Projects and Products Portal for Leonardo da Vinci

Europäisches integriertes Geschäftswachstum für Unternehmen in Frauenbesitz

UK/09/LLP-LdV/TOI-163_257

http://www.adam-europe.eu/adam/project/view.htm?prj=5035

Projektinformationen

Titel:	Europäisches integriertes Geschäftswachstum für Unternehmen in Frauenbesitz
Projektnummer:	UK/09/LLP-LdV/TOI-163_257
Jahr:	2009
Projekttyp:	Innovationstransfer
Status:	abgeschlossen
Land:	UK-Vereinigtes Königreich
Marketing Text:	Regierungen weltweit erkennen das Potenzial von Unternehmen in Frauenbesitz als bedeutender Beitragsfaktor zum Wirtschaftsaufschwung an. Dennoch gründen Frauen weit weniger Unternehmen als Männer. Die Women's Business Development Agency (WBDA) hat ein einzigartiges Programm entwickelt, das Frauen mit starkem Wachstumspotenzial unterstützt. Wir arbeiten in Partnerschaft mit Agenturen in Polen, Italien und Bulgarien, um unser Programm auf lokale Bedingungen abzustimmen. Wir schaffen zudem ein virtuelles Lernumfeld und einen virtuellen internationalen Marktplatz für Frauen in Partnerländern. Diese sollen in den nächsten 3-5 Jahren europaweit eingeführt werden.
Zusammenfassung:	Female entrepreneurs face a set of barriers completely different to those experienced by men in growing their business. Women are not well-served by mainstream business support; many of the barriers experienced by women in their start-up phase (e.g., access to finance and confidence issues) remain in place when they wish to grow. There is alarming evidence in the UK that women are being disproportionately affected by the current economic climates. In Bulgaria, currently there are no business growth programmes specifically tailored to female entrepreneurs. In N Italy, rural female owned businesses experience difficulties in accessing support services. Across Europe, more women than men are losing their jobs. It is particularly vital, therefore, that women have appropriate support at this time. • This Project had three key aims. Firstly to adapt three female business growth training programmes that exist in the UK, to test and apply these approaches in Poland, Italy and Bulgaria to support female entrepreneurs in growing their established businesses. Secondly, the Project delivered high growth business support to women where there are gaps in the provision of VET systems by training business advisers and trainers in the partner countries. Thirdly, we promoted a training framework that was specific to the target group and which addressed the different labour market and sector needs and their learning needs for adoption in other EU countries. The partnership consisted mainly of Chambers of Commerce and was able to access mentors and learners in each country to test training requirements and needs to adapt and then apply three business growth VET programmes. • The outputs, results and products comprised an evaluation of the current provision of female business growth support in each partner country; the widespread promotion and dissemination of the progammes that will be transferable for adoption in other EU countries; creation of a project web-site for dissemination; testing e-learning facility; video footage of learner/trainer experiences; a course manual in 4 languages; an evaluation report measuring the effectiveness of high growth support • 60 female business owners were trained on gender specific business growth programmes to be piloted for the first time in partner countries. Also, business advisers and trainers in partner countries were trained in delivering the pilot programmes.
Beschreibung:	One key objective was to develop and sustain the growth of female owned enterprises in partner countries through the provision of vocational skills. This was achieved by identifying gaps in the provision of business growth programmes and then piloting accredited, gender-sensitive vocational courses, to test and apply these approaches in Poland, Italy and Bulgaria. To ensure the participation of female learners the project adopted a series of measures in each partner country to encourage women entrepreneurs to consider attending the business growth programmes such as identifying business champions to help promote the availability of courses and to disseminate the benefits of the project more widely; female owner-managers were visited at their premises and homes. The project addressed the changing economic environment and notably globalisation and increased

Projektinformationen

international trade that has brought about the demand for better and adapted skills (New Skills for New Jobs Anticipating and matching labour market and skills needs, EC Communication, 16th Dec 08, p.8). By raising the skills of female entrepreneurs, the project met Leonardo Priority 4 'Develop Vocational Skills considering the labour market needs'. It offered female owned businesses and policy stakeholders the opportunity to network with other EC countries, sharing ideas about learning, as well as opening doors to transnational trading opportunities. This was achieved because the partnership has been strategically formed to include organisations, such as Chambers of Commerce, responsible for driving forward economic initiatives and providing access to business growth opportunities and routes to market in support of female owned companies in their respective countries.

Another key objective supported Leonardo Priorities 2 and 3 since the project delivered high growth business support to women where there are gaps in the provision of VET systems by training business advisers and trainers in the partner countries. In line with the Lisbon Strategy 2006 follow up to the mid-term review, the project supported the aim to 'improve the SME business environment'. Through knowledge transfer, WBDA not only advised trainers in partner countries to help them produce a final training programme course teaching manual, but also ran training workshops in outreach strategy for business support professionals to develop their expertise in providing tailored services to SME female owned enterprises.

Themen:	*** Unternehmen, KMU *** Weiterbildung
Sektoren:	
Produkt Typen:	Lehrmaterial Homepage Audiokassetten/Videokassetten Module
Produktinformation:	1. A report on existing training and support provision for female entrepreneurs 2. A project website available in 4 languages 3. Adaptation and translation of three female growth programme teaching manuals into Bulgarian, Italian and Polish 4. Course impact assessment evaluation report 5. A report documenting the results of developing and testing e-learning facilities 6. Production of online video footage of learners and trainers experiences
Projektwebseite:	To be confirmed

Vertragnehmer

Name:	Womens Business Development Agency
Stadt:	Coventry
Land/Region:	West Midlands
Land:	UK-Vereinigtes Königreich
Organisationstyp:	KMU - Klein- und Mittelunternehmen (bis zu 250 Mitarbeiter)
Homepage:	http://www.wbda.co.uk

Kontaktperson

Name:	Sally Arkley
Adresse:	The Enterprise Centre, Coventry University Tchnology Park, Puma Way, Coventry West Midlands, CV1 2TT
Stadt:	Coventry
Land:	UK-Vereinigtes Königreich
Telefon:	+44(0) 2476 236 111
Fax:	
E-Mail:	sally@wbda.co.uk
Homepage:	http://www.wbda.co.uk

Koordinator

Name:	J&AB Ltd
Stadt:	Leamington Spa
Land/Region:	West Midlands
Land:	UK-Vereinigtes Königreich
Organisationstyp:	KMU - Klein- und Mittelunternehmen (bis zu 250 Mitarbeiter)
Homepage:	http://www.jandab.co.uk

Kontaktperson

Name:	Jason Forsythe
Adresse:	62 Holly Walk,
Stadt:	Leamington Spa
Land:	UK-Vereinigtes Königreich
Telefon:	+44 (0) 1926 450555
Fax:	+44 (0) 1926 886424
E-Mail:	jason.forsythe@jandab.co.uk
Homepage:	http://www.jandab.co.uk

Partner

Partner 1

Name:	J&AB Ltd
Stadt:	Leamington Spa
Land/Region:	West Midlands
Land:	UK-Vereinigtes Königreich
Organisationstyp:	KMU - Klein- und Mittelunternehmen (bis zu 250 Mitarbeiter)
Homepage:	http://www.jandab.co.uk

Partner 2

Name:	Polish Chamber of Commerce
Stadt:	Warsaw
Land/Region:	Mazowieckie
Land:	PL-Polen
Organisationstyp:	Kammer
Homepage:	http://www.kig.pl

Partner 3

Name:	NBJ Associates
Stadt:	Biella
Land/Region:	Piemonte
Land:	IT-Italien
Organisationstyp:	KMU - Klein- und Mittelunternehmen (bis zu 250 Mitarbeiter)
Homepage:	

Partner 4

Name:	Women's Business Development Agency
Stadt:	Coventry
Land/Region:	West Midlands
Land:	UK-Vereinigtes Königreich
Organisationstyp:	Verband/nicht regierungsgebundene Organisation
Homepage:	http://www.wbda.co.uk

Partner

Partner 5

Name:	Biella Chamber of Commerce
Stadt:	Biella
Land/Region:	Piemonte
Land:	IT-Italien
Organisationstyp:	Kammer
Homepage:	http://www.bi.camcom.it

Partner 6

Name:	Camera di Commercio Italiana
Stadt:	Sofia
Land/Region:	Yugozapaden
Land:	BG-Bulgarien
Organisationstyp:	Kammer
Homepage:	http://www.camcomit.bg

Partner 7

Name:	West Midlands European Centre
Stadt:	Brussels
Land/Region:	Bruxelles Cap, Brussel Hof
Land:	BE-Belgien
Organisationstyp:	Öffentliche Einrichtung
Homepage:	http://www.westmidlandsineurope.org

Projektdateien

Biella (IT) Focus Group Report.pdf

http://www.adam-europe.eu/prj/5035/prj/Biella%20%28IT%29%20Focus%20Group%20Report.pdf

Biella (IT) - Mapping and Gapping of support for women's enterprise.doc

http://www.adam-europe.eu/prj/5035/prj/Biella%20%28IT%29%20%20-%20Mapping%20and%20Gapping%20of%20support%20for%20women%27s%20enterprise.doc

F Factor Document[1].pdf

http://www.adam-europe.eu/prj/5035/prj/F%20Factor%20Document%5B1%5D.pdf

focus_08_03_2010_X_PROIEZIONE.mov

http://www.adam-europe.eu/prj/5035/prj/focus_08_03_2010_X_PROIEZIONE.mov

Focus Group in Biella

ICCB Bulgaria - Mappping and gapping of support for women's enterprise.doc

http://www.adam-europe.eu/prj/5035/prj/ICCB%20%20Bulgaria%20-%20Mappping%20and%20gapping%20of%20support%20for%20women%27s%20enterprise.doc

ICC Bulgaria Focus Group Report.doc

http://www.adam-europe.eu/prj/5035/prj/ICC%20Bulgaria%20Focus%20Group%20Report.doc

J&AB - PresentationPartners'meetingJune2010.ppt

http://www.adam-europe.eu/prj/5035/prj/J%26AB%20-%20PresentationPartners%27meetingJune2010.ppt

Link to Biella Focus Group and Final Project Video.doc

http://www.adam-europe.eu/prj/5035/prj/Link%20to%20Biella%20Focus%20Group%20and%20Final%20Project%20Video.doc

Document containing the You Tube link for the Biella Focus Group and the Final Biella Project Video

Mentoring through a Gender Lens.pptx

http://www.adam-europe.eu/prj/5035/prj/Mentoring%20through%20a%20Gender%20Lens.pptx

PCC presentation Biela.ppt

http://www.adam-europe.eu/prj/5035/prj/PCC%20presentation%20Biela.ppt

Polish Chamber Focus Group Report.docx

http://www.adam-europe.eu/prj/5035/prj/Polish%20Chamber%20Focus%20Group%20Report.docx

Projektdateien

Polish Chamber - Mapping and Gapping of support for women's enterprise.doc

http://www.adam-europe.eu/prj/5035/prj/Polish%20Chamber%20%20-%20Mapping%20and%20Gapping%20of%20support%20for%20women%27s%20enterprise.doc

Project Leaflet (Back).jpg

http://www.adam-europe.eu/prj/5035/prj/Project%20Leaflet%20%28Back%29.jpg

Project Leaflet (Front).jpg

http://www.adam-europe.eu/prj/5035/prj/Project%20Leaflet%20%28Front%29.jpg

view second partners meeting here.txt

http://www.adam-europe.eu/prj/5035/prj/view%20second%20partners%20meeting%20here.txt

view second partners meeting here http://www.bi.camcom.it/Page/t06/view_html?idp=1258

WMIE - Imagining Growth presentation June 2010.pptx

http://www.adam-europe.eu/prj/5035/prj/WMIE%20-%20Imagining%20Growth%20presentation%20June%202010.pptx

Produkte

1 Report on existing provision for women entrepreneurs in the Partner countries

Produkt 'Report on existing provision for women entrepreneurs in the Partner countries'

Titel:	Report on existing provision for women entrepreneurs in the Partner countries
Produkttyp:	andere
Marketing Text:	
Beschreibung:	Report on existing provision for women entrepreneurs in the Partner countries
Zielgruppe:	Existing business growth training providers and interested parties including Colleges, Universities, Chambers of Commerce and Business Associations. Female owned businesses
Resultat:	
Anwendungsbereich:	
Homepage:	
Produktsprachen:	Polnisch