



Women in Entrepreneurship -
A GREEN & SUSTAINABLE WORLD



EENA / BPW Estonia

WE MAKE GREEN HAPPEN!

*Do you want to start an eco-friendly business?
Perhaps you have a company and you wish to make it green and sustainable?
We invite all entrepreneurship-minded women to join our Conference this spring.*

INVITATION

You are cordially invited to participate at the Entrepreneurship Conference “We Make Green Happen”, organised by BPW Estonia (member of the International Federation of Business and Professional Women).

The Conference is held in the framework of the entrepreneurship programme “Women in Business – a Green and Sustainable World” and takes place on April 22-23, 2022, in Laulasmaa, Northern Estonia. The venue, LaSpa Hotel and Conference Centre, inspires visitors with its peaceful location amidst the coastal pine forests of Northern Estonia, 40 kilometres west of the capital Tallinn.

April 22 will bring you the celebration of Earth Day at Laulasmaa’s Arvo Pärt Centre, an architecturally fascinating research hub and concert hall dedicated to the renowned Estonian composer. Our Earth Day celebration will feature musical performances, dance and storytelling, inspired by nature and sustainable creation. Women from all over the world will give planet-friendly pledges for the year to come. Explore the venue: <https://www.arvopart.ee/en/>

On April 23 we will offer you a full-day Conference programme, packed with inspiration, information and interesting new contacts. The talks and panel discussions cover topics such as entrepreneurial innovation, scientists’ take on green entrepreneurship and advice for identifying eco-friendly resources and processes for new businesses, lessons from seasoned entrepreneurs who have gone “green”, and a panel on sustainable fashion and lifestyle businesses – how to cultivate eco-friendly demand, and how to meet it. The conference day is complete with speed-friending opportunities and vegan food. Explore the venue: <https://www.laspa.ee/>

Simultaneous interpreting is available from Estonian into English and vice versa.

Busses will be organised to and from Tallinn.

Accommodation at the Conference Hotel LaSpa can be booked at this link: <https://www.laspa.ee/>

Why participate?

1. To gain knowledge on eco-friendly entrepreneurship – how to make your services and products greener, and how to create new green businesses!
2. To obtain a practical “Entrepreneur’s Green Guide”, compiled by the Green Mentors of our Programme!
3. To broaden your network and establish contacts, and find new ideas for moving forward!

Who is the Conference designed for?

Entrepreneurial souls – established business owners as well as those just starting out; those who have only just started dreaming of their own business as well as those who work for an enterprise and wish to reduce their footprint on the environment; those who simply seek new knowledge and are curious about greener ways forward.





Conference Programme

Saturday, April 23, 2022 – All times are local (EET)

- 09.30–10.00 Arrival, morning coffee
10.00–10.45 Opening Keynote and *speed friending*
- 10.45–12.00 Panel discussion “The future of the society today. The green business environment: where are we headed?”
Madeleine Tuuls, service designer and creator of FutuHUBs
Merit Valdsalu, founder of Single Earth – the creation and growth of an enterprise
Eva Truuverk, founder of Rohetiiger (The Green Tiger), a cross-sectoral cooperation platform for a green economic model
Katri Kerem, PhD, marketing and consumer behaviour expert
- 12.00–12.30 Coffee break with knowledge: video stories from female entrepreneurs
- 12.30–14.00 Panel discussion “Make Green Your Business. How to find a business idea?”
Grete Arro, PhD, environmental psychologist, Tallinn University
Erika Pihl, sustainability coordinator for Tallinn Kaubamaja Group
Jonne Kotta, PhD, marine biologist
Mihkel Kangur, PhD, ecologist
Aveliina Helm, PhD, biologist and conservation scientist (to be confirmed)
Mai-Liis Kivistik, creator of MaiWistik, a natural cosmetics brand
- 14.00–14.45 Lunch with new contacts: *speed friending*
- 14.45–15.15 Success stories and lessons from green entrepreneurs
Katarina Papp, CEO of RingKarp, a system for reusable packaging – business idea and networking
Anna Lutter, designer at Studio Kuut, small business owner – how to turn your passion into an enterprise
Jetta Liukkonen, CEO of Vaatelaastari (Finland), band-aid for clothes (to be confirmed)
- 15.15–16.15 Panel discussion “Fashion and consumer consciousness: how to build a green fashion or lifestyle business?”
Iti Aavik, co-owner at Villapai, knitwear for children
Karin Rask, actress, fashion entrepreneur and patron of the “Green and Sustainable” Programme
Kadrian Jaagund, CEO of Lindström Estonia, textile rent services
Kadri Viirand, co-owner at Villapai and baby-wearing consultant
- 16.15–16.30 Coffee break
16.30–17.00 Practical steps for going forward. Presentation of the “Green and Sustainable” Memorandum. Certificates for the graduates of the entrepreneurship programme “Women in Business”.

The programme is presented and led by Ester Eomois, President of BPW Estonia and head of partnerships for the “Women in Business” Programme.

Registration is open! Please register your attendance by April 4, 2022 [at this link](#)

A registration fee of EUR 20 (vegan lunch and coffee breaks included) is to be paid through BPW ESTONIA MTÜ, IBAN EE851010052032732009, SWIFT EEUHEE2X by April 4, 2022. While paying please use the keyword “Entrepreneurship Conference”.

For more information, please contact Marii Valjataga, marii.valjataga@eui.eu, www.bpw-estonia.ee.

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