

# **“FEMME - Fostering the Exchange of Practices to Empower Mumpreneurship in Europe”**

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project reference: **2017-1-PT01-KA204-035777**

# **REPORT**

# **“GOOD PRACTICES ON MUMPRENEURSHIP IN EUROPE”**

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## 1.0 INTRODUCTION

Mumpreneurship is a concept that incorporates Maternity and Entrepreneurship, meaning that involves women who, after becoming mothers decide to create their own business. In Europe this movement is mostly being developed by informal groups of women who feel the need to join into communities with peers to exchange ideas, share knowledge and expand their business.

*In FEMME project we find a priority to involve incubators/trainers/adult educators on entrepreneurship to extend their competences for Mumpreneurship and provide a better and suitable service for Mumpreneurs leading them to create jobs on a start-up environment.*

Good practice research was performed with the aim to achieve two objectives:

- 1) to give trainers/staff members the opportunity to understand what the most relevant successful business are developed by mothers,
- 2) how did they reach their success, how can trainers/staff members contribute for Mumpreneurship.

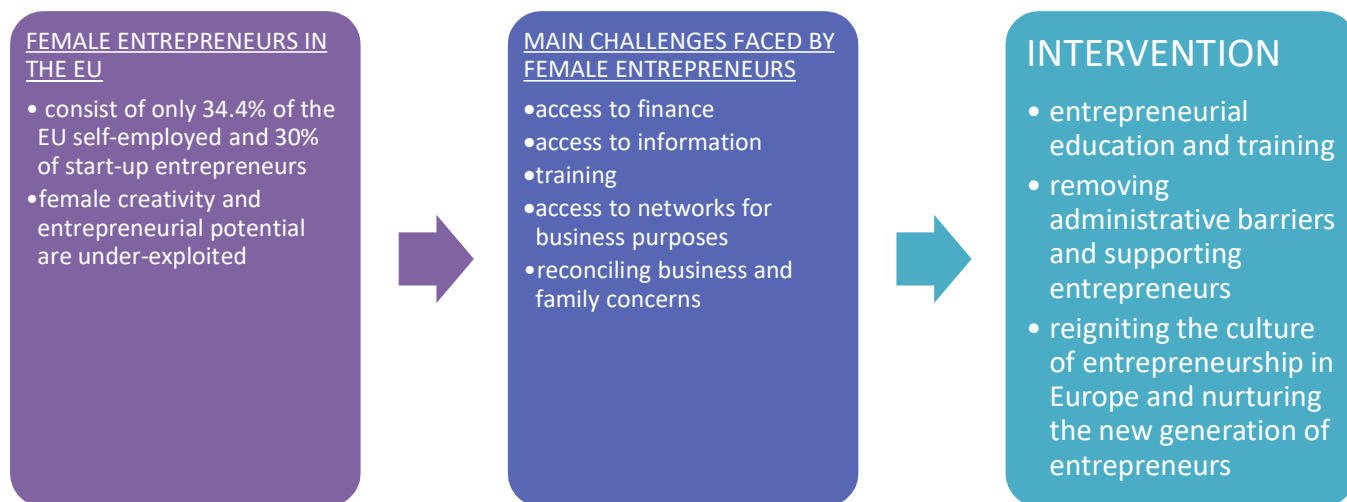
## 2.0 EXECUTIVE SUMMARY

Even though there are more women than men in Europe, female entrepreneurs represent only a third of the self-employed in the EU. There are some additional factors (such as reconciling business and family) that make entrepreneurship a less attractive option for them than for men. The European Commission is working with EU countries to overcome these and encourage more women to start their own companies.

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The following report was realized based on this point:

- Current situation of female entrepreneurs in the EU:
- Main challenges faced by female entrepreneurs
- The *Entrepreneurship 2020 Action Plan* identifies areas for immediate intervention



The analysed good practices seem to answer to the emerging needs that are the most common challenges that women face in starting a new business, with specific reference to mothers.

It's possible to find common tracks in the good practices proposed in this report, that can be summarized in the following points:

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## I. TRAINING:

If on one hand there are external barriers to the employment (Labour Market Conditions, Market Structure / Competition, Government Policy, Economic Climate, Legislation, Access to Markets), on the other hand there are internal barriers that is needed to overcome:

- Psychological / Motivational Factors
- Management Capability
- Funding
- Sales / Marketing Capacity
- Poor Product / Service

Business and entrepreneurship skills and experience affect the propensity of individuals to become entrepreneurs and the likelihood of their success. There is some evidence pointing to the importance of these skills for innovative entrepreneurship. The issue of business and entrepreneurship skills and competencies is closely related to broader questions related to skilled labour, migration and attitudes toward entrepreneurship.

Entrepreneurship skills are required for creating and running new business ventures or innovative projects in existing firms. They include risk assessment, strategic thinking, self-confidence, the ability to make the best of personal networks, motivating others to achieve a common goal, and the ability to deal with other challenges and requirements (OECD, 2010).

### i. Training (professional skills related to entrepreneurship: marketing, administration etc.)

Different surveys on female entrepreneurship show, women are making major strides in terms of educational attainment at primary and secondary levels, but they often lack the combination of education, vocational and technical skills and work experience needed to support the development of highly productive businesses. (World bank - Female Entrepreneurship)

### Business development training

Training should be provided on 'operational' and 'strategic' Business Development. Training on Operational services can help women to manage day-to-day operations, such as basic cash-flow management, information and communication, accounts keeping for tax records and compliance with labour laws or sector-specific regulations. Strategic services, instead, should provide them with additional skills to address medium and long-term goals in order to ensure the enterprise survival and enhance its competitiveness: they may include services such as returns on investment calculation and linkages with new domestic and/or international markets. A minimum mix of both this should be provided.

Knowledge and use of ICT can provide new business opportunities.

Information and Communications Technology (ICT) is increasingly providing new opportunities for entrepreneurs to access market information, communicate with customers and provide a new channel for buying and selling products. In particular, the global explosion in mobile technologies in many developing countries has led to increased and more affordable access to ICTs.

Training on the use of ICTs may range from providing advice on using mobile phones as a business tool to more advanced training in using technologies and applications to improve operational management, customer relationship management or resource planning.

Training could cover a range of skills such as:

- Communications – text messaging, emails and Internet use.
- Networks and sharing – use of social media such as Facebook and Twitter.

- Advocacy and governance – connecting with women’s groups, advocacy to promote policy and good governance.
- Knowhow – accessing market information and market prices, sourcing materials, information on farming practices, and finding new markets.
- Using ICTs to improve business efficiency – recordkeeping, financial management, customer databases, etc.
- Accessing business development support services – business planning, funding sources, etc.
- Banking – online banking

## ii. Training on soft skills (empowerment, sense of initiative etc.)

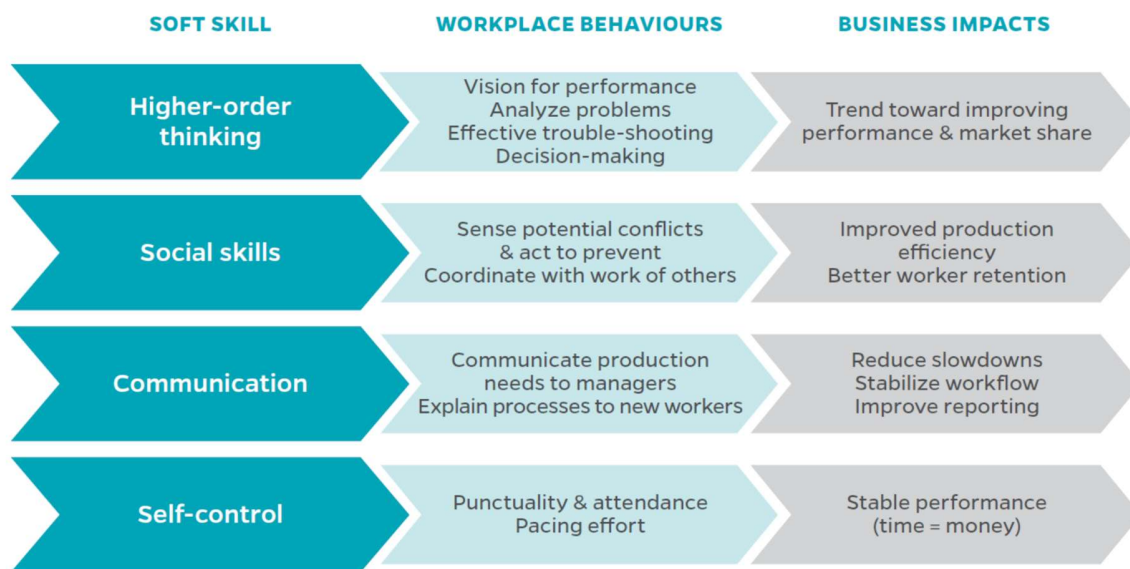
According to a recent World Economic Forum study, “more than one third (36%) of all jobs across all industries are expected to require complex problem-solving as one of their core skills, compared to less than 1 in 20 jobs (4%) that will have a core requirement for physical abilities such as physical strength or dexterity.”<sup>5</sup> Furthermore, “social skills — such as persuasion, emotional intelligence and teaching others — will be in higher demand across industries than narrow technical skills, such as programming or equipment operation and control. Content skills (which include ICT literacy and active learning), cognitive abilities (such as creativity and mathematical reasoning) and process skills (such as active listening and critical thinking) will be a growing part of the core skills requirements for many industries.” Female entrepreneurs surveyed, reported being less confident in having sufficient skills to run a business and were more likely to state that fear of failure prevented them from starting a business. (International Finance Corporation, 2011).

Soft skills such as confidence, resilience, problem solving, leadership and negotiation can be important additions to business training program and are highly valued by women trainees, this can help afford the following dimensions:

- the ability to appraise one’s own and others’ emotional and motivational states,
- the ability to regulate or control these states within oneself and in others

- and use such emotional and motivational information toward advancing an a social goal such as to influence, persuade, transact effectively, communicate more clearly, or befriend more quickly

The link between soft skills, workplace behaviors and outcomes, is the following:



Source: USAID - July 2016

- team management/conflict mediation

Every business faces internal conflicts as human resources are amongst the most difficult elements to manage in the workplace, it may occur whenever people disagree over their values, motivations, perceptions, ideas, or desire. Conflicts are an opportunity for growth. When one can solve conflict in a relationship, it builds trust. You can feel secure knowing your relationship can survive challenges and disagreements. So, investment in soft skill that help in conflict mediation will help every future entrepreneur to manage their team. Soft skills in conflict resolution and interpersonal communication will bring to benefits to all the team. A coherent team is a happy team that work together to find a



common solution to the problems. Many studies show that employees able to handle problems effectively are being fully productive.

The following skills are often important in conflict resolution.

1. Assertiveness
2. Interviewing and Active Listening Skills
3. Empathy
4. Facilitation
5. Mediation Skills
6. Creative Problem Solving
7. Accountability

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The list is not exhaustive, and of course, many more applications of each skill are possible.

- sense of initiative

In every business it is of crucial importance the sense of initiative and entrepreneurship that refers to an individual's ability to turn ideas into action. It includes creativity, innovation and risk-taking, as well as the ability to plan and manage projects in order to achieve objectives (*as defined by EU parliament in Recommendations 2006/962/EC*). This supports individuals, not only in their everyday lives at home and in society, but also in the workplace in being aware of the context of their work and being able to seize opportunities, and is a foundation for more specific skills and knowledge needed by those establishing or contributing to social or commercial activity. This should include awareness of ethical values (ex. through fair trade or through social enterprise) and promote good governance.

It is important to develop in the future entrepreneur a 'bigger picture' of the context in which the people live and work. This will help develop new abilities that are necessary to identify available opportunities, broad understanding of economic rules, pro-active project management, ability of negotiation and ability to work alone or in team. Motivation, determination and independence are also important skills that help meet objectives, whether personal goals, or aims held in common with others.

The ability to judge and identify one's strengths and weaknesses, and to assess and take risks as and when warranted, is essential.

The progression in entrepreneurial learning is made up of two aspects:

1. Developing increasing autonomy and responsibility in acting upon ideas and opportunities to create value;
2. Developing the capacity to generate value from simple and predictable contexts up to complex, constantly changing environments.

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A successful training should focus on the following objectives to be reached:

- Foster critical thinking of trainees
- Familiarize with entrepreneurship terms and vocabulary
- Improve time management skills
- Foster creativity and active participation
- Spotting opportunities
- Coping with ambiguity, uncertainty & risk
- Foster proactivity, independence and innovation
- Self-awareness and self-efficacy.
- Work together and co-operate with others to develop ideas and turn them into action
- Networking

A very useful tool that can be used is the Business Model Canvas, a simpler version of a common business plan and participate in non-formal training courses where practical tools and best practices are presented.

## II. MENTORING AND COACHING + SUPPORTING SERVICES:

- Mentoring and coaching: While the concept of coaching itself may sound simple, the real power of the approach is in what the coach brings to the engagement.

Coaching provides an environment based on complete confidentiality. It is a non-judgmental approach based on active listening and questioning skills.

Such an environment is usually not available to a leader within the organization, not for the lack of intent but inherent challenges in organizational design, performance pressures, and a very complex and dynamic market in which global enterprises must play these days.

It should not be underestimated how great an impact mentoring can have on equipping women with the confidence to see their bold ideas through. Mentoring provides the necessary support to women, who not only face barriers in obtaining capital, but who lack the support and advice needed to thrive. It is important that women have opportunities to network and other female role models to look up to feel empowered and receive encouragement throughout their startup journey.

As an example we suggest the following websites:

[1 - https://wagate.eu/advice-mentoring](https://wagate.eu/advice-mentoring)

*The European Network of Female Entrepreneurship Ambassadors*, set up in 2009, provides role models, raises awareness, and encourages entrepreneurship as a career option. Ambassadors tell their stories to inspire women of all ages and backgrounds; many have gone even further and become actively involved in the creation of new businesses.

*The European Network of Mentors for Women Entrepreneurs* was established in 2011 to provide advice and support to women either starting up or wanting to expand their businesses. Seventeen European countries belong to the Mentors Network: Albania, Belgium, Cyprus, the Former Yugoslav Republic of Macedonia, Greece, Hungary, Ireland, Italy, Montenegro, the Netherlands, Romania, Serbia, Slovakia, Slovenia, Spain, Turkey and the United Kingdom.

Women interested in get mentoring can contact their national mentors for advice.

2 - <https://ebw2020.com/>

EBW2020 stands for Empowering a Billion Women by 2020 and is a global company dedicated to financially enabling women entrepreneurs and leaders.

EBW2020's "peer-to-peer mentoring circle" is useful for first-time (or even seasoned) entrepreneurs, and the organization's app helps you connect with similar business owners across the world. You can also find out about events happening both online and offline and learn a lot about running a business.

Another example is the supporting services for mother and babies at high risk of marginalization and social exclusion, through personalized inclusions aimed at accompanying them in the growth and care of their children, empower mothers and fathers and their ability to be a resource for others. An example is: The Mothers Spaces of Save the children NGO. These places are opened from Monday to Friday, where mothers can be supported in the process of improving the care of their children, in the management of economic resources and in the emancipation of the family unit from conditions of deprivation through mother child, training workshops and career orientation paths.

<https://www.savethechildren.it/cosa-facciamo/progetti/spazio-mamme>

- Conciliation opportunities (physical: family spaces; intellectual: woman/mother/entrepreneur)

Conciliation opportunities can be reached through short term and long-term activities.

At short term it is important to provide services women tailored such as identify support services, training providers, availability of training programs that are either designed specifically for women entrepreneurs or have included some modification (i.e., reduced costs; consideration for time of training activities, transportation to the training venue and childcare; as well as language used to deliver the training) to ensure that women can participate.

The same should be when it comes to working environment:

Mother need spaces when they can work in a flexible working place while their children are playing in a stimulating environment nearby. So, these spaces try to cater to new parents who are not only looking for a co-working community, but also a place where their children can be looked after while they work, such as Co-working places.

At long term, it is important to raise awareness on women and mother needs, to target employers, trade unions and children about different aspects of work/life balance.

While re-educating employers and trades unionists is one way of getting the necessary backing to introduce work/life balance in the work place, there is also another way. Education plays a key role in combating traditional thinking, especially when it comes to the role of women in the family structure. Educating children and adolescents can therefore have a long-term impact that can influence the adoption of work/life balance practices.

### III. FUNDING PROGRAMMES:

- To start up initiatives

One of the most important barrier to mumpreneurship is the difficulties lack equal access to credit, capital, and productive resources: in general women entrepreneurs find it more difficult than men to access finance. The issue of accessing adequate finance is a greater problem in science and technology sectors and when a woman is trying to develop an innovation or invention for two main reasons, firstly these sectors often require substantial investments (i.e. product development, product marketing, etc.) and, secondly, women attempting to operate in these sectors are seen as less credible by financial stakeholders and investors.

In Italy for example Italian banks systematically apply a higher interest rate to the company that has a woman as entrepreneur.

In our research funding opportunities seem to be one of the major necessity for women that started a business by themselves.

The most appreciated forms are the following:

EU/National/regional or local **direct funds** for the women who want to run a new business provided by Public Authorities. Each **call for applicants** establishes the criteria and methods for granting zero-rate incentives to the new entrepreneurs that starts a micro and small businesses where the majority or the total of shareholders participating in the company's capital are women.

Another appreciated tool can be an **indirect** facility, for example State Aid that facilitate access to funding for business or professional activities that promote women participation in the labour market, or that help strengthen or develop their own business or professional activity:

- simplified access to the State guarantee for SME where the majority or the total of shareholders participating in the company's capital are women
- Memorandum of Understanding for the development and growth of female entrepreneurship and self-employment, which provides support on access to credit with the National Banking Association and other trade associations

Other forms of micro financing can be:

- Crowdfunding
- Business angels
- Startup incubators

- Accessible prices for services/training

Most women underlined the difficulty in accessing training programs because of the high costs that are not affordable for persons that usually do not have an independent economic source. Special discounts in the price of the training for mothers participating in training program can be an important support.

Another instrument can be providing Voucher for baby sitter and kindergarten for women participating in training programs in order to support conciliation with family life.

#### IV. NETWORKING (ALSO IN NON-FORMAL WAYS AS CLUBS)

- Cooperative forms of enterprises
- sharing tasks, responsibilities, ideas, skills
- thinking to be part of a group with same needs, issues etc.

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In the last years it is very appreciated to woman entrepreneurs **networking spaces** such as Incubators, HUBs, Co-working. This are spaces that provide training, technical assistance, business counseling, mentoring and a number of other services including premises and financing. This help especially start-upers with technology facilities and information to develop business ideas, foster partnership and joint ventures. This type of networking spaces are often organized on a horizontal level, through peer-to-peer mentorship rather than formal training. In addition to the skills offered, these types of programs can help to encourage entrepreneurs because of the “we’re in it together” approach to the market. As such, these programs help to reduce the risk that entrepreneurs associate with the process of starting their own business. For women in particular, this reduction in risk may be important in outweighing societal and cultural norms that they must challenge in order to become entrepreneurs.

In the last years, other networking initiatives very much appreciated by women are **Clubs or Informal groups**. This kind of groups have as general mission to help business ladies to win their well-deserved place in society and make their business more successful. Through constant contacts between members, the Club stimulates cooperation and partnership between them in order to establish business affairs and protect their interests. It encourages female entrepreneurship, with all members being informed about current funding opportunities, new business opportunities, financial advice, and more.



## V. AWARENESS RAISING

In this study we noticed that a lot has been developed as Public policies to enhance the role of women in business sector, what we want to point out is that often the biggest barriers are related to cultural and societal traditions and the lack of role models.

Finally, to improve the perception of entrepreneurship as accessible to mothers, **stories of entrepreneurs** who have been successful in both business and family life should be promoted. This is important to reach two goals:

- Change mind-sets and organisation culture within companies by removing perceptions and stereotypes of the roles of men and women.
- Address the broader social context by removing the cultural and societal traditions that can create barriers for women's empowerment.

Engagement of all actors in support of women's economic empowerment, including: women and girls; men and boys; religious, community, education, business, civil society, trade unions and professional associations; national and local government leaders is fundamental to reach this goal.

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*The good practices introduced in this report represent examples of how it's possible to implement initiatives aimed to promote mumpreneurship (and/or women entrepreneurship, in general) through one or more of these kinds of activities.*

*In most of the cases we noticed that the programmes and projects combine different activities to address this topic, as in the case of initiatives focused on training and mentoring that in different cases, aim to create, support and manage networks of mumpreneurs in order to share initiatives, opportunities and ideas.*

### 3.0 BACKGROUND, OBJECTIVES, RELEVANCE

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The last report of the European commission “*2018 -Report on **equality** between women and men in the EU*” states the importance of gender equality as one of the fundamental values of the European Union (EU). The EU is dedicated not only to defending this right, but also to promoting gender equality within the Member States and across the world. This is the core aim of the European Commission’s *Strategic engagement for gender equality 2016-2019*. In addition, the Strategic engagement ensures that a gender equality perspective is integrated into all EU policies and EU funding programmes.

Special Eurobarometer survey on gender equality was released on 20 November 2017. It emphasises that gender equality has still not been achieved in the EU Member States. Although 84% of the respondents to the survey considered that gender equality is important for them personally (including 80% of men), the Eurobarometer survey also shows that more than one third of Europeans believe that men are more ambitious than women (35%), and almost seven in ten respondents think women are more likely than men to make decisions based on their emotions (69%). This is also linked to expectations in the domestic sphere, where women are perceived as carers more than men — a notion that is also further reflected in professional occupations, in the wider economic dependency of women and in the unequal division of labour and responsibilities within in the household.

This means that a lot of work need to be done but in the meanwhile a lot of Member states has experienced positive action in the field. Starting from this point, this report is trying to give voice to some good practices that can empower women all over Europe to take initiatives and actions that will bring benefits not only to themselves but is a prerequisite for achieving economic growth, prosperity and competitiveness in all the communities.

## Good practice definition

A “good practice” can be defined as follows:

A good practice is not only a practice that is good, but a practice that has been proven to work well and produce good results and is therefore recommended as a model. It is a successful experience, which has been tested and validated, in the broad sense, which has been repeated and deserves to be shared so that a greater number of people can adopt it.

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## Good practice criteria

The following set of criteria were set to determine whether a practice is a “good practice”:

- **Effective and successful:**  
A “good practice” has proven its strategic relevance as the most effective way in achieving a specific objective; it has been successfully adopted and has had a positive impact on individuals and/or communities.
- **Environmentally, economically and socially sustainable:**  
A “good practice” meets current needs, in particular the essential needs of the world’s poorest, without compromising the ability to address future needs.
- **Gender sensitive:**  
A description of the practice must show how actors, men and women, involved in the process, were able to improve their livelihoods.
- **Technically feasible:**  
Technical feasibility is the basis of a “good practice”. It is easy to learn and to implement.
- **Inherently participatory:**  
Participatory approaches are essential as they support a joint sense of ownership of decisions and actions.
- **Replicable and adaptable:**  
A “good practice” should have the potential for replication and should therefore be adaptable to similar objectives in varying situations.

\*Sources: [www.fao.org/capacitydevelopment/goodpractices/qphome/en/](http://www.fao.org/capacitydevelopment/goodpractices/qphome/en/)

## 4.0 GOOD PRACTICES SELECTION METHODOLOGY

A wide range of initiatives on this topic are underway at national, regional and local level in the EU. Each partner organisation selected n. **3 good practice in its country** in line with the criteria previously exposed + n. **2 good practice at EU level (optional)**.

### Good practice Topics

- successful business developed by mothers
- practices in which trainers/facilitators/mentors/incubators contributed for Mumpreneurship

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The aim of this collection was to analyse some experiences carried on around the world to use them in terms of:

#### ❖ **Lessons learned:**

What are the key messages and lessons learned to take away from the good practice experience:

- 1) *to give trainers/staff members the opportunity to understand what are the most relevant successful business developed by mothers,*
- 2) *how did they reach their success, how can trainers/staff members contribute for Mumpreneurship.*

#### ❖ **Sustainability:**

What are the elements that need to be put into place for the good practice to be institutionally, socially, economically and environmentally sustainable?

#### ❖ **Replicability and/or up-scaling:**

What are the possibilities of extending the good practice more widely? What are the conditions that should be met/respected to ensure that the good practice is replicated, but adapted to the new context?

Further readings were suggested:

- © <http://eige.europa.eu/rdc/eige-publications/good-practices-area-womens-entrepreneurship>
- © [http://www.femtech.at/sites/default/files/female\\_entrepreneurship\\_0.pdf](http://www.femtech.at/sites/default/files/female_entrepreneurship_0.pdf)

## 5.0 GOOD PRACTICES OF MUMPRENEURSHIP

**COUNTRY:** BULGARIA

**NAME OF THE GOOD PRACTICE:** Pilot training in entrepreneurship under the “Be Your Own Boss” Project

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**LOGO OF THE GOOD PRACTICE:**

<b>Actor responsible for the initiative</b>	Erasmus+ project, partners from 6 EU countries Lead partner: BTF, UK Partner in the project and Implementing the Pilot training: Business Incubator – Gotse Delchev bi_gd@abv.bg <a href="http://www.bi-gd.org">www.bi-gd.org</a>
<b>Type of actor responsible for the initiative</b>	Business incubator
<b>Type of initiative</b>	Project Training/Mentoring for start up
<b>Main type of stakeholder targeted</b>	Although the BYOB project’s target is wide variety of individuals, willing to become self-employed, the pilot training in entrepreneurship was attended mainly by mothers.
<b>Country</b>	Bulgaria
<b>Geographical level of implementation</b>	Regional
<b>Year of implementation</b>	2015 – 2016
<b>WEBSITE</b>	<a href="http://www.bi-gd.org/site/projects-2/current-projects-2/45-byob">http://www.bi-gd.org/site/projects-2/current-projects-2/45-byob</a>
<b>DESCRIPTION</b>	Through the BYOB project activities there was realised a pilot training in Bulgaria, based on the BTF methodology of developing entrepreneurial skills and increasing jobs creating capacity of the trainees. It combined <ul style="list-style-type: none"> <li>- group sessions,</li> <li>- e-learning, using specially developed learning materials,</li> </ul>

	<ul style="list-style-type: none"> <li>- and one-to-one coaching sessions.</li> </ul> <p>The trainees were encouraged to work on their business idea develop it and test it.</p>
<b>ELEMENTS OF INTERST FOR THE PROJECT</b>	<p>The pilot training included:</p> <ol style="list-style-type: none"> <li>1. Flexible timing with group and individual sessions combined with online training for acquiring deeper knowledge and making exercises</li> <li>2. Group sessions for more general discussions on the business/ sharing/testing and promoting their business idea and products</li> <li>3. Personalized approach, using motivation, developing individual skills, face-to-face coaching</li> <li>4. Special attention on marketing</li> </ol>

**COUNTRY:** BULGARIA

**NAME OF THE GOOD PRACTICE:** FREE: Empowering, Encouraging and Supporting Fempreneurs in Rural Areas Project



**LOGO OF THE GOOD PRACTICE:**

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<b>Actor responsible for the initiative</b>	Erasmus+ project, partners from 5 EU countries Lead partner: The Directorate of Labour, ICELAND Partner in Bulgaria: BICC – Sandanski e-mail: office@bicc-sandanski.org web: https://www.bicc.sandanski.org
<b>Type of actor responsible for the initiative</b>	NGOs/public/private sector
<b>Type of initiative</b>	Project Training/networking for women and their start-ups
<b>Main type of stakeholder targeted</b>	Women from rural areas with a concrete business idea or currently running a newly established company.
<b>Country</b>	Bulgaria, Iceland, Croatia, Lithuania, UK
<b>Geographical level of implementation</b>	National/EU
<b>Year of implementation</b>	2016 – 2018
<b>WEBSITE</b>	<a href="http://ruralwomeninbusiness.eu">http://ruralwomeninbusiness.eu</a>
<b>DESCRIPTION</b>	<p>The main objective of the FREE project is to assist women from rural areas in 5 partner countries (Iceland, UK, Lithuania, Croatia and Bulgaria) to become successful entrepreneurs with a focus on small business development.</p> <p>The main project aims are strengthening the skills and competences of the target group, to help them grow their network, encouraging creativity and start-ups.</p> <p>Activities:</p>



	<ul style="list-style-type: none"> <li>- online training programme for women, focusing on soft skills which is supported by the development of Enterprise Circles™ that are based on an existing methodology.</li> <li>- a Facilitators Guide, providing guidelines for the trainers and how they can deliver the methodology in the best way.</li> <li>- Networks for women in rural areas, led by local women who received training in the methodology of “Community Driven Learning and Development”.</li> <li>- a “Guide for Policy Makers”, where recommendations regarding support for women in rural areas are outlined.</li> </ul>
<b>ELEMENTS OF INTEREST FOR THE PROJECT</b>	<ul style="list-style-type: none"> <li>- many mothers would need a similar training to foster self-confidence, build softs skills, get connected with other entrepreneurs, and increase their knowledge of self-employment</li> <li>- networking for women being able to share their challenges and success in an informal yet supportive environment.</li> <li>- local leaders to lead the network groups with mentoring and coaching skills</li> </ul>

**COUNTRY:** BULGARIA

**NAME OF THE GOOD PRACTICE:** Ladies' Business Club "Business on High Heels"



**LOGO OF THE GOOD PRACTICE:**

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<b>Actor responsible for the initiative</b>	Ladies' Business Club "Business on High Heels" e-mail: <a href="mailto:info@clubvisokitokcheta.bg">info@clubvisokitokcheta.bg</a>
<b>Type of actor responsible for the initiative</b>	Club
<b>Type of initiative</b>	Training/networking for women
<b>Main type of stakeholder targeted</b>	Women, who are running small and medium businesses, or have concrete business idea.
<b>Country</b>	Bulgaria
<b>Geographical level of implementation</b>	National
<b>Year of implementation</b>	Started in 2016 and is currently running its activities
<b>WEBSITE</b>	web: <a href="http://www.clubvisokitokcheta.bg/">http://www.clubvisokitokcheta.bg/</a>
<b>DESCRIPTION</b>	The mission of the club is to help business ladies in small and medium-sized businesses to win their well-deserved place in society and make their business more successful. Through constant contacts between members, the Club stimulates cooperation and partnership between them in order to establish business affairs and protect their interests. It encourages female entrepreneurship, with all members being informed about current funding opportunities, new business opportunities, financial advice, and more. It organizes various events and initiatives, part of which are the focus group "Mothers with high aims" and the information campaign "Career and Motherhood in one rhythm". Different guests- speakers are invited to the discussions and workshops of these focus –groups,

	<p>where important themes, related to mothers in business are being discussed.</p> <p>Successful series of events of the ladies' club are the exhibitions for women's businesses "Women's Expo".</p>
<b>ELEMENTS OF INTEREST FOR THE PROJECT</b>	<ul style="list-style-type: none"> <li>- The initiative is proposing a good formula for attracting women to a very friendly and open environment of sharing and learning, combining the business with various themes and answering to different questions and issues, arising daily in their professional and personal life. Thus the mother could learn important things about the business not in a formal training, but through talks and networking.</li> <li>- The club is place to meet other business women, best practices and make contacts.</li> <li>- The club is good promoter of its members and their businesses.</li> <li>- Many of the events are open for external visitors with an affordable fee, and some of the events are organized near playgrounds, where mothers could leave their children.</li> </ul>

**COUNTRY:** SPAIN

**NAME OF THE GOOD PRACTICE:** EL CLUB DE MALASMADRES / THE BADMOTHERS CLUB

**LOGO OF THE GOOD PRACTICE:**

CLUB DE  
**MALASMADRES**

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<b>Actor responsible for the initiative</b>	Enterprising women, workers and mothers
<b>Type of actor responsible for the initiative</b>	Enterprising women, workers and mothers
<b>Type of initiative</b>	Best practice on women's entrepreneurship
<b>Main type of stakeholder targeted</b>	Encourage entrepreneurship among women. Promote and defend labour conciliation and motherhood.
<b>Country</b>	SPAIN
<b>Geographical level of implementation</b>	National
<b>Year of implementation</b>	2014 to the present
<b>WEBSITE</b>	<a href="https://clubdemalasmadres.com/">https://clubdemalasmadres.com/</a>
<b>DESCRIPTION</b>	<p>Club de Malasmadres is an emotional community 3.0 of mothers with a lot of sleep, little time, allergy to the clutter, wanting to change the world or at least to die trying ... Born four years ago on a twitter account @malasmadres with the goal of demystifying motherhood and breaking the myth of "the perfect mother". Laura Baena, its founder, felt the need to share her vision of a real motherhood, which claimed a new social model of mother. Mothers who fight not to lose their identity as a woman and who laugh at their failed attempts to be perfect mothers.</p> <p>From an individual feeling to connect with a social need and become a trend movement with a sense of humour break stereotypes.</p> <p>A community that already brings together more than 500 thousand mothers in social networks and who has become a speaker of a generation. With a common struggle: conciliation. Because we are mothers who do not want to give up our professional career, but we also</p>

	do not want to give up on seeing our children grow. Under the slogan "I Do not Resign" we have been fighting for two years, reaching 300,000 signatures on our petition <a href="http://change.org/norenuncio">change.org/norenuncio</a> and creating the "I Do not Quit" Association.
<b>ELEMENTS OF INTEREST FOR THE PROJECT</b>	<p>The Club de Malasmadres has been recognized with the following awards:</p> <p>Prize "Rationalization of schedules" to work in conciliation by ARHOE. November 2017</p> <p>"Entrepreneur of the Year" Award by the Junta de Extremadura in the III Congress of Women, Sports and Business.</p> <p>Maternity Outreach Award by the Ginemed Foundation. June 2017</p> <p>"MAS Mujeres a Seguir" Award in the category "Best Medium". November 2016</p> <p>Victoria Award of the Association of Businesswomen of Malaga. November 2016</p> <p>"José Ramón Losana" Award for the best communication campaign.</p> <p>Laura Baena elected one of the TOP 100 Women Leaders of Spain. June 2016</p> <p>Bitrtacoras Award rtve to the best blog "Humor and entertainment". November 2015</p> <p>Award Best blog "Multimedia and RRSS" for 20 minutes. November 2015</p> <p>Taking into account that it is a consolidated and growing online social network of mothers who claim reconciliation, being at the same time many mothers and professionals, which is identified as the main reason of interest for the project, a community that:</p> <ul style="list-style-type: none"> <li>• It favors the exchange of experiences, giving support to its members through the realities of others, similar to theirs.</li> <li>• Dissemination of content oriented to the promotion of skills, from personal skills to professionals and oriented to entrepreneurship.</li> <li>• Reinforcement of a realistic image of women as mothers, which also helps the enterprising mother.</li> </ul>

- In short, it is an ideal environment for identifying the skills of interest for entrepreneur mothers, in which to train entrepreneurial skill educators.

**COUNTRY:** SPAIN

**NAME OF THE GOOD PRACTICE:** ROMPE EL MURO POR LA CONCILIACIÓN / BREAK THE WALL

**LOGO OF THE GOOD PRACTICE:**



31

<b>Actor responsible for the initiative</b>	Enterprising women, workers and mothers
<b>Type of actor responsible for the initiative</b>	Enterprising women, workers and mothers
<b>Type of initiative</b>	Best practice on women's entrepreneurship
<b>Main type of stakeholder targeted</b>	Encourage entrepreneurship among women. Promote and defend labor conciliation and motherhood.
<b>Country</b>	SPAIN
<b>Geographical level of implementation</b>	National
<b>Year of implementation</b>	2015
<b>WEBSITE</b>	<a href="https://rompe-el-muro.clubdemalasmadres.com/">https://rompe-el-muro.clubdemalasmadres.com/</a>
<b>DESCRIPTION</b>	<p>The #RompeElMuro initiative for conciliation is a tool to give voice to all those people who want to share their personal story and turn it into a collective vindication that makes visible a social problem. All these demands will be part of a "Fight Book" that will be taken to the Equality Commission so that mothers can fight and work towards a National Conciliation Plan. Because renunciation is not the solution, neither today nor EVER.</p> <p>What is #RompeElMuro?</p> <ul style="list-style-type: none"> <li>✓ A wall to express your complaint about conciliation</li> <li>✓ A wall where to share your daily struggle</li> <li>✓ A wall where you can record your story, so you can hear it</li> <li>✓ A wall where you scream that you will not give up NEVER</li> </ul>

	<p>What is not #RompeElMuro?</p> <ul style="list-style-type: none"> <li>✓ A place where we lose respect or forms</li> <li>✓ A place to report</li> <li>✓ A place to judge or criticize others</li> <li>✓ A place to complain about other issues that are not conciliation</li> </ul>
<p><b>ELEMENTS OF INTEREST FOR THE PROJECT</b></p>	<p>The "Yo No Renuncio" movement was born in a first studio "Concilia13f" that was launched on February 13, 2015, where they wanted to make visible a social problem which everyone spoke but nobody made their own. With this campaign it became clear that "80% of professional women mothers CAN NOT CONCILIATE". They put on the table the need to work as a team (Government, Companies and Families) for a society where the resignation is not a solution. And we champion this fight, our struggle.</p> <p>Reconciliation for women is still a pending issue for many professional mothers. As a result, entrepreneurship is an alternative for them, allowing them to manage their schedules and workloads more autonomously.</p> <p>This initiative may, perhaps, help to give more visibility to the importance that entrepreneurship has for professional mothers, seeking their own work-life balance.</p>



**COUNTRY: SPAIN**

**NAME OF THE GOOD PRACTICE:** Entrepreneurs in the fishing areas of Andalusia: Promotion of entrepreneurial culture and business activities linked to fishing, carried out by women " (Andalusia)

**LOGO OF THE GOOD PRACTICE:**



33

<b>Actor responsible for the initiative</b>	It has been promoted by the 7 Fisheries Development Groups of Andalusia, being coordinated by the Fishing Development Group of Levante Almeriense. This project has received funding from the European Fisheries Fund (EFF) and the regional government of Andalusia, supporting business ideas led by women representing different ways of diversification within this economic sector and others.
<b>Type of actor responsible for the initiative</b>	MINISTRY OF AGRICULTURE, FISHERIES, FOOD AND THE ENVIRONMENT.
<b>Type of initiative</b>	Encourage entrepreneurship among women
<b>Main type of stakeholder targeted</b>	Female entrepreneurship
<b>Country</b>	Spain
<b>Geographical level of implementation</b>	National
<b>Year of implementation</b>	2011/2014
<b>WEBSITE</b>	<a href="#">Website</a>
<b>DESCRIPTION</b>	<p>Its development has been completed in 4 phases:</p> <p>A first analysis, quantitative and qualitative, to make an inventory of business activities carried out by women linked to fisheries, based on interviews with key informants from this sector, which resulted in the creation of a Directory of Entrepreneurs in the Zones of Fishing of Andalusia.</p> <p>A second phase is focused on a diagnosis to identify the most successful entrepreneurial experiences led by women in the fishing areas of Andalusia, measuring their success from keys defined by a panel of experts. Thus, 14 cases of entrepreneurs were identified,</p>

	<p>divulged through "lifestories", with narrations from their own protagonists.</p> <p>The third phase consisted in making these business projects visible through the website <a href="http://www.emprendedoraspesca.org">www.emprendedoraspesca.org</a> as well as through a series of 14-episode online audiovisuals, entitled "Mujeres la Mar de Emprendedoras". A Bank of Successful Experiences was also created.</p> <p>The last phase of this project has been based on the revitalization of the women's collective, encouraging dialogue about their difficulties and experiences when undertaking, through different days and cooperation actions between the Andalusian GDP's based on support technical and financial.</p>
<b>ELEMENTS OF INTEREST FOR THE PROJECT</b>	<p>The focus of this project, aimed at the detection of successful entrepreneurial experiences and a vision of the future, is in itself the methodology followed, with a special antecedent to the diagnosis that has helped in its identification.</p> <p>Success in entrepreneurship can reside in different aspects and circumstances, however, identify those qualities or skills that the entrepreneur mother should have, is of interest to our initiative.</p>

**COUNTRY:** SPAIN

**NAME OF THE GOOD PRACTICE:** COFAMILY COWORKING GRANADA LA FLEXIBILIDAD Y TIEMPO QUE NECESITAS

**LOGO OF THE GOOD PRACTICE:**



35

<b>Actor responsible for the initiative</b>	Female entrepreneurship
<b>Type of actor responsible for the initiative</b>	Female entrepreneurship
<b>Type of initiative</b>	Best practice on women's entrepreneurship
<b>Main type of stakeholder targeted</b>	Encourage entrepreneurship among women
<b>Country</b>	GRANADA- SPAIN
<b>Geographical level of implementation</b>	National
<b>Year of implementation</b>	20
<b>WEBSITE</b>	<a href="http://www.cofamily.es/">http://www.cofamily.es/</a>
<b>DESCRIPTION</b>	<p><u>CoFamily Coworking</u> Granada is the first coworking where you can come to work with your children: you have the solution to reconcile your work and upbringing.</p> <p>But it is also a space to find the flexibility you are looking when you think about studying or undertaking your public examinations.</p> <p>A family space where you have the time you need for yourself and to be part of a community.</p> <p>We are serving moms and dads, entrepreneurs, freelancers, creatives, independent business owners, remote employees and anybody who needs to combine working and caring for children.</p> <p><b>MISSION</b></p> <p>To achieve that the conciliation and the balance between professional, personal and family life is a fact.</p> <p><b>VIEW</b></p> <p>A new approach: We revolutionized and restructured spaces; Let's include our children by letting children be children.</p>

	<p><b>VALUES</b></p> <p>We are driven by equal opportunities between mothers and fathers, professional and personal fulfillment and the balance you need in your life.</p>
<p><b>ELEMENTS OF INTEREST FOR THE PROJECT</b></p>	<p><u>Club Social CoFamily</u> opens #EspaciosCoFamily to women like you. We are a community that likes to chat, sometimes of our children, of our partners or of ourselves, and where we do not want to be judged. Learn and grow personally and professionally.</p> <p><u>CoFamily Company</u> is a service for all those companies that want to incorporate and manage in the best way the return to work of their employees who have recently been mother or parents.</p> <p>We create Programs of Incorporation to the Company where our advisor will work side by side so that the return does not mean separation.</p> <p>This initiative is an example of good practices, especially for incubation spaces with interest to give coverage to enterprising mothers, but with the differentiating aspect of incorporation in a coworking space, to all the members of the family, giving special attention to the small .</p> <p>It is an environment of support for the entrepreneur mother with a much greater coverage than other initiatives, and that works with the family completes the conciliation of the entrepreneur woman.</p>

**COUNTRY:** SPAIN

**NAME OF THE GOOD PRACTICE:** MATERS

**LOGO OF THE GOOD PRACTICE:**



37

<b>Actor responsible for the initiative</b>	Enterprising women, workers and mothers
<b>Type of actor responsible for the initiative</b>	Enterprising women, workers and mothers
<b>Type of initiative</b>	Best practice on women's entrepreneurship
<b>Main type of stakeholder targeted</b>	Support for the enterprising woman, from experiences and entrepreneurship skills.
<b>Country</b>	SPAIN
<b>Geographical level of implementation</b>	National
<b>Year of implementation</b>	2015 to the present
<b>WEBSITE</b>	<a href="http://matters.es/">http://matters.es/</a>
<b>DESCRIPTION</b>	<p>Matters is an online community aimed at women, so that together we can grow personally and professionally during motherhood. It is a network formed by mothers and future mothers with the aim of helping themselves, from the example. However, parents or other persons involved in the upbringing of children, as well as companies or organizations, are also invited to participate.</p> <p>It is noteworthy that the online community has informative and educational resources, with a blog very focused on the development of the entrepreneurial skills of mothers, although issues related to motherhood are also discussed, the interest is focused on the skills to undertake. They also reinforce with specialized online seminars.</p>
<b>ELEMENTS OF INTEREST FOR THE PROJECT</b>	The online community of entrepreneur mothers is accompanied by an entrepreneurship program for those mothers who have not yet started their own business.

It is the first "mamafriendly" entrepreneurship program with training, support and accompaniment for women who want to turn their business idea into a viable and sustainable company.

It consists of a modular and customized program, adapted to the needs of mothers. Definition and validation of business ideas. It has a totally practical approach. Expert training and advice is received in each area. And most importantly, all accompanied by an environment of collaboration and trust, with a support group for life.

They accompany the online community with face-to-face appointments, with which to consolidate the community and strengthen its participants.

In #MatersEmprendingDate, entrepreneur mothers gathered to share experiences, which help generate ideas and business, as well as relationships between professional mothers and entrepreneurs.

**COUNTRY:** GREECE

**NAME OF THE GOOD PRACTICE:** “Yiam”

**LOGO OF THE GOOD PRACTICE:**



39

<b>Actor responsible for the initiative</b>	Mrs. Avra Panousopoulou Yiam <a href="http://yiam.gr/?sl=en">http://yiam.gr/?sl=en</a> E-mail: <a href="mailto:info@yiam.gr">info@yiam.gr</a>
<b>Type of actor responsible for the initiative</b>	E-business
<b>Type of initiative</b>	Best practice on women’s entrepreneurship
<b>Main type of stakeholder targeted</b>	Encourage entrepreneurship among women
<b>Country</b>	Greece
<b>Geographical level of implementation</b>	National
<b>Year of implementation</b>	2008
<b>WEBSITE</b>	<a href="http://yiam.gr/?sl=en">http://yiam.gr/?sl=en</a>
<b>DESCRIPTION</b>	Yiam is an e-business that is located in a rural village near to Larissa, called “Agia”. This female e-business sells a variety of agricultural products that mrs. Avra Panousopoulou makes in house like jams, sauces, preserves and pickles. In the begging, she was selling her products in stores, and then she created the e-shop. She already had her products, so she thought to sell them through e-commerce, because was difficult for her to have a store. The site was created from someone experienced who teach her in few steps how to use it and how to manage it. She didn’t have any kind of experience in e-commerce before, but it wasn’t a difficult for her to learn it.
<b>ELEMENTS OF INTERST FOR THE PROJECT</b>	E-business on traditional products

**COUNTRY:** GREECE

**NAME OF THE GOOD PRACTICE:** "O SOFRAS"

**LOGO OF THE GOOD PRACTICE:**



40

<b>Actor responsible for the initiative</b>	Mrs. Batzogianni Glykeria <a href="http://o-sofras.gr/">http://o-sofras.gr/</a>
<b>Type of actor responsible for the initiative</b>	LIVAADI SOCIAL WOMEN COOPERATIVE "O SOFRAS"
<b>Type of initiative</b>	Best practice on mom's entrepreneurship
<b>Main type of stakeholder targeted</b>	Encourage entrepreneurship among moms
<b>Country</b>	Greece
<b>Geographical level of implementation</b>	National
<b>Year of implementation</b>	2002
<b>WEBSITE</b>	<a href="http://o-sofras.gr/">http://o-sofras.gr/</a>
<b>DESCRIPTION</b>	<p>The Livadi Social Women Cooperative, bearing the name "O Sofras", was founded in 2002 in order to highlight and build on the excellent quality of local products. The location of the Association is in the village Livadi of Olympus mountain, one of the most beautiful and crowded mountain villages of the region of Thessaly.</p> <p>In the admittedly difficult task of funding the cooperative, the women-members were subsidized by OAED and the Ministry of Rural Development and Food. Precious advisers and assistants for their efforts stood the members of local government and all bodies of the mountainous municipality. The Livadi Social Women Cooperative from the beginning of its operation until today develops activities that cover the entire spectrum of production, processing and marketing of agricultural products. The Association maintains a restaurant named "The Sofras" in the village center, opposite of the Town Hall. The same area also houses the laboratory where all local dishes and other products are being prepared, such as pasta and pastries. The cooperative counts several</p>



	participations in regional and nationwide competitions. The aim of the members by participating in these events is their continuous training and the promotion of the cooperative.
<b>ELEMENTS OF INTERST FOR THE PROJECT</b>	Social Women Cooperative

**COUNTRY:** GREECE

**NAME OF THE GOOD PRACTICE:** "COOCOO CREATIONS-ART FOR ALL"

**LOGO OF THE GOOD PRACTICE:**



42

<b>Actor responsible for the initiative</b>	Mrs. Karousou Lamprini <a href="http://www.coocoo creations.gr">www.coocoo creations.gr</a>
<b>Type of actor responsible for the initiative</b>	COOCOO CREATIONS - art for all
<b>Type of initiative</b>	Best practice on women's entrepreneurship
<b>Main type of stakeholder targeted</b>	Encourage entrepreneurship among women
<b>Country</b>	Greece
<b>Geographical level of implementation</b>	National
<b>Year of implementation</b>	2014
<b>WEBSITE</b>	<a href="http://www.coocoo creations.gr">www.coocoo creations.gr</a>
<b>DESCRIPTION</b>	<p>CooCoo Creations is a social enterprise promoting art, artistic creations and the productive occupation of people interested in art. The main fields that the enterprise is engaged in are pottery and jewellery. The main moto of the enterprise is: "Art for All!" The owner's wish and aim is to provide access to art for all people interested regardless of age and talent, either as observers and admirers, either as creators. And this because:</p> <ul style="list-style-type: none"> <li>• creation and beauty are human needs</li> <li>• creation and beauty offer satisfaction, relaxation, peace, healing, joy.</li> </ul> <p>The main two principles of the social enterprise are:</p> <ul style="list-style-type: none"> <li>• Encourage the creation using clay, offering personalized training according to the needs of each person, individually or within a group.</li> <li>• Create and sell elegant objects, ceramics and handmade jewellery at reasonable cost.</li> </ul>
<b>ELEMENTS OF INTEREST FOR THE PROJECT</b>	Innovation

**COUNTRY:** HUNGARY

**NAME OF THE GOOD PRACTICE:**

“The women entrepreneurs’ competence development programme”

**LOGO OF THE GOOD PRACTICE:**



43

<b>Actor responsible for the initiative</b>	The programme is managed by the Foundation for Small Enterprise Economic Development SEED and Budapest Bank
<b>Type of actor responsible for the initiative</b>	Curriculum, training program elaborated by SEED <b>Foundation</b> . The training and the related clubs are financed by Budapest <b>Bank</b> .
<b>Type of initiative</b>	It is an accredited intensive training programme (90 hours in 12 days)
<b>Main type of stakeholder targeted</b>	Mothers who want to start a business; Moms entrepreneurs; Female employers; Unemployed women Women who have their own business or plan to start a business. They should be committed to the program and to the development and should have a viable and thoughtful entrepreneurial idea. Applications are assessed by a professional jury.
<b>Country</b>	Hungary
<b>Geographical level of implementation</b>	National
<b>Year of implementation</b>	from 2004 (every year)
<b>WEBSITE</b>	<a href="https://dobbanto.seed.hu/en">https://dobbanto.seed.hu/en</a>
<b>DESCRIPTION</b>	The <i>Dobbantó</i> (Springboard) women entrepreneurs’ competence development programme (was launched in Hungary in 2004 to increase entrepreneurial potential and develop key competences such as business planning, presentation, IT and networking skills

	<p>through a combination of training, advice and mentoring. Participants in the programme are women who plan to or currently run a business. Between 2004 and 2017, some 570 women, organised into 29 groups, graduated from the programme, and around 200 new businesses have been launched or reshaped as a result.</p>
<b>ELEMENTS OF INTEREST FOR THE PROJECT</b>	<p>Having successfully completed the course, participants are expected to be able to:</p> <ul style="list-style-type: none"> <li>● launch (or revise and develop) a small enterprise, based on a solid business plan;</li> <li>● understand the basics of marketing in general and use appropriate tools and methods to support their own business venture;</li> <li>● have a clear view of the legal and taxation environment of SMEs and have a good command of budget development and financial administration skills;</li> <li>● possess the necessary management skills to run a successful enterprise;</li> <li>● prepare and deliver a presentation to communicate their business plans.</li> </ul> <p>A large share of the costs associated with the training course are covered by the bank (approx. 75%)</p>

**COUNTRY:** HUNGARY

**NAME OF THE GOOD PRACTICE:** “Women in family and in work”



**LOGO OF THE GOOD PRACTICE:**

45

<b>Actor responsible for the initiative</b>	The programme is created by the Government of Hungary targeting the improvement of the labour market situation of women and the reconciliation of the family and the work.
<b>Type of actor responsible for the initiative</b>	The Government intends to achieve this goal with the co-operation of budgetary organizations and non-profit organizations along the terms of the Call.
<b>Type of initiative</b>	Project proposal elaborated by the Government and the Ministry of Human Resources in the framework of Human Resources Development Operative Programme.
<b>Main type of stakeholder targeted</b>	Government Offices Local government offices Non-profit organizations and companies owned partly or fully by the State Public Foundations Chambers Religious Organizations Associations Other Foundations
<b>Country</b>	Hungary
<b>Geographical level of implementation</b>	National
<b>Year of implementation</b>	2018-2020
<b>WEBSITE</b>	not yet
<b>DESCRIPTION</b>	In the framework of the cooperation, the Government undertakes to: <ul style="list-style-type: none"> <li>• Provide the chosen projects with a non-refundable grant of the project from the amount of HUF</li> </ul>

	<p>150,000,000 to HUF 200,000,000 (470 000- 620 000 Euros) up to the amount available corresponding to the terms of the Call;</p> <p>The organizations submitting the grant application undertake to contribute to the implementation of their project:</p> <ul style="list-style-type: none"> <li>• Creating and operating a Women's Information and Service Center (Female-Public Points), organizing formal and informal trainings, courses, workshops which help women to enter the labour market, to change their carrier or to start their own business.</li> <li>• To improve the atypical employability of women and to promote and disseminate atypical forms of employment.</li> <li>• To improve the co-operation between employers and workers in order to reconcile family and work</li> <li>• Creating operational conditions for providers of support services that assist in the reconciliation of privacy and working with the communities that cooperate with them. Provision of childcare or other household services to facilitate the coordination and organization of work and private life including community resources (e.g. providing volunteer services in homes, mutual assistance in the coordination of household work, shopping, administration)</li> </ul>
<b>ELEMENTS OF INTEREST FOR THE PROJECT</b>	<ul style="list-style-type: none"> <li>• creation and operation of such Women Public Points (cc. 35 points in Hungary)</li> <li>• trainings and courses (curriculum, methodologies, experts)</li> <li>• involved women (500 persons/Women Public Points)</li> <li>• follow up activity</li> <li>• Chamber of Commerce and Industry of Pécs-Baranya is a project partner in two of Women Public Points in Baranya Region.</li> </ul>

**COUNTRY: HUNGARY**

**NAME OF THE GOOD PRACTICE: "WELL-BEING FOUNDATION"**

**LOGO OF THE GOOD PRACTICE:**



47

<b>Actor responsible for the initiative</b>	WELL-BEING Foundation
<b>Type of actor responsible for the initiative</b>	JÓL-LÉT (WELL-BEING) <b>Public Benefit Foundation</b> (since 2002). The foundation's activities and operating costs are financed primarily from international (EU) funds, partly from local grants, as well as from individual donation and an Austrian-Spanish donor organisation.
<b>Type of initiative</b>	Innovative services for parents and employers Consulting Researches on gender gap, publications Awareness-raising activities
<b>Main type of stakeholder targeted</b>	The criteria for accessing the foundation's services vary according to the service. In the case of employees, the most frequent requirement is that applicant should be a parent with a small child, while in the case of certain training courses the requirement is having basic computer skills. <ul style="list-style-type: none"> <li>• women restarting their careers</li> <li>• women entrepreneurs</li> <li>• businesses and enterprises</li> <li>• Nora net – labour market advisory network with nationwide coverage</li> </ul>
<b>Country</b>	Hungary
<b>Geographical level of implementation</b>	The programmes have been carried out across the country, although the primary group is the inhabitants of the capital, Budapest, and Pest County.

<b>Year of implementation</b>	2002
<b>WEBSITE</b>	<a href="http://jol-let.com/">http://jol-let.com/</a>
<b>DESCRIPTION</b>	<p>The primary goal of JÓL-LÉT Foundation is to support families and disadvantaged groups, including women living in families and especially women with small children, the unemployed, the middle-aged and the Roma. Their activities are designed to help people develop the sound self-awareness which is indispensable for living a successful and harmonious life, whether for individuals, families or small communities. The organisation helps clients respond to turning points in their lives in a way which is tailored to the personalities of the individuals concerned. Resolving conflicts and crises receives particular attention, along with facilitating communication between different groups.</p> <p>The foundation seeks to foster equal opportunities for women in employment. To this end they provide services, training and counselling for a variety of target groups. The primary target group of their activities are generally female employees, with particular focus on the following sub-groups:</p> <ul style="list-style-type: none"> <li>• women with small children,</li> <li>• women raising children with disabilities,</li> <li>• women who are victims of violence,</li> <li>• female employees who are discriminated against on the grounds of their age.</li> </ul> <p><b>Methodology</b></p> <p>The training courses combine the following educational methods:</p> <ul style="list-style-type: none"> <li>• E-learning following a curriculum</li> <li>• Group work</li> <li>• Individual counselling</li> <li>• Traditional education such as lectures (in the least possible proportions)</li> <li>• Interactive, situational exercises</li> </ul>



	<ul style="list-style-type: none"> <li>• A variety of topics tailored to the needs of the group.</li> </ul> <p>JÓL-LÉT Foundation offers a range of programmes tailored to the various target groups.</p> <p><b>Services for women restarting their careers</b></p> <p>Individual counselling about job searching and the labour market</p> <p>Job placement for mothers with children with disabilities</p> <p>Labour market re-integration, training about successful job-seeking techniques</p> <p>Towards financial autonomy</p> <p>Creating a work-life balance</p> <p>“Women click” online training</p> <p>Job-seeker club</p> <p>WOMEN CLICK – Creating an inclusive workplace in IT</p> <p><b>Services for women entrepreneurs</b></p> <p>Establishing the South-East Europe Women Business Angels Network (SEEWBAN)</p> <p><b>Training for businesses and enterprises</b></p> <p>Proactive parental leave management programme</p> <p>Equal opportunities and discrimination on the labour market, acquiring new knowledge and developing competences</p> <p>THE OTHER PARTY training/young mothers’ club (with a moderator)</p> <p>Family-friendly outplacement services</p> <p>Supporting mothers who raise children with disabilities</p> <p><b>Nora net – labour market advisory network with nationwide coverage</b></p>
<b>ELEMENTS OF INTEREST FOR THE PROJECT</b>	<ul style="list-style-type: none"> <li>• diversification of the programmes</li> <li>• diversification of the target groups – not only disadvantaged women but employers, companies, decision-makers, NGO-s</li> </ul>

- sustainability, fund raising, volunteering

**COUNTRY:** ITALY

**NAME OF THE GOOD PRACTICE:** “Generazione mamma. Facciamo crescere le tue idee”



**LOGO OF THE GOOD PRACTICE:**

51

<b>Actor responsible for the initiative</b>	Trentino Social Tank  Via Passirio, 13 - 38121 Trento   0461/1840090  annemie.hendrickx@trentinosocialtank.it
<b>Type of actor responsible for the initiative</b>	Business incubator
<b>Type of initiative</b>	Training/Mentoring for start-up: It is a lab focused on women's job and entrepreneurship. It is focused on the reconciliation between work and family life.
<b>Main type of stakeholder targeted</b>	<ul style="list-style-type: none"> <li>- mothers who have a business idea in the drawer;</li> <li>- mothers who are already entrepreneurs or professionals and want to rethink their business.</li> <li>- those who plan to develop a business that is designed to increase the well-being of families.</li> </ul>
<b>Country</b>	Italy
<b>Geographical level of implementation</b>	regional
<b>Year of implementation</b>	2017
<b>WEBSITE</b>	<a href="http://www.trentinosocialtank.it/generazione-mamma-facciamo-crescere-le-tue-idee/">http://www.trentinosocialtank.it/generazione-mamma-facciamo-crescere-le-tue-idee/</a>
<b>DESCRIPTION</b>	<p>The project proposes a training course aimed to help mums in the project outline through these actions:</p> <ol style="list-style-type: none"> <li>1. DEFINITION OF YOUR PROJECT IDEA</li> </ol> <p>It is designed a “Personal Business Model”, a tool in which are defined professional and employment goals. It is based on presentation of competences and future goals to be reached.</p>

## 2. ANALYSIS OF YOUR BUSINESS IDEA

- Business Model Lab: to analyse in detail the different aspects related to the realization of the business idea, its feasibility and sustainability. The analyses focus on different blocks of business model CANVAS with the aim to better explain “how” a company create “value” for the people that will develop it.

- Coaching: in small groups, to increase self-awareness, skills to be acquired for implementation
- Showcase: to “adopt” the product or service from an audience of potentially interested parties.

It offers also a babysitting service during the activities

Apart from working on the individual professional project, special focused will be given to entrepreneurship topic that will be treated deeply, so that those who already have a business idea can acquire a method to develop their business model or to better understand the company's procedures in which they are already working or have a better comprehension of the sector in which they are looking for a job.

The training is based mostly on non-formal education: especially on practical workshop and laboratories are planned to allow “learning by doing”.

Specific aspects related to starting a business, tools to support training, reconciliation between work-family life, smart working and time management, will be treated in depth.

Participants can get in touch with the local network appointed in Autonomous Province of Trento in supporting start-ups and entrepreneurship.

**ELEMENTS OF INTEREST FOR THE PROJECT**

Families need to review their daily life, to reconcile life and work. Therefore, new services are needed in support to families in their daily tasks, and especially mothers must have the opportunity to reinvent themselves. The program focuses in topics that support the entrepreneurial initiative of:

- all mothers who have a business idea;
- those mothers who are already entrepreneurs or self-employed workers and want to rethink their business;
- who want to develop an activity aimed at improving families' welfare

Through:

- 1) Mixed programme (training, coaching, marketing)
- 2) Replicable and transferable in other contexts
- 3) Babysitting is useful in order to the women to attend the programme
- 4) Sustainable: the cost of the whole programme is 70 €

**COUNTRY:** ITALY/European

**NAME OF THE GOOD PRACTICE:** “Start up Business Entrepreneurial of Inactive Women and Housewives Through Handcraft Skills”



54

**LOGO OF THE GOOD PRACTICE:**

<b>Actor responsible for the initiative</b>	Melikgazi Şehit Hüseyin Danacı Halk Eğitim Merkezi, Turkey  Mr Mükremin İncedağ: mukreminincedag@gmail.com
<b>Type of actor responsible for the initiative</b>	Adult education service provider
<b>Type of initiative</b>	Erasmus Plus KA2 strategic partnership for adult learners Focused on development of a training programme to support start-ups initiatives in handicraft sector
<b>Main type of stakeholder targeted</b>	The project addresses to adults and especially to inactive women who are unemployed or are at risk of exclusion and raises the motivation for learning of the disadvantaged economic, social and cultural groups and their inclusion in the everyday life, especially for the people who haven't succeeded in reaching the basic education.
<b>Country</b>	Turkey, Italy, Lithuania, Portugal
<b>Geographical level of implementation</b>	European
<b>Year of implementation</b>	2017
<b>WEBSITE</b>	Facebook Community: <a href="https://www.facebook.com/Entrepreneurial-of-Inactive-Women-and-Housewives-through-Handicraft-Skills-751273348407486/">https://www.facebook.com/Entrepreneurial-of-Inactive-Women-and-Housewives-through-Handicraft-Skills-751273348407486/</a>
<b>DESCRIPTION</b>	The main purpose of this project is to provide the disadvantaged and inactive women with employment opportunities through training courses on handicraft

	<p>skills which will be organized in Turkey, Lithuania, Italy and Portugal.</p> <p>The project is focused on the development of an Online Open Course on handicraft lessons. The course materials will be prepared in English and then going to be translated into partner languages. All language versions will be published and available on the Internet for free.</p> <p>An open online course will be provided to handicraft teachers to teach them how to integrate handicraft into learning and teaching process via e-learning management system (LMS). The course will be designed and provided with the help of the partners lead by Turkey. Handicraft learners will learn handicraft-based skills while they gain experiences in this course which has innovative methods and advanced technology in adult education environment. The partner will be provided access to the Online Open Course to upload and share their videos, other learning materials, discussion topics and learning activities.</p> <p>The course will last 8 weeks. The course will consist of four modules:</p> <ol style="list-style-type: none"> <li>1) 3D Paper folding</li> <li>2) Pillow and traditional clothes designing and embroidering</li> <li>3) Souvenir accessories and ornaments</li> <li>4) Ceramic</li> </ol> <p>Each module is developed also in the form of transnational training for inactive women. The preparatory training for the participants is focused on: English, ICT, Entrepreneurial skills</p>
<b>ELEMENTS OF INTEREST FOR THE PROJECT</b>	<ol style="list-style-type: none"> <li>1) Training programme free for use</li> <li>2) focus on handicraft related to valorisation of traditional products + diversification thanks to the transnational contribution</li> <li>3) the project planned to develop an Online Community platform where teachers will be encouraged to share their handicrafts integration experiences and they will</li> </ol>

get support individually for their professional development. Teachers will post their handicraft-based lesson plans and materials they developed. They will get feedback from teachers from participating organizations. Moreover, on the platform, the teachers will have the opportunity to comment and make suggestions about other teachers' handicraft-based lessons.



**COUNTRY:** ITALY

**NAME OF THE GOOD PRACTICE:** “COMAMA”



**LOGO OF THE GOOD PRACTICE:**

57

<b>Actor responsible for the initiative</b>	<b>The HUB Bari</b>  <b>Via Carlo Perrone, Bari</b>
<b>Type of actor responsible for the initiative</b>	Coworking space
<b>Type of initiative</b>	Co-working space with childcare
<b>Main type of stakeholder targeted</b>	Co-working space with childcare that offer a better work-life balance to parents that need a more flexible and dynamic working space
<b>Country</b>	Italy
<b>Geographical level of implementation</b>	Local
<b>Year of implementation</b>	2016
<b>WEBSITE</b>	Facebook Community: <a href="https://www.facebook.com/comamabari/">https://www.facebook.com/comamabari/</a>
<b>DESCRIPTION</b>	<p>COMAMA is the first co-working area born in Bari, providing onsite childcare, in line with the need of new parents.</p> <p>One draw of this spaces is that parents can work in a flexible working place while their children are playing in a stimulating environment nearby. So, these spaces try to cater to new parents who are not only looking for a co-working community, but also a place where their children can be looked after while they work.</p> <p>COMAMA was born within Impact Hub Bari experience and brought the persons working there at a conclusion, they have to recognize that the space and services offered were not completely adequate for those women who have undertaken the most important and difficult startup: become mothers, while wishing to</p>

remain independent and competent experts. In these years they have learned to do coworking, to organize it and sharing as an opportunity to grow and develop new ideas. Thanks to a public fund that financed their call "Mettici le Mani" they were able to experiment a new model inside the Officina degli Esordi.

A coworking born for women, but also open to dads. That's why COMAMA has a female character: it can be used both by moms and dads, but it is also a space in which you can experience new social dynamics linked to female entrepreneurship. It is not a generic space for women but a space in which to expand the possibilities of professional achievement without resign from one's personal life and motherhood.

Babies can play in the library area and in the gym of the "Officina degli Esordi", thanks to the experts in childcare that take care of them. The Baby Space was designed to experiment new methodologies, to adopt education method based on learning by doing, to manual crafts, to the discover our territory.

COMAMA is not only a place for parents, but also for SME's that face the problem of the reintegration of female workers after motherhood. Smart jobs and teleworking are increasing in Italy. COMAMA can be helpful to companies that, despite not having a kindergarten, want to offer to their employees a place that reconcile life and work during the first year of motherhood. A calm woman/mother is also a more productive woman.

The future of work organization will be based on the reconciliation between work and family life.

So not just coworking, but a place where to start the change: share ideas, projects, activities and people with the common goal of facing the future with the deep belief that a better world is possible

#### ELEMENTS OF INTEREST FOR THE PROJECT

- 1) coworking solution for reconciliation between work and family life
- 2) availability of accompanying measures and training

**COUNTRY:** ITALY

**NAME OF THE GOOD PRACTICE:** "Landing"



**LOGO OF THE GOOD PRACTICE:**

59

<b>Actor responsible for the initiative</b>	<b>Cooperativa sociale Il Faro</b> <b>P.zza Bartolo Longo 17, Latiano</b>
<b>Type of actor responsible for the initiative</b>	Vocational workshops
<b>Type of initiative</b>	Initiative to support autonomy and job integration
<b>Main type of stakeholder targeted</b>	Training space that offers several initiatives for development of vocational skills, implements initiatives for job integration through profit-non-profit partnerships, provides supports to mothers with children with vulnerable background, offering also social housing
<b>Country</b>	Italy
<b>Geographical level of implementation</b>	Local
<b>Year of implementation</b>	2018
<b>WEBSITE</b>	<a href="http://www.ilfarosociale.org/2018/04/28/landing-il-progetto-che-sostiene-il-coraggio/">http://www.ilfarosociale.org/2018/04/28/landing-il-progetto-che-sostiene-il-coraggio/</a>
<b>DESCRIPTION</b>	<p>The social cooperative Il Faro activated a site of active citizenship in Brindisi, collaborating with numerous Social Promotion Associations.</p> <p>The main aim is to promote a different social housing initiating, to overcome the current idea of hosting people in emergency situation, and focusing primarily on the empowerment of the hosted people</p> <p>Landing is a project that supports the courage of many women who choose to walk away from violence, to actively build their own future, personal and professional.</p>

	<p>Alongside the social housing structure, was created a tailor's workshop where, through the network of private companies, fabrics, materials or equipment are collected by donating.</p> <p>The entrepreneurial debut was the production of gadgets for the international art exhibition "Picasso, the other half of the sky", sold in the bookshops in Mesagne, Martina Franca and Ostuni.</p>
<b>ELEMENTS OF INTEREST FOR THE PROJECT</b>	<ul style="list-style-type: none"> <li>• <b>Women empowerment:</b> The perspective is not that one that consider women victims of violence as persons to be saved, but that one aimed to let them to be strengthened, empowered, empowered, made active protagonists of their own existence. Women aware of their own resources, responsible for their choices, capable of influencing their lives by coping with changes in an active and capable manner.</li> <li>• <b>Spaces:</b> Structuring physical and mental spaces, where women who live in situations of marginalization, poverty, exclusion risk (therefore more likely to suffer and return to violence), can be accompanied in a protected space, in a path collective rediscovery of a new and multi-dimensional identity.</li> <li>• <b>Networking:</b> To favour a place that, through the activation of a network of women and organizations (public and private) can create new fiduciary relationships both from a social and a professional point of view.</li> <li>• <b>Personal pathway:</b> Think of a path of exit, which is focused not around the shortcomings and weaknesses, but that can bring out the resources, talents, predispositions etc.</li> <li>• <b>Activation of local community:</b> It is essential to think of a service inserted in the territory and co-managed by the local community, where the various subjects involved (women, companies, welfare services, various institutions, private social, etc.) are not consulted as simple providers of services, but they are invited to plan</li> </ul>

together in an integrated and complex form the answers good enough to create the conditions for the possibility.

**COUNTRY:** PORTUGAL

**NAME OF THE GOOD PRACTICE:** “Mulheres à Obra”

**LOGO OF THE GOOD PRACTICE:**



62

<b>Actor responsible for the initiative</b>	Mulheres à Obra Camila Rodrigues e Carla Alexandra Lopes <a href="https://www.facebook.com/groups/394280080927656/">https://www.facebook.com/groups/394280080927656/</a>
<b>Type of actor responsible for the initiative</b>	Private
<b>Type of initiative</b>	Women's Networking Community
<b>Main type of stakeholder targeted</b>	Women who are interested in entrepreneurship Women who want to have a balance between work and family-life
<b>Country</b>	Portugal
<b>Geographical level of implementation</b>	National
<b>Year of implementation</b>	2017
<b>WEBSITE</b>	<a href="http://www.mulheresaobra.pt">http://www.mulheresaobra.pt</a>
<b>DESCRIPTION</b>	<p>In March 2017, Camila and Carla created a Facebook group "Mães à Obra" for women who had an interest and desire to seek a different career path and more within their needs to reconcile family-work life, their personal tastes and abilities.</p> <p>Many mothers full of ideas and projects to put into practice have joined this group leading Carla and Camila to the thought that it would be more enriching for all to be able to receive in the group women who, not being mothers, shared this interest and will. The group, which has now more than 60.000 members, changed the name to "Mulheres à Obra".</p>
<b>ELEMENTS OF INTEREST</b>	Sustainability is one of MAO's main concerns. The group has sponsors and provides paid activities such as

Training; Mentoring; Branding; and Consultancy to support their expenses  
They also organize meetings, conferences and other events to connect women's services and to exchange ideas between peers.

**COUNTRY:** PORTUGAL

**NAME OF THE GOOD PRACTICE:** “A República das Mamãs (ARM)”

**LOGO OF THE GOOD PRACTICE:**



64

<b>Actor responsible for the initiative</b>	A República das Mamãs (ARM) Ana Rosário Cascais - 915753732   anarosario@arepublica.pt & Teresa Fialho Oeiras - 916845068   teresafialho@arepublica.pt
<b>Type of actor responsible for the initiative</b>	Private enterprise
<b>Type of initiative</b>	Provides support to maternity in a broad sense
<b>Main type of stakeholder targeted</b>	Families, with special attention to pregnant women, newborns and pre-school children.
<b>Country</b>	Portugal
<b>Geographical level of implementation</b>	National
<b>Year of implementation</b>	2018
<b>WEBSITE</b>	<a href="http://www.arepublica.pt">www.arepublica.pt</a>
<b>DESCRIPTION</b>	<p>The Republic of Moms developed out of a need that two recent mothers encountered, as well as the perception that many other mothers feel: the lack of support for motherhood, in its broadest sense. In addition, by choosing to stay with their children at home instead of putting them in the day care center, they felt the lack of spaces and initiatives that promoted the interaction between children, as well as between mothers. In addition, they need to affirm themselves as women as well as mothers.</p> <p>A República das Mamãs provides:</p> <ul style="list-style-type: none"> <li>- Services to parents and children of pre-school age who do not attend traditional education, at their own option.</li> </ul>

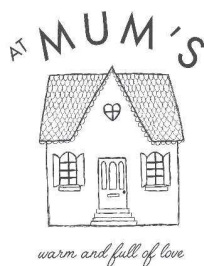


	<ul style="list-style-type: none"> <li>- Courses of preparation for childbirth, courses and workshops of breastfeeding, nutrition and other more, as well as playful activities of social, cognitive and motor development for both parents and children, promoting interaction between them.</li> <li>- A place for leisure and co-work for parents while accompanying their children in their activities.</li> </ul>
<b>ELEMENTS OF INTEREST</b>	<p>ARM team is made up of the co-founders and several specialized partners in different areas of maternity. ARM is a young and dynamic team, with a lot of entrepreneurial spirit.</p> <p>The project is developed in a rented space in Parede, in the municipality of Cascais. ARM had the initial costs regarding works of remodelling of the space and rental. Fixed costs: water, light and internet; the operational costs always result from partnerships.</p>

**COUNTRY:** PORTUGAL

**NAME OF THE GOOD PRACTICE:** “At Mum’s”

**LOGO OF THE GOOD PRACTICE:**



66

<b>Actor responsible for the initiative</b>	At Mum’s - Portugal welcome@atmums.com
<b>Type of actor responsible for the initiative</b>	Private
<b>Type of initiative</b>	Blog
<b>Main type of stakeholder targeted</b>	Mothers from 30 to 50 years old
<b>Country</b>	Portugal
<b>Geographical level of implementation</b>	National
<b>Year of implementation</b>	2017
<b>WEBSITE</b>	www.atmums.com
<b>DESCRIPTION</b>	This project is about sharing with families with children different themes of their interest. We write about female entrepreneurship, books, food, traveling, activities for kids and family life in a personal and very simple way. Our mission is to help families to get the best information, on different subjects, in just one place.
<b>ELEMENTS OF INTEREST FOR THE PROJECT</b>	At Mum’s team has two members: two mothers who want to create their own business directed to families. Sharing and network are the keywords of this project. In the blog we created a section called “Lá fora com...” (Outside with...) in which we interview mothers who started their own businesses and whose businesses are aimed for families. By doing this, we not only want to

promote female entrepreneurship but also want to bring to our project other brands that have interest for our main target.

**COUNTRY: ROMANIA**

**NAME OF THE GOOD PRACTICE: "MOMPREENEURS PLATFORM"**

**PLATFORMA MAMPRENOARE**

**LOGO OF THE GOOD PRACTICE:**



68

<b>Actor responsible for the initiative</b>	COMUNITATEA MAMPRENOARELOR Cluj-Napoca, Romania <b>www.mamprenoare@mamiciantreprenoare.eu</b> Fb:contact@mamprenoare.eu
<b>Type of actor responsible for the initiative</b>	Business Hub & Accelerator
<b>Type of initiative</b>	Moms' support and training
<b>Main type of stakeholder targeted</b>	Mothers who want to start a business; Moms entrepreneurs; Female employers; Unemployed women.
<b>Country</b>	Romania
<b>Geographical level of implementation</b>	national and international
<b>Year of implementation</b>	2017
<b>WEBSITE</b>	<a href="http://www.mamprenoare.ro">http://www.mamprenoare.ro</a>
<b>DESCRIPTION</b>	The platform promotes mumpreneurs' business and products, at national and European level, to make women's entrepreneurship visible within society. Tools: Training workshops: "Both Mothers and Successful Entrepreneurs"; Personal development training; Basic steps in a start-up: "From Zero to Hero"; "Management Schools"-Courses for parents and children (time management;decision taking,evaluation making,...) Future initiatives: "Momprenuers' Fair" (May 2018); an online magazine "Momprenuers".
<b>ELEMENTS OF INTERST FOR THE PROJECT</b>	-a rich range of tools used to support mumpreneurship; -accessible: low costs-100Ron/22€/person/course;

-sustainable: the activities are open for all women;  
-replicable: experience is shared on a practical basis by experienced entrepreneurs /trainers' members of the community;  
-target groups/topics similar or almost similar to our project.  
-\*It enriches the project partners' knowledge in the topic field.

**COUNTRY: ROMANIA**

**NAME OF THE GOOD PRACTICE:**

“MENTORAT ANTREPRENORIAL PENTRU MAME-MAME ANTREPRENOR”

“ENTREPRENEURIAL MENTORING FOR MOTHERS-MOTHERS ENTREPRENEURS”



Work at Home Moms  
Romania

70

**LOGO OF THE GOOD PRACTICE:**

<b>Actor responsible for the initiative</b>	ASOCIATIA “WORK AT HOMES MOMS” Elena Gorun contact@wham.ro
<b>Type of actor responsible for the initiative</b>	Association
<b>Type of initiative</b>	Mentoring for business at home
<b>Main type of stakeholder targeted</b>	*Mothers interested in a start-up at home; *craft mothers; *entrepreneur mothers who want to get an additional income working at home.
<b>Country</b>	Romania
<b>Geographical level of implementation</b>	National
<b>Year of implementation</b>	2017
<b>WEBSITE</b>	<a href="http://www.ro/mentorat-antreprenorial-pentru-mame-m-a-m/">http://www.ro/mentorat-antreprenorial-pentru-mame-m-a-m/</a>
<b>DESCRIPTION</b>	The project consists of a mentoring programme in entrepreneurship from home. It is based on different types of counselling which follows-step by step- the development of a business from home. The training course has 5 steps, according to a business chronology: vocational counselling; business plan drafting; legal counselling; tax advice; marketing. Each course is attended by 10-14 persons; it is available online, too. Priority for: single mothers, mothers in need, disabled mothers or with disabled children.

	<p>The course is free.</p> <p>There are, also, organised guiding meetings (Q&amp;A) on: investments, profit, risks...Each meeting ends with a donation campaign. The money is used to run the free training courses.</p>
<b>ELEMENTS OF INTEREST FOR THE PROJECT</b>	<ul style="list-style-type: none"> <li>* transferable to other fields;</li> <li>*accessible to mothers/women in difficulty;</li> <li>*replicable for other women categories.</li> <li>*sustainable: women experience is made good use of.</li> <li>*useful information on training courses.</li> <li>*it helps us to understand and rank the mumpreneurs' status in our country;</li> <li>**it represents a methodological source of inspiration in identifying and involving mums in the project run.</li> </ul>

**COUNTRY: ROMANIA**

**NAME OF THE GOOD PRACTICE:**

” ANTREPRENORIAT LA FEMININ”

“FEMININE ENTREPRENEURSHOP”

**LOGO OF THE GOOD PRACTICE:**



72

<b>Actor responsible for the initiative</b>	<p>Asociatia pentru Dezvoltarea Antreprenoriatului Feminin national coordinator Str. Amman,36, Sectorul 2, Bucuresti,Romania <a href="http://www.adaf.ro">www.adaf.ro</a> E-mail:office@adaf.ro</p> <p>S.C.European Project Consulting SRL Str. Boteanu nr 3, Sector 1, Bucuresti project leader E-mail:af@eupc.ro Fb:antreprenoriatul la feminin</p>
<b>Type of actor responsible for the initiative</b>	Association
<b>Type of initiative</b>	Training; coaching in a start-up or in a business development
<b>Main type of stakeholder targeted</b>	<p>256 student women/girls; 256 women entrepreneurs; 508 women who want to start a business</p>
<b>Country</b>	Romania
<b>Geographical level of implementation</b>	National
<b>Year of implementation</b>	2013-2014
<b>WEBSITE</b>	<a href="http://www.antreprenoriatfeminin.ro">www.antreprenoriatfeminin.ro</a>
<b>DESCRIPTION</b>	<p>The training course is based on the women entrepreneurship model which had been successfully developed by the Association Group ESSEC Paris, France. It consists of: company strategy; business plan drafting; marketing; legislation; personal development; communication.</p>



	<p>Coaching and online counselling for active participation at the training courses.</p> <p>A business plans competition was organised at the end of the project: the best 10 business plans were awarded with 1000€ each- as a support for a start-up. The most successful plans are used as examples of good practice for the future “students”. The trainees become trainers!</p>
<b>ELEMENTS OF INTEREST FOR THE PROJECT</b>	<p>Replicable in many other cases, mumpreneurs including;</p> <p>Sustainable: the goals are visible and both trainers and trainees strive towards achieving them.</p> <p>Coaching and counselling could be used in our training activities too.</p> <p>It helps us in drafting the templates for the training courses.</p> <p>It offers suggestions for the management of some aspects such as: identifying target groups; training courses management; ways of cooperation between the partners;</p>

**COUNTRY:** UNITED KINGDOM

**NAME OF THE GOOD PRACTICE:** BizMums

**LOGO OF THE GOOD PRACTICE:**



74

<b>Actor responsible for the initiative</b>	BizMums
<b>Facebook account</b>	<a href="https://www.facebook.com/Bizmums.biz">https://www.facebook.com/Bizmums.biz</a>
<b>E-mail</b>	E.mail: <a href="mailto:support@bizmums.biz">support@bizmums.biz</a>
<b>Website address</b>	<a href="http://www.bizmums.biz/">http://www.bizmums.biz/</a>
<b>Type of actor responsible for the initiative</b>	Social Enterprise
<b>Type of initiative</b>	<p>-Provides support, inspire &amp; motivate mums in business through facilitating networking opportunities, training events &amp; offering online support.</p> <p>-Provides monthly meetings with groups across the UK</p> <p>-Provides online networking and training opportunities.</p>
<b>The main type of stakeholder targeted</b>	Mum's in existing businesses OR mums who want to start their business.
<b>Country</b>	United Kingdom
<b>Geographical level of implementation</b>	National
<b>Year of implementation</b>	2012

<b>DESCRIPTION</b>	<ul style="list-style-type: none"> <li>- BizMums helps access help and support in an online community and network with other women in business all across the UK.</li> <li>- Women in business can learn new skills and access resources in the BizMums Academy and meet other women in business local to each other at one of the monthly networking events.</li> </ul>
<b>ELEMENTS OF INTEREST FOR THE PROJECT</b>	<ul style="list-style-type: none"> <li>-BizMums offers many courses that are FREE to its Members.</li> <li>-The courses are grouped into categories, which match monthly themes.</li> <li>-Mums can choose courses that are right for each to start with and take the free 6 Step Wheel questionnaire.</li> <li>- The free course categories include areas such as growth, marketing, product and services, dealing with the mindset, organisation and money.</li> <li>-Mums can bring their children at no extra cost.</li> <li>-BizMums operates on membership fees.</li> </ul>

**COUNTRY:** UNITED KINGDOM

**NAME OF THE GOOD PRACTICE:** The Unique Mumpreneur



**LOGO OF THE GOOD PRACTICE:**

76

<b>Actor responsible for the initiative</b>	The Unique Mumpreneur
<b>Facebook account</b>	<a href="https://www.facebook.com/TheUniqueMumpreneur/">https://www.facebook.com/TheUniqueMumpreneur/</a>
<b>E-mail</b>	jo@theuniquemumpreneur.com
<b>Website</b>	
<b>Type of actor responsible for the initiative</b>	Business network and support organisation
<b>Type of initiative</b>	<p>-Provides networking opportunities (to which fees are charged)</p> <p>-Provides online courses: A Step-by-Step guide to starting a business while on maternity leave, helping mums transition from employee to Mumpreneur.</p>
<b>The main type of stakeholder targeted</b>	<p>-Pregnant mothers who are thinking of starting their own business and considering options for the future.</p> <p>-Mums who want to start their own business after haven a child.</p> <p>-Mums who want to start their own business but do not have time to do so.</p> <p>- Mums who are running their own business while juggling the responsibility of raising a family</p>
<b>Country</b>	United Kingdom
<b>Geographical level of implementation</b>	National
<b>Year of implementation</b>	2016

<b>DESCRIPTION</b>	<ul style="list-style-type: none"> <li>-The Unique Mumpreneur is primarily for helping mums to START a business of their own, or to GROW their existing business while raising a family.</li> <li>-The Unique Mumpreneur offers tools and guidance needed to start and build a business to be part of the Unique Mumpreneur community.</li> <li>-The tools and guidance comprise online courses with 18 chapters including: "Working out your why", "Research your market and client avatar", "Branding and Marketing" etc., etc.</li> <li>- Each course contains a short video talking through systematically, followed by downloadable worksheets to print off and work through at each person's own pace, in their own time, making it easy to fit them around the busy day-to-day family life.</li> </ul>
<b>ELEMENTS OF INTEREST FOR THE PROJECT</b>	<ul style="list-style-type: none"> <li>- The Unique Mumpreneur networking events allow mum's with businesses to promote their business to many other businesses, share experiences, ask and offer support to decrease feelings of isolation.</li> <li>-To ensure attendees receive value for their time, speakers with expertise are invited on a monthly basis to offer their knowledge and share their advice, or inspiration about their business journey.</li> <li>-Questions and answer sessions are held at events with industry-specific experts to share information that assists mums in their businesses.</li> <li>- Industry-specific experts include social media specialist, strategy planning, business image and body confidence and the importance of having a marketing plan and how to put one together.</li> <li>-The Unique Mumpreneur operates on membership fees</li> </ul>

**COUNTRY:** UNITED KINGDOM

**NAME OF THE GOOD PRACTICE:** Enterprising Mums



**LOGO OF THE GOOD PRACTICE:**

78

<b>Actor responsible for the initiative</b>	Enterprising Mums
<b>Facebook account</b>	<a href="https://www.facebook.com/enterprisingmums/">https://www.facebook.com/enterprisingmums/</a>
<b>E.mail</b>	info@enterprising-mums.co.uk
<b>Website</b>	<a href="https://www.enterprising-mums.co.uk/">https://www.enterprising-mums.co.uk/</a>
<b>Type of actor responsible for the initiative</b>	Business networking and support organisation
<b>Type of initiative</b>	<p>-Business networking and support for mums who are thinking of starting in business and for those who already run their own company, working either from home or in business premises.</p> <p>- To offer business knowledge, support and ideas through networking and speakers</p>
<b>The main type of stakeholder targeted</b>	- Mums who already run or are thinking about setting up their own business
<b>Country</b>	United Kingdom
<b>Geographical level of implementation</b>	National
<b>Year of implementation</b>	2009
<b>ELEMENTS OF INTEREST FOR THE PROJECT</b>	<p>-Enterprising Mums INSPIRES through monthly meetings, provision of information on social media and the website that provides support and encouragement.</p> <p>-Enterprising Mums shares KNOWLEDGE by creating an environment that is about sharing experiences and enabling learning and through the provision of business information and training.</p>

	<ul style="list-style-type: none"> <li>- Enterprising Mums engages in <b>NETWORKING</b> by meeting others and market their own business in a friendly, yet professional environment.</li> </ul>
<b>DESCRIPTION</b>	<p>Enterprising Mums operates on membership fees</p> <ul style="list-style-type: none"> <li>-Enterprising Mums run monthly networking meetings that are supportive, friendly and informal and usually have a guest speaker to impart knowledge.</li> <li>-Every attendee to the monthly meeting gets the opportunity to speak about their business or idea for one minute, and one member gets to be in the “business spotlight” for 10 minutes – this member would have entered a free, random draw the previous month.</li> <li>-Each attendee can bring their business card and leaflets to distribute at the meeting, and can also bring an idea of running their own business and will be supported to do so.</li> </ul>

**COUNTRY:** UNITED KINGDOM

**NAME OF THE GOOD PRACTICE:** Making Mumpreneurs

**LOGO OF THE GOOD PRACTICE:**



80

<b>Actor responsible for the initiative</b>	Making Mumpreneurs
<b>Facebook account</b>	<a href="https://www.facebook.com/groups/makingmumpreneursclub">https://www.facebook.com/groups/makingmumpreneursclub</a>
<b>Email</b>	hello@makingmumpreneurs.com
<b>Website</b>	<a href="https://www.makingmumpreneurs.com/">https://www.makingmumpreneurs.com/</a>
<b>Type of actor responsible for the initiative</b>	An online community designed to support and empower mums running their own business to build businesses around family life.
<b>Type of initiative</b>	<p>- Making Mumpreneurs combines all the benefits of networking with master classes, guest speakers, expert advice, business surgeries and continual support.</p> <p>- Making Mumpreneurs offers benefits of networking from the comfort of each person's home.</p>
<b>The main type of stakeholder targeted</b>	<p>- Mums who want to run their own business after a baby.</p> <p>- Mums who are already running their own business and would like to feel more supported on their journey.</p>
<b>Country</b>	United Kingdom
<b>Geographical level of implementation</b>	National
<b>Year of implementation</b>	2016



<b>DESCRIPTION</b>	<ul style="list-style-type: none"> <li>- Making Mumpreneurs offers monthly master classes in all areas of business &amp; personal development.</li> <li>- Offers business surgeries on facebook from like-minded mums in business.</li> <li>-Offers advice from a panel of resident experts to further business ideas.</li> <li>- Members can promote their business to the broader Making Mumpreneurs community.</li> <li>-Offers a Smartphone App so people can access all the videos on the go and chat to other members wherever they are.</li> </ul>
<b>ELEMENTS OF INTEREST FOR THE PROJECT</b>	<p>Benefits of joining the online community include:</p> <ul style="list-style-type: none"> <li>-Networking from the comfort of your own home</li> <li>-Becoming part of an exclusive international network</li> <li>-Surrounding yourself with like-minded entrepreneurs</li> <li>-Having a confidential place to grow your</li> <li>-Growing in confidence &amp; skills</li> <li>-Sharing ideas &amp; learn from each other</li> <li>-Feeling part of a team &amp; having people to bounce off</li> <li>-Great value &amp; affordable membership</li> </ul>

## OTHER EUROPEAN EXAMPLES

**COUNTRY:** CYPRUS

**NAME OF THE GOOD PRACTICE:** “Scheme for the Enhancement of Women’s Entrepreneurship”

**LOGO OF THE GOOD PRACTICE:**



82

<b>Actor responsible for the initiative</b>	REPUBLIC OF CYPRUS <a href="#">Website</a> E-mail: sit@mcit.gov.cy
<b>Type of actor responsible for the initiative</b>	The Ministry of Energy, Commerce, Industry and Tourism of the Republic of Cyprus
<b>Type of initiative</b>	Encourage entrepreneurship among women
<b>Main type of stakeholder targeted</b>	The aim of the Scheme is to develop, support and encourage entrepreneurship by women between the ages of 18 – 55, who wish to establish an enterprise in the sectors of manufacturing, services, tourist activities and e-commerce.
<b>Country</b>	Cyprus
<b>Geographical level of implementation</b>	National
<b>Year of implementation</b>	2017
<b>WEBSITE</b>	<a href="#">Website</a>
<b>DESCRIPTION</b>	<p>This scheme concerns women who had not any previous business activity in any sector, for at least a period of 6 months before the date of the submission of their proposal, are either unemployed or employees.</p> <p>Emphasis is given in the development of new technologies, in the use of innovative methods of production and promotion of products and services, in the growth of business skilfulness in the sector of environment and generally in the promotion of modern enterprising activities aiming at the creation dynamic and competitive enterprises.</p>

#### ELEMENTS OF INTEREST FOR THE PROJECT

Eligible candidates may participate in only one proposal and their participation must represent at least 75% of the total share / corporate capital. The grant is offered as a percentage (50%) on the approved budget with a maximum amount of €70,000 Euros for the manufacturing sector, and €50,000 Euros for the other sectors.

The majority of businesses created are in the fields of manufacturing such as bakeries, small food factories, metal factories, of e-commerce, services such as law and accounting offices, surgeries, nurseries, mechanics, and tourism such as taverns, restaurants, bars, cafes, traditional small hotels, etc.

Undoubtfully, Grant Scheme offers incentives that encourage women to establish new businesses, create new job opportunities and contribute to the economic development of the country.

**COUNTRY:** ICELAND

**NAME OF THE GOOD PRACTICE:** “Máttur Kvenna – Empowering Women”

**LOGO OF THE GOOD PRACTICE:**



84

<b>Actor responsible for the initiative</b>	Bifröst University (Iceland)
<b>Type of actor responsible for the initiative</b>	The course was launched with support from the Ministry of Industry, but for the last twelve years it has been solely run by the Department of Lifelong Learning Education at Bifröst University.
<b>Type of initiative</b>	Máttur kvenna ( <i>Empowering Women</i> ) is an 11-week management course, tailor-made for empowering women and fostering their entrepreneurial initiative.
<b>Main type of stakeholder targeted</b>	The main target group of the course is women of all ages, mainly between the ages of 25-60. The main stakeholders of this programme are the women themselves through their contribution to fostering growth and increasing job opportunities, innovation and entrepreneurship in their local areas.
<b>Country</b>	Iceland
<b>Geographical level of implementation</b>	National
<b>Year of implementation</b>	2004
<b>WEBSITE</b>	<a href="http://www.bifrost.is/namid/simenntun/mattur-kvenna/">http://www.bifrost.is/namid/simenntun/mattur-kvenna/</a>
<b>DESCRIPTION</b>	<p>Máttur kvenna (<i>Empowering Women</i>) is an 11-week management course, tailor-made for empowering women and fostering their entrepreneurial initiative. Many of the women who have enrolled in this programme have decades of business experience but are without a basic education in management.</p> <p>The overall aim is therefore to empower women and make them more capable of running their businesses, and by doing this, to strengthen the local economy in the rural regions of</p>

Iceland in fields and sectors that are most likely to promote economic and societal growth.

There are no specific entry requirements. All women are accepted, regardless of former education and experience. Students pay tuition fees (162,000 ISK), so that the course is financially sustainable – this is a primary goal. Students can apply for grants from their labour unions to meet the cost of the programme.

The aim of the programme is to:

- Empower women and make them more capable of running their own businesses
- Increase the profitability of companies
- Strengthen the local economy in rural regions of Iceland in fields and sectors that are most likely to foster economic and societal growth
- Create more jobs in rural areas, as well as establish more variety in terms of job opportunities for women (particularly in areas in which the economy is based on male-dominated sectors, like fisheries, agriculture and the heavy industries)
- Enhance women's job opportunities and thus impact local economies by positively affecting growth and regional development
- Promote engagement in women's networks among entrepreneurial women and women in general who are either in the start-up phase of their business or searching for ways to expand them further.

Around 1000 women have graduated from Máttur kvenna since 2004. More than 50% of the participants were from the rural areas of Iceland or abroad, which is notable since around 63% of all Icelandic women live in Reykjavík and the Southwest Constituency (Statistics Iceland, 2018).

The programme is taught through a distance learning system over a period of eleven weeks, both in the autumn and spring semester. During the 11-week training period, students attend two working weekends at Bifröst University Campus.

In March 2015, the idea of Máttur kvenna was expanded and 'exported' to Tanzania, where Bifröst University, in cooperation with Tanzanice Farm, a local company in Bashay Village

	<p>(specialising in organic fruit and vegetable production and tourism), established courses for local women to empower them to establish their own small businesses and to develop their business ideas.</p> <p><b>Curriculum:</b></p> <p>The programme Máttur kvenna is an 11-week course containing five two-week business modules. Each module includes four to five lectures and from two to five projects. The modules are the following:</p> <ul style="list-style-type: none"> <li>• Information studies</li> <li>• Accounting</li> <li>• Business start-ups and different forms of business enterprise</li> <li>• Marketing and sales technique</li> <li>• Communication skills and strategies</li> <li>• Study techniques</li> <li>• Creative management</li> <li>• The entrepreneur</li> </ul>
<p><b>ELEMENTS OF INTEREST FOR THE PROJECT</b></p>	<ul style="list-style-type: none"> <li>• Focus from beginning is on reaching <b>women in rural areas</b>.</li> <li>• The curriculum has been revised, but emphasis is still placed on the development of <b>soft skills</b>. Although emphasis is placed on teaching business-related material, self-esteem, self-confidence and networking are very important factors in the course.</li> <li>• <b>Expand and export of the project</b> (in Iceland among immigrants' women in English language, in Tanzania</li> </ul>

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