

A quarterly newsletter of the project

Common borders. Common solutions.

September 2021

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Newsletter of the project

“Black Sea Women Entrepreneurship Connection - Empowering Women through Tourism” (WETOURL – BSB1030)

The project

With great pleasure we announced in July 2021 that our project entitled “Black Sea Women Entrepreneurship Connection - Empowering Women through Tourism (WETOURL – BSB1030) was approved for funding under the Joint Operational Programme “BLACK SEA BASIN 2014 - 2020”.

WETOURL project aims to create a cross-border business network in the Black Sea Basin area by strengthening, supporting and developing female entrepreneurship through tourism and providing women with new economic and social opportunities.

The project includes 5 partners from 5 different countries – 4 business women associations from Greece, Bulgaria, Georgia and Turkey and 1 tourism association from Armenia. Every partner has different role in the business sector and different responsibilities in the project implementation. Project partners will join efforts to develop innovative entrepreneurial framework for development of tourism and promotion of Black Sea macro region as an attractive touristic destination.

Stay tuned for more information and our local activities!

The visual identity of the project

“Maybe we don’t need a logo, we have the programme’s” a little voice whispered in our minds. But the WETOURL partners decided not to listen. Having a logo is an integral part of making our project a successful one, right up there with having high-quality deliverables and positive results.

We designed a logo that is relevant to the project, grabs attention, makes a strong first impression, is memorable, separates us from other projects, fosters WETOURL’s loyalty, and is expected by our target group.



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So, there you go! We hope you like it!

The first physical meeting of the project

The two-day kick-off meeting of the WETOUR project (BSB1030), is going to be organized with physical presence on November 22nd - 23rd, 2021, in Thessaloniki – Greece, by the Greek Association of Women Entrepreneurs – SEGE.

The kick-off meeting is going to take place during the 4th Female Entrepreneurial Week (FEW). FEW is an official event of the European SMEs Week organized every 2 years by SEGE and marks an important milestone in the roadmap towards Female Entrepreneurship and Female Economic Empowerment in the European and the wider Mediterranean and Black Sea Region.

The partners will discuss the ongoing activities of the project and will set the basis for the future educational materials and the classes that are going to be organized in each partner country.

Following the Greek legislation related to the pandemic, entry to the meeting will be allowed only after presenting the vaccination or recovery GreenPass*.

**The GreenPass is either a certificate of vaccination or recovery from SARS-Cov-2 or the EU Digital COVID Certificate.*

Joint Operational Programme Black Sea Basin 2014-2020
SEGE – Greek Association of Women Entrepreneurs
September 2021

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