

GP 11: Support for start in the business

Start date: 2002

End date: 2018

Owner: Association "To preserve a Woman"

Scope: ✓ training needs policy measures other

Geographical focus: ✓ local and regional national International

Association "To Preserve the Woman" is a non-profit legal entity registered in the public interest by 1997 years. For 20 years of its existence the Association has supported girls, young women and women for motivation, training, education and professional development.

Aim:

Supporting young women to start and develop business by providing specialized training for personal development and improvement of social skills, overcoming stereotypes, leadership, management, digital culture, etc.

Target group:

Young women

About the good practice:

Created traditions in working with developing and stimulating entrepreneurship among young women:

- Conducting 4-5 annual thematic seminars;
- Conducting training courses "Start in Private Business"
- Enhancing the digital knowledge and skills of girls and young women in relation to business digitization;
- Implementing anti-stress programs to overcome the psychological tensions of young women from the business environment, family and aggressive social environment, discriminatory practices;
- Workshops and trainings on personal development and improvement of social skills, enhancing language competencies;

- Studying the needs of women in business;
- Organization of training seminars, forums for exchange of positive experiences at local, national and European level.

The key factors of success:

- Involvement of local authorities.
- Lessons learnt from successful business women

Resources needed:

n.a

Evidence for success:

- ✓ 185 trained girls up to 29 years-old
- ✓ 17 matching with Italian business women

Potential for learning or transfer

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

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