

## Lipstick & Money

2013-1-DK1-LEO05-06935

<http://www.adam-europe.eu/adam/project/view.htm?prj=10807>

## Information sur le projet

Titre: Lipstick & Money

Code Projet: 2013-1-DK1-LEO05-06935

Année: 2013

Type de Projet: Projets de transfert d'innovation

Statut: Accordé

Pays: DK-Danemark

Accroche marketing: Les objectifs du projet sont de transférer, adapter et mettre en œuvre le programme de formation pour les femmes entrepreneurs développées dans le projet Fonds social "Lipstick & Money", de l'intégrer comme une occasion permanente dans les établissements de formation professionnelle et de contribuer au développement des compétences de la entrepreneurs potentiels. Les objectifs et les principaux résultats sont les suivants: recueillir des informations sur les entrepreneurs mentalité, les caractéristiques et les motivations «féminins entrepreneurs, ainsi que les possibilités d'intégrer le programme dans le système de formation professionnelle dans les pays participants, d'améliorer, adapter et mettre en œuvre le programme de formation; de mettre en place un site web afin de faciliter le processus d'apprentissage et d'information, pour faire un manuel (logiciel) contenant des informations et des outils pour créer sa propre entreprise.

Résumé: The unemployment rates are continuously increasing and certain groups (unskilled people) are especially affected by unemployment.  
 Whilst Europe does not have enough entrepreneurs following through on their ideas to set up in business, there are, disproportionately, even fewer women than men entrepreneurs. Targeted and attractive education and training are some of the most effective ways to solve this challenge. The existing education and training offer for entrepreneurs today is mainly focused on the "hard-core" items as finance, marketing, sales, but ignores other factors which have influence on the women's choice of an entrepreneur career (e.g. motivation, life planning/goal setting, etc.).  
 This is why there is a real need for new initiatives which meet the potential female entrepreneurs' characteristics and needs and help them overcome the barriers which may hinder them in starting their own business.  
 Combining a unique & interactive approach, the project offers:  
 A personal development and entrepreneurship course to help you learn the basics  
 Fun group sessions – making a product to sell, e.g. jewelry, textiles, crafts  
 Training and support to help you start your own business  
 An exciting opportunity to meet and hear from other women who have started a business  
 The opportunity to work as a team and run your own business event  
 A change to enlarge your network and share experiences

Description: The impact of the economic crisis on the labor market is a common concern to all European countries. The unemployment rates are continuously increasing and certain groups (unskilled people) are especially affected by unemployment.  
 Entrepreneurship and self-employment help to: create jobs, develop new skills and provide disadvantaged people and unemployed an opportunity to fully participate in the economy and the society.  
 Whilst Europe does not have enough entrepreneurs following through on their ideas to set up in business, there are, disproportionately, even fewer women than men entrepreneurs. New figures from Eurostat (Oct. 2012) show that in Denmark only 3,6% of women (% of total employment) are self-employed against 9,2% men. In Germany: 7,7% of women against 12,2% men; in Spain 12,8% women against 17,2% men and in UK: 7,3% women against 16,1% men. Total women entrepreneurs in Europe are only 30% of all entrepreneurs.  
 Targeted and attractive education and training are some of the most effective ways to solve this challenge. The existing education and training offer for entrepreneurs today is mainly focused on the "hard-core" items as finance, marketing, sales, but ignores other factors which have influence on the women's choice of an entrepreneur career (e.g. motivation, life planning/goal setting, etc.).

## Information sur le projet

This is why there is a real need for new initiatives which meet the potential female entrepreneurs' characteristics and needs and help them overcome the barriers which may hinder them in starting their own business. The aims of the project are to transfer, adapt and implement the training programme for female entrepreneurs developed in the social fund project "Lipstick & Money", to integrate it as a permanent opportunity in the VET institutions and to contribute to the competence development of the potential entrepreneurs. The objectives and main outcomes are: to gather information about the entrepreneurs mentality, female entrepreneurs' characteristics and motivation, as well as the possibilities to integrate the programme in the VET system in the participating countries; to improve, adapt and implement the training programme ; to establish a web site in order to ease the learning and information process; to make a handbook (software) containing information and tools for starting own business.

The project consortium possesses great expertise in the field of vocational education and training, guidance and competence development of both unemployed people and entrepreneurs and it's representative for the target groups: female entrepreneurs, VET institutions, jobcentres, consulting companies, business development centres and researchers.

The expected impact on the target groups is an improved and highly-qualitative training programme and easy-to-use tools for female entrepreneurs and a better and more attractive VET system.

The EU co-operation will have a positive impact on the dialogue and co-operation between VET institutions in Europe.

Thèmes: \*\*\* Marché du travail  
 \*\*\* Formation tout au long de la vie  
 \*\*\* Orientation professionnelle  
 \*\*\* Accès pour les personnes moins favorisées  
 \*\* Validation, transparence, certification  
 \*\* Égalité des chances

Secteurs: \*\*\* Information et Communication  
 \*\*\* Enseignement  
 \*\* Autres Activités de Services

Types de Produit: Site Internet  
 Modules  
 Programme/curriculum  
 Matériel d'apprentissage

Information sur le produit: - Report about entrepreneurship mentality, female entrepreneurs' personal characteristics/competences and motivation, as well as the possibilities to implement the training programme in the public VET system.  
 - Training programme for female entrepreneurs  
 - Web site for female entrepreneurs  
 - Training programme for female entrepreneurs  
 - Evaluation Report

Page Web du projet: <http://www.lipstickandmoney.eu/>

## Contractant du projet

Nom: JobInVest A/S  
Ville: Esbjerg  
Pays/Région: Ribe Amt  
Pays: DK-Danemark  
Type d'organisation: Entreprise de petite et de moyenne taille (jusqu'à 250 employés)  
Site Internet: <http://www.jobinvest.dk>

## Personne de contact

Nom: Daniela Laursen  
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E-mail: [daniela.laursen@jobinvest.dk](mailto:daniela.laursen@jobinvest.dk)  
Site internet: <http://www.jobinvest.dk>

## Coordinateur

Nom: JobInVest A/S  
Ville: Esbjerg  
Pays/Région: Ribe Amt  
Pays: DK-Danemark  
Type d'organisation: Entreprise de petite et de moyenne taille (jusqu'à 250 employés)  
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Site internet: <http://www.jobinvest.dk>

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## Partenaire

### Partner 1

Nom: Jobcenter Varde  
Ville: Esbjerg  
Pays/Région: Ribe Amt  
Pays: DK-Danemark  
Type d'organisation: Institution publique  
Site Internet: <http://jobcentervarde.dk>

### Partner 2

Nom: Universitatea Petrol-Gaze Ploiesti  
Ville: Ploiesti  
Pays/Région: Sud Est  
Pays: RO-Roumanie  
Type d'organisation: Université/école supérieure spécialisée/academie  
Site Internet: <http://upg-ploiesti.ro>

### Partner 3

Nom: East Belfast Enterprise Ltd  
Ville: Belfast  
Pays/Région: Northern Ireland  
Pays: UK-Royaume-Uni  
Type d'organisation: Entreprise de petite et de moyenne taille (jusqu'à 250 employés)  
Site Internet: <http://eastbelfast.org>

### Partner 4

Nom: Global Interface SL  
Ville: Calatayud  
Pays/Région: Aragón  
Pays: ES-Espagne  
Type d'organisation: Entreprise de petite et de moyenne taille (jusqu'à 250 employés)  
Site Internet: <http://europainterface.net>

## Partenaire

### Partner 5

Nom: Jobcenter Esbjerg  
Ville: Esbjerg  
Pays/Région: Ribe Amt  
Pays: DK-Danemark  
Type d'organisation: Institution publique  
Site Internet: <http://www.esbjergkommune.dk>

### Partner 6

Nom: Kolping-Bildungswerk Württemberg e.V.  
Ville: Stuttgart  
Pays/Région: Baden Württemberg  
Pays: DE-Allemagne  
Type d'organisation: Institution de formation continue  
Site Internet: <http://kolping-bildungswerk.de>

### Partner 7

Nom: Erhvervsakademi SydVest  
Ville: Esbjerg  
Pays/Région: Ribe Amt  
Pays: DK-Danemark  
Type d'organisation: Université/école supérieure spécialisée/academie  
Site Internet: <http://easv.dk>

## Données du projet

### GANTT - Annex 6.xls

<http://www.adam-europe.eu/prj/10807/prj/GANTT%20-%20Annex%206.xls>

The project's timetable

### Project and WPs structure - Annex 5.doc

<http://www.adam-europe.eu/prj/10807/prj/Project%20and%20WPs%20structure%20-%20Annex%205.doc>

Project and WPs structure

### RAPPORT (WP1).pdf

<http://www.adam-europe.eu/prj/10807/prj/RAPPORT%20%28WP1%29.pdf>

Report about the entrepreneurship mentality, female entrepreneurs' personal characteristics/competences and motivation; as well as the possibilities of implementing the training course for female entrepreneurs in the public vocational education and training systems in the participating countries

## Produits

- 1 Research Report
- 2 Training programme for female entrepreneurs
- 3 Web site

## Produit 'Research Report'

Titre: Research Report

Type de Produit: Autres

Texte marketing: Report about the entrepreneurship mentality, female entrepreneurs' personal characteristics/competences and motivation; as well as the possibilities of implementing the training course for female entrepreneurs in the public vocational education and training systems in the participating countries

Description: This report is written as a part of the project "Lipstick & Money" under the EU funded Lifelong Learning Programme. The purpose of the research is to gather information about the entrepreneurship mentality, female entrepreneurs' personal characteristics/competences and motivation; as well as the possibilities of implementing the training course for female entrepreneurs in the public vocational education and training systems in the participating countries. The short-term target groups of this report are: female entrepreneurs, VET and Adult education and training institutions, jobcentres, consulting companies. The long-term target groups of the project are: ministries of employment, VET institutions, Business development centers, researchers

This report has been written by "Petroleum – Gas" University in Romania (Ploiesti) in collaboration with a group of international partners: JobInVest A/S, Business Academy South – West, Jobcenter Esbjerg and Jobcenter Varde (Denmark), Kolping-Bildungswerk Wuerttemberg, e. V. (Germany), Global Interface SL (Spain) and East Belfast Enterprise (North Ireland – UK). All partners contributed with knowledge regarding country specific facts which were gained through a survey. The authors would like to thank all the partners for their important contribution to the report and for their cooperation.

Any questions regarding the content of the report may be directed to Cristina Gafu, Ass. Professor, UPG Ploiesti, crina\_gafu@yahoo.co.uk or Boni Straoanu, Ass. Professor, UPG Ploiesti, boni.straoanu@yahoo.com.

Cible: Consortium, entrepreneurship projects, research communities.

Résultat:

Domaine d'application:

Adresse du site Internet: [www.lipstickandmoney.eu](http://www.lipstickandmoney.eu)

Langues de produit: anglais

## Produit 'Training programme for female entrepreneurs'

Titre: Training programme for female entrepreneurs

Type de Produit: Programme/curriculum

Texte marketing: East Belfast Enterprise facilitates the creation of a European wide revision of its Lipstick and Money programme, a pre-enterprise training programme to help women to explore making money for themselves.  
The delivery of this programme will include 1-2-1 assessment sessions and a series of workshops and interactive sessions.

Description: Our programme is going to cover the following topics:

- Personal development and confidence building
- Introduction to self-employment with role model speakers to motivate and inspire
- Market Research: providing the important base to assess viability and identify customers of the business
- Marketing Planning & Customer Service: find out how to get your product to market
- Case Study Workshop Session including an interactive activity to identify how to reach and market to customers
- Sales & Networking to get your message out there and learn how to present yourself and create your network
- Legal aspects of starting your business
- Financial management and managing the finances in a business: from cashflow projections to book keeping.
- Planning and goal setting to get to where you want to go and the importance of creating a business plan
- Business Visit- visiting an operating female run business
- Enterprise Challenge/Simulation Event to give participants the chance to gain practical experience running an event and simulating what it would be like to run a business.

Cible: Female entrepreneurs, VET institutions, consulting companies, jobcentres.

Résultat:

Domaine d'application:

Adresse du site Internet:

## Produit 'Training programme for female entrepreneurs'

Langues de produit: allemand  
roumain  
espagnol  
anglais  
danois

## Produit 'Web site'

Titre: Web site

Type de Produit: Site Internet

Texte marketing: Our webpage was launched in September 2014 and we are quite proud of it.  
It is available in English, Danish, Romanian, German and Spanish.  
Please open the link:  
<http://lipstickandmoney.eu>, select your language and read about the LIMO project.

Description: On the web site you can find our latest news and, in the future, you can find study offers for female entrepreneurs in the participating countries. The partners will keep you informed about training courses in Entrepreneurship in all the partner countries.  
Next year, the webpage will present the training experiences in each country and a handbook for starting own business.  
On the web page, it is possible to enter our forum and participate in experience exchange and interesting discussions. The forum contains the following categories:  
Starting a business  
Sales and marketing  
Everything else  
Partner search  
Law  
Innovation and growth  
Networks and management  
Administration and money  
E-commerce and online marketing

Cible: Female entrepreneurs, entrepreneurs in general, VET institutions

Résultat:

Domaine d'application:

Adresse du site Internet:

Langues de produit: espagnol  
roumain  
danois  
anglais  
allemand

## Événements

### Pilot projects in participating countries

Date 10.11.2014

Description The period of testing the LIMO training programme will start in October 2014 and will last until the end of February 2015. Some partners will finish their programme already by the end of 2014. The evaluation of the results from the piloting will be ended in March 2015, where the final version of the training programme will be available.  
The number of participants will range from 10 up to 25, the background of the participants is also very different, some are so called "home-going" married women, without any benefit from the society, and some are women with shorter or longer period of unemployment (receiving benefit from the society). Educational background is also very different ranging from not having any education at all to having an education on a high level (from University). For all participants it is a common thing that they have been through an intensive interview before being accepted as a participant in the Project.  
The content of the training programme will be the same in all the countries, but the sequence and length of the modules will differ, as it will be adjusted to the participants' background and needs.

Cible Women entrepreneurs, VET institutions, employment agencies (jobcentres), etc.

Public Événement non public

Informations de contact

Date et lieu October 2014 - February 2015