

## GP 12: "Woman Entrepreneur and Manager of the Year" Award

**Start date:** 2006

**End date:** on-going

**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.

The Municipality of Varna and the Association "To Preserve the Woman", with the support of branch chambers and associations, organize and carry out the traditional "Women Entrepreneur and Manager of the Year" competition.

**Aim:**

- To motivate young women to develop a business by providing public support and recognition of achieved business and social results.

**Target group:**

Young women

**About the good practice:**

Annually it is made a selection and nomination by specialized groups of women entrepreneurs and managers.

Indicators such as innovation, creativity in management, wage bill increases, investment in social programs and training, sales growth in the EU, etc. are included in the criteria for participation. A special category is devoted to separate funds for social activities.

The main categories of the Award are: "Female Entrepreneur of the Year", "Female Manager of the Year", "Most successful young participant", "Junior Manager", "Female Social Entrepreneur"

Nominated and awarded ladies, in addition to the received publicity, are eligible to join the Entrepreneurial Women Society, which assists in:

- creating favorable business environment and communications.
- supporting women to start up own business and to achieve sustainable development
- training and development in the management and marketing of the business.
- lobbying of prominent women in the business with strong unity and mutual support.

**The key factors of success:**

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

**Resources needed:**

n.a

**Evidence for success:**

- ✓ 200+ supported regional companies owned by women
- ✓ 32 matching with local companies
- ✓ 65 awarded women entrepreneurs
- ✓ 13 award editions

**Potential for learning or transfer**

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

**Contact:**

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<http://woman-bg.bg/>