

**GP 27: Budapest Bank, Springboard – On Finances for Women programme
Women entrepreneurs' competence development**

Owner: Small Enterprise Economic Development (SEED) Foundation, Budapest Bank

Start date: 2010

End date: on-going

Scope: ✓ training needs policy measures ✓ other

Geographical focus: local and regional ✓ national International

The Springboard program was launched in the cooperation of Budapest Bank and SEED. However, this initiation started already in 2004 with the same goals under the organization of SEED. SEED has been responsible for organizing the accredited training; the Budapest Bank currently provides the financial support. The Springboard programme was incorporated into a larger scale two-year project with the framework of the Social Renewal Operation Programme in 2012-2014 (TÁMOP. – 1.4.3-10/1-2F – 2011-0012).

Aim:

To increase women's entrepreneurial potential and develop key competences in the field of business planning, IT, communication and networking

Target group:

Women entrepreneurs

About the good practice:

The programme sets a complex training system in which the women entrepreneurs can obtain the most useful and practical information, knowledge in order to start or reshape their own business (model). In the frame of 90-hours accredited programme women get knowledge in different business fields. In the end of the 6-weeks trainings, the participants are able to introduce their business plan and start their enterprise. The applicants for the programme are selected by a committee.

In addition to the Springboard trainings, event clubs and other training (e.g. trainings focused only on IT or on business model) are organized, which are open for everybody.

The key factors of success:

- Tradition and reputation of the training
- Recognized as good practice by European Institute for Gender Equality (EIGE) and European Training Foundation (ETF)
- On-going marketing and promotional activity

Resources needed:

n.a.

Evidence for success:

- ✓ 570 women completed the programme
- ✓ 200 new enterprises
- ✓ 1500 Facebook followers (Budapest Bank page)
- ✓ Satisfaction (98% of the respondents found the programme very effective)

Potential for learning or transfer

- organizational model / implementation process
- specific tools
- definition of financial feasibility

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