

## GP 13: Support for Young Women Entrepreneurs

**Owner:** Association of Women Entrepreneurs in Bulgaria - Selena

**Start date:** 2017

**End date:** on-going

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

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

SELENA has more than 10-years traditions in activities for empowerment of women who want to discover the fascinating world of entrepreneurship, dialog with institutions that can improve the legislation and regulations on that matter, trainings and mentoring for young women.

### Aim:

- Professional improvement, business development, and empowerment of women who want to discover the fascinating world of entrepreneurship,
- Dialog with institutions that can improve the legislation and regulations on that matter, trainings and mentoring for young women

### Target group:

Women entrepreneurs or would be entrepreneurs

### About the good practice:

A distinctive feature of the training is the practical orientation and training of specific skills to enhance professional and personal competence. The themes are developed in accordance with the most up-to-date trainings and trainings in Europe. Training seminars on personal development and improvement are organized almost every quarter. Specific training and education to foster entrepreneurship among women living in rural areas were also organized for to avoid territorial and social problems related to the mass exodus to the cities and to improve the access to labor market and the economic situation. The trainings could be organized or face-to-face at the premises of SELENA either through e-learning platform. Support from a mentor or mentorship programs is also available.

### The key factors of success:

- Advisory support, consulting and mentoring.
- Business training courses

### Resources needed:

app. 10,000 €/Y

### Evidence for success:

- ✓ 90 trained women entrepreneurs;
- ✓ 120 consulted women entrepreneurs;
- ✓ 50 successful business, participated in the trainings

### Potential for learning or transfer

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

### Contact:

**Slavyanka Stoykova**  
info@selena-bg-it.eu  
[www.selena-bg-it.eu](http://www.selena-bg-it.eu)