



Co-funded by
the European Union

FINAL BOOKLET

Voices from the Pilot Phase:
Women Feedback
on WomenESEPack Training



CHAMBER OF COMMERCE, INDUSTRY,
CRAFTS, TOURISM AND
AGRICULTURE OF BOLZANO





INTERVIEWS

01 INTRODUCTION AND CONTEXT

- From initial insights to pilot implementation 3
 - Methodology and participatory approach 4
-

02 INTERVIEWS IN LATVIA

- Olita Untāla, Altum Bank Regional Manager for Vidzeme region 5
 - Ingrida Pērkone, Director of the "Women 50+" Association 6
 - Natalia Arbeitere, Coach at Arbeitere Project Team Ltd 7
 - Jūlija Pehtereva, ActiveLV Ltd and Director of the Liepāja Science and Education Innovation Center 8
 - Jūlija Pehtereva, Co-Founder & Creative Director at TE-D Ltd 9
-

03 INTERVIEWS IN ITALY

- Patricya Montefusco, Future female entrepreneur 11
 - Laura Frascarelli, Sustainability specialist and translator at BBT SE 13
 - Laura Prato, PR Marketing at Sicur Tyres Group S.r.l. 14
 - Sonia Battistutta, Senior Partner at Time Project S.a.s. 15
 - Michela Parlavecchio, Co-founder of Frabiatofilm & studio fuoriposto 17
 - Marion König, Co-founder of so.you 18
-

04 FINAL COMMENTS AND FEEDBACK

- Key findings and overall feedback 19
 - Main takeaways from participants 19
 - Suggestions for future improvements 20
 - Looking ahead 20
-



Part 1: Introduction and context

From initial insights to pilot implementation

This Final Booklet presents a collection of interviews conducted within the WomenESEPack project, gathering the experiences and reflections of women entrepreneurs who participated in the pilot phase of the training programme on sustainability.

The starting point for this work can be traced back to the early stages of the project, in particular to the Capacity Building Discussion (April 2025), where first interviews were carried out with two Hungarian women entrepreneurs.

These initial contributions highlighted a number of key challenges affecting women in entrepreneurship, including social norms, risk perception, and the need for stronger self-confidence and peer support. At the same time, these insights pointed to possible solutions, such as the importance of peer learning, exchange of experiences, and role models, which can inspire and empower women to take entrepreneurial risks and pursue sustainable business development.



Andrea Kozma

Visiting lecturer at CEU and entrepreneur (Hungary)

According to your personal and professional experience, which kind of obstacles and difficulties did you identify for women to become entrepreneurs?

I think it's mostly the social norms, how we mean and consider women's role in the society. It's the family rules, the professional ambition, which limits the women to take on opportunities that come with a bigger risk. They are usually not considered in the family and in the broader society the ones, who will be taken the risks. That needs to change.



Szilvia Bosze

CEO of ASPA - Advanced Sustainability Performance Advisors (Hungary)

What possible solutions could you suggest to identify to overcome challenges of women entrepreneurs?

I think in many cases it's not really about the lack of factual knowledge by women entrepreneurs, but rather it's a personal and mental issue to be self-confident enough to jump into entrepreneurship with full of risks and unknown. This is really challenging. I think that women need support in tackling these barriers in principle and I think that one possible solution is peer-to-peer discussion, learning by examples, learning from women entrepreneurs how they overcame and tackled this kind of barriers and difficulties in their personal life. It is very inspiring, gives a positive notion and gives the hope that if someone else could manage then I may be able to manage it too.



Part 1: Introduction and context

Methodology and participatory approach

Building on these initial findings and on the inputs collected in the Factsheet, the WomenESEPack partnership designed and implemented a pilot training programme combining e-learning modules and in-person workshops, aimed at supporting women-led businesses in integrating sustainability principles into their activities.

The interviews presented in this booklet were conducted in Latvia and Italy with women who actively participated in the pilot phase of the programme.

All interviewees completed the training and voluntarily contributed to the project by sharing their feedback, experiences, and reflections.

The methodology adopted is based on a qualitative and participatory approach, using semi-structured interviews to capture personal insights on three key aspects: the learning experience, the application of sustainability tools in business contexts, and suggestions for improving future editions of the programme.

These contributions provide valuable evidence of the impact of the WomenESEPack training and highlight common trends, challenges, and opportunities identified by women entrepreneurs across different European contexts.

These findings also contribute to the sustainability and scalability of the training approach developed within the project.

The following sections present the voices and experiences of the women who participated in the pilot phase of the WomenESEPack programme, offering a qualitative insight into its impact across different national contexts.



Part 2: Interviews in Latvia

THE WOMAN



Olita Untāla

Altum Bank, Regional Manager for Vidzeme region

LINK TO THE VIDEO INTERVIEW:

<https://www.youtube.com/watch?v=SoDqo5c7HKU>

THE FEEDBACK

Looking back at the online course and the in person workshop, what has been the most valuable insight or change you have experienced in your journey toward sustainability?

I really liked this course, and when I looked at the resources available online, I appreciated how accessible they were. The fact that I could learn and watch whenever I wanted. And the most important thing is that I realized my company is also heading in the right direction, because we're developing new products and projects related to sustainability and specifically greening energy efficiency. This material also helps me take a little look at my own private field and perhaps reorganize my own field so that my family and my closest, smaller business can also be greener.

How do you see the knowledge and tools gained in this programme supporting the sustainability actions of your business in the next months?

The fact is that already today there are clear questions and answers regarding a specific product that "Altum" is developing. We already know the steps we'll take regarding organic farming. And this is the direction we see developing very well. It's simply clear that even the small, perhaps technical aspects within the company - how we can improve our internal environment to help us provide higher-quality services.

Based on your experience, what could make future editions of this training even more relevant and supportive for women-led businesses like yours?

Well, actually, it's great that there's this remote component, which doesn't take time away from the in-person sessions. I'd like it if there was maybe a little more time in the in-person sessions for mutual discussions and the presentation of the final results. To get that sense of conviction. It was great, but there was a little more that we could perhaps have given each other. Maybe the time for purely practical work could have been a little longer.



THE WOMAN



Ingrida Pērkone

Director of the "Women 50+" Association

THE FEEDBACK

Looking back at the online course and the in person workshop, what has been the most valuable insight or change you have experienced in your journey toward sustainability?

My biggest takeaway was the enormous role that social sustainability plays in a company's overall value. We often associate sustainability solely with the environment, but during the workshop I clearly saw that the work of "Re-Starts 50+"—preserving human resources and integrating them into the labor market—is sustainability in action at its purest. I realized that our social mission is not just "doing good," but rather a strategic cornerstone of sustainability that makes the business more resilient in the long term.

How do you see the knowledge and tools gained in this programme supporting the sustainability actions of your business in the next months?

First, the personalized action plan we've created will serve as a roadmap outlining specific tasks to be carried out. I plan to integrate the ideas gained from the program into the development of our services to more accurately measure and communicate the social impact we provide to our clients and society. Likewise, the contacts I've made and the experiences of other women entrepreneurs will be a great source of support for future joint sustainability projects.

Based on your experience, what could make future editions of this training even more relevant and supportive for women-led businesses like yours?

The program was excellent, but in the future, in-depth discussions specifically on social sustainability—an area where women-led companies often have a very strong impact, but which is more difficult to measure—would add even greater value. It might be useful to include more practical examples (case studies) specifically on small and medium-sized social enterprises to demonstrate that sustainability reporting and strategy are not just for giant corporations, but are within our reach and vitally important to us as well.



THE WOMAN



Natalia Arbeiter

Professionally certified business and personal development coach, Arbeiter Project Team Ltd

THE FEEDBACK

Looking back at the online course and the in person workshop, what has been the most valuable insight or change you have experienced in your journey toward sustainability?

The most valuable insight for me was the perspective on sustainability through three interrelated dimensions: economic, environmental, and social. Given the specific nature of my company, it was particularly important to emphasize the social aspect of business—fair hiring practices, ethical decision-making, and a culture of trust within organizations.

How do you see the knowledge and tools gained in this programme supporting the sustainability actions of your business in the next months?

The knowledge gained through the program will help you structure your company's approach to sustainable economic development more clearly, as well as develop thoughtful and honest communication about the company's operations, values, and the added value it provides to customers and business partners.

Based on your experience, what could make future editions of this training even more relevant and supportive for women-led businesses like yours?

In future versions of the program, it would be valuable to include more practical examples and real-life case studies from businesses, as well as specific tools that entrepreneurs can immediately apply in their daily work. This would help women-led businesses integrate sustainability principles into their business models more quickly and effectively.



THE WOMAN



Ieva Melbārde

ActiveLV Ltd; Director of the Liepāja Science and Education Innovation Center

LINK TO THE VIDEO INTERVIEW:
<https://www.youtube.com/watch?v=Uw1HzP9Ku88>

THE FEEDBACK

Looking back at the online course and the in person workshop, what has been the most valuable insight or change you have experienced in your journey toward sustainability?

I think the most valuable thing is that for quite a long time, even if it's just the duration of this course while you're watching it, there's a complete focus specifically on this topic. In everyday life, you don't really get to think about it, to delve into exactly how you operate on a daily basis, how you work, what the model of these activities is. Through this course, its significance and role really crystallized, and you simply take the time to think about it at all. And it's clear that at that moment, when you think about it, you realize, "Oh, yeah, we have this, we have this checked." But wait, if we want to be sustainable and socially responsible, then there are probably things we need to change. And those are valuable insights.

How do you see the knowledge and tools gained in this programme supporting the sustainability actions of your business in the next months?

I have to admit that I shared this training with a colleague. I don't know if this is okay, but let's just say I also sent these video materials to our employees, including female employees, because this environmental topic is extremely important in their daily lives. Perhaps they already knew this and it's not new to them, but it doesn't hurt to repeat it. Basically, my point was that, especially after this in-person meeting, I predict that we'll be talking about this more and more and bringing this topic - which is sustainability - to the forefront. So yes, we'll be implementing some very, very simple, practical things starting as early as Monday.

Based on your experience, what could make future editions of this training even more relevant and supportive for women-led businesses like yours?

Well, I have to say, I arrived this morning from Liepāja, and basically, I see that this training is very valuable. It's really great that there's this in-person component. I've met some truly wonderful women today. I have to say, I was a bit surprised after the program that the sessions are so short. Even though I drove all the way from Liepāja, I'd be more than happy to spend a full workday here. I would interact more, delve deeper, reflect more, and definitely dedicate full-day sessions to it.



THE WOMAN



Jūlija Pehtereva

TE-D Ltd, Co-Founder & Creative Director

THE FEEDBACK

Looking back at the online course and the in person workshop, what has been the most valuable insight or change you have experienced in your journey toward sustainability?

Since I've been delving into the topic of sustainability for some time now, much of it wasn't new to me, but I try to keep up with the latest trends. In this regard, the course format was very convenient—online learning at the beginning, followed by a seminar where all participants were already “on the same page.” It was valuable that we didn't waste time on theory, but were able to share experiences about real steps and challenges faced by other companies.

How do you see the knowledge and tools gained in this programme supporting the sustainability actions of your business in the next months?

When it comes to sustainability, a few months is a very short period of time, as it is more of a long-term vision. However, the program provided the necessary impetus to pause and reflect on which direction to take and how to make decisions while assessing their impact on sustainability.

The method involving a 10-year vision and concrete steps that can be taken right now was very clear and useful. Another new and interesting tool for me was the *Flourishing Business Canvas*, which I learned about in the online course. It allows you to view a business from three perspectives—the environment, society, and the economy—which helps create a holistic view of the company's future.



THE FEEDBACK

Based on your experience, what could make future editions of this training even more relevant and supportive for women-led businesses like yours?

Overall, the structure was well thought out, but I would have liked a little more time during the closing session for both a more detailed analysis of the tasks and networking. It would be helpful to receive contact information for local specialists or organizations that could provide consultation in the future. Often, managers have the understanding and desire to work toward sustainability, but lack the time for in-depth research, so knowing who to turn to for professional advice would be a great added value. For the task on 10-year goals, it would be valuable to receive comments and ideas not only from other participants, but also directly from the industry expert/workshop leader. It would be interesting to hear real-life stories not only from manufacturing companies but also from service providers (such as those operating online). This would help us better understand how to integrate sustainability principles into processes that do not involve a physical product.



Part 3: Interviews in Italy

THE WOMAN



Patricya Montefusco, Future female entrepreneur

LINK TO THE VIDEO INTERVIEW: <https://youtu.be/E9GAcTDKEhw?si=juWWccXFiEslglFB>

THE FEEDBACK

Looking back at the online course and the in person workshop, what has been the most valuable insight or change you have experienced in your journey toward sustainability?

I decided to join this course on women and sustainability because I felt the need to acquire more structured and evidence-based knowledge. Until then, my approach to sustainability had been rather superficial, so I saw this as an opportunity to benefit from expert insights. Through the programme, I developed a much higher level of awareness, particularly regarding issues such as greenwashing. This has already enabled me to make small but meaningful changes in my daily life—for example, paying closer attention to product labels when grocery shopping, or making more informed choices when purchasing clothing. In addition, participating in the in-person workshop and sharing this experience with other women was highly motivating and encouraged me to take action more consciously and proactively.

How do you see the knowledge and tools gained in this programme supporting the sustainability actions of your business in the next months?

I am currently in a phase of reflection about my professional path, particularly within the public administration sector. During this process, I am consolidating the skills and competencies I have developed over time. Thanks to the course, I realised that my natural inclination towards process analysis and optimisation, as well as my focus on people's well-being, aligns very well with sustainability principles. This has been a key learning outcome for me, as it has helped me recognise how my existing skills can contribute to sustainability-oriented activities in my future career.



THE FEEDBACK

Based on your experience, what could make future editions of this training even more relevant and supportive for women-led businesses like yours?

I strongly believe that collaboration is a fundamental driver of society. For this reason, I would welcome the opportunity to participate in additional workshops where participants can continue sharing experiences and contributing to new ideas and projects. Such follow-up opportunities would help keep the momentum alive and nurture the initial inspiration gained during the course, allowing it to grow into something more concrete and long-lasting.



THE WOMAN



Laura Frascarelli, Sustainability specialist and translator at BBT SE

LINK TO THE VIDEO INTERVIEW: https://youtu.be/180TjRzQX-s?si=d0SE2GCz4Y_NZRrF

THE FEEDBACK

Looking back at the online course and the in person workshop, what has been the most valuable insight or change you have experienced in your journey toward sustainability?

The most valuable lesson for me was understanding that sustainability is not a single action or a specific initiative, but rather a completely different way of looking at both business and everyday decisions. During the course, we explored the *Flourishing Business Canvas*, which clearly illustrated how impact goes beyond economic value to include social and environmental dimensions, ultimately creating value for people and communities. Another key strength of the programme was the sense of connection that developed among participants. The course introduced both European and local networks, which I found particularly encouraging, as sharing similar experiences and challenges helps create a sense of belonging and reduces the feeling of being alone in the sustainability journey.

How do you see the knowledge and tools gained in this programme supporting the sustainability actions of your business in the next months?

The course was simple yet highly effective and practical, which makes it especially useful for introducing sustainability concepts within organisations, particularly to colleagues encountering the topic for the first time. One of the most valuable aspects for my professional context was the in-depth exploration of different types of greenwashing, which have become increasingly subtle and difficult to identify over time. Analysing these various forms in detail was extremely useful, as even professionals working in sustainability can unintentionally fall into such pitfalls. This is therefore a key learning that I will be able to apply directly in my work.

Based on your experience, what could make future editions of this training even more relevant and supportive for women-led businesses like yours?

I found the moments of exchange and discussion among participants particularly valuable, as they allowed for the sharing of ideas, experiences and practical insights. Building on this strength, future editions could be further enhanced by including direct testimonials from companies that have successfully implemented sustainable business models. Learning from real-life experiences would help participants better understand how major challenges can be addressed and overcome in practice.



THE WOMAN



Laura Prato, PR Marketing at Sicur Tyres Group S.r.l.

LINK TO THE VIDEO INTERVIEW: <https://youtu.be/rsiHBl1i3y0?si=yLR-VMOk7tBNTVAu>

THE FEEDBACK

Looking back at the online course and the in person workshop, what has been the most valuable insight or change you have experienced in your journey toward sustainability?

The most valuable aspect of the programme was definitely the exchange among participants. Coming from different sectors, the diversity of perspectives created a very enriching environment and made the discussion particularly meaningful. It was also inspiring to see how, despite different backgrounds, we all share the same overarching goal: creating value for people, the economy and the local territory. Through these exchanges, I also realised that in our sector—tyre retreading—we already have sustainability deeply embedded in our business model, as we reuse and extend the lifecycle of products, thereby saving raw materials.

How do you see the knowledge and tools gained in this programme supporting the sustainability actions of your business in the next months?

The *Flourishing Business Canvas* was particularly useful in helping me structure sustainability within our organisation, considering not only environmental aspects but also economic and social dimensions, which are key pillars of the model. Working in groups was also extremely valuable, as it allowed for the exchange of ideas across different sectors and provided practical insights that I can apply in my own context. In our industry, I have recognised a strong need to improve communication. There is still significant untapped potential, as tyre retreading is often misunderstood or affected by outdated perceptions regarding safety and quality. However, thanks to Industry 4.0 technologies, we can ensure high standards through traceability and advanced processes. This means that retreading should not be seen merely as a cost-saving solution, but as a sustainable practice with a strong positive environmental impact.

Based on your experience, what could make future editions of this training even more relevant and supportive for women-led businesses like yours?

The course was already very well structured, combining online learning, in-person activities and informal exchange, which I found highly effective. To further enhance its impact, it could be valuable to include a follow-up session where participants can share how they have applied the tools and knowledge gained, and discuss concrete outcomes. This could also be combined with company visits, allowing participants to see sustainability practices implemented in real business contexts and learn directly from each other's experiences.



THE WOMAN



Sonia Battistutta, Senior Partner at Time Project S.a.s.

LINK TO THE VIDEO INTERVIEW: <https://youtu.be/4rBfX2zDRI8?si=7PkHEpF2LWgMMbgG>

THE FEEDBACK

Looking back at the online course and the in person workshop, what has been the most valuable insight or change you have experienced in your journey toward sustainability?

First of all, I would like to acknowledge the importance of this opportunity, which provided valuable support to local women entrepreneurs. I found the blended learning format—combining online and in-person activities—particularly engaging and effective. Sustainability is a topic that has long been relevant for our consulting practice, and the programme offered a very interesting and well-structured way to explore it further. The e-learning component, delivered through the Udemy platform, introduced a new and flexible way of approaching the topic, allowing for reflection alongside daily work activities. The in-person workshop complemented this experience perfectly, enabling participants to share their perspectives and learn from one another. This combination of approaches, together with exposure to new models and tools, made the overall learning experience especially valuable.

How do you see the knowledge and tools gained in this programme supporting the sustainability actions of your business in the next months?

From a practical perspective, the blended learning model itself represents an approach that we can replicate within our consulting activities, supporting the growth of other businesses through similar methodologies. In terms of content, one of the most valuable aspects of the course was its ability to break down sustainability into its different dimensions—people, planet and economic value—moving beyond a purely “green” or marketing-driven understanding. This more comprehensive perspective is particularly relevant when working with companies, as it enables a more strategic and integrated approach. A key takeaway for me was the importance of a mindset shift, especially regarding the economic dimension of sustainability. The course highlighted how sustainable ideas can generate value not only for the environment and society, but also for business performance and financial sustainability. Furthermore, the growing importance of the social dimension and community engagement clearly emerged as a crucial element for the future.



THE FEEDBACK

Based on your experience, what could make future editions of this training even more relevant and supportive for women-led businesses like yours?

The programme was extremely well designed, with a coherent structure that effectively connected the different phases of the learning journey over time. However, one possible area for further improvement could be to strengthen opportunities for continued exchange among participants. While the in-person session was highly valuable, additional time or follow-up meetings could help deepen discussions, consolidate learning outcomes and maintain momentum. Creating recurring opportunities to reconnect, share experiences and reflect on the application of the knowledge gained would further enhance the long-term impact of the programme, ensuring that the learning process continues beyond a single training experience.



THE WOMAN



Michela Parlavecchio, Co-founder of Frabiatofilm & studio fuoriposto

LINK TO THE VIDEO INTERVIEW: <https://youtu.be/NG6AX8xJ6BI?si=IHVYpt6RJ84Rw3cF>

THE FEEDBACK

Looking back at the online course and the in person workshop, what has been the most valuable insight or change you have experienced in your journey toward sustainability?

I am someone who learns a great deal through observation, and I therefore find moments of dialogue and exchange—alongside opportunities to acquire new skills—extremely valuable. The most significant change I experienced through this programme was a renewed sense of motivation. While a short workshop may not allow for deep exploration of every topic, it can still act as a catalyst, sparking reflection and new perspectives. What I take away from this experience is the importance of maintaining curiosity, continuously observing how the world is evolving, and remaining open to change. Being willing to question one's assumptions and adapt one's thinking is, in itself, a key step in the sustainability journey.

How do you see the knowledge and tools gained in this programme supporting the sustainability actions of your business in the next months?

I believe I will build on the motivation generated during the programme to translate reflections into concrete actions. The online learning process, including answering questions and structuring thoughts, was particularly useful in clarifying ideas and consolidating insights drawn from past professional experiences. This process of reflection, combined with the final moments of exchange and knowledge sharing, has provided a strong foundation to move forward. My intention is to make practical use of the knowledge gained, allowing this renewed momentum to guide future actions and decisions in a more conscious and structured way.

Based on your experience, what could make future editions of this training even more relevant and supportive for women-led businesses like yours?

One possible improvement could be to strengthen continuity over time. While the training experience was extremely valuable on its own, creating more structured follow-up opportunities would further enhance its impact. For example, shorter thematic paths or targeted working groups could allow participants with similar interests or challenges to deepen specific topics and engage in more focused exchanges. This would support a more sustained learning process and foster stronger connections among participants.



THE WOMAN



Marion König, Co-founder of so.you

LINK TO THE VIDEO INTERVIEW: <https://youtu.be/31U4-Vs9kug?si=qjtggGehjstDVTvW>

THE FEEDBACK

Looking back at the online course and the in person workshop, what has been the most valuable insight or change you have experienced in your journey toward sustainability?

The most valuable insight for me was learning to look at sustainability from multiple perspectives. Often, sustainability is associated mainly with topics such as waste or energy—those that are more visible and commonly discussed. However, the course highlighted that many other dimensions are involved, both in private life and in a professional context. This led me to adopt a more holistic view of sustainability, particularly by recognising the importance of its different dimensions. A key takeaway was also the awareness that every individual can take action, and that companies, in particular, have a significant role to play in driving meaningful change.

How do you see the knowledge and tools gained in this programme supporting the sustainability actions of your business in the next months?

Both during and after the course, I reflected on how to apply the insights gained within my company, especially while working through the online materials, taking notes and structuring ideas into a concrete plan. In my case, the focus is on a more “local” approach—although in the digital marketing sector this can be understood at a European level. Specifically, I aim to prioritise the use of European-based tools and technologies rather than relying exclusively on global solutions, as there are many viable alternatives available. This is an area where I have already initiated first steps, including raising awareness within the company. For me, this represents one of the most relevant and actionable outcomes of the programme.

Based on your experience, what could make future editions of this training even more relevant and supportive for women-led businesses like yours?

During the course, particularly in the final in-person session, I noticed a strong demand for more interaction and exchange among participants. There was a clear interest in dedicating more time to sharing experiences and learning from one another. While the online component was very well structured and effective, the in-person exchange between local businesses proved especially valuable and could be further strengthened. Expanding these opportunities for direct interaction would enhance the overall learning experience and better support participants in applying sustainability principles in practice.



Part 4: Final comments and feedback

Key findings and overall feedback

The interviews collected across Latvia and Italy provide a consistent and insightful reflection on the impact of the WomenESEPack pilot training.

Participants from different sectors and backgrounds highlighted common learning outcomes, challenges and opportunities, offering valuable feedback for the future development and scalability of the programme.

Overall, the training was perceived as highly relevant and effective in supporting women entrepreneurs in strengthening their understanding of sustainability and translating it into practical actions within their businesses.

Main takeaways from participants

1. Sustainability as a holistic approach

Participants consistently emphasised a shift in perspective, recognising sustainability not as a single action, but as a comprehensive approach integrating environmental, social and economic dimensions.

2. Increased awareness and mindset change

The programme contributed to a higher level of awareness, particularly in areas such as greenwashing, responsible decision-making and the broader impact of business activities. Many participants highlighted a change in mindset as one of the most significant outcomes.

3. From knowledge to action

A key added value of the training was its ability to encourage participants to translate learning into concrete actions, both in their professional activities and in everyday behaviours.

4. Value of peer learning and exchange

The opportunity to connect with other women entrepreneurs from different sectors emerged as one of the strongest elements of the programme. Peer-to-peer exchange fostered inspiration, mutual support and the sharing of practical solutions.

5. Effectiveness of the blended learning format

The combination of online learning and in-person workshops was widely appreciated.

The e-learning component provided flexibility, while the face-to-face sessions enabled deeper discussion and networking.



Part 4: Final comments and feedback

Suggestions for future improvements

While the overall feedback was very positive, participants also identified several areas for further enhancement:

- More time for interaction and discussion, particularly during in-person workshops
- Follow-up sessions or continuity mechanisms to support the implementation of acquired knowledge
- Inclusion of real-life case studies and testimonials from businesses already implementing sustainable practices
- Opportunities for more tailored group work, allowing participants with similar profiles or sectors to exchange more targeted insights
- Stronger focus on practical application, including tools that can be immediately implemented in business contexts

Looking ahead

The feedback collected confirms the relevance and effectiveness of the WomenESEPack methodology in supporting women-led businesses in their sustainability journey.

At the same time, it highlights the importance of maintaining a strong participatory and practice-oriented approach, ensuring continuity beyond the training phase and fostering long-term collaboration among participants.

These elements will be crucial for the sustainability and future scaling-up of the programme.



Co-funded by
the European Union

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the State Education Development Agency (SEDA). Neither the European Union nor SEDA can be held responsible for them.



CHAMBER OF COMMERCE, INDUSTRY,
CRAFTS, TOURISM AND
AGRICULTURE OF BOLZANO

