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# EmpowerWOMENT



## EmpowerWOMENT Successful Entrepreneurial Empowerment for Women in Start-up Business

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Project Start Date : 01.09.2016

Project End Date : 31.08.2018

## About The Project

A woman in entrepreneurship is a great source for growth in Europe; however women need different approaches than men. Women might choose different business areas and work differently than men. Many women like to include social values in their work as well. This is why we need entrepreneurial ecosystems for women, based on their own life experiences and value systems.

In this context ecosystem means communities of support structures, mutual help and networking resources put at the service of entrepreneurial women - an interactivity creating its own self-sustaining ecology. The project aims to design and pilot such ecosystems in different partner countries, and to produce case based guidance to other European communities.

The core mission is to empower entrepreneurial women to create such eco-systems themselves in support of consolidating and expanding their business.

## Target Groups Of The Projects

### Local Target Groups

-Primary target group is entrepreneurial women in fragile and often difficult business (products or services) start-up situations (1-3 years) and in need of support measures including local and virtual eco-systems

-Secondary target group is experienced and successful entrepreneurial women offering the start-up groups inspiration and practical useful guidance

-Tertiary target group is existing, emerging or new local eco-systems of support in the partner communities, including entrepreneurial drivers and enablers in the community

### European Target Groups

(Addressed through project outcomes)

-Primary target group and beneficiaries are similar start-up groups of women across Europe, including existing or emerging eco-systems of support

-Secondary target group is the European audience of entrepreneurial learning, including professionals, researchers and a wider community of stakeholders

-Tertiary target group is European policy-makers and funding programmers in the fields of entrepreneurship and entrepreneurial learning

These target groups are built up along the project progression, based on the dissemination of project outcomes.

## The Project Products And Outputs

1. EmpowerWOMENT Open Virtual Platform
2. SharingWithU Guidance and Support Service
3. Powering My New Business – Guidelines For Start-Up Women And Their Communities
4. Women's Voices – Video Interviews With Start-Up Women
5. Policy Recommendations Paper - Empowering Women's Initiatives?
6. Eco-X – How Can We Go Further? Exploitation Short-Paper- Study
7. Start-Up Women's Training Material



## Blended Mobility In Roma

The Start-up women's Rome transnational workshop gather a considerable number of entrepreneurs, professionals and project players for in-depths debates on the most crucial project challenges and will be powerful non-formal learning activities, and outcome generators.

The main objectives of the workshop will be:

-Develop a transnational perspective on all subjects  
-involve the women of each country in order to describe their experiences, communities

- Provide a space for reflection based on gender issues
- create new ways to further develop and enhance the role of women in the entrepreneurial world

## The Impact Of The Project

The user-driven approach, and the learning generated, will qualify the involved groups of women from the partner communities to add 4 important extra dimensions to their business, compared to more traditional empowerment approaches:

1. The women will, through the user-driven approach, enhance their skills to communicate their problems, needs and strategies
2. The women will, through the user-driven approach, enhance their digital fluency
3. The women will, through the user-driven approach, acquire skills, experience and motivation to mentor and guide entrepreneurial women in similar situations at local but also at European level
4. Through this user-driven approach women will be in the position to escape traditional role models and to strengthen their self-consciousness in doing business

