

EMPOWERMENT

Training Course
Castellammare di Stabia
12-20 September 2022



Erasmus+

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AGENZIA
NAZIONALE
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INTRODUCTION

Dear Reader,

Let us present you the Booklet –result of the TC Empowerment. The Booklet will give you some useful tips, tools and resources supporting and fostering women entrepreneurship. The booklet also tackles the main challenges, faced by women during their entrepreneurial journey which will help you understand it better and thus be able to more effectively work in the area. Moreover, you will also get inspired by some examples of Success stories of Women Entrepreneurs from Europe.

Enjoy!



DESCRIPTION



"Empowerment" was a Training Course that took place in Castellammare di Stabia, Italy, from 12 to 20 September 2022 and involved 24 youth workers and 2 trainers from Bulgaria, Sweden, Spain, Latvia, Poland, Greece and Romania.

Based on a shared analysis of training needs and objectives planned, the partners have planned all activities, following a logical sequence and based on what stated in project description.

By implementing this project our team strives to achieve results in terms of raising awareness on issues that are quite important for Europe such as gender equality in our case presented in the field of female entrepreneurship, but above all it encourages young people themselves to think about creative and innovative solutions through entrepreneurship. The project aimed to provide youth workers, leaders and representatives of youth organizations with the necessary skills and knowledge in relation to female entrepreneurship.

The main objectives of the project were:

- distinguish and reach conclusions on the difference between entrepreneurship and gender;
- analyze the different treatment received by women and men in the workplace;
- observe and learn about different work plans that will lead to improving the knowledge, skills and attitudes of the participants;
- learn about the new EU programs in relation to supporting the entrepreneurship of young people and women.

CHALLENGES

Top 10 Challenges & Problems faced by Women Entrepreneurs

- Family restriction.
- Lack of Finance.
- Lack of Education.
- Role Conflict.
- Unfavorable Environment.
- Lack of persistent Nature.
- Lack of Mental strength.
- Lack of Information.

Although we cannot deny the fact that in the past decade women have begun to establish businesses and become successful, some of the struggles that women entrepreneurs have to face remain. Regardless of the change in time which has led to over 252 million women entrepreneurs around the world, they are still struggling to overcome the challenges that they face regularly.



SOCIAL EXPECTATIONS

IN A SOCIETY WHEN WOMEN ARE STEREOTYPED AS THE ONES WHO ARE MEANT TO STAY AT HOME AND PUT ALL THEIR ATTENTION ON THEIR FAMILY, IT IS OFTEN LOOKED DOWN UPON FOR THEM TO VENTURE OUT AND ESTABLISH A CAREER FOR THEMSELVES. NOT JUST THAT, EVEN AFTER ESTABLISHING THEIR BUSINESS THEY OFTEN TAKE MORE TIME THAN THEIR MALE COUNTERPARTS TO GAIN TRUST AND RECOGNITION FROM THE PUBLIC

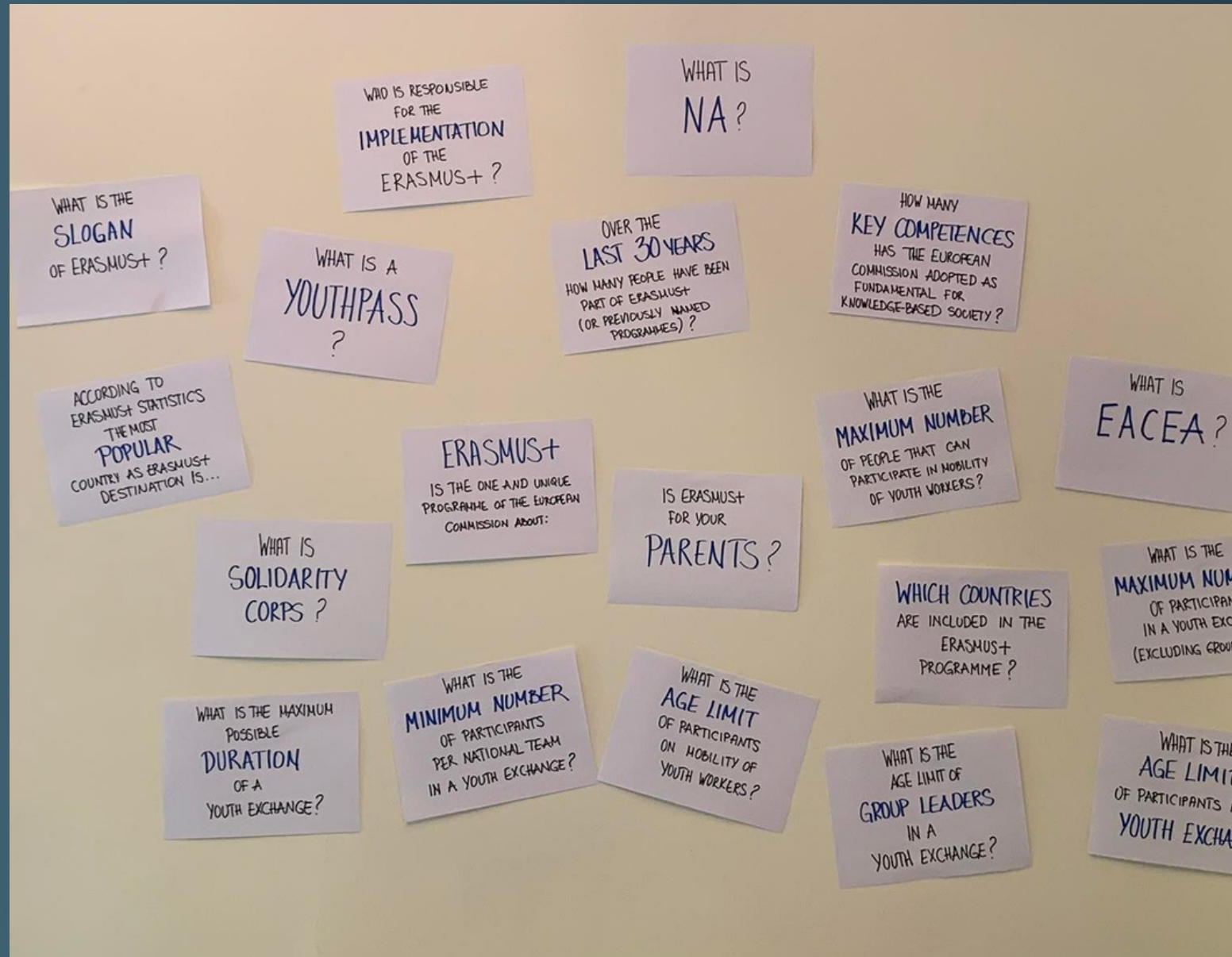
LACK OF SUPPORT

LACK OF MENTORS AND ADVISORS IS ANOTHER MAJOR SETBACK FOR WOMEN ENTREPRENEURS. ACCORDING TO A SURVEY, 48% OF FEMALE ENTREPRENEURS SAID THAT THE LACK OF MENTORS AND ADVISORS RESTRAIN THEIR PROFESSIONAL GROWTH. IN A WORLD WHERE HIGH-LEVEL BUSINESS IS DOMINATED BY MEN, IT BECOMES DIFFICULT FOR WOMEN TO EXCEL IN THEIR PROFESSION WITHOUT SOMEONE SHOWING THEM THE RIGHT WAY.

LACK OF CONFIDENCE

A LOT OF WOMEN STRUGGLE WITH CONFIDENCE AND THEY NEED HELP WITH UNDERSTANDING THEIR SKILLS, THEIR VALUE ON WHAT THEY BRING TO BUSINESSES AND ORGANIZATIONS. VERY OFTEN, WOMEN TEND TO UNDERESTIMATE THEIR CAPABILITIES AND SO THEY NEED A LOT OF SUPPORT TO GAIN THAT CONFIDENCE AND UNDERSTAND THE VALUE THAT THEY POSSESS.

DIGITAL TOOLS TO SUPPORT YOUNG ENTREPRENEURS



As entrepreneurs, we face the daunting task of juggling multiple responsibilities. From attending to emails, ensuring a flawless website, managing projects, staying connected with our network, to avoiding distractions from social media and funny cat videos, we are constantly challenged to remain productive. However, the Internet is not just a source of procrastination but also a treasure trove of tools and services designed to simplify our lives and businesses. These resources were developed by people who understand the overwhelming nature of an endless to-do list. Moreover, many of these tools are free, making them a worthy consideration for any entrepreneur seeking to optimize their productivity.

Trello

Trello is a free project management tool that helps you get organized. It shows a board on which you can create lists filled with cards. When you open a card, you can add comments, upload files, create checklists, and more. It is super versatile, so it can be used for many different types of things: to organize a specific project, write an ebook, create an email course, etc. It really helps you to keep a bird's-eye view on your projects.

Google Docs

Google Docs is an essential tool for working on a file with multiple people. Everyone can add or remove text, proofread content, and give comments for others to see. You can also see who else is working on the document and chat with them, so it's a great tool for teams. It's also a big help for people who get confused when they have several versions of a work-in-progress.

Asana

Asana is the ultimate tool for managing your projects more effectively. It works with tasks, projects, conversations, and dashboards. Teamwork has never been easier. You can turn conversations into actionable tasks, provide comments on other people's actions, and immediately see what progress has been made – all without having to schedule meetings.

TOOLS TO SUPPORT WOMEN ENTREPRENEURS

THE EUROPEAN NETWORK OF MENTORS FOR WOMEN ENTREPRENEURS

The European Network of Mentors for Women Entrepreneurs was inaugurated in 2011. 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.

The Mentors Network provides advice and support to women entrepreneurs on the start-up, management and growth of their businesses in the early phases (from the second to the fourth year of existence of a new woman-run and owned enterprise).

ERASMUS FOR YOUNG ENTREPRENEURS

Erasmus for Young Entrepreneurs is a cross-border programme facilitating the exchange of entrepreneurial and management experience. The exchange is implemented by a stay of a newly established or potential entrepreneur with a well-experienced entrepreneur running a small or medium-sized enterprise (SME) in another country.
<https://www.erasmus-entrepreneurs.eu/>

The European Commission started the programme in 2009 and wants to reach 10,000 exchanges by the end of 2020. Erasmus for Young Entrepreneurs is implemented by local contact points, selected through annual calls for proposals.



THE EUROPEAN NETWORK TO PROMOTE WOMEN'S ENTREPRENEURSHIP (WES)

The WES is a policy network with members from 31 European nations (the EU countries, Iceland, Norway, and Turkey). The delegates represent national governments and institutions. They are responsible for promoting and supporting female entrepreneurship at national level. WES members provide advice, support, information, and contacts regarding existing support measures for female entrepreneurs. They also help identify good practices.

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