

GP 29: Pilot-Programme “Women in Business”

Owner: Organization for Small and Medium Sector Development (ODIMM)

Start date: 16.09.2019

End date: 15.09.2019

Scope:	training needs	✓ policy measures	✓ other
Geographical focus:	local and regional	✓ national	International

Aim:

To provide integrated financial and non-financial support to women in business through grant support for investment, and associated business development services.

The support should contribute towards sustainable maintenance of employment in women’s businesses, and creation of new jobs.

Target group:

Women coming from the regions of Moldova

About the good practice:

Programme participation eligibility for each stage of business support is planned as follows:

- Pre-Start-Up Support: Women planning to start and register a business within 12 months of application for support - Training and coaching to prepare women starting businesses for investment;
- Start-Up Support: Businesses registered for less than 2 years that are run or owned by women, or that employ a majority of women - Small-Scale Investments and Business Development Support to reduce risk of early-stage business failure, and prepare for business growth;
- Business Growth: Active companies registered for more than 2 years that are run and owned by women, or that employ a majority of women, and that expect to increase turnover and/or employment within the next 18 months, by expansion of the market, export and innovation - Follow-on larger capital Investments for market growth and Export competitiveness, with targeted consultancy support to maximize impact of investment.

The key factors of success:

- Experience in creation and implementation support programs for SME (by organization)
- Support at all stages of business development (pre-start-up, start-up, growth company)
- Integrated approach
- Post financial assistance and support
- Individual assistance for every applicant

Resources needed:

Total estimated cost of Programme implementation for 3 years: €2.34 million

Evidence for success:

Direct support provided to:

- ✓ 400 pre-start-ups;
- ✓ 200 start-ups granted;
- ✓ 10 growth businesses;

Stage One Support –Pre-Start-Up:

- ✓ 408 women assisted in the process of starting a business
- ✓ 179 women registering a new business
- ✓ 443 jobs created

Stage Two - Start-Up:

- ✓ 2 Calls for Proposals for small-scale investment grants
- ✓ 100 women owned/managed businesses supported
- ✓ 337 jobs created or maintained

Potential for learning or transfer

- organizational model / implementation process

Contact:

Eugenia Sili, Programme manager

E-mail: Eugenia.sili@odimm.md

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