

**GP 19: EUROPEAN NETWORK OF FEMALE ENTERPRENEURSHIP AMBASSADOR – entrepreneurSHEp Croatia**

**Start date:** 2010

**End date:** 2012

**Owner:** Croatian Chamber of Economy

**Scope:** ✓ training needs      policy measures      other

**Geographical focus:** local and regional      ✓ national      International

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

**Aim:**

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

**Target group:**

Women entrepreneurs or would be entrepreneurs

**About the good practice:**

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

**The key factors of success:**

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

**Resources needed:**

146,099 €

**Evidence for success:**

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

**Potential for learning or transfer**

- organizational model / implementation process
- specific tool - training

**Contact:**

**Vesna Torbarina**  
Croatian Chamber of Economy  
e-mail: [vtorbarina@hgk.hr](mailto:vtorbarina@hgk.hr)