



BEGINNING

Through research and preliminary data collection the gender gap in (green) entrepreneurship in South and Central Ostrobothnia and Lapland (Finland), Norbotten (Sweden) and Troms and Finnmark (Norway) has been identified.

EXPLORATION

Identification of the framework: the female entrepreneur background (personal traits, attitudes) and environment (social norms and culture).

FURTHER EXPLORATION AND PLAY

Sustainable orientation (i.e. the level of concern about the environmental protection and social responsibility of individuals).
How the Green cognition (i.e. the power of ideas and knowledge to influence the switch to being green) is created.

BRIDGE

Stakeholders change their minds, women acquire knowledge and experience and actions happen.

CONSTRUCTION

Development of green entrepreneurial knowledge and support of green business ideas/companies.

CONCLUSION

GENGREEN should be able to support the regional and national entrepreneurial environment and contribute to bridge the gap in female green entrepreneurship across the 5 regions through knowledge, actions and cross border cooperation.



Interreg
Aurora



The visual theoretical framework is inspired by Marlowe's theories of needs, Capabilities approach by Sen and Nussbaum, Herzberg Two factor theory, Mc Gregor theory and the Design Odessey Theory. It is based on the identification of key concepts and of relationships among concepts.