

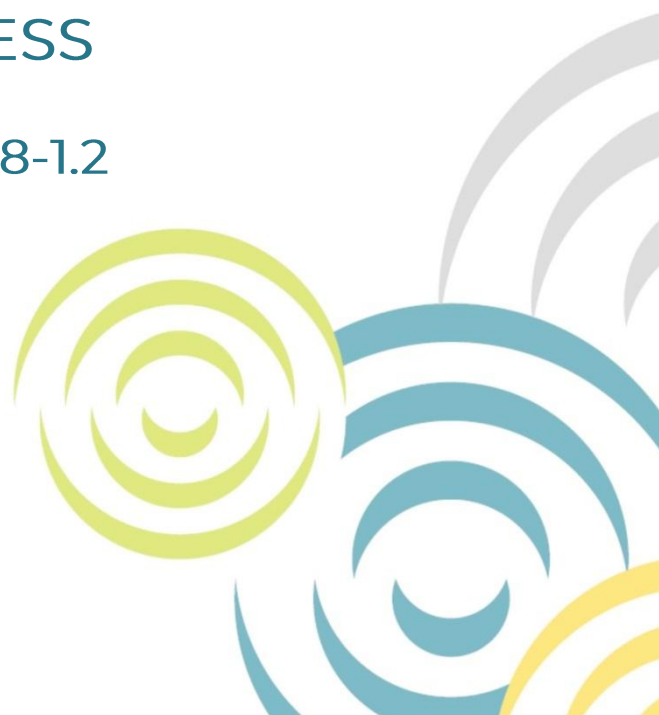
Fostering the Young Women Entrepreneurship in the Danube Region



O.T2.1 DATABASE OF GOOD PRACTICES FOR FOSTERING YOUNG WOMEN ENTREPRENEURSHIP

WOMEN IN BUSINESS

Reference No. DTP2-048-1.2



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Author / Project Partner:	Maria Dzhunlieva/RAPIV Mariya Zlateva/ RAPIV Nina Meglič/ SGZ

Contents

1	ABBREVIATIONS and GLOSSARY of TERMS.....	5
2	SCOPE OF DOCUMENT	6
3	INTRODUCTION.....	6
4	METHODOLOGY APPLIED	9
5	WOMEN IN BUSINESS GOOD PRACTICES FOR YOUNG WOMEN ENTREPRENEURSHIP SUPPORT.....	12
6	Good Practices from Austria.....	15
	GP 1: WE! Women’s Entrepreneurship – Training program for female founders.....	15
	GP 2: Grow F – The accelerator for female-led ventures.....	16
	GP 3: Mentoring Program.....	17
	GP 4: Female entrepreneur makes school (Unternehmerin macht Schule).....	18
	GP 5: Women Call 2018.....	19
7	Good Practices from Bosnia and Herzegovina.....	20
	GP 6: Business Cafe – new way of doing business, creating culture of success, creating winners entrepreneurial mindset	20
	GP 7: Enterprise Europe Network – Women Entrepreneurship Sector Group (WEG).....	21
	GP 8: IT Girls initiative.....	22
	GP 9: Economic empowerment of Women for Peaceful Local Communities	23
	GP 10: YEP Business Ideas Incubator (Youth Employment Project)	24
8	Good Practices from Bulgaria.....	25
	GP 11: Support for start in the business	25
	GP 12: “Woman Entrepreneur and Manager of the Year” Award.....	26
	GP 13: Support for Young Women Entrepreneurs	27
	GP 14: BreakFast Club	28
	GP 15: Entrepregirl Award	29
	GP 16: Municipal Guarantee Fund for SMEs.....	30
9	Good Practices from Croatia	31
	GP 17: Little entrepreneurship school for women	31
	GP 18: Women with no excuses – conference that encourages networking as well as positive changes.....	32
	GP 19: EUROPEAN NETWORK OF FEMALE ENTERPRENEURSHIP AMBASSADOR – entrepreneurSHEp Croatia	33
10	Good Practices from Germany	34
	GP 20: GründerWERK – Zentrum für Unternehmensgründung der Hochschule Pforzheim.....	34
	GP 21: She Potential – Online Academy	35
	GP 22: How to become a Social Entrepreneur – Gail McCutcheon.....	36

	GP 23: Ready to Code – teaching girls and women how to code.....	37
11	Good Practices from Hungary	38
	GP 24: Anikó Lipics - Cosmetologist	38
	GP 25: Rita Tóth -Life and business coach	39
	GP 26: Friday Brunch & Workshops.....	40
	GP 27: Budapest Bank, Springboard – On Finances for Women programme Women entrepreneurs’ competence development.....	41
12	Good Practices from Moldova	42
	GP 28: National Platform of Women from Moldova (PNFM)	42
	GP 29: Pilot-Programme “Women in Business”	43
	GP 30: Association of Women Entrepreneurs from Moldova - AFAM.....	44
	GP 31: APIUS (Light Industry Entrepreneurs Association – Apparel, Footwear, Accessories).....	45
13	Good Practices from Romania.....	46
	GP 32: Center for the development of women entrepreneurship (Business Incubator)....	46
	GP 33: Professional and vocational training for women entrepreneurs.....	47
	GP 34: National and International Elite Business Clubs.....	48
	GP 35: National and International Elite Pitching Sessions	49
	GP 36: Consulting Business Women for the creation of national public policies	50
	GP 37: National Awards for Business Women.....	51
	GP 38: National Network of Mentors for Women Entrepreneurs – MENTORNET.....	52
14	Good Practices from Slovenia.....	53
	GP 39: An entrepreneurial training program for women with tertiary education: “Entrepreneurship is female” (Podjetnost je ženskega spola)	53
	GP 40: City of Women	54
	GP 41: Commission for Equal Opportunities in Science.....	55
	GP 42: PERLE – Regional Council of Business Women and Women Entrepreneurs.....	56
	GP 43: Podjetno v svet podjetništva - Entrepreneurially into the Business World	57

1 ABBREVIATIONS and GLOSSARY of TERMS

BWCON	Bwcon GmbH
GP	Good practice
EWC	Women Entrepreneurship Centre
IRS	Innovation Region Styria Ltd
LP	Lead Partner
ME	Ministry of Economy of Bulgaria
MRA	Maribor Development Agency
PBN	Pannon Business Network Association
PIMM	Association of Small and Medium Enterprises in Constanta
PP	Project Partner
ODIMM	Organization for Small and Medium Enterprise Sector Development
RAPIV	Regional Agency for Entrepreneurship and Innovations - Varna
SEBS	School of Economics and Business, University of Sarajevo
SGZ	Chamber of Commerce and Industry of Stajerska
TLE	Transnational Learning Event
TPV	Technology Park Varazdin Ltd.
UOC	OVIDIUS University of Constanta
UP	University of Pannonia
VFU	Varna Free University „Chernorizets Hrabar”
YWE	Young women entrepreneurship

2 SCOPE OF DOCUMENT

This document is based on the methodology followed by the WOMEN IN BUSINESS project for analyzing, selecting, describing and evaluating of Good Practices (GPs). WOMEN IN BUSINESS aims to develop, through a mutual learning process, innovative training models which will be the main tool for fostering young women entrepreneurship (YWE) and will be the main part of the Women Entrepreneurship Centers. On the other hand, the validated GPs will serve as a ground for development of the Policy Agenda with policy recommendations.

The first part of the Database outlines the methodology followed by all PPs for identification, selection and describing of GPs for YWE support in the 9 PPs countries. The second part provides a short description of all 43 GPs for YWE support evaluated by PPs. The GPs are listed per country in alphabetical order and per internal numbering defined per each country. More details of all GP are presented in the Database including the following aspects:

- title of the GP
- owner of the GP,
- time duration of the GP
- link to the project objectives
- aim of the GP
- target groups
- description of the GP
- resources needed for implementation of the GP
- evidence for success of the GP
- potential for learning or transfer
- contact details of the owner of the GP.

The GPs for supporting of YWE are identified based of jointly defined criteria. At the same time during the learning events an insight of selected GPs is gained. The best of them are validated during the transnational project events and will be included in the GPs Handbook which will provide a knowledge base to Policy Agenda development.

Good practice adds value to event organization and involves identifying tasks that must be done to keep an event in good shape and ensure that those tasks are carried out consistently and regularly.

3 INTRODUCTION

The project DTP2-048-1.2 WOMEN IN BUSINESS - Fostering the Young Women Entrepreneurship in the Danube Regions is co-funded by the European Union Funds (ERDF, IPA, ENI) under the second call for proposals INTERREG Danube Transnational

Programme 2014-2020. It aims to stimulate young women with innovative ideas to start and develop their own business in order to achieve market success through different approaches for increasing their competences for business and social innovations, through establishment of Women Entrepreneurship Centres and development of innovative training models.

The project consortium consists of 14 project partners from 9 Danube region countries and brings together national and regional, public and private organizations and universities.

Lead Partner

- Regional Agency for Entrepreneurship and Innovations - Varna, Bulgaria

ERDF Partners

- Innovation Region Styria LTD, Austria
- Varna Free University “Chernorizets Hrabar”, Bulgaria
- Technology Park Varaždin Ltd, Croatia
- bwcon GmbH, Germany
- Maribor Development Agency, Slovenia
- Chamber of Commerce and Industry of Štajerska, Slovenia
- Pannon Business Network Association, Hungary
- University of Pannonia, Hungary
- The Association of Small and Medium Enterprises Constanta, Romania
- OVIDIUS University of Constanta, Romania

IPA Partner

- School of Economics and Business, University of Sarajevo, Bosnia and Herzegovina

ENI Partner

- Organization for Small and Medium Enterprise Sector Development, Republic of Moldova

Associated Partner

- Ministry of Economy, Bulgaria

Within the WP4: **Gaps and opportunities**, the project partnership focuses on the exchange of experience activities in order to identify, collect and assess innovative solutions and best practices for fostering young women in running and developing their own businesses in the Danube region.

In the development phase of the WOMEN IN BUSINESS project partners have defined the following main problems faced by women in setting up and expanding a business:

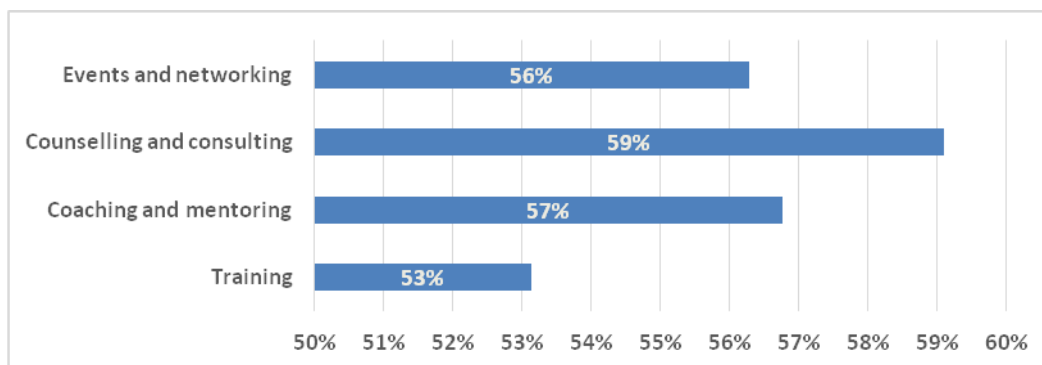
- Contextual obstacles - stereotypes about women, traditional views about role of women in the society;
- Economic obstacles – difficulties in accessing finance especially in science and technology sector;
- Soft obstacles – lack of access to relevant business support and networks, lack of business training, lack of personal/entrepreneurial skills, etc.

According to the results from the survey conducted in relation with development of the Transnational Study of Current State of YWE that covers the 9 PPs countries – Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Germany, Hungary, Moldova, Romania and Slovenia, top 5 barriers for becoming or being entrepreneurs in those countries are:

1. Lack of savings;
2. Difficulties in accessing a finance and high taxes;
3. Lack of information about how to start a business;
4. Lack of entrepreneurship skills;
5. The uncertainty about the future if starting own business (lack of self-confidence).

The **most important competencies barrier** is the **lack of information about how to start a business, followed by a lack of entrepreneurial skills**. Surprisingly, the respondents do not consider traditional views about the role of women in society as a high barrier. The highest **“soft” barrier for them is uncertainty about the future in case of starting own business**, followed by the **risk of losing the balance between work and personal life**.

The respondents had an opportunity to select what type of support they need/prefer in order to improve their entrepreneurial skills. They were offered to choose between training, coaching and mentoring, counselling and consulting and events and networking, and it was possible to choose more options.



Most women said that they needed counselling and consulting, while the least of them thought they needed training. However, more than 50% of the women in the sample need all these aspects of assistance to an entrepreneurial attempt.

When it comes to training, most respondents have chosen one or two areas of future improvement. Not surprisingly, **financing and budgeting was the business field where most respondents would like to improve**, however, other business fields, such as **management, marketing, accounting, entrepreneurship and social media in business** are also identified as the areas of possible impact during the training. It might be also interesting to notice that in this aspect of the questionnaire, no significant differences could be noticed among different groups of countries.

Among the thirteen suggested business fields, the respondents have chosen the eight most interesting ones. The importance of social media in business, as one of the emerging business fields was well recognized by our respondents as one of the most important fields for their entrepreneurial career. Our respondents also identified e.g. personal growth, writing, and coping with stress and negotiations as very important skills needed in their careers

4 METHODOLOGY APPLIED

The whole process of searching for suitable GPs is agreed by PPs and defined in the Good Practice Guide. It is divided into different sequential steps:

1. Definition of the application field and target of the job
2. Analysis of the current state in the PPs countries/ region
3. Definition of the national/ regional needs and priorities in the field
4. Identification, collection and description of the GPs
5. Evaluation of the GPs according to the defined needs

The first three points are related with implementation of preliminary work by the PPs based on the the results from the survey and interviews conducted in relation with development of the Transnational Study of Current State of YWE.

All practices identified by PPs within the framework of the WOMEN IN BUSINESS should respect the following definition as agreed in the Good Practice Guide: „*Good Practice is an initiative e.g. methodology, project, process and technique, which is already proved successful and has a potential to be transferred to different geographic areas. A GP is proved as successful when it has already provided tangible and measurable results in achieving specific objectives*“.

Therefore a practice, to be classified as GP, should be:

- ✓ **Relevant** to the application field and targets of the WOMEN IN BUSINESS project;

- ✓ **Significant** under some perspective (impact, methodology, process, innovation, etc.)
- ✓ **Transferrable** (i.e. effectively feasible in other local conditions).

It is important to point out that the success of a GP can be determinate when the practice is concluded and verified. However, in some situations an ongoing action can be considered as a GP, that is if some partial objective has already achieved and there is evidence of its success.

Another important concept is the transferability of the practice. It is important to highlight that no GP can simply be replicated, as it is specific to its environment: therefore each GP must be evaluated in terms of its appropriateness to the national/regional needs and priorities, effectiveness and transferability. For these reasons, the GP's description should include the element to carry out an evaluation of the GP itself.

The main aim of the good practice activity is twofold:

- (1) to investigate the measures that are offered to young women in terms of supporting the entrepreneurship and define the transferable elements and
- (2) as well as obtain a better understanding on the effectiveness of the schemes from the SME's perspective.

Educational objectives can cover a range of different types of intended learning outcomes:

- Personal transferable skills include inter-personal as well as personal skills; includes also most "Enterprise" competencies;
- Conceptual knowledge and skills also known as "methodological";
- Subject knowledge and understanding.
- Specific skills.
- Motivation and attitudes

An accurate identification of the GPs is of a paramount importance for the success of the process as the selected GPs, properly analyzed, described and evaluated, will be the basis for elaboration of the training models and policy recommendations through the Policy Agenda.

There are several methods used to identify a potential GP: literature and internet, conferences, direct knowledge, interviews with experts and stakeholders, existence database. The identification of GPs involved a lengthy and investigative process, carried out progressively, following different strands and elaborating step-by-step on the information gathered. To achieve a sufficient knowledge of the GPs, detailed information is required, although details are not always present in literature/ internet, so direct contact with the developers/owners of the GP is initiated by PPs.

All PPs identified **43 Good Practices** for the purpose of the transnational learning. Most of them were presented during the 6 Transnational Learning Events held in different PPs countries.

The good practices were benchmarked in order to identify the ones that have been the most effective in the YWE support arena. The elements that were taken into consideration to verify whether the visits are in line with the expectations are:

- **The relevance of the presented GP with reference to the national/regional needs and barriers** – it emphasized that the evaluation of the usefulness and relevance of the individual GPs may differ depending on priorities and identified needs of each country/ region.
- **The significance of the impact of the GP** – the single impact factors can vary from GP to GP within the project but the question behind this criterion should be: which parts of the YWE were really affected by the GP? Can the impact of the this target group be measured?
- **The level of innovation of the GP** – with the respect to the current status of the partners' countries/ region.
- **The effectiveness and efficiency of the GP** – this concept is a measure of how and to what extent the GP has achieved the desired results with respect to the allocated resources.
- **Transferability of the GP** – i.e. the tangible possibility to transfer the concepts characterizing the GP in the context of the partners' countries/ region.

The evaluation process for each GP was carried out after each TLE was held by filling out part C. Evaluation of the presented GPs according to the national/regional needs from Annex I Template for Transnational Learning Report of the Good Practice Guide.

Once assigned a single score to each one of the evaluation criteria, the overall results for each GP are summarized in the following way:

- Every partner who has overseen the presented GPs during the TLE will scale each one of the evaluation criteria as follows: 1 = very poor; 2 = poor; 3 = fair; 4 = good; 5 = very good.
- In case there are both PPs from the same country, TPV will carry out a weighted sum of the scores for each single criterion for the scores given by them.
- The results are summarized simply by adding the obtained results in the overall score.

At the final stage, partners proposed and the members of the Advisory Board approved all 43 GPs included in the current Database and 10 of them obtained the highest score among GPs per country which will be showcased in a special edition of a Good Practices Handbook.

5 WOMEN IN BUSINESS GOOD PRACTICES FOR YOUNG WOMEN ENTREPRENEURSHIP SUPPORT

All identified and evaluated GPs within the WOMEN IN BUSINESS project are listed as follows:

No	GP #	Title of the GP	Owner of the GP	Country
1	1	WE! Women's Entrepreneurship – Training program for female founders	Steirische Wirtschaftsförderung (styrian business agency) SFG	Austria
2	2	Grow F -The accelerator for female-led ventures	Female Founders Global	Austria
3	3	Mentoring Program	Female Founders Global	Austria
4	4	Female entrepreneur makes school (Unternehmerin macht Schule)	Economic Chambers, FiW - Frau in der Wirtschaft (woman in business)	Austria
5	5	Women Call 2018	Government of Styria	Austria
6	1	Business Cafe – new way of doing business, creating culture of success, creating winners entrepreneurial mindset	GMS for Bosnia, originally Business Cafe from Croatia	Bosnia and Herzegovina
7	2	ENTERPRISE EUROPE NETWORK - WOMEN ENTREPRENEURSHIP SECTOR GROUP (WEG)	ENTERPRISE EUROPE NETWORK	Bosnia and Herzegovina
8	3	IT Girls initiative	UNDP, UNICEF and UN Women of Bosnia and Herzegovina	Bosnia and Herzegovina
9	4	Economic empowerment of Women for Peaceful Local Communities	Transcultural Psychosocial Educational Foundation (TPO)	Bosnia and Herzegovina
10	5	YEP Business Ideas Incubator (Youth Employment Project)	GOPA mbH – Representative office in B&H / Youth Employment Project financed by Swiss Embassy	Bosnia and Herzegovina
11	1	Support for start in the business	Association “To preserve a Woman”	Bulgaria
12	2	“Woman Entrepreneur and Manager of the Year” Award	Association “To preserve a Woman”	Bulgaria
13	3	Support for Young Women Entrepreneurs	Association of Women Entrepreneurs in Bulgaria - Selena	Bulgaria
14	4	BreakFast Club	Bulgarian Centre of Women in Technology	Bulgaria
15	5	Entrepregirl Award	Bulgarian Centre of Women in Technology	Bulgaria
16	6	Municipal Guarantee Fund for SMEs	Municipality of Sofia	Bulgaria
17	1	Little entrepreneurship school for women	International women's business	Croatia

			network	
18	2	Women with no excuses – conference that encourages networking as well as positive changes	PAR University College, Rijeka, Croatia	Croatia
19	3	EUROPEAN NETWORK OF FEMALE ENTREPRENEURSHIP AMBASSADOR – entrepreneurSHEp Croatia	Croatian Chamber of Economy	Croatia
20	1	„GründerWERK“ – Zentrum für Unternehmensgründung der Hochschule Pforzheim (engl. Foundation Centre for Entrepreneurship at University of Applied Sciences Pforzheim)	Federal State Baden-Württemberg, Germany	Germany
21	2	She Potential – Online Academy	She Potential – Stephanie Ehrenschwendner, Tanja Rug, Michael Jassen	Germany
22	3	How to become a Social Entrepreneur – Gail McCutcheon Founder of “Mein Herz lacht (MHL)” (engl. My heart laughs)	Association “Mein Herz lacht”(engl. My heart laughs)	Germany
23	4	Ready to Code – teaching girls and women how to code	Ready to Code e.V	Germany
24	1	Anikó Lipics -Cosmetologist	Anikó Lipics -entrepreneur	Hungary
25	2	Rita Tóth -Life and business coach	Rita Tóth -Life and business coach	Hungary
26	3	Friday Brunch & Workshops	Womenspiration	Hungary
27	4	The Budapest Bank, Springboard – On Finances for Women programme Women entrepreneurs’ competence development	Small Enterprise Economic Development (SEED)	Hungary
28	1	National Platform of Women from Moldova (PNFM)	Iulia Costin – President of the National Platform of Women from Moldova	Moldova
29	2	Pilot-Programme “Women in Business”	Organization for Small and Medium Sector Development (ODIMM)	Moldova
30	3	Association of Women Entrepreneurs from Moldova - AFAM	Association of Women Entrepreneurs from Moldova - AFAM	Moldova
31	4	APIUS (Light Industry Entrepreneurs Association – Apparel, Footwear, Accessories)	APIUS (Light Industry Entrepreneurs Association – Apparel, Footwear, Accessories)	Moldova
32	1	Center for the development of women entrepreneurship (Business Incubator)	Association for Women Entrepreneurship Development, Arges Branch (ADAF)	Romania
33	2	Professional and vocational training for women entrepreneurs	Association for Women Entrepreneurship Development, Arges Branch (ADAF)	Romania
34	3	National and International Elite Business Clubs	ELITE BUSINESS WOMEN (EBW)	Romania
35	4	National and International Elite Pitching	ELITE BUSINESS WOMEN (EBW)	Romania

		Sessions within the EBW Business Clubs		
36	5	Consulting Business Women for the creation of national public policies	The National Association of Business Women from Small and Medium Enterprises (PNAFIMM)	Romania
37	6	National Awards for Business Women	National Association of Business Women from Small and Medium Enterprises (PNAFIMM)	Romania
38	7	National Network of Mentors for Women Entrepreneurs – MENTORNET	Young Entrepreneurs Association of Romania (PTIR)	Romania
39	1	An entrepreneurial training program for women with tertiary education: “Entrepreneurship is female” (Podjetnost je ženskega spola)	Ministry of Economic Development and Technology and Ministry of Labour, Family and Social Affairs of the Republic Slovenia	Slovenia
40	2	City of Women	City of Women – Association for the Promotion of Women in Culture	Slovenia
41	3	Commission for Equal Opportunities in Science / previously: Commission for Women in science	Ministry of Education, Science and Sport	Slovenia
42	4	PERLE – Regional Council of Business Women and Women Entrepreneurs	Chamber of Commerce and Industry of Štajerska	Slovenia
43	5	Podjetno v svet podjetništva - Entrepreneurially into The Business World	Maribor Development Agency and Regional Development Agency for Koroška d.o.o	Slovenia

6 Good Practices from Austria

GP 1: WE! Women's Entrepreneurship – Training program for female founders

Owner: Steirische Wirtschaftsförderung
(Styrian Business Agency – SFG)

Start date: November 2018

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

The Styrian Business Agency – SFG is based in Graz. In 2018 SFG launched a special **WE! Women's Entrepreneurship – a Training program for female founders** within which it started to offer networking events for women and workshops tailored to women entrepreneurs.

This point turned out to be very a key success factor for the program in the group sessions and in the networking events.

Additionally SFG is supporting the women with personal coaching and provide in this way that they can also focus on personal problems or barriers.

Aim:

- o To encourage women who want open their own businesses;
- o To give women more self-confidence and help them doing the first steps in entrepreneurship;
- o To support women during the first 5 years of having their own companies;
- o To increase the number of female founders in Styria.

Resources needed:
60,000 €/Y

Evidence for success:

- ✓ 2 networking events
- ✓ 8 trainings
- ✓ 14 coaching
- ✓ 25 supported female founders

Target group:

Women operating in mobility, digital science, health- or green tech sectors, or creative industries.

Potential for learning or transfer

- organizational model/ implementation process
- specific tools (e.g. training, financial support)
- methodology for the assessment of the problem to be address

About the programme:

Trainings are focused only on women special training subjects such as: communications skills, identity, self-confidence, and primarily on soft skills and empowering women. They are provided under format of group sessions, personal coaching and networking events.

As quality goes before quantity the Team-Session Trainings are organized only for 10-15 persons each year.

The key factors of success:

Through the training program SFG figured out that women like to work in small groups and to have the possibility to really talk about their problems. Especially small groups turned out to be very valuable for the target group. To be with other women who are or have been in the same situations and to really get help and advices and not to be ashamed for their fears or problems.






Contacts:

Yasmin Kreiner, SFG
 email: Yasmin.kreiner@sfg.at
 phone: +43 3167093312
www.sfg.at/we

GP 2: Grow F – The accelerator for female-led ventures

Owner: Female Founders Global

Start date: October 2018

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

The Female Founders Accelerator combines mentoring, co-working with experts, corporate collaboration and personal development with individual support and a strong network in Austria and beyond..

Aim:

To help female led ventures to reach market and investment readiness by participating in a three-month program based in Vienna.

Target group:

- Startups with at least one female founder.
- A digital and innovative business model which is scalable
- Dedicated and supportive kick-ass founders

About the programme:

The program is an independent initiative in Austria and one of the first female focused startup accelerators in Europe. It offers a highly individualized program to support each and every startup in the most effective way. The Accelerator is specifically designed for startups – fast growing, scalable and innovative companies with rather risky business models. Most of the selected founders are first-time founders and most of them being younger than 34.

The practice supports the selected startups in terms of personal development, startup-corporate-collaboration and above all: market and investment readiness. Through different formats (ranging from 1:1 workshops to group pitching sessions), the program is highly individualized and aims to fit the needs of the specific companies. On top each startup is being matched with a mentor from either an investment or corporate background that supports the accelerated companies along the whole program.

The key factors of success:

- Selection process of the startups that had applied and the involvement of industry experts.
- Selection of the speakers and mentors for the program

Resources needed:

120,000 €/Y
75,000 € provided via a public grant from AWS

Evidence for success:

- ✓ 100+ applications
- ✓ 10 start ups supported
- ✓ 10 countries covered

Potential for learning or transfer

- specific tools (e.g. training, financial support)
- methodology for the assessment of the problem to be address



Contact:

Lisa-Marie Fassl
email: lisa@femalefounders.at
<https://www.femalefounders.at>

GP 3: Mentoring Program

Owner: Female Founders Global

Start date: 2017

End date: on-going

Scope:

training needs

policy measures

other

Geographical focus:

local and regional

national

international

Mentoring Program is an independent initiative in Austria and Europe for networking and supporting women in the startup scene. In addition to offers to impart relevant hard and soft skills (e.g. negotiation and presentation techniques), which are necessary for the foundation and development of a company, the networking and, subsequently, the visualization of the founding scene is an essential field of action.

Aim:

Exchange between aspiring & first-time female founders and experienced founders, managers and experts who want to share their knowledge thereby enabling female founders to take their business to the next level.

Target group:

Female founders or women who would like to start in the founder scene and already have a project idea.

About the programme:

Although not specifically designed for a young audience, 90% of the participants of the program are less than 34 years old. This shows that especially in this target group, the need for mentoring from experienced founders/business experts is in high demand.

The mentors help the participating entrepreneurs in different areas, ranging from finding the product-market-fit, to fundraising to finding new customers. All being elements of crucial importance to successfully develop a young company. It runs for 12 months. During this time, Mentors and Mentee work in individual 1:1 meetings on questions that are defined together.

The key factors of success:

- Branding & Communication: specifically designed for the target group.
- Selection of mentors based on hard and soft skills and personal experience/recommendation

Resources needed:

0 €

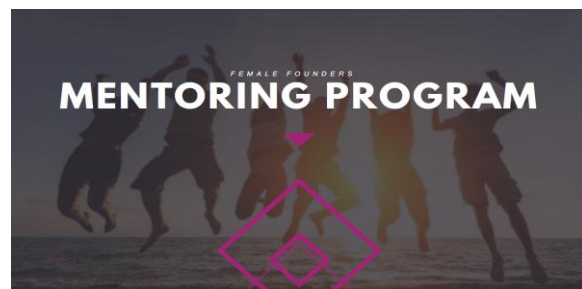
The program was designed and executed by both the NPO and the participating mentors on a pro bono basis.

Evidence for success:

- ✓ 90+ mentors
- ✓ 300+ applicants from all over the Europe

Potential for learning or transfer

- organizational model / implementation process
- marketing strategy



Contact:

Lisa-Marie Fassel

email: lisa@femalefounders.at

<https://www.femalefounders.at>

GP 4: Female entrepreneur makes school (Unternehmerin macht Schule)

Owner: Economic Chambers, FiW - Frau in der Wirtschaft

Start date: 01.09.2017

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

In the "Unternehmerin macht Schule" project, female entrepreneurs inspire students to embark on an entrepreneurial career. Using their own example, they report on the opportunities that entrepreneurship opens up and what can be achieved with entrepreneurial spirit and motivate schoolgirls in particular for an independent professional future.

Aim:

The school can make an important contribution to attracting more people to the adventure of "entrepreneurship" by awakening the courage and desire of young, adolescent people to become entrepreneurs.

Target group:

- Girls – students
- Successful women entrepreneurs

About the programme:

The idea of the activity is to send successful female entrepreneurs directly to schools and thus promote the entrepreneurial spirit of the pupils.

With the project, Frau in der Wirtschaft and the Ministry of digital and economic affairs, in cooperation with the Federal Ministry of Education, Science and Research, are bringing the best ambassadors for entrepreneurship to schools: successful female entrepreneurs from all over Austria. The project "Unternehmerin macht Schule" also shows how important entrepreneurship is for our country and how important it is for business and employment.

The key factors of success:

- Selection of successful role models.
- Direct contact with female entrepreneurs and schools

Resources needed:

1,500 €/Y
The female entrepreneurs carry out the activities on a voluntary basis.

Evidence for success:

- ✓ 1500 schoolchildren reached

Potential for learning or transfer

- organizational model / implementation process
- policy making process



Contact:

Mag. Elke Jantscher-Schwarz
 email: elke.jantscher-schwarz@wkstmk.at
Mag. Gabriele Lechner
 email: gabi@werbelechner.at
 web-site: www.unternehmerinmachtschule.at

GP 5: Women Call 2018

Owner: Government of Styria

Start date: 2018

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

The call "Women.Life.Regions 2018" is intended to contribute to doing justice to the diverse life models of women, to positively influence livable framework conditions at regional level, to establish more diverse development and future perspectives, to reduce income inequality and to improve the social and political integration of women in Styrian regions.

Aim:

- Ensure the regional labour market participation of women
- Increase the proportion of women as professional and managerial staff
- Levelling the income gap between male and female
- greater representation of women in decision-making bodies

Target group:

Local authorities, legal entities, partnerships and partnerships under civil law

About the programme:

In order to further develop the Styrian regions, to strengthen the competitiveness of the Styrian regions and to increase the added value in the regions, it is necessary to keep especially young people and especially women in the region. Contribution is to further develop the possibility of reconciling work and family life and to enable their economic independence. The issue of financing in particular is often a major obstacle to female entrepreneurship and there is a lack of tailor-made support programmes for women. The call supports women in the implementation of concrete projects with appropriate funding.

The key factors of success:

- The "call" is open for different regional ideas of women, which can happen.
- Positive perception of financing mechanisms

Resources needed:

1,000,000 €

Project types and funding intensity:

- Project type A: Up to 70 % funding for concrete regional implementation projects such as model initiatives and pilot projects with total project costs of more than € 10,000 with a maximum funding amount of € 150,000.
- Project type B: Small projects with total project costs of up to € 2,500. The funding rate is max. 100 %

Evidence for success:

- ✓ 27 projects contracted for total amount of 1,000,000 €

Potential for learning or transfer

- organizational model / implementation process
- specific tools (e.g. training, financial support, ...)
- policy making process
- definition of financial feasibility
- methodology for the assessment of the problem to be address
- methodology for the involvement of the targeted stakeholders

Contact:

A17 Landes- und Regionalentwicklung Referat
für Landesplanung und Regionalentwicklung
Trauttmansdorffgasse 2, A 8010 Graz
tel.: +43 316 877-3644
e-mail: abteilung17@stmk.gv.at

7 Good Practices from Bosnia and Herzegovina

GP 6: Business Cafe – new way of doing business, creating culture of success, creating winners entrepreneurial mindset

Owner: GMS for Bosnia ,
originally Business Cafe from Croatia

Start date: 2010

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

Business Cafe solves one of the biggest problems entrepreneurs face – feeling alone, isolated and misunderstood. It is organized in Croatia, Bosnia, Macedonia, Slovenia, previously also Montenegro, Serbia, and Austria.

Aim:

- Sharing successful entrepreneurial stories
- Connecting people – using networking to grow entrepreneurs businesses
- Cultivating culture of success
- Cultivating entrepreneurial mindset

Target group:

Entrepreneurs and would be entrepreneurs

About the good practice:

Business cafe shows the entrepreneurs that every other business women goes through the same problems, faces same issues. Every event lasts 3-4 hours. Approximately 4 – 6 events are organized per year.

The key factors of success:

- Networking
- Motivation
- Support

Resources needed:

500 €/ event

Evidence for success:

- ✓ 700 shared entrepreneurs stories
- ✓ 300+ events
- ✓ 20 000+ visitors
- ✓ Deals for more than 30 mln. euro

Potential for learning or transfer

- organizational model / implementation process

Contact:

Amra Hašimbegovic amra.h@gms.ba

Kristina Ercegovic, kristina@zaokret.com

GP 7: Enterprise Europe Network – Women Entrepreneurship Sector Group (WEG)

Owner: Enterprise Europe Network, BITNET Consortium, Foreign Trade Chamber of Bosnia and Herzegovina (Lead Partner)

Start date: 2013

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national

international

Woman Entrepreneurship SG is one of the oldest SGs in the system (since 2013) and it has same goals and objectives as EEN in general – to help businesses innovate and grow on an international scale. However, this SG is focused on developing and improving the support network for female small and medium-sized enterprises (SMEs) and entrepreneurs with international ambitions.

The key factors of success:

Building of women entrepreneurship stakeholders community.

Resources needed:

EU co-financing is used for each EEN body in the system (budgeted as 60% EU COSME funds and 40% own funds).

Aim:

To help women entrepreneurs to:

- find clients and co-operation partners for their products and processes,
 - access innovation services,
 - join existing woman entrepreneurship networks
- learn about EU programs and apply for grants.

Evidence for success:

- ✓ 89 female companies from Bosnia and Herzegovina, Serbia, Croatia, Turkey and Montenegro attended B2B held on 5th April 2019 in Sarajevo

Target group:

Women entrepreneurs

Potential for learning or transfer

- organizational model / implementation process

About the good practice:

EEN experts use their general and specific expertise to tailor make programs and help women entrepreneurs find international opportunities. Within the SG, there is a Chair of the group; Deputy chair of the group, followed by the list of group members. Currently, there are 16 members of the groups, representing supply and demand from various countries and regions. Interested stakeholders (i.e. women entrepreneurs) can approach their local EEN expert who will take further steps and actions in order to help them – in particular to help them with their access to market (which is the main focus of EEN in general). In Bosnia and Herzegovina there are 7 partners, and there are currently 29 experts engaged.

Contact:

Amir Hujic

Head of Unit, Foreign Trade Chamber of Bosnia and Herzegovina

Branislava Đurđeva 10, Sarajevo

phone: +387 33 566 240

email: amir.hujic@komorabih.ba

<https://een.ec.europa.eu/about/branches/ba/sarajevo>

GP 8: IT Girls initiative

Owner: UNDP, UNICEF and UN Women of Bosnia and Herzegovina

Start date: 2015

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

The IT Girls initiative started as the winner of the in-house “Under 30 Innovation Challenge” for employees, interns and volunteers working for UN Agencies in Bosnia and Herzegovina. A group of young and enthusiastic volunteers from UNICEF, UN Women and UNDP came up with the idea to help girls and women become more confident in the digital space, acquire digital skills to be productive, creative and successful, and to be able to participate in emerging industries.

Aim:

- Enable girls to access technology and adopt new digital skills
- Raise awareness of the importance of greater participation of women and girls in the ICT sector
- Increase economic opportunities for women in the labor market through partnerships with the public and private sectors

Target group:

Young girls aged 13-18, students and young ICT experts, as well as successful women with experience in this industry.

About the good practice:

The IT Girls initiative contributed to raising awareness about the importance of including girls and women in ICT by reaching out to over 1,200 girls and increasing their confidence, providing 230 girls with practical skills in mobile app development, web development, robotics, logical thinking, problem solving and public speaking; portraying inspiring 56 female role models in cooperation with the private sector, mentoring 20 girls and young women interested in ICT, and implementing the first UN Bosnia and Herzegovina coordinated and very successful “The It Girls Are Coming To Your School” crowdfunding campaign.

The key factors of success:

- Cooperation of different relevant stakeholders (Schools, NGOs, volunteers) improves the development support program and contributes to the awareness and visibility of project
- IT girls quality team organization and members
- A comprehensive set of supporting instruments (technical, financial support and mentoring)

Resources needed:

n.a

Evidence for success:

- ✓ 1200 girls informed
- ✓ 380 girls educated

Potential for learning or transfer

- organizational model / implementation process
- methodology for the assessment of the problem to be address

Contact:

Tanja Madžarević

e-mail: tmadzarevic@unicef.org

www.itgirls.ba



GP 9: Economic empowerment of Women for Peaceful Local Communities

Owner: Transcultural Psychosocial Educational Foundation (TPO)

Start date: 2015

End date: 2017

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

TPO Foundation Sarajevo, with the support of Norwegian government implement the program of economic empowerment of women from varying ethnic groups in the North Bosnian region. This project is the first step in establishment of woman's network in this region, which serves as a hub of future projects of this kind with the aim of individual empowerment as well as development of the local communities.

Aim:

- To empower women to become active stakeholders in building peace in their local communities
- To promote UNSCR 1325 women, peace and security
- To improve women's self-confidence and skills for leadership

Target group:

Women from varying ethnic groups in the North Bosnian region.

About the good practice:

It is unique combination of economic empowerment and peace building. There is no sustainable development without peace and no peace without sustainable development. What is unique was fostering cross-ethnic cooperation: the requirement that women from three ethnic groups (Bosnians, Croats, and Serbs) had to collaborate and together design business plans in order to get grants.

One of the innovations in terms of implementation was that municipalities and Cantonal Government reduced taxes for women businesses for the period of three years as incentives for those who started new businesses.

The key factors of success:

- Establishment of Local Hub with legal and economic aid for local women.
- Advocacy with local authorities to change tax policy.
- Cross-ethnic collaborative peace actions in local communities that gathered all relevant stakeholders
- Coupling peace and economic empowerment was well received and women understood better why they need to be acknowledged in local communities as leaders in businesses and peace.

Resources needed:

98,000 €

Evidence for success:

- ✓ 60 women educated for business plan development
- ✓ 30 business plans designed
- ✓ 20 grants provided for small businesses
- ✓ 10 mentors involved
- ✓ 2 women's' fairs organized
- ✓ 1 local business hubs

Potential for learning or transfer

- organizational model/ implementation process
- policy making process
- methodology for the involvement of the targeted stakeholders

Contact:

Zilka Spahic Siljak, PhD

e-mail: zilka@tpofond.org

www.tpo.ba

GP 10: YEP Business Ideas Incubator (Youth Employment Project)

Owner: GOPA mbH – Representative office in B&H/ Youth Employment Project financed by Swiss Embassy

Start date: 2018

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

The Youth Employment Project (YEP) is implemented by German company GOPA mbH and financed by the Swiss Agency for Development and Cooperation.

Aim:

- Strengthening support systems for entrepreneurship;
- Increasing number and competencies of entrepreneurs who are launching new business ventures or developing a start-up;
- Enhancing the environment for starting new business ventures in Bosnia and Herzegovina

Target group:

It is open for all interested people, but young women are strongly encouraged within the public call for participation.

About the good practice:

It includes strategic cooperation with 32 local communities in B&H and 6 public employment services with an aim to develop the stimulating entrepreneurial environment which is to result in creating a number of quality job placements through self-employment. YEP undertakes:

1. Developing methodology and content of the specific entrepreneurial training program of YEP Business Ideas Incubator
2. Overall coordination of activities
3. Ensuring that expert and material resources for training and mentoring are available
4. Providing financial resources for technical support and start-ups
5. Providing mentoring and expert support (including promotional package) after the business registration process

The local community undertakes:

1. Coordinating and ensuring access to administrative and logistical resources in the specific local community;

2. Logistic support and professional participation in the mentoring program
3. Public Promotion of the program
4. Providing financial support

The Public Employment Service undertakes:

1. Public promotion of the program
2. Monitoring results
3. Professional participation in training and mentoring, as well as being a part of the pitch of business ideas

The key factors of success:

- Cooperation of different relevant stakeholders.
- Sufficient number of local communities agreed to support the program through investing public funds in the program
- A comprehensive set of supporting instruments

Resources needed:

430,000 €

Evidence for success:

- ✓ 155 business plans approved for financial support
- ✓ 600 trained young people
- ✓ 100+ businesses established

Potential for learning or transfer

- organizational model/ implementation process
- methodology for the involvement of the targeted stakeholders

Contact:

Ranko Markuš

Tel/Fax: +387 (0) 33 207 812

Mobile: +387 (0) 61 065 111

E-mail: ranko.markus@yep.ba

www.yep.ba / www.impakt.ba

8 Good Practices from Bulgaria

GP 11: Support for start in the business

<p>Owner: Association "To preserve a Woman"</p> <p>Scope: <input checked="" type="checkbox"/> training needs <input type="checkbox"/> policy measures <input type="checkbox"/> other</p> <p>Geographical focus: <input checked="" type="checkbox"/> local and regional <input type="checkbox"/> national <input type="checkbox"/> international</p> <p>Association "To Preserve the Woman"; is a non-profit legal entity registered in the public interest by 1997 years. For 20 years of its existence the Association has supported girls, young women and women for motivation, training, education and professional development.</p> <p>Aim: Supporting young women to start and develop business by providing specialized training for personal development and improvement of social skills, overcoming stereotypes, leadership, management, digital culture, etc.</p> <p>Target group: Young women</p> <p>About the good practice: Created traditions in working with developing and stimulating entrepreneurship among young women:</p> <ul style="list-style-type: none"> - Conducting 4-5 annual thematic seminars; - Conducting training courses "Start in Private Business" - Enhancing the digital knowledge and skills of girls and young women in relation to business digitization; - Implementing anti-stress programs to overcome the psychological tensions of young women from the business environment, family and aggressive social environment, discriminatory practices; - Workshops and trainings on personal development and improvement of social skills, enhancing language competencies; 	<p>Start date: 2002</p> <p>End date: 2018</p> <ul style="list-style-type: none"> - Studying the needs of women in business; - Organization of training seminars, forums for exchange of positive experiences at local, national and European level. <p>The key factors of success:</p> <ul style="list-style-type: none"> - Involvement of local authorities. - Lessons learnt from successful business women <p>Resources needed: n.a</p> <p>Evidence for success:</p> <ul style="list-style-type: none"> ✓ 185 trained girls up to 29 years-old ✓ 17 matching with Italian business women <p>Potential for learning or transfer</p> <ul style="list-style-type: none"> - organizational model/ implementation process - specific tools (e.g. training, financial support,) <p>Contact: Dr. Yordanka Nencheva http://woman-bg.bg/</p>
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GP 12: "Woman Entrepreneur and Manager of the Year" Award

<p>Owner: Association "To preserve a Woman"</p> <p>Scope: <input type="checkbox"/> training needs</p> <p>Geographical focus: <input checked="" type="checkbox"/> local and regional</p> <p>The Municipality of Varna and the Association "To Preserve the Woman", with the support of branch chambers and associations, organize and carry out the traditional "Women Entrepreneur and Manager of the Year" competition.</p> <p>Aim:</p> <ul style="list-style-type: none"> o To motivate young women to develop a business by providing public support and recognition of achieved business and social results. <p>Target group:</p> <p>Young women</p> <p>About the good practice:</p> <p>Annually it is made a selection and nomination by specialized groups of women entrepreneurs and managers. Indicators such as innovation, creativity in management, wage bill increases, investment in social programs and training, sales growth in the EU, etc. are included in the criteria for participation. A special category is devoted to separate funds for social activities. The main categories of the Award are: "Female Entrepreneur of the Year", "Female Manager of the Year", "Most successful young participant", "Junior Manager", "Female Social Entrepreneur" Nominated and awarded ladies, in addition to the received publicity, are eligible to join the Entrepreneurial Women Society, which assists in:</p> <ul style="list-style-type: none"> - creating favorable business environment and communications. - supporting women to start up own business and to achieve sustainable development. 	<p>Start date: 2006</p> <p>End date: on-going</p> <p><input type="checkbox"/> policy measures <input checked="" type="checkbox"/> other</p> <p><input type="checkbox"/> national <input type="checkbox"/> international</p> <p>- training and development in the management and marketing of the business. - lobbying of prominent women in the business with strong unity and mutual support.</p> <p>The key factors of success:</p> <ul style="list-style-type: none"> - Involvement of local authorities. - Lessons learnt from successful business women <p>Resources needed:</p> <p>n.a</p> <p>Evidence for success:</p> <ul style="list-style-type: none"> ✓ 200+ supported regional companies owned by women ✓ 32 matching with local companies ✓ 65 awarded women entrepreneurs ✓ 13 award editions <p>Potential for learning or transfer</p> <ul style="list-style-type: none"> - organizational model/ implementation process - specific tools (e.g. training, financial support,) <p>Contact: Dr. Yordanka Nencheva http://woman-bg.bg/</p>
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GP 13: Support for Young Women Entrepreneurs

Owner: Association of Women Entrepreneurs in Bulgaria - Selena

Start date: 2017

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

SELENA has more than 10-years traditions in activities for empowerment of women who want to discover the fascinating world of entrepreneurship, dialog with institutions that can improve the legislation and regulations on that matter, trainings and mentoring for young women.

Aim:

- o Professional improvement, business development, and empowerment of women who want to discover the fascinating world of entrepreneurship,
- o Dialog with institutions that can improve the legislation and regulations on that matter, trainings and mentoring for young women

Target group:

Women entrepreneurs or would be entrepreneurs

About the good practice:

A distinctive feature of the training is the practical orientation and training of specific skills to enhance professional and personal competence. The themes are developed in accordance with the most up-to-date trainings and trainings in Europe. Training seminars on personal development and improvement are organized almost every quarter. Specific training and education to foster entrepreneurship among women living in rural areas were also organized for to avoid territorial and social problems related to the mass exodus to the cities and to improve the access to labor market and the economic situation. The trainings could be organized or face-to-face at the premises of SELENA either through e-learning platform. Support from a mentor or mentorship programs is also available.

The key factors of success:

- Advisory support, consulting and mentoring.
- Business training courses

Resources needed:

app. 10,000 €/Y

Evidence for success:

- ✓ 90 trained women entrepreneurs;
- ✓ 120 consulted women entrepreneurs;
- ✓ 50 successful business, participated in the trainings

Potential for learning or transfer

- organizational model/ implementation process
- specific tools (e.g. training, financial support, etc)

Contact:

Slavyanka Stoykova

info@selena-bg-it.eu

www.selena-b-g-it.eu

GP 14: BreakFast Club

Owner: Bulgarian Centre of Women in Technology

Start date: 2016

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international



BreakFast Club is organized by the Bulgarian Center for Technology Women (BCWT), in partnership with MOVE.BG,

and is an exclusive series of events addressing the challenges of our time and creating an environment where women in technology can find solutions to those of at first glance, small things in our everyday life that lead to big changes.

Aim:

- o Professional improvement, business development, and empowerment of women who want to discover the fascinating world of entrepreneurship

Target group:

Women entrepreneurs or would be entrepreneurs

About the good practice:

In a special circle of professionals, they have the opportunity to hear how the experts overcome the challenges, get answers to their questions, meet others like them who want to develop and look for ways to do it.

Some of the topics of the meetings are:

- What does it mean to be a woman in the male dominated IT world?;
- Healthy lifestyles and health as a cause - how to develop a business in the field of healthy eating;
- Women in science;

- Female business founders - How is business created by a woman, is it different, harder or easier? What are the challenges and the gender of corporate culture and social responsibility? Are prejudices among our society and they create barriers and limit opportunities for women who want to develop their ideas or rather they are in the heads of ourselves, women?

The key factors of success:

- Lessons learned from successful business women and professionals for personal development
- Involvement in YWE network

Resources needed:

Costs for organization of the events are covered by the membership fee and participant's fee.

Evidence for success:

- ✓ 250+ women attended the events;

Potential for learning or transfer

- organizational model/ implementation process
- specific tools (e.g. training, financial support, etc)

Contact:

Sasha Bezuhanova,
 email: hello@bcwt.bg
<http://bcwt.bg>

GP 15: Entrepregirl Award

Owner: Bulgarian Centre of Women in Technology

Start date: 2013

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

Entrepregirl is inspired by the Digital Woman of Europe 2013 Prize, which Sasha Bezuhanova, received from the Vice President of the European Commission and European Commissioner for Digital Policy Neelie Kroes at the ICT2013 Digital Agenda for Europe Forum.

Then they choose 10 finalists – the girls whose projects are the most appreciated.

3. The 10 finalists have a week to prepare a presentation in the form they prefer to present themselves and their project within 7 minutes at an exclusive live-streaming pitching event.

4. During the online pitching session, the jury hears all 10 finalists and chooses which of them will receive the awards.

Aim:

Increasing the professional participation of girls and women in the high technology field as well as to overcome the shortage of IT specialists, which will improve the competitiveness of Bulgaria and the countries of Europe as a whole.

The key factors of success:

Innovative approach developed for to support YWE in a specific sector (on-line pitching session)

Target group:

Girls aged between 16 and 25, who have an entrepreneurial idea and dare to share it.

Resources needed:

Financial recourses are obtained from BCWT budget and sponsors of the competition. The competition is organized with the financial support of DELL EMC, SAP and the Financial Times.

About the good practice:

10 pre-selected ideas have the opportunity to present themselves online in a live-streaming session to our respected jury and the world. Terms and conditions for participation:

- Be at the age between 16 and 25 years.
- Fill in and send application form within set deadline. Application is accepted only in English;
- Have access to high quality Internet for the virtual-pitching event;

There is no limitation on the field of the entrepreneurial idea - it may be related to social, culture, business, digital or any other matters. There is no limitation for citizenship. The competition is open for all countries. Competition Stages:

1. Five weeks application period for the Entrepregirl competition
2. Within two weeks of receipt of the last application, the jury makes a preliminary assessment of the projects as described.

Evidence for success:

- ✓ 200 girls took part
- ✓ 50 girls supported by the Award
- ✓ 6 full scholarships for girls with a technology idea in the new season of their pre-accelerator program

Potential for learning or transfer

- specific tools (e.g. training, financial support, etc)

Contact:

Sasha Bezuhanova,
email: hello@bcwt.bg
<http://entrepregirlbg.com/>

GP 16: Municipal Guarantee Fund for SMEs

<p>Owner: Municipality of Sofia</p> <p>Scope: <input type="checkbox"/> training needs</p> <p>Geographical focus: <input checked="" type="checkbox"/> local and regional</p> <p>The Municipal Guarantee Fund for SMEs (MGFSME) is a unique financial instrument launched and developed by Sofia Municipality in support of the entrepreneurship and innovation ecosystem in one of the fastest growing capitals in Europe. It aims at raising the competitiveness and success rate of SMEs in Sofia and applying the "Think Small First" principle at the heart of the municipal economic policy.</p> <p>Aim:</p> <p>Provide an opportunity to YWE to start and develop their own business through guaranteeing their bank loans up to 50% of the amount of the loan principal or up to 50 000€ or maximum of 300 000 €.</p> <p>Target group:</p> <p>It is open to all SMEs but it gives a priority in supporting projects of start-ups of women entrepreneurs with a Bachelor's degree in the field of the project up to 35 years-old.</p> <p>About the good practice:</p> <p>Main thematic priorities are Informatics, ICT and New technologies in creative and recreational industries. The strategic focus of Sofia's ISIS is to create the necessary prerequisites and conditions for Sofia to become a national and regional center for education, modern research, innovation and entrepreneurship based on ICT. Basic requirements for entrepreneurs are:</p> <ul style="list-style-type: none"> - being 3 years on the market. - to provide the market with innovative products, services and / or processes. - To be SME; - Their headquarters shall be on the territory of Sofia Municipality or their business project shall be realized on the territory of the municipality. 	<p>Start date: 2005</p> <p>End date: on-going</p> <p><input checked="" type="checkbox"/> policy measures <input type="checkbox"/> other</p> <p><input type="checkbox"/> national <input type="checkbox"/> international</p> <p>The key factors of success: Positive perception of public funding mechanisms</p> <p>Resources needed: 220,000 €/Y.</p> <p>Evidence for success:</p> <ul style="list-style-type: none"> ✓ 96 supported women entrepreneurs through financial guarantee (25% of all issued guarantees) ✓ Amount of issued credit guarantees for women entrepreneurs: 2, 924,790.50 € ✓ Amount of the guaranteed loans for women entrepreneurs: 8,804,996.99 € <p>Potential for learning or transfer</p> <ul style="list-style-type: none"> - policy making process <p>Contact: Stefan Kushkiev email: s.kushkiev@ogf-sofia.com https://ogf-sofia.com/</p>
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9 Good Practices from Croatia

GP 17: Little entrepreneurship school for women

Owner: International women's business network

Start date: 2018

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

International women's business network is a non-profit organization dedicated to women entrepreneurs and business women. The partners in implementation of the good practice are Croatian chamber of commerce and Enterprise Europe Network.

The key factors of success:

- Identifying suitable clients
- Provision of information
- Exchanging knowledge and expertise

Aim:

Set of different lectures for women who want to start their business and to women who have started their business in the past 3 years

Resources needed:

10,000 €/Y.

Target group:

- o Women who have established their companies
- o Women who want to establish their companies
- o Women who want to learn and see how is to be an entrepreneur.

Evidence for success:

- ✓ 400+ women attended the school
- ✓ International conference held on 28.5.2019. gathered 200 women from Serbia, Bosnia and Herzegovina and Croatia

About the good practice:

The main aims of the trainings are to:

- Teach women how to start their business, what is needed to become successful as an entrepreneur.
- Connect them with other women.
- To improve women's self-confidence and skills for leadership
- Women received mentoring support
- Women received grants to start their business.

Potential for learning or transfer

- organizational model / implementation process
- methodology for the involvement of the targeted stakeholders
- review and maintenance methodology

The main topics are: legal, accounting, promotion, sales, NLP skills, Coaching, social networks, mental maps, google AdWords, business communication, public speaking etc.

Duration of the basic and advanced modules is 4 day/each, twice a year.

Contact:

Ivana Radić

International women's business network

President

phone: +385 91 923 77 01

email: ivana@mrezazena.com

www.mrezazena.com

GP 18: Women with no excuses – conference that encourages networking as well as positive changes

Owner: PAR University College, Rijeka

Start date: 2014

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

Aim:

- To encourage networking of women entrepreneurs and give them the knowledge necessary for today's market and business surroundings.
- To inspire women through local, national and global activities in order to help them find their entrepreneurial potential using positive and inspirational stories

Target group:

Young female students and women entrepreneurs.

About the good practice:

Women with no excuses encourage networking of women entrepreneurs and positive changes. Conference combines a keynote speaker, a panel discussion, one to one interview and award ceremony for Woman of the year, which is called PARDonna. Last year (2018) it was awarded to Iva Olivari, team manager of Croatian national football team. Also, last year the scholarship award ceremony was held. The winner got a full scholarship for a 3 year study program Business Management at PAR University College.

The key factors of success:

- Impact on women who want to become entrepreneurs
- Networking of future women entrepreneurs with longtime entrepreneurs
- Promoting entrepreneurship

Resources needed:

5,000 €/conference

Evidence for success:

- ✓ 800+ visited events
- ✓ 35 entrepreneurial stories are shared
- ✓ 35 deals are concluded

Potential for learning or transfer

- organizational model / implementation process

Contact:

doc.dr.sc. Gordana Nikolić
dean of PAR University College
email: dekanat@par.hr
www.par.hr / www.uspjeszene.com

GP 19: EUROPEAN NETWORK OF FEMALE ENTREPRENEURSHIP AMBASSADOR – entrepreneurSHEp Croatia

Owner: Croatian Chamber of Economy

Start date: 2010

End date: 2012

Scope:

training needs

policy measures

other

Geographical focus:

local and regional

national

international

EntrepreneurSHEp Croatia is a project co-funded by CIP- Call for proposals: European Network of Female Entrepreneurship Ambassadors. It is implemented by a consortium of 4 partners: Croatian Chamber of Economy, Technology park Varaždin, TERA Tehnopolis and High school for economy "Nikola Šubić Zrinski".

Aim:

- to enhance female entrepreneurship
- to raise women's ability to create a vision
- boosting their self-confidence in setting and creating a successful business.

Target group:

Women entrepreneurs or would be entrepreneurs

About the good practice:

Through the whole project it was provided individual consultations and professional advices, personal talks after motivational seminars and follow-up workshops, as well as inquiries by mail / phone / direct contact. The support to the female start-ups, when this project ended, was provided by the Enterprise Europe Network through the Business cooperation database, information support and any other EEN service. Ambassadors participated in various European matchmaking events and had the opportunity to meet Ambassadors from other countries. They had a mission to share their career path, obstacles that encountered and ways that they dealt with them, how they have built a career and how they reconciliated their professional and private life, since the vast majority of our ambassadors are mothers and wives. They were helping young women and inspiring them to become entrepreneurs and to set up their own business.

The key factors of success:

- A comprehensive set of supporting instruments
- Cooperation of different relevant stakeholders
- Exchanging knowledge and expertise

Resources needed:

146,099 €

Evidence for success:

- ✓ 400 female participants on events
- ✓ 30 female ambassadors
- ✓ 10 inspiration seminars

Potential for learning or transfer

- organizational model / implementation process
- specific tool - training

Contact:

Vesna Torbarina

Croatian Chamber of Economy

e-mail: vtorbarina@hgk.hr

10 Good Practices from Germany

GP 20: GründerWERK – Zentrum für Unternehmensgründung der Hochschule Pforzheim

Start date: 01.10.2017

Owner: Federal State Baden-Württemberg

End date: on-going

Scope: training needs policy measures other

Geographical focus: local and regional national international

The "GründerWERK - Zentrum für Unternehmensgründung der Hochschule Pforzheim" (engl. Foundation center of the University of Applied Sciences Pforzheim) is the central contact point and network for students, teachers and employees interested in starting a business at the University of Applied Sciences Pforzheim.

Aim:

Establishment of a sustainable start-up culture at the University Pforzheim through content, formats, consulting and cooperation in the following areas:

- Entrepreneurship Education
- Innovation and start-up research
- Start-up advice.
- The founding network
- Start-up controlling

Target group:

It is opened for all founders.

About the good practice:

The services of the "GründerWERK" are the following:

-**Consultancy** (from first idea to raise up the company)

-**Education** (Entrepreneurship Education formats - curricular / extra-curricular)

-**Research** (Innovation, Entrepreneurship, and Sustainability).

In general the GP supports:

- Concept of a family friendly university.
- Regularly afterwork meetings of entrepreneurial thinking and acting women.
- "Frauenwirtschaftstage" (=Women Business Days) – a regional program from ministry – in Pforzheim one day once a year.

Therewith the state government of Baden-Württemberg wants to support the equal participation of women in working life and in the economy through an active women's promotion policy. That is why these days should highlight the great importance of women for Baden-Württemberg's economic life, as women are an important economic factor. As entrepreneurs, skilled workers, scientists or researchers, they play a role in shaping the economy and society.

-Development of a perfect fit consultant program for young women in business with an entrepreneurial spirit.

The key factors of success:

- Providing of Toolbox of Methods and techniques
- Managing of problems of cooperation, collaboration and interdisciplinary

Resources needed:

900,000 € in state funding and 100,000 € in federal funding were allocated

Evidence for success:

- ✓ 250 students/participants in the Entrepreneurship Education programs
- ✓ Provided funding - app. 350,000 € /Y
- ✓ 9 start ups established/year

Potential for learning or transfer

- organizational model / implementation process
- specific tool – training/ policy

Contact:

Prof. Dr. Katja Puteanus-Birkenbach
University of Applied Sciences Pforzheim
e-mail: katja.puteanus-birkenbach@hs-pforzheim.de

GP 21: She Potential – Online Academy

Owner: She Potential – Stephanie Ehrenschwendner, Tanja Rug, Michael Janssen

Start date: 04.2019

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

In the present time mothers are very well trained but not in the focus as employees by the business world. The consequence is that mothers are facing a career kink after getting pregnant. That is why enterprises have to establish family friendly working conditions.

-Online Academy, online training for mothers who want to reentry the business world after break or who want to get self-employed as a mother.

-For enterprises: Providing contact to mothers/ consulting for establishing a family friendly environment.

Aim:

- o to empower and train mothers for the reentry of their business career and to combine successfully carrier and family life

The key factors of success:

- Providing of networking

Target group:

Mothers who plan a comeback after years out of business.

Mothers in parental leave.

Mothers to be.

Resources needed:

n.a.

Evidence for success:

- ✓ 540+ followers
- ✓ 6 role models presented

About the good practice:

She Potential offers an online academy to train mothers to get back on the career path and to regain their self-confidence which is also a good support for women who want to get self-employed in the future. So She Potential organizes meetups between target group and enterprises as well as between young women and successful female entrepreneurs.

The two pillars of the services of She Potential are the following:

Potential for learning or transfer

- organizational model / implementation process


Contact:

Stephanie Ehrenschwendner

Email: stephanie@shepotential.com

www.shepotential.de

GP 22: How to become a Social Entrepreneur – Gail McCutcheon

<p>Owner: Association “Mein Herz lacht” by the female entrepreneur Gail McCutcheon</p> <p>Scope: <input checked="" type="checkbox"/> training needs <input type="checkbox"/> policy measures <input type="checkbox"/> other</p> <p>Geographical focus: <input checked="" type="checkbox"/> local and regional <input type="checkbox"/> national <input type="checkbox"/> international</p> <p>The association “Mein Herz Lacht” (MHL) helps especially mothers to combine being a mother with ill children and the working life (e.g. finding way back into job or becoming self-employed). It can help especially women with ill children to find back into a job or to use the support when becoming self-employed.</p> <p>Aim:</p> <p>To build up a local (offline) and national (online) network for parents (especially mothers) with an ill or disabled child (irrelevant or illness) to support their challenging situation (from wellbeing up to new orientation in the workspace or entrepreneurship as a new employment possibility).</p> <p>Target group:</p> <p>Women with disabled or ill children.</p> <p>About the good practice:</p> <p>MHL provides offline (local parents group, seminars to exchange experience) and online (social network, forum, podcasts, expert advice) self-help groups where the parents and their ongoing life stays in focus. It helps women with disabled or ill children to find a better way to go back to work or even to get self-employed also with the additional load of an ill child. It helps to exchange with other women and how to deal with the situation and combine it with a job or leading an own company with this destiny. A lot of flexibility (e.g. Home Office) is required as a mother in the founding process, combining start-up and family life, receiving funding at the very beginning (especially as a social entrepreneur it is much more difficult). Support: Getting a grant (social impact lab) as well as the support of institutions and health insurance companies and also using the existing network.</p>	<p>Start date: 01.2019</p> <p>End date: on-going</p> <p>The key factors of success: Visibility in the network, being open-minded, Family support, own experience in business area.</p> <p>Resources needed: n.a.</p> <p>Evidence for success:</p> <ul style="list-style-type: none"> ✓ 10 local groups and approx. 6 members overall about 60 members <p>Potential for learning or transfer</p> <ul style="list-style-type: none"> - Coaching/ mentoring for mothers how to handle life with an ill or disabled children (e.g. how to combine a job or self-employment with ill or disabled children) - risk management strategy involved - other (please specify): network: building a network of mothers <div style="text-align: center; margin-top: 20px;">  </div> <p>Contact: Gail McCutcheon Email: gail.mccutcheon@meinherzlacht.de https://www.meinherzlacht.de/</p>
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GP 23: Ready to Code – teaching girls and women how to code

Start date: 16.10.2018

End date: on-going

Owner: Ready to Code e.V.

Scope: training needs policy measures other

Geographical focus: local and regional national international

Ready to Code e.V. is a young association from Stuttgart with the goal of getting girls and young women in particular enthusiastic about programming and technology. Its team consists of scholars from the Social Impact Lab Stuttgart and has a close collaboration with “Jugendhaus Mitte”, a local youth center and “CodeDoor”, an organization providing educational scholarships for underrepresented groups in tech.

Aim:

- Teaching girls and women how to code
- Supporting them in believing in and standing up for themselves
- Connecting them and Ready to Code with other organizations and initiatives to exchange ideas and experiences

Target group:

Girls and young women.

About the good practice:

Ready to Code offers support for young girls and women and teaches them how to code and to motivate women to get to know the IT sector which is still very men dominated in Germany. In the 1.5 years since the founders of Ready to Code had the initial idea, they established a monthly meet up for women in Stuttgart, called “Cocktails & Code”. Cocktails & Code is organized every third Wednesday of the month in different locations. Additionally, “Girls Day” workshops are held. Due to the increasing amount of requests of workshops, partially in remote areas that are hard to reach with local transport, Ready to Code developed a toolkit for their web design workshop and is planning a train the trainer workshop for teachers at school to share what they have learned.

The key factors of success:

Ready to Code tutors who all work as volunteers and put not only their time and expertise, but also a lot of passion and patience into inspiring others to follow their paths.

Resources needed:

n.a.

Evidence for success:

- ✓ 300+ women are part of the Cocktail & Code group
- ✓ 70+ girls participated at workshops
- ✓ 4 different workshop topics ranging from 2 hours to 1 week.

Potential for learning or transfer

- organizational model / implementation process
- specific tools - the workshop concept is public, to enable other organisations to run workshops with little effort

Contact:

Lena Mohr

Email: lena@readytocode.org
<https://www.instagram.com/readytocode/>,
<http://readytoco.de/index.html>

11 Good Practices from Hungary

GP 24: Anikó Lipics - Cosmetologist

<p>Owner: Anikó Lipics - entrepreneur</p> <p>Scope: <input checked="" type="checkbox"/> training needs <input type="checkbox"/> policy measures <input type="checkbox"/> other</p> <p>Geographical focus: <input checked="" type="checkbox"/> local and regional <input type="checkbox"/> national <input type="checkbox"/> international</p> <p>Anikó Lipics started her career in the 1990s and became one of the most successful cosmetologists in Szombathely region. She is working as an entrepreneur and beside being a successful businesswoman, she is also a mother and wife.</p> <p>Aim:</p> <ul style="list-style-type: none"> ○ Why become entrepreneur? ○ Building up an own cosmetologist salon ○ How to look as a professional business woman? ○ How to influence other women to establish an enterprise? ○ How to motivate young women to follow their dreams? <p>Target group:</p> <p>Girls and young women.</p> <p>About the good practice:</p> <p>It can be very inspirational to young women to see how someone can reach success as an entrepreneur, and having the courage to work for success and fame. She is working with the newest technology, and often goes to trainings to develop her skills and by these skills she can inspire young women entrepreneurs to invest into their business, and prove, that it will be later paid out for them. She can show the way for YWE how to be a successful entrepreneur and also be a mother and a wife. She can also motivate the cosmetologist students, who are studying in her salon to show them how to be a good entrepreneur and how to be a unique cosmetologist, how to treat with their clients.</p>	<p>Start date: 1998</p> <p>End date: on-going</p> <p>The key factors of success: Professionalism regarding methodology, content and speakers</p> <p>Resources needed: n.a.</p> <p>Evidence for success:</p> <ul style="list-style-type: none"> ✓ Trained young women ✓ Organized various events and trainings <p>Potential for learning or transfer</p> <ul style="list-style-type: none"> - organizational model / implementation process - specific tools (e.g. training, financial support,) - marketing strategy <p>Contact: Anikó Lipics E-mail: anicsa.lipics@gmail.com</p>
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GP 25: Rita Tóth -Life and business coach

<p>Owner: Rita Tóth -Life and business coach</p> <p>Scope: <input checked="" type="checkbox"/> training needs <input type="checkbox"/> policy measures <input type="checkbox"/> other</p> <p>Geographical focus: <input checked="" type="checkbox"/> local and regional <input type="checkbox"/> national <input type="checkbox"/> international</p> <p>Rita became a successful coach, and she is proving that a few failures don't need to break you, but can also inspire and lead you further. She is a member of a Women Entrepreneur Club Association. She is a business coach for multinational and private companies in Vas County. Her company offers special trainings for women entrepreneurs, and has special coaching lessons to women. Learning by others' real stories, experiences, successful women entrepreneur in Szombathely (Vas County).</p> <p>Aim:</p> <ul style="list-style-type: none"> o How can women become and stay successful in the business era? o How does entrepreneurship influence women's life? o The importance of coaching o How can a women entrepreneur help to her fellow women entrepreneurs to become successful in their business era? <p>Target group:</p> <p>Girls and young women.</p> <p>About the good practice:</p> <p>Rita offers trainings, coaching and private sessions for young women, who are entrant, or they have problems with their own business, offers them PR and Brand building, consultation, participating in events and meetings, giving lectures and also consultations about financial parts. Her company Siker Kalauz also offers trainings for life crisis situations.</p> <p>In her free time, she also gives life coaching lessons to the members of the Women Entrepreneurs Club Association and accepts no money in return.</p>	<p>Start date: 2011</p> <p>End date: on-going</p> <p>The key factors of success: Professionalism regarding methodology, content and speakers</p> <p>Resources needed: n.a.</p> <p>Evidence for success:</p> <ul style="list-style-type: none"> ✓ Trained young women ✓ Organized various events and trainings <p>Potential for learning or transfer</p> <ul style="list-style-type: none"> - organizational model / implementation process - specific tools (e.g. training, financial support,) - marketing strategy <p>Contact: Rita Tóth Email: sikerkalauzom@gmail.com www.siker-kalauz.hu</p>
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GP 26: Friday Brunch & Workshops

Owner: Womenspiration

Start date: 02.2018

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

Womenspiration is a project, established in 2018 by two young women for to inspire the community, fostering learning and developing from each other, setting and achieving goals, moving out of the comfort zone, encouraging and supporting of women.

Aim:

Inspiring young women in a community to set and achieve their goals

Target group:

- 2/3 young women entrepreneurs.
- 1/3 women want to quit being employee

About the good practice:

Friday brunches are organized once a month for 3 hours focusing on the groups. The participation fee is 15 €.

Workshops are 1-day duration, usually in Sundays focusing on the individual needs.

The common of the members is the willingness to learn, develop and to be inspired. According to the concept of the initiation, inspiration by others is the key to personal development.

Also the organizers represent the targeted aged group, therefore they can face similar challenges and everyday problems. Thanks to their professional and personal experiences, they build up the community and the events in the light of real needs.

The key factors of success:

- o Professionalism regarding methodology, content and speakers
- o Commitment by founders and participants
- o (Mutual) cooperation partners - big brands and local enterprises
- o Adaption for needs - new initiatives, market needs by the participants (e.g. online training, master mind groups)

Resources needed:

n.a.

Evidence for success:

- ✓ 240 participants
- ✓ 10 cooperation partners
- ✓ 690 Facebook followers
- ✓ 1128 Instagram followers
- ✓ 8 events (fully booked)
- ✓ 120 WS member
- 2 workshops

Potential for learning or transfer

- organizational model / implementation process
- specific tools

Contact:

Ms. Nikolett Barta

Email: niki@bartanikolett.hu

<https://womenspiration.hu/>

**GP 27: Budapest Bank, Springboard – On Finances for Women programme
Women entrepreneurs' competence development**

Owner: Small Enterprise Economic
Development (SEED) Foundation,
Budapest Bank

Start date: 2010

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

The Springboard program was launched in the cooperation of Budapest Bank and SEED. However, this initiation started already in 2004 with the same goals under the organization of SEED. SEED has been responsible for organizing the accredited training; the Budapest Bank currently provides the financial support. The Springboard programme was incorporated into a larger scale two-year project with the framework of the Social Renewal Operation Programme in 2012-2014 (TÁMOP. – 1.4.3-10/1-2F – 2011-0012).

Aim:

To increase women's entrepreneurial potential and develop key competences in the field of business planning, IT, communication and networking

Target group:

Women entrepreneurs

About the good practice:

The programme sets a complex training system in which the women entrepreneurs can obtain the most useful and practical information, knowledge in order to start or reshape their own business (model). In the frame of 90-hours accredited programme women get knowledge in different business fields. In the end of the 6-weeks trainings, the participants are able to introduce their business plan and start their enterprise. The applicants for the programme are selected by a committee.

In addition to the Springboard trainings, event clubs and other training (e.g. trainings focused only on IT or on business model) are organized, which are open for everybody.

The key factors of success:

- Tradition and reputation of the training
- Recognized as good practice by European Institute for Gender Equality (EIGE) and European Training Foundation (ETF)
- On-going marketing and promotional activity

Resources needed:

n.a.

Evidence for success:

- ✓ 570 women completed the programme
- ✓ 200 new enterprises
- ✓ 1500 Facebook followers (Budapest Bank page)
- ✓ Satisfaction (98% of the respondents found the programme very effective)

Potential for learning or transfer

- organizational model / implementation process
- specific tools
- definition of financial feasibility

Contact:

Mr. Tibor Balázs

E-mail: tbalazs@seed.hu

<http://www.dobbantoprogram.hu/>

<https://seed.hu/en/project/dobbanto>

12 Good Practices from Moldova

GP 28: National Platform of Women from Moldova (PNFM)

Owner: Iulia Costin – President of the National Platform of Women from Moldova

Start date: 17.12.2013

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

The PNFM is actively involved in encouraging the spirit of women by facilitating communication and creating partnerships between women who are planning to start a business and those running a successful one.

Aim:

To increase awareness among women about entrepreneurial opportunities, develop skills and bring a positive change in their life and community

Target group:

More than 3000 women coming from all regions of Moldova

About the good practice:

PNFM promotes the involvement of women in practice exchange, social investment in community development, social enterprise development and equal opportunities in rural areas. It creates access for Women to regional networks of entrepreneurs that inspire them and create a solidarity feeling - as they are facing a common challenge that could be solved more efficiently by uniting efforts.

PNFM is represented by 36 Women Focal Points acting as ambassadors in all regions of Moldova which are actively involved in increasing awareness among women about the entrepreneurial opportunities to acquire and develop skills and take responsibility for positive changes both in their own life, and in the community. PNFM developed a network of mentors and the Volunteer club.

Monthly events are organized all over the country, with main event organized in Chisinau.

The key factors of success:

- Support from central and local authorities
- An initiative launched by an organization/team with experience and within an existing women network

Resources needed:

Activities are implemented on a volunteer basis. General events are organized with sponsor involvement. General event budgeted app. 36,000 €

Evidence for success:

- ✓ 570 members
- ✓ 42 local contact points
- ✓ Annually 12 regional events and one national/international event

Potential for learning or transfer

- organizational model / implementation process
- methodology for the assessment of the problem to be address



Contact:

IULIA COSTIN

E-mail: iulia.costin@mei.gov.md

<http://platformafemeilor.md/>

GP 29: Pilot-Programme "Women in Business"

Owner: Organization for Small and Medium
Sector Development (ODIMM)

Start date: 16.09.2016

End date: 15.09.2019

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

Aim:

To provide integrated financial and non-financial support to women in business through grant support for investment, and associated business development services.

The support should contribute towards sustainable maintenance of employment in women's businesses, and creation of new jobs.

Target group:

Women coming from the regions of Moldova

About the good practice:

Programme participation eligibility for each stage of business support is planned as follows:

- Pre-Start-Up Support: Women planning to start and register a business within 12 months of application for support - Training and coaching to prepare women starting businesses for investment;

- Start-Up Support: Businesses registered for less than 2 years that are run or owned by women, or that employ a majority of women - Small-Scale Investments and Business Development Support to reduce risk of early-stage business failure, and prepare for business growth;

- Business Growth: Active companies registered for more than 2 years that are run and owned by women, or that employ a majority of women, and that expect to increase turnover and/or employment within the next 18 months, by expansion of the market, export and innovation - Follow-on larger capital Investments for market growth and Export competitiveness, with targeted consultancy support to maximize impact of investment.

The key factors of success:

- Experience in creation and implementation support programs for SME (by organization)
- Support at all stages of business development (pre-start-up, start-up, growth company)
- Integrated approach
- Post financial assistance and support
- Individual assistance for every applicant

Resources needed:

Total estimated cost of Programme implementation for 3 years: €2.34 million

Evidence for success:

Direct support provided to:

- ✓ 400 pre-start-ups;
- ✓ 200 start-ups granted;
- ✓ 10 growth businesses;

Stage One Support -Pre-Start-Up:

- ✓ 408 women assisted in the process of starting a business
- ✓ 179 women registering a new business
- ✓ 443 jobs created

Stage Two - Start-Up:

- ✓ 2 Calls for Proposals for small-scale investment grants
- ✓ 100 women owned/managed businesses supported
- ✓ 337 jobs created or maintained

Potential for learning or transfer

- organizational model / implementation process

Contact:

Eugenia Sili, Programme manager

E-mail: Eugenia.sili@odimm.md
www.odimm.md

GP 30: Association of Women Entrepreneurs from Moldova - AFAM

Owner: Association of Women Entrepreneurs
from Moldova - AFAM

Start date: 2013

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

Association of Women Entrepreneurs from Moldova (AFAM) is a nation-wide non-governmental organization, which mission is to support growth of the female potential in entrepreneurship and management in the Republic of Moldova. AFAM promotes women in business, supports their advancement in corporate management, and facilitates their economic and social empowerment

Aim:

To strengthening women-entrepreneurs capacities, networking development, successful business ladies visibility, personal development and professional capacities improvement.

Target group:

Women entrepreneurs from the regions of Moldova

About the good practice:

AFAM offers its members a wide range of business and lifestyle events, in order to increase their personal and professional capacities development.

These include: seminars; coaching sessions; mentoring; training; master-classes; conferences, etc.; lobby and advocacy.

AFAM is a member of the Economic Council of the Prime Minister of the Republic of Moldova, where the interests of the members are represented and identified solutions for the problems they face in the entrepreneurial activity. The Association is also in permanent dialogue with representatives of state institutions and state agencies tangential to the business environment, thus ensuring an open dialogue between the representatives of these institutions and AFAM members.

The key factors of success:

- a large community of business women
- individual approach to every new member

Resources needed:

n.a

Evidence for success:

- ✓ 250+events organized
- ✓ 70+ members
- ✓ 20+ business sectors

Potential for learning or transfer

- organizational model / implementation process
- specific tools (e.g. training, financial support,)

Contact:

Cristina Zicu, Executive Director

Phone: +373 78533349, +373 76767670

E-mail: cristinazicu86@gmail.com

E-mail: afammoldova@gmail.com

<http://www.afam.md/>

GP 31: APIUS (Light Industry Entrepreneurs Association – Apparel, Footwear, Accessories)

Owner: APIUS (Light Industry Entrepreneurs Association – Apparel, Footwear, Accessories)

Start date: 20.08.2016

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

Established in 2006 with 22 members to represent and defend the common interests of light industry companies. The Association now has 113 members in the garments, for adults and children, footwear, leather goods, carpets, lingerie, jewelry and others

The key factors of success:

- Institutional partners
- Involvement of local entrepreneurs on the events
- Using of own networking model

Aim:

- Representing the sector, working with state bodies to improve the prospects of the light industry
- Developing the sector by encouraging investment and improving business skills
- Promote loyal competition and light industry collaboration at local and international level.

Resources needed:

Minimum 21,500 €/Y

Evidence for success:

- ✓ 50 events organized
- ✓ 116 members
- ✓ 15 foreign partners

Target group:

Women entrepreneurs from light industries in the regions of Moldova

Potential for learning or transfer

- definition of financial feasibility
- methodology for the involvement of the targeted stakeholders
- marketing strategy

About the good practice:

APIUS have created several valuable projects:
ZIPhouse - an innovative design and technology center for light industry, designed to provide students, young designers and industry specialists with a creative environment, advanced technical resources, and instructive performance support.

“Inspiring Women in Fashion Business” – a series of annual events that aims to highlight the light industry women who have managed to develop a business in this area and give more courage and motivation to women who want a career in the fashion industry. The event creates a discussion platform and has an informal, interactive, energy-intensive framework.

Contact:

Tatiana Eremciuc, Executive Director

Phone: +373 691 52 616

E-mail: t.eremciuc@gmail.com

www.apius.md

13 Good Practices from Romania

GP 32: Center for the development of women entrepreneurship (Business Incubator)

Owner: Association for Women Entrepreneurship Development, Arges Branch (ADAF)

Start date: 29.03.2013

End date: on-going

Scope: training needs policy measures other

Geographical focus: local and regional national international

Aim:

To offer one-stop-shop services for women entrepreneurs by offering personalized services for starting new SMEs as well as consolidating and developing existing SMEs, as well as counseling in order to access EU funding for SMEs in all stages.

Target group:

Women entrepreneurs

About the good practice:

The center offers the following:

- * support in filling all the legal documents to start a new SMEs
- * entrepreneurial courses, accredited by the National Authority of Qualification, recognized in Romania and EU
- * support for creating a business plan in order to apply for EU funding
- * support and assistance after the SME has been approved and started for growth and accessing Romanian grant funds in the National Multi-annual Programme for Micro-industrialization
- * budget and financial counseling in order to assure funding approval as well as SME

The center is constituted through WefNet program and is integrated in a network of centers in Italy, Greece, Germany, and Albania. The center benefits of partnerships with similar associations from Varna-Bulgaria, France, Italy, UK and Greece.

The key factors of success:

- Offering necessary know-how for actual and aspiring women entrepreneurs as well as creating a support community for the participants

Resources needed:

12,000€

Evidence for success:

- ✓ 100 consulting sessions
- ✓ 12+ members

Potential for learning or transfer

- organizational model / implementation process
- specific tools (e.g. training, financial support,)

Contact:

Larisa Vlasceanu, President ADAF

E-mail: argesadaf@gmail.com

<http://www.adaf.ro/>

GP 33: Professional and vocational training for women entrepreneurs

Owner: Association for Women
Entrepreneurship Development, Arges Branch
(ADAF)

Start date: 01.05.2014

End date: 31.10.2015

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

Aim:

Promoting equal access to the workforce for women by way of qualified trainings for women entrepreneurs based upon market needs.

Target group:

Women entrepreneurs

About the good practice:

A lot of people find it hard to overcome their fears and start a conversation with people they have not met, especially at professional levels. Because of this the training sessions are interactive so that the participants can overcome their fears as well as learning new skills.

In this project after the training period, networking sessions are planned so that knowledge exchange, case studies and consultancy take place between the participants guided by successful entrepreneurs with hands-on experience.

The key factors of success:

- Offering necessary know-how for actual and aspiring women entrepreneurs as well as creating a support community for the participants

Resources needed:

2,6 mln €

Evidence for success:

- ✓ 460 participants for vocational training
- ✓ 290 participants for entrepreneurial training

Potential for learning or transfer

- organizational model / implementation process
- specific tools (e.g. training, financial support,)

Contact:

Larisa Vlasceanu, President ADAF

E-mail: argesadaf@gmail.com

<http://www.adaf.ro/>

GP 34: National and International Elite Business Clubs

Owner: ELITE BUSINESS WOMEN (EBW)

Start date: 2016

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

EBW started as an on-line community and developed into the largest company for women entrepreneurs in Romania present at international level. There are developed of over 8 Elite Business Clubs - 6 in Romania, 1 in London, 1 in Lisbon. Within these clubs entrepreneurs have built business relationships, partnerships, new businesses, as well as receiving know-how and business expertise at each event.

Online platform for joining events is developed: www.elitewomen.org/elite-business-club

Aim:

- o Bringing entrepreneurs together in order to develop, within the Business Clubs, networking skills and in the same time bringing to the table good practices for entrepreneurs through the presence of the best performing entrepreneurs as Speakers and Mentors.

The key factors of success:

- o Institutional partners
- o Involvement of local entrepreneurs on the events
- o Using of on-line platform

Target group:

Women entrepreneurs

Resources needed:

12,000 €/ 4 events/Y

About the good practice:

Entrepreneurs need business development tools and one of these extremely efficient tools is quality BUSINESS NETWORKING. In Romania entrepreneurs, especially those outside of Bucharest, do not know how to do networking, do not go to events, and most importantly, do not do follow-up in order to maintain their relationships with entrepreneurs.

Evidence for success:

- ✓ 1280 participants
- ✓ 256 local partners
- ✓ 8 ELITE BUSINESS CLUBS
- ✓ 200 organization members

With this in mind we have created 7 Business Clubs in Bucharest, Constanta, Cluj, Sibiu, Timisoara, London and Lisbon. An important aspect in the development of ELITE BUSINESS CLUBS has been PARTNERSHIP with other entities for entrepreneurs, chamber of commerce, organizations, Hubs, etc, in the same time developing local business environment, bringing awareness to partners and presenting successful local business models.

Potential for learning or transfer

- organizational model / implementation process
- specific tools (e.g. training, financial support, ...)
- marketing strategy



Contact:

Bianca Tudor

E-mail: bianca.tudor@elitewomen.org
www.elitewomen.org

GP 35: National and International Elite Pitching Sessions

Owner: ELITE BUSINESS WOMEN (EBW)

Start date: 2016

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

EBW started as an on-line community and developed into the largest company for women entrepreneurs in Romania present at international level.

Aim:

- Bringing entrepreneurs together in order to develop, within the Business Clubs, networking skills and in the same time bringing to the table good practices for entrepreneurs through the presence of the best performing entrepreneurs as Speakers and Mentors.

Target group:

Women entrepreneurs

About the good practice:

Entrepreneurs need business development tools and one of these extremely efficient tools is presenting your services and/or products to your potential customers and/or business partners/investors. In Romania entrepreneurs, especially those outside of Bucharest, do not know how to present their business in an efficient way, do not have business cards.

With this in mind we have started ELITE PITCHING SESSIONS in the EBW Business Clubs. An important aspect of ELITE PITCHING SESSIONS has been on-site practice and feedback from organizers, mentors and other participants, in the same time developing local business environment, bringing awareness to partners and presenting successful local business models.

The key factors of success:

- Institutional partners
- Involvement of local entrepreneurs on the events
- Using of on-line platform

Resources needed:

12,000 €/ 4 events/Y

Evidence for success:

- ✓ 1280 participants
- ✓ 256 local partners
- ✓ 8 ELITE BUSINESS CLUBS
- ✓ 200 organization members

Potential for learning or transfer

- organizational model / implementation process
- specific tools (e.g. training, financial support, ...)
- marketing strategy

Contact:

Bianca Tudor

E-mail: bianca.tudor@elitewomen.org

www.elitewomen.org

GP 36: Consulting Business Women for the creation of national public policies

Owner: The National Association of Business Women from Small and Medium Enterprises(PNAFIMM)

Start date: 2011

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

Aim:

- Consulting with business women nation-wide through various methods (polls, round tables, events, etc) in order to find the issues that they are facing
- Proposing policies to the deciding factors (Parliament and/or Government) that improve the business environment according to the issues that have been raised by the business women.

The key factors of success:

- Communication channels with all stakeholders and all other parties involved
- Ability to create expert teams needed for the creation of specific public policies
- Availability of legislators to implement proposed policies

Resources needed:

20,000 €

Evidence for success:

- ✓ Monthly projects involving entrepreneurs
- ✓ IBM programme

Target group:

Women entrepreneurs

Potential for learning or transfer

- organizational model / implementation process
- specific tools (e.g. training, financial support, ...)
- marketing strategy

About the good practice:

The main implementation issues that have appeared are: high taxes upon businesses, unsustainable commercial policies, lack of logistical support from the national authorities, securing the workplaces for the organization, lack of interest from national authorities to consult organizations on issues of interest, sponsorship law has been modified at the expense of NGOs, mechanism for the consulting of civil society is barely working.

Contact:

Elena Coanda

E-mail: elena.coanda@pnfaimm.ro

www.pnfaimm.ro

GP 37: National Awards for Business Women

Owner: The National Association of Business Women from Small and Medium Enterprises(PNAFIMM)

Start date: 1994

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

In many fields women have low representation compared to men, which is why it is necessary that the successful activities of business women are highlighted through events of this type.

These events highlight the ability of business women to reach high performance levels of business management

Aim:

- Promoting business women who have demonstrated that they can lead successful businesses as well as business men.

Target group:

Women entrepreneurs

About the good practice:

The main steps in implementation of the GP are:

- Collecting company data from the Minister of Finances regarding shareholders, turnover and gross profit.
- Creating a ranking system for businesses ran by women entrepreneurs (for micro-enterprises, small enterprises, medium enterprises and big enterprises), based on productivity, turnover and gross profit.
- Selecting the top 3 positions for every category.

Online platform for joining the event is developed:

<http://cniipmmr.ro/2016/07/01/despre-eveniment/>

The key factors of success:

- Promoting of the event and the winners
- Own ranking methodology
- Networking during the event

Resources needed:

20,000 €/ event

Evidence for success:

- ✓ 8000 Event Participants
- ✓ 260 Awards given

Potential for learning or transfer

- organizational model / implementation process
- specific tools (e.g. training, financial support,)
- marketing strategy

Contact:

Elena Coanda

E-mail: elena.coanda@pnfaimm.ro

www.pnfaimm.ro

GP 38: National Network of Mentors for Women Entrepreneurs – MENTORNET

Owner: Young Entrepreneurs Association of Romania (PTIR)

Start date: 25.04.2015

End date: 24.10.2016

Scope: training needs policy measures other

Geographical focus: local and regional national international

MENTORNET is the first network of mentors for female entrepreneurs in Romania.

Aim:

- Building the first network of mentors for women entrepreneurs by selecting 14 successful business women acting as mentors for other women entrepreneurs, with the intent of raising the role of women in the business environment at a national and european level.

Target group:

Women entrepreneurs

About the good practice:

The key implementation issues of the GP are:

- Discontinuities in assuring funding sources.
- The need to replace one of the network members due to the lack of time needed for involvement in project activities.
- Recruitment difficulties of target groups.
- Gender inequalities in the labor market, gender stereotypes and weak development of the entrepreneurial spirit amongst women – gender discrepancies is observed among employers; the number of women occupying leadership role being 3 times less than men.

It is focused on experience exchange, transfer of know-how and good practices, individual and group mentorship sessions.

The key factors of success:

- Involvement
- Responsibility
- Availability

Resources needed:

1,2 mln €

Evidence for success:

- ✓ 740 total participants
- ✓ Number of mentorship sessions organized
- ✓ 112 proposed business plans
- ✓ 14 financed business plans (4200 euro each)

Potential for learning or transfer

- organizational model / implementation process
- specific tools (e.g. training, financial support, ...)

Contact:

Iuliana Poștaru,

E-mail: iulia@ptir.ro

www.ptir.ro

14 Good Practices from Slovenia

GP 39: An entrepreneurial training program for women with tertiary education: "Entrepreneurship is female" (Podjetnost je ženskega spola)

Owner: Ministry of Economic Development and Technology and Ministry of Labour, Family and Social Affairs of the Republic Slovenia

Start date: 2016

End date: 2018

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

The GP presents the first case of two separate Slovenian ministries preparing a joint support to a target group, based on the structure and needs of the unemployed.

The key factors of success:

- Involvement
- Responsibility
- Availability

Aim:

- to empower unemployed women with tertiary education for entrepreneurship through the 100 hours of training in the form of 8 modular workshops.

Resources needed:

Trainings: 349,214 €
Subventions: 5,730,537 €

Target group:

unemployment of women with tertiary education

Evidence for success:

- ✓ 1 352 participants in the training programme
- ✓ 1 145 subsidies given to self-employed participants

About the good practice:

Employment Service of Slovenia is implementing the active employment policy measures through which subsidies are provided for supporting self-employment.

The program offered 100 hours of trainings in the form of modular workshops.

Within 3 months after concluding their participation in the training programme, the participants received a subsidy of 5.000 € for establishing their own company and become self-employed.

The trainings were organised by the Institute for development of family enterprises META, which is active since 2001 and is specialized for mentoring and networking SMEs internationally. It is trying to develop platforms to connect local clubs and networks at least for big events, to capitalize on networking.

The implementation of the GP was ensured through the public call, where an experienced NGO in the field of supporting women was selected to conduct the modular trainings, tailor made, considering the specific needs of the target group.

Potential for learning or transfer

- organizational model / implementation process
- specific tools (e.g. training, financial support, ...)
- methodology for the assessment of the problem to be address
- methodology for the involvement of the targeted stakeholders
- metrics for the evaluation of the implementation process
- marketing strategy

Contact:

Marlen Skarlovnik

E-mail: marlen.skarlovnik@gov.si

<https://www.podjetniski-portal.si/podjetnice/programi-podjetniskega-usposabljanja>

GP 40: City of Women

Owner: City of Women – Association for the
Promotion of Women in Culture

Start date: 1995

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

The International Festival of Contemporary Arts – City of Women was established in 1995 in Ljubljana. It takes place annually at the beginning of October.

Aim:

- to promote female artists and to increase the visibility of women in general.

Target group:

- Young Artists
- Young Critics
- Young Producers
- Young Women in general

About the good practice:

Inviting between 40 and 60 women artists and theorists each year, it attracts several thousand visitors from all ages, professions and interests. In establishing liaisons with many different institutional and alternative venues in the city of Ljubljana, Slovenia and abroad, the Festival enjoys wide media exposure. It is a venue that initiates collaborations between the invited guests, artists as well as institutions and organisations in Slovenia and neighboring countries. The City of Women organises tours by invited artists in Slovenia and abroad and presents a number of different events outside the Festival's framework.

2 examples of education projects appropriate for youth between ages 14 to 20:

Project #EveryDay8March - Teaching materials for the International Women's Day;

Project S(v)odobnost – develop your potentials through contemporary art, the project is focused on the partners' development and implementation of arts and culture educational programs for youth aged between 14 and 20.

The key factors of success:

- Recognition of City of Women as a relevant partner for international projects
- Recognition of NGO sector as an important pillar of the society –new funds by Ministry of Culture and Ministry for Public Affairs for capacity building and employment in NGO's
- Support of external experts in development of contents and relevancy of agenda underlined by the Association

Resources needed:

399,079 € for the last 3 Y

Evidence for success:

- ✓ 900+ authors and artists involved

Potential for learning or transfer

- organizational model/ implementation process
- specific tools
- policy making process
- risk management strategy involved
- marketing strategy

Contact:

Urška Jež

President of the Managing Board & Executive Producer

Phone: +386 (0)30 302 897

E-mail: urska@cityofwomen.org

<http://www.cityofwomen.org/en/content>

GP 41: Commission for Equal Opportunities in Science

Start date: 2001

Owner: Ministry of Education, Science and Sport **End date:** on-going

Scope: training needs policy measures other

Geographical focus: local and regional national international

The Commission was established based on the Resolution on the National Programme for Equal Opportunities for Women and Men 2015–2020 in the Republic of Slovenia. Since its establishment, the Commission was closely connected and has cooperated with the Helsinki Group on Gender in Research and Innovation.

Aim:

- to support promotional activities,
- to promote the principle of equal representation of genders in working/advisory bodies within the jurisdiction of the ministry,
- to advice the ministry in preparation of new legal acts and other strategic documents in the field of gender equality in science.

Target group:

- Young Women in general

About the good practice:

The Commission (in its various forms and under various names) has been active since 2001 and has constantly:

- 1) held the meetings of the commission,
- 2) organized public consultation,
- 3) cooperation with other bodies (preparation of legislative and strategic documents),
- 4) raised the issues on ethics in research and academic sphere,
- 5) promoting gender equality especially the opportunities of women in public,
- 6) international activities and networking

The Commission is traditionally preparing a public consolation for the International Women Day (March 8th) and is preparing legislative initiatives addressing the issue of not respecting the Equal Opportunities for Woman and Men Act, warning about inequalities identified within the Academic sphere, preparing appeals for inclusion of Slovenia in cofounding programs such as the Marie Curie Skłodowska, etc.

The key factors of success:

- Identification of successful business women
- Promotion of the event through established communication channels
- Organization set up within a recognized entity supporting business

Resources needed:

n.a

Evidence for success:

✓

Potential for learning or transfer

- organizational model / implementation process
- policy making process
- methodology for the assessment of the problem to be address
- methodology for the involvement of the targeted stakeholders

Contact:

Uršula Konečnik

E-mail: urusula.konecnik@gov.si

GP 42: PERLE – Regional Council of Business Women and Women Entrepreneurs

Owner: Chamber of Commerce and Industry of Štajerska

Start date: 2012

End date: on-going

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

The professional women network Perle was established within the Chamber of Commerce and Industry of Štajerska (ŠGZ). The GP is a prime example of an organized group of women entrepreneurs, within a business support structure, thus achieving an impact both on the regional and national level.

This regional council aims to identify the real needs of its members and provide support via the Chamber's structure and network as well as actively promote women in business through annual conference that has been organized regularly since 2012.

Aim:

- organize the target group of entrepreneurial women (either women who are the owners of their own business, or women who are top managerial positions within a business) into an official working body (regional council within ŠGZ);
- to raise awareness and promote women entrepreneurship in on the regional and national level;
- to support women entrepreneurship in cooperation with other initiatives and bodies in the field;
- to provide a regular platform for women entrepreneurs;
- to support women entrepreneurs with trainings and other educational events.

Based on the feedback, Perle supports YWE by offering a network of role-models, who can help YWE in their initial steps by: providing experience of establishing and operating a business, providing advice on business and personal issues related with operating a business, providing business contacts for cooperation and development of business, providing information about incentives for YWE.

The key factors of success:

- networking ability and provision of business contacts for their members through their own network and broader through the network of ŠGZ

Target group:

- Women in general

Resources needed:

n.a

About the good practice:

The main difference between other regional councils and Perle is in the innovative structure of its members. Unlike other regional councils that are organized around the sector or field of activity, Perle are organized around gender. Thus Perle connect women who are either in leading positions within a company (business women), or women, who are owners of their own business (women entrepreneurs).

Evidence for success:

- ✓ monthly meetings
- ✓ 6 annual conferences

Potential for learning or transfer

- organizational model/ implementation process
- Networking, providing business contacts, events

Contact:

mag. Vida Perko

E-mail: vida.perko@academia.si

GP 43: Podjetno v svet podjetništva - Entrepreneurially into the Business World

Owner: Maribor Development Agency and
Regional Development Agency for Koroška d.o.o

Start date: 2014

End date: 2018

Scope: training needs

policy measures other

Geographical focus: local and regional

national international

The GP presents a unique mixture of temporary employment, during which the training process takes place as the participants were guaranteed income while establishing their initial business activities.

Each training was conducted as interactive workshop, where the participants were prepared to display their own progress in setting up their businesses. During the training participants were working closely with their mentors. Mentors were constantly monitoring the development of participants and assisting them at finding solutions for their challenges. The mentors accompany participants at meeting with potential clients and business partners.

During this time a network of mentors were providing both general trainings and workshops, as well as tailor made consulting for individual participants, best suited to their needs. The programme is carried out in cooperation with the Employment Service of Slovenia.

Aim:

- to enhance the entrepreneurial potential of the population of the identified area of 9 municipalities.
- to decrease the unemployment rate among the vulnerable target groups of the population

The key factors of success:

- model to enhance entrepreneurship
- mentoring scheme
- training programme

Target group:

Unemployed persons from the specified territory

Resources needed:

Total budget: 2,223,000€
Budget per participant: 11,465 €

About the good practice:

Calls are published, to which potential participants apply. Among all candidates, 10 participants were accepted under each call. The candidates apply by sending in their business ideas, along with their resume and a business plan. The business ideas should be feasible and if possible innovative. The results indicators set: 30 % of participants will become employed or self-employed within one year after the conclusion of their participation in the programme.

Evidence for success:

- ✓ 200 persons involved
- ✓ 91 participants set up a business/ get in employment

During the 4 month period the participant receive extensive training in the fields of preparation of business plans, preparation of a canvas business model, business negotiation, communication, finances and marketing. Total hours of training in 4 months received by the participants: 80 hours.

Potential for learning or transfer

- organizational model/ implementation process
- Networking, providing business contacts, events

Contact:

Danijela Kocuvan

Email: danijela.kocuvan@mra.si

<http://www.mra.si/pvsp-za-problemsko-obmo269je.html>