

GP 17: Little entrepreneurship school for women

Start date: 2018

End date: on-going

Owner: International women's business network

Scope: ✓ training needs policy measures other

Geographical focus: local and regional ✓ national International

International women's business network is a non-profit organization dedicated to women entrepreneurs and business women. The partners in implementation of the good practice are Croatian chamber of commerce and Enterprise Europe Network.

Aim:

Set of different lectures for women who want to start their business and to women who have started their business in the past 3 years

Target group:

- Women who have established their companies
- Women who want to establish their companies
- Women who want to learn and see how is to be an entrepreneur.

About the good practice:

The main aims of the trainings are to:

- Teach women how to start their business, what is needed to become successful as an entrepreneur.
- Connect them with other women.
- To improve women's self-confidence and skills for leadership
- Women received mentoring support
- Women received grants to start their business.

The main topics are: legal, accounting, promotion, sales, NLP skills, Coaching, social networks, mental maps, google AdWords, business communication, public speaking etc.

Duration of the basic and advanced modules is 4 day/each, twice a year.

The key factors of success:

- Identifying suitable clients
- Provision of information
- Exchanging knowledge and expertise

Resources needed:

10,000 €/Y.

Evidence for success:

- ✓ 400+ women attended the school
- ✓ International conference held on 28.5.2019. gathered 200 women from Serbia, Bosnia and Herzegovina and Croatia

Potential for learning or transfer

- organizational model / implementation process
- methodology for the involvement of the targeted stakeholders
- review and maintenance methodology

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