and interests.

It should be no big secret that the Internet has become a new frontier for doing business. It has facilitated an environment where a true free market exists, a place in which

anyone can start a business without having large sums of money up front. As experience of women already using Web 2.0 shows, the tools have made business more productive, efficient, and cheaper. Web 2.0 has played an important role in the development of situational applications. The reason for this is because the Web 2.0 stack allows users to generate applications immediately, even if they don't have a great degree of technical skill. Businesses can also benefit from Web 2.0 in the area of social computing. Blogging allows web users to participate in the creation of web content, and it is not necessary for them to be familiar with the underlying technology. Social computing has led to a new form of marketing, a form of marketing that can reach a large number for a fraction of the cost that traditional media sources require. Experience of other women had proved that with blogs and social computing, businesses can now compete at greatly reduced prices. By taking data and balancing it will collective intelligence, business users are no longer heavily dependent on Information Technology applications.

In the ever-evolving world of Web 2.0, women have often been pioneers, redefining the way we interact online. **Women who use web 2.0 are amazing** in the example they give and the way they facilitate others to learn. Go on over and see the wealth of resources and experiences they are gathering together.

II. RESULTS OF THE SURVEY

The dissemination of information and communication technologies over the last decades is accelerating the economic and social change processes; It happens to such an extent that the new environment where we live, work, relate to each other and spend our leisure time is now being considered as the Information Society (henceforth IS). But the access to technologies and the benefits that derive from their use are not accessible with equal conditions for the entire population: exclusion problems and digital gaps emerge. Women face more access difficulties and fewer benefits in the IS. A democratic society must not only aim at equality in the IS but also has to fight for gender equality into the IS. Within such a change, women need to be present and be protagonist not only because they are entitled to it and because they have to use the emerging opportunities, but also because this shift requires a full use of their contributions and talents. This situation is fundamental for female entrepreneurs: **innovation highways bring the inclusion to the Information Society**. If ICT abilities are not known it is not possible to take part to the advantages provided by economy and businesses for women.

Knowledge must be accessible and contextualized; moreover, this project follows the first E-Chance project (<http://www1.osu.cz/leonardo/main.htm>), developed in 2003 and dedicated to ICT skills implementation for women, mostly in the work context. For this reason, it's fundamental to use some already emerged elements as well as the first project's best practices. Before developing new tools, we worked in two directions: the first, considering the experience developed through the first E-Chance project; the second, analyzing the present situation of the partner Countries.

A brief summary follows about the conclusions that are the basis for the development of the modules (included in the documents "Guidelines for transferability of E-Chance project" and "Analysis of women needs on the use of Web 2.0 technologies related to the improvement of entrepreneurship"). This work was particularly helpful mostly considering that E-Chance 2.0 partner Countries aren't the same of the first E-Chance project.

National reports were elaborated by the project partners during February – May 2010. Each Country report consists of 3 parts: research findings, qualitative research findings and good practices about training on Web 2.0.

To summarize the reports and to highlight the most relevant points to be considered, the following elements are remarkable:

1. **“Women entrepreneurs”** is a very heterogeneous target group in terms of education, age, industry, previous experience etc (leaving apart all the cultural differences). Despite the highlighted different profiles of women entrepreneurs, an improved situation for entrepreneurship could be noticed, even if menaced by the economic crisis.

2. Concerning the knowledge about Web 2.0, in all the national reports a gender-related digital gap was highlighted. Women tend to be less familiar with ITCs and spend less time connected to the Internet. Access to strategic information and huge information flows that are uneasy to control are two of the main associated fears concerning Web 2.0.

3. When it comes to the use of particular applications and technologies, as pointed out in some focus groups, and as said by some interviewed experts, women would rather choose for more functional and practical use and application of technologies.

4. Among the identified **specific needs of women entrepreneurs**, a lack of networking and contacts, time management, confidence and self – esteem were emphasized among Spanish, Italian, Latvian, Rumanian and Czech entrepreneurs.

5. While technologies are changing too fast, it was suggested by various experts to focus on training about values, general application issues and philosophy of the technologies.

6. Gender perspective on technologies, practical examples and successful stories, “learning by doing”, direct involvement of women entrepreneurs are some examples of recommendations for the inclusion into the training programs.

Regarding the results of the previous project’s analysis, we need to highlight some elements.

The first relates to the different target, as motivation and skills. While the precedent project aimed to the facilitation of the reintroduction or of the improvement of the labor market professionalism, in this case the project is addressed to female entrepreneurs (or “wannabe” entrepreneurs). That’s not the only difference, as we need to foreshadow some basic ITC skills, not included in the precedent project.

These two elements must obviously be supported by the improvement of the technological level that now permits to create non-static platforms through the use of Web 2.0.

After this premise, as emerged during the discussions, some elements from the precedent project can be transferred into the actual context:

I. specific methodology in the light of the gender context. Women have learning specificities caused by different factors as: a different cultural reference, a different scholastic background, less availability of time, the need to use tools in a pragmatic way to

gain results to improve life's quality at home and at work. We have to take in account the idea of:

- a. using a friendly and captivating language
- b. the prominence of recreational elements to facilitate the training
- c. "the fun theory";
- d. the progression in learning, starting from a motivational basis

II. provision of effective examples to be immediately implemented in the entrepreneurial context. Successful stories – examples of women entrepreneurs who succeeded to apply and learned to master web 2.0 should be taken as the main motivation way. **Best practices – examples** could be introduced also into the e-learning platform with the possibility for the learners to include their successful stories.

III. The care for some elements that could be misunderstood: we are referring to the fact that some things are not well known (the same web 2.0 is not completely known). In this sense, an adequate translation and explanation could be an important way to explain (also through pre-training) what web 2.0 is and how it could be designed and used. The partners have highlighted that probably one of the most challenging issues will to be to meet the needs of the **different target group** taking into account not only the age, but also the national differences. Moreover, while web 2.0 is a recent concept/term, the translations of the technical terms should be taken under careful consideration. In this sense we need to pay attention to the lexical elements. To avoid fall backs on partners, we need to use a different language planning, to satisfy both the needs of the cultural contexts where the English terms are used and the contexts where the terms are usually translated into national language.

IV. Attention to possible software problems. A problem of the precedent project was the non-homogeneous platforms (for example, different Microsoft Windows versions). We need to keep in mind this problem for the elaboration and implementation of the current project. This element must be extended to consider as strategic some elements related to the web 2.0 platforms use in different regional contexts. It's extremely dangerous to consider that every partner Country has the same platforms as the most used.

On the basis of these elements, that obviously take into account the actual technological situation, all modules were elaborated.

 **III. WOMEN IN PRACTICE**

In finding the best method of showing how Web 2.0 tools could be applied we use examples of good practice, which were written by all partners. These examples of good practice differ in the country of origin, but they get the clear image of the Web 2.0 implementation. The examples are part of this handbook and are classified according to the country:

Czech Republic	2
Spain	2
Italy	2
Romania	2
Latvia	2

3.1. Example of good practices – 1 (Czech Republic)

Country, city:	Czech Republic, Ostrava
• Name	Týna Janáčková
• Age	33 years old
• Degree of education	VOŠ– Art College – design, graphic art
• Profession	Tattoo artist
• Module	Module 4: Marketing



Which of web 2.0 base IT tools do you use for your personal activities?

For my personal activities I mainly use such Web 2.0 tools as Facebook, www.fler.cz.

What kind of IT tools do you use for your professional activities?

For my professional activities I use such IT tools as Facebook, Twitter, Picasa, Flickr; the website of Tattoo Art Studio/Shop www.freihand.cz, www.ebay.com and other pages such as jokertattoo.net and store.unimaxshop.com.

Why did you choose this tool?

I had chosen these tools because when I started to use Facebook it was just to connect with my friends and communicate with them but later it became more useful for my own work. It helps me a lot because many of my clients are on Facebook too but also it is easy way how to meet other people and be in touch with other professional tattoo artists from my country as well as abroad. We could see its benefits also when we (me and my co-worker and co-owner of tattoo studio) are planning to attend various tattoo conventions and fest. Thanks to Facebook we can organize things better and be flexible while we take part in the events. It serves us as a great tool for communication and advertisement. We can present our work by showing photos and it is amazing and sometimes surprising how many responds daily we could obtain.

I like to use also Picasa web where I have well arranged photos of my latest work and thanks to some of my clients I started to use twitter.

Other source is Flickr which is good for inspiration and if I am not so busy or I feel that I need to take a break it is good way for me how to relax a bit at work. Lately it is Fler, which is my favourite website and sometimes I buy things there or just look on the web-pages. I know some of the artists from Fler personally and it is other inspiring source for me that I can recognize many creative people or I can just find an information about some events, exhibitions etc. Other mentioned pages we use for purchasing merchandize.

How can it make your life and your job easier?

In which way it can make my life easier? By this way I can save some time and money. I do not have to make any phone calls if there is any change and for example I need to reschedule appointments with my clients. Usually I will post the information for my clients on my profile. It is also helpful when we order equipments or needed tools for our tattoo shop (colours, needles, sterilizing material and protective means etc.) as well as promoting

material and other merchandize. (Various specialized books and magazines about tattoo art, piercing jewels etc.)

It is great presentation of my work, organisational tool, awesome inspiration but it gives me also space to get feedback on my work from other people, it supports my professional development that allow me to be in touch with other professionals from my field, it is good way how to meet new tattoo artists with similar philosophy, attitudes, interests etc.

Have you got any feelings that you would like to know more about them?

Usually I adjust to the requests and needs of my clients who inform me often what is new. I do not have enough time myself to look for other sources and options. Of course I am open to any new ideas and improvements which could support my work and ensure its quality and efficiency.

3.2. Example of good practices – 2 (Czech Republic)

Country, city:

Czech Republic, Ostrava

- ***Name***

Petra Gomolová

- ***Age***

26 years old

- ***Degree of education***

High School, Language College –
certification - Deutsch B2

- ***Profession***

Financial Consultant

- ***Module***

Module 4: Marketing



Which of web 2.0 base IT tools do you use for your personal activities?

For my personal activities I mainly use Facebook, rarely Badoo, e-mail on Seznam website, Google and various other pages depending on my interest.

What kind of IT tools do you use for your professional activities?

For my professional activities I use my company website www.bcas.cz with transition to the internal website of the company and web-diary. Other servers such as www.penizenavic.cz , www.beok.cz , sometimes website of particular financial bodies, trade register. I prefer to use Outlook for my professional activities but I am in touch with my clients also via Facebook.

Why did you choose this tool?

It is simple why I chose these tools - just because I will find there everything I need for my work.

How can it make your life and your job easier?

It is convenient and save me a lot of time because I do not have to look for some information separately on the website of particular institutions instead I will find them in one block, at one place.

Have you got any feelings that you would like to know more about them?

I do not need to know how each page works just where I will find the information I need is enough.

3.3. Example of good practices – 1 (Spain)

Country, city:

Spain, Barcelona

• ***Name***

Cristina Martínez-Sandoval

• ***Age***

37 years old

• ***Degree of education***

University Degree in Business
Administration and Management.
University Degree in journalism.

• ***Profession***

Co-working center manager, journalist

www.graciaworkcenter.com

www.graciaworkcentermedia.com

• ***Module***

Module 2: Business management



GRACIAWORKCENTER
Oficina compartida. Centro de Coworking

Which of web 2.0 base IT tools do you use for your personal activities?

We use all the tools 2.0 that we have at our disposal in order to introduce our Co-working center, like news, events and courses for entrepreneurs of Barcelona.

What kind of IT tools do you use for your professional activities?

The tools that we use: Facebook, Twitter, Youtube, Flickr, Slideshare, Email marketing and our Co-working blog (<http://www.graciaworkcenter.com/>)

Why did you choose this tool?

With the help of these tools you can transmit a message that interests you in the most quickly way. Besides, it makes my life easier and provides me with the direct relationship with the stakeholders.

How can it make your life and your job easier?

It helps me and facilitates:

- A feedback from stakeholders interested in our center,
- It provides the "proximity" with my contacts,
- Easiness (facility) of dissemination of the contents and information that I want to transmit,
- Speed,
- Interactivity that facilitates the development,
- Economic (inexpensive).

Have you got any feelings that you would like to know more about them?

I believe that we should always keep learning new things and don't stay stagnant (stuck), since such applications and tools (web 2.0) are in the continuous development.

3.4. Example of good practices – 2 (Spain)

Country, city:

Spain, Bizkaia

- **Name** Ruth Vilda
- **Age** 34 years old
- **Degree of education** University degree
- **Profession** Clothes designer
www.lunamagafashion.blogspot.com/
[facebook.com/lunamaga](https://www.facebook.com/lunamaga)
<http://www.lunamaga.com>
- **Module** Module 2: Business Management



Which of web 2.0 base IT tools do you use for your personal activities?

Web tools for me are associated with a social phenomenon, based on the interaction that is achieved by different web applications that facilitates sharing of information.

What kind of IT tools do you use for your professional activities?

Web, Facebook, Blogger and a Mall Worll, various websites for selling products online (within the category of women clothes sales) – these are the tools that I use in my professional life.

Why did you choose this tool?

I think that it is the future, these are inexpensive or free tools that have a great repercussion, and it is a way of introducing a product to the market without a great cost and besides it is a way to obtain the clients without moving out from the office. All those social networks are the future and a great advantage for all those companies that don't have resources for the marketing campaigns.

How can it make your life and your job easier?

These tools help me to disseminate my designs, making them visible in the profiles of the girls and customer shops. In addition, in the Blog I can talk about all the work I am carrying out and introduce all the scheduled events. For me it is of a great utility, only with the help of Facebook this summer I managed 7 news shops in the peninsula. With the ASW social network I have achieved different distributors, as well as got a possibility to participate in a fair in NYC.

Have you got any feelings that you would like to know more about them?

And in the future I would like to know everything about all the Web 2.0 tools.

3.5. Example of good practices – 1 (Italy)

Country, city:

Italy, Modena

• ***Name***

Anna Piacentini

• ***Age***

37 years old

• ***Degree of education***

Law Degree

• ***Profession***

Creation of events' and training's formats

• ***Module***

Module: Communication - Creation of a relationship network with clients and partners on the territory.



Which of web 2.0 base IT tools do you use for your personal activities?

For my personal activities I mainly use the social network LinkedIn, Dropbox to collaborate on documents, Wordpress for blog and website.

What kind of IT tools do you use for your professional activities?

For my professional activities I use Collaboration platforms (documents, calendar, discussion areas, best practices, etc.).

Why did you choose this tool?

In 2008 – before the economic crisis – I was working on my new professional life so I started to observe what the market was offering and which the new networking tendencies were. Analyzing LinkedIn, I discovered it was an affordable tool, simple and functional: A box of professionals ready to challenge themselves publishing their professional profiles and taking part to discussion groups. I discovered the existence of territorial groups and I found an answer to my needs: To be approached as a person before than a business, to create clear and open collaborations, to exchange experience. Then I discovered that it's easy to self-select us on a common interest's basis: It stimulated me to experiment a broader concept of collaboration.

LinkedIn groups permit to exchange opinions through new discussions' opening, publishing links, organizing events or training events. A group is a huge virtual square which has few rules based on respect, honesty and person's valorisation. All the rest is free.

How can it make your life and your job easier?

My basic need was to give value to my name through proving my abilities and competencies. The aim was to create a relationships network where to develop business in the future, without having to gain trust constantly, having common interests.

Today, after a year and a half since the network started, links are getting stronger, partnerships are increasing and my name has a new value.

More than 1000 people read me at least one time, more than 400 participated to an event I organized, more than 100 got more strictly involved, and all of them are on my territory. Today I have a network of contacts ready to collaborate with me on the basis of the trust I gained.

Have you got any feelings that you would like to know more about them?

The path I'm walking is just at the beginning, 2.0 is changing and it will change more and more the approach to work and social life. I'd like to know more about how it's influencing organizations.

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3.6. Example of good practices – 2 (Italy)

Country, city:

Italy, Mirandola

- **Name**

Susanna Baraldi

- **Age**

46 years old

- **Degree of education**

High studies in Applied Art

- **Profession**

Entrepreneur; owner of an advertising firm

- **Module**

Module: Communication - Our firm's activity has deep basis in networking. We are 3, but we have many external collaborators. The search for collaborations is developed on the Internet, through specialized websites. Then we get in contact with persons in many ways, from email to social networks, to Skype.



TIME ADVERTISING NETWORK

Which of web 2.0 base IT tools do you use for your personal activities?

Web 2.0 based IT tool that I use for my personal activities are the same I use to work, but in my private life I don't use them too much.

What kind of IT tools do you use for your professional activities?

For my professional activities I use Social Networks, email, chat. I use it on computers, smart phones and tablets. I have chosen these tools because it was for the passion for technology and innovation, and for necessity too.

Why did you choose this tool?

I started my firm during the 5th month of pregnancy. I had my child with me in the office during his feeding (16 months) to continue offering a good service to my clients, so I

wasn't able to move so much. So I had the need to start communicating through the web. I had big satisfaction with it and I daily use it not only to communicate with my collaborators, but for new clients search too, contacting them directly or through social networks.

How can it make your life and your job easier?

It helps you to contact the entire world staying behind your desk.

Have you got any feelings that you would like to know more about them?

More than it, I try to stay constantly updated and I try to integrate the tools I use so that I can get more contact and communication chances. I hope my case can help you!

3.7. Example of good practices – 1 (Romania)

Country, city:

Romania, Bucharest

- ***Name***

Cristina Grigorescu

- ***Age***

- ***Degree of education***

Executive Master of Business

Administration (MBA)

- ***Profession***

Engineer; President of the **Professional Association for Swimming Pools and Wellness**

http://appw.ro/en/despre_noi.php

- ***Module***

Module 5: Networking

<http://3idei.bloombiz.ro/video/cristina-grigorescu/puterea-asociatiilor/681>



Which of web 2.0 base IT tools do you use for your personal activities?

For my personal activities I use such Web 2.0 based IT tools as Facebook, Twitter, Google.doc.

What kind of IT tools do you use for your professional activities?

For my professional activities I use such IT tools as Facebook; LinkedIn, Google.doc, Yahoo.

Why did you choose this tool?

I chose these tools because they are very known by almost everyone, are free, easy to use and there is a version into Romanian language for each of them.

How can it make your life and your job easier?

A problem that I faced since the moment of opening the business was the critical need to acquire the information necessary for business operation. Entrepreneurial culture, crucial in today prompted me to follow training courses in management and a training program for SMEs in the U.S. on a business partnership with an American company. Under this program, I visited several companies; I was drawn to new technologies that we wanted to bring to the country so I became convinced that I needed to use ICT applications to stay in touch with what's new in my business in the world.

I think that networking is very important as means finding the necessary information quickly and help finding effective solutions to urgent problems (the easiest is to turn to someone who was in a similar situation).

Have you got any feelings that you would like to know more about them?

As I know this kind of application are changing and improving very fast so being inform about what is new and useful is very important.

3.8. Example of good practices – 2 (Romania)

<i>Country, city:</i>	Romania, Bucharest
• <i>Name</i>	Adrina Zanescu
• <i>Age</i>	
• <i>Degree of education</i>	University Politehnica Bucharest
• <i>Profession</i>	Specialist in HR –recruitment
• <i>Module</i>	Module5: Networking



Which of web 2.0 base IT tools do you use for your personal activities?

I work for **Zephyr Group**. **Zephyr Group** is a RECRUITMENT agency that clients use when both service and speed are of essence. Proudly served international and local

customers http://www.zephyrgroup.ro/about_zephyr.php. For my personal activities I use such Web 2.0 based IT tools as LinkedIn and Facebook as well as for my professional activities I use such IT tools as Facebook; LinkedIn.

What kind of IT tools do you use for your professional activities?

For my personal activities I use such Web 2.0 based IT tools as LinkedIn and Facebook as well as for my professional activities I use such IT tools as Facebook; LinkedIn.

Why did you choose this tool?

My business is recruiting and when I prepare to build a list of possible candidates for a particular position I have a three-step routine on a consistent follow:

1. *Database of business events.* Conferences, networking events are excellent opportunities to meet new people. All contacts submitted or confirmed in these events are marked in a database and linked (link) with "Address Book" from my laptop (obviously in sync with your mobile). I prepare my participation in the event by setting targets and see who comes to participate. Always arrive early. I have business cards with me and I have fresh in mind, the presentation of 30 seconds (a little speech that provides information about me and my company and creates interest and response from my party). I schedule an enthusiastic and positive mood (nobody wants to talk to a narrow and pessimistic person). During the discussion with a caller does not try and sell my company's services. Establish a connection with that person only under certain affinities or common contacts and further confirm a meeting during which my company can sell services.

2. *LinkedIn.* Always check the contacts in my database with their profile on LinkedIn. Follow carefully the section on professional experience and education, i.e. on the recommendations and groups. Then check my list of contacts in LinkedIn and try to see who the people I know and with whom they are connected is connected with the person about whom I know as much. After getting a connection on LinkedIn to accept the person concerned, quantitative and qualitative contact list: how many contacts are on that basis, what position is connected persons, each horizontal and vertical connection that person is at work current or previous. The quality of contacts, groups in which the person sought is a member, the type of comments you post in the group discussion rooms, all of which are a good source of information and an important factor in shaping the professional profile

3. *Facebook* can be seen as a platform similar to LinkedIn. In addition it offers a strong social component and personal. I see Facebook as the service bureau. When I drive past someone's desk, my eye is always drawn pictures and the way in which that person has custom workspace. So do I make a point of view about life that people in a moment.

Facebook offers similar features. Photos and videos posted, links, applications, friends gives me a pretty good picture on consumer preferences and areas of interest of the person.

How can it make your life and your job easier?

In my opinion, any professional who take networking seriously, we must constantly operate three platforms: business events, now on LinkedIn and Facebook. These platforms are the perfect connection between suppliers and customers, between employers and candidates. They provide an employer or an expert in recruiting enough points of interaction with the person they want to engage and, along with the data they obtain a job interview, they offer an overview of professional activity but also candidate's personality

Have you got any feelings that you would like to know more about them?

I earlier mentioned that networking, whether the target set (or business contacts to find a job), is a process and not an event. This means that the name of the game is consistency and consistency. That means, take action every week, every week adding new people to your contact list (you need six months to establish a lasting relationship), do your friends when you do not need it, turn your friends and clients ask them to provide value to receive value in return.

3.9. Example of good practices – 1 (Latvia)

Country, city:

Latvia, Riga

• ***Name***

Inese Lenša

• ***Age***

36 years old

• ***Degree of education***

Higher, Master's degree

• ***Profession***

Chairman of the board in "1 un 2" Ltd.

• ***Module***

Module 3: Communication



Which of web 2.0 base IT tools do you use for your personal activities?

For my personal activities I usually use such Web 2.0 based IT tools as different search engines, mainly Google; Skype or ICQ; Facebook.

What kind of IT tools do you use for your professional activities?

For my professional activities I basically use the web page of my company <http://www.viensundivi.lv>. Generally they are the same as in personal activities – search engines, Skype, ICQ, website creation – the difference is that in my personal activities I use the applications for personal reasons and objectives, for example, for chatting with friends.

Why did you choose this tool (tell us a story)?

I have chosen these tools because it is saving time. Instant messaging applications help to reach my partners or customers in any place even if they are not in the country.

How can it make your life and your job easier?

It helps to reach agreements faster and even send and receive documents (we don't need to use fax or e-mail). Search engines we need to find information of any kind and also for conducting marketing research and all kinds of investigations. The situation on the market changes very rapidly so we must be aware of everything that is happening around us. Besides, you don't have to pay for them – so, it is not only time-saving but also money-saving. It saves a lot of time that is spent on communication so I have some more time for performing other activities and carrying out other jobs. Generally, it leads to greater efficiency of work.

Have you got any feelings that you would like to know more about them?

Definitely I would like to know more about Web 2.0 tools, because these technologies and applications are changing all the time offering more possibilities. You can find about them only by studying. Technologies of Web2.0 can help not only in communication but also in marketing – so I want to know how exactly I can use those applications for marketing of our company's products.

3.10. Example of good practices – 2 (Latvia)

Country, city:	Latvia, Riga
• Name	Arta Biruma
• Age	38 years old
• Degree of education	Higher education, Master's degree in Social Sciences
• Profession	Member of the board in "Eiropersonāls Ltd" Ltd., main consultant
• Module	Module 4: Marketing

Which of web 2.0 base IT tools do you use for your personal activities?

I use e-mail possibilities on different free of charge websites, search engines in my personal activities. I use the web page of my company <http://www.eiropersonals.lv>.

What kind of IT tools do you use for your professional activities?

I use different applications depending on my purposes and tasks in my professional activities. For communication with our partners I use Skype, for attracting more customers and explaining what actually we do and what our services are we use YouTube.

Why did you choose this tool?

It was not my personal choice because I am not a supporter of new technologies but I understand that you cannot be successful in business without using different web applications and technologies.

How can it make your life and your job easier?

As practice shows it saves time and sometimes money spent on marketing and promoting. We can reach different target groups and especially young people faster and with minimum costs.

Have you got any feelings that you would like to know more about them?

I would like to know more about other possibilities connected with web-tools and applications as they help to organize and manage the business.

Today, the Web is a highly interactive medium for consuming content and conducting business. A fundamental evolution of the Web that has made this possible has been termed "Web 2.0." The technologies behind Web 2.0 provide a richer user experience and make use of information in unique ways. However, **Web 2.0 is more than just technology**, as it encompasses social interactions and a variety of business models. It is among the first concepts to combine technical, social, and business theories.

As the present Handbook shows, the collection of technologies and business models known as Web 2.0 will gain in popularity, as it does not consist of radical, difficult-to-learn technologies. Rather, it is a set of simple tools combined together to make a social context in which to conduct business as proven by experience of businesswomen. Several of the key technologies have been available in various forms for several years at least.

Mission of the project is to increase the number of female founders of startups in different industries, by enabling entrepreneurs with a network, resources and knowledge to take your startup from an idea to launch and to management. The present handbook provides essential information about experience of women already using Web 2.0 tools.

An important source of information for women-entrepreneurs-to-be comprise examples of good practices from all partner countries. These were compiled by project partners with women of various ages (ranging from 26 to 66) and levels of education, different professional occupation. The examples include women who use different Web 2.0 tools in their personal and professional activities. Their experience is sufficiently diverse to give all women most of the information they need. The main idea is to eliminate barriers built as a result of negative relationships to new and unknown technology, support self-confidence, get a general overview, and last but not least, master working with new but so popular tools.

This is really encouraging and we encourage all those wishing to transform the way they do business or establish a business to attend to Web 2.0 tools.

Let's learn together. Let's build a web 2.0 knowledge base that's well organized and helps us effectively use these tools to learn, communicate, collaborate and network.