

GP 37: National Awards for Business Women

Owner: The National Association of Business Women from Small and Medium Enterprises(PNAFIMM)

Start date: 1994

End date: on-going

Scope:	training needs	policy measures	✓ other
Geographical focus:	local and regional	✓ national	International

In many fields women have low representation compared to men, which is why it is necessary that the successful activities of business women are highlighted through events of this type.

These events highlight the ability of business women to reach high performance levels of business management

Aim:

- Promoting business women who have demonstrated that they can lead successful businesses as well as business men.

Target group:

Women entrepreneurs

About the good practice:

The main steps in implementation of the GP are:

- Collecting company data from the Minister of Finances regarding shareholders, turnover and gross profit.
- Creating a ranking system for businesses ran by women entrepreneurs (for micro-enterprises, small enterprises, medium enterprises and big enterprises), based on productivity, turnover and gross profit.
- Selecting the top 3 positions for every category.

Online platform for joining the event is developed:

<http://cniptmmr.ro/2016/07/01/despre-eveniment/>

The key factors of success:

- Promoting of the event and the winners
- Own ranking methodology
- Networking during the event

Resources needed:

20,000 €/ event

Evidence for success:

- ✓ 8000 Event Participants
- ✓ 260 Awards given

Potential for learning or transfer

- organizational model / implementation process
- specific tools (e.g. training, financial support, ...)
- marketing strategy

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