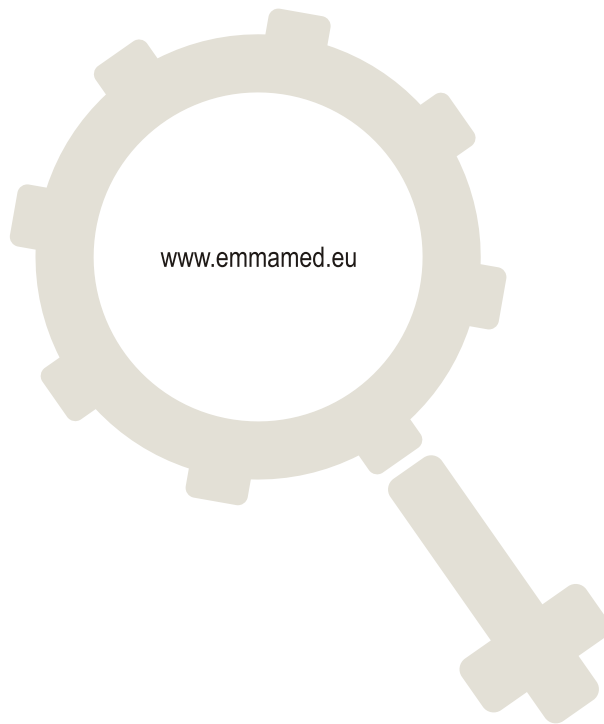




Regione Umbria



www.emmamed.eu



EMMA
ENTREPRENEURSHIP METHODOLOGY
MEDITERRANEAN ASSISTANCE

EMMA

ENTREPRENEURSHIP METHODOLOGY MEDITERRANEAN ASSISTANCE
2G-MED09-98

ESSERE DONNA



È UNA BELLA IMPRESA



Projet cofinancé par les Fonds Européen de Développement Régional
Project cofinanced by the European Regional Development Fund



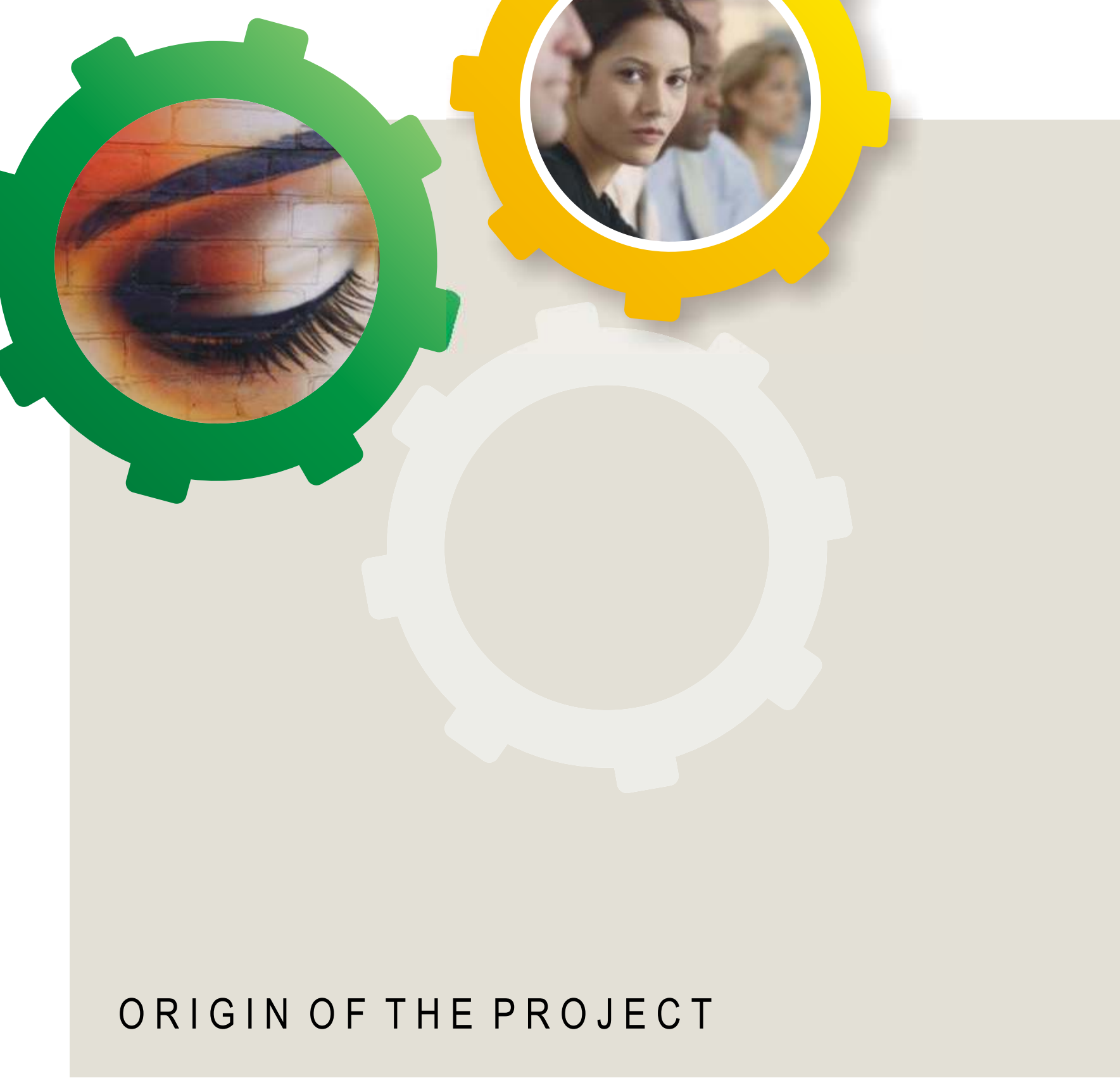
THEME OF THE PROJECT



EMMA is a transnational project with the aim of promoting innovation and presence on the market of SMEs with female management and promote regional, national and EU policies to improve their work environment.

Women presence in employment and entrepreneurship, particularly in the MED area, meets a series of physiological barriers, made even more bitter by the events linked to the recent global economic crisis

- Personal balance and business growth
- Access to Credit: lack of direct information and difficulty of dealing with the banking world for the inflexibility shown by the latter
- Lack of social and professional networks for the increasing and maintenance of the skills
- Low orientation to new technologies, innovative process and product as well as placement in new markets
- Strengthen the presence of women in entrepreneurship of the MED area
- Develop transnational and synergistic strategies to implement productivity
- Strengthen cooperation strategies between public-private actors of economic development
- Develop endogenous resources and implement sustainable development.



ORIGIN OF THE PROJECT



The project, developed by Umbria Region and Sviluppumbria, aims to define an effective tool to sustain female SMEs, particularly those affected by the consequences deriving from the current worldwide economic crisis.

The starting point were the experiences done in the pre-crisis period, exploiting tools and capitalizing results. The key feature of the strategy is the transnational level.

**The core idea prefigured
is based on four main pillars:**

- Exploit the previous experiences
- Improve them by transnational comparison and exchange
- Enhance the approach of public-private dialogue, to draw policies closer to the specific needs of women entrepreneurs
- Provide effective tools to act locally in favour of SMEs with female management, as well as in favour of the local entrepreneurship tissue as whole.



Primary objective

- To create a network / platform public-private to support transnational female entrepreneurship.
- To create points of orientation pro-active in the territory, taking into account the peculiarities of it, to inform, to provide coaching and mentoring and accompaniment for SMEs.
- To support local decision makers in building development strategies and policies related to represented needs.
- To spread the MED experience to key actors and stakeholders through direct involvement in the project.

Target

Female SMEs
Women entrepreneurs, new entrepreneurs,
Local Associations and actors

Activities

Local initiatives

N. 8 Round Tables public-private partnerships in each country from which the of Umbria Region, the leader of the project, provided **Transnational Guidelines** for the definition of innovative ways of supporting and creating new entrepreneurship including: market strategies, local, national and European policies and financial support instruments, access to credit and finance, new technologies, sustainable development, relations with consumers.

PRIMARY OBJECTIVE



N. 7 Guidance Points in Partner Countries:

- N. 2 in Italy: Perugia and Torino
- N. 2 Greece: Patras and Heraklion
- N. 2 Spain: Granada and Barcelona
- N. 1 Portugal: Sines

Organization of thematic **workshops**

International Fairs

Organization of N. 4 International Fairs in the 4 partner countries

Each fair will organize parallel activities in the three other partner countries

Transnational Meetings

N. 4 Transnational conventions focused on discussion of the main topic and the dissemination of results obtained in the partner Countries.

Signing of Cooperation Agreement

Identification of common strategies to be adopted and / or implemented in the four countries.

GUIDANCE POINTS



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**REGIONE UMBRIA,
Direzione Sviluppo Economico e Attività Produttive,
Istruzione, Formazione e Lavoro**
Via M. Angeloni, 61 - 06124 Perugia (Italy)
Maria Briganti
Tel. +39 075 5045084
Fax +39 075 5045695
E-mail: progettoemma@regione.umbria.it
Website: www.regione.umbria.it

SVILUPPUMBRIA S.P.A.
Via Don Bosco, 11 - 06121 Perugia (Italy)
Nadia Libera Imbroglini
Tel. +39 075 56811
Fax +39 075 5722454
E-mail: svilpg@sviluppumbria.it
Website: www.sviluppumbria.it

APID - Imprenditorialità Donna
Via Pianezza, 123 - 10151 Torino (Italy)
Giulia Chinnici
Tel. +39 011 4513282/144
Fax. +39 011 4513110
E-mail: apid@apito.it
Website: www.apid.to.it

**LOCAL GOVERNMENT OF THE PROVINCE OF GRANADA,
CIE Diputación de Granada**
Avenida de Andalucía s/n - 18015 Granada (España)
Fernando Sanchez Garcia
Tel. +34 958247839
E-mail: fsanchezgarcia@dipgra.es
Website: www.dipgra.es

BARCELONA ACTIVA SA SPM (ACTIVA)
Carter Llacuna, 162/164 - 08018 Barcelona, España
Ma José Blanco Gutiérrez
Tel. +93 2684393
Fax +93 2683956
E-mail: mariajose.blanco@barcelonactiva.cat
Website: www.barcelonactiva.cat

**DEVELOPMENT ENTERPRISE
OF ACHAIA PREFECTURE**
8 Dimitiu Ipsilantou Str. & Maizonus - 26222 Patras, Greece
Christias Panagiotis
Tel. +30 311872 / 6242
E-mail: pchristias@nea.gr
Website: www.nea.gr

HERAKLION DEVELOPMENT AGENCY
ARCHANES 70100 Heraklion, Crete, Greece
Dimitra Kampeli
Tel. +30 2810753313
Fax +30 2810753310
E-mail: europa@anher.gr
Website: www.anher.gr

**ADRAL Agência de Desenvolvimento
Regional do Alentejo, S.A.**
Rua Intermédia do PITE Lote 4 e 6
7000-171 Évora, Portugal
Paula Sofio
Tel. +351 266 769 150
Fax +351 266 769 156
E-mail: geral@adral.pt
Website: www.adral.pt

**APME Associação Portuguesa
de Mulheres Empresárias**
Rua Rodrigues Sampaio, 19 5ªA
1150 278 Lisboa - Portugal
Teresa Gameiro
Tel: 21 3150323
Fax: 21 3150 311
E-mail: apme@apme.pt; geral@apme.pt
Website: www.apme.pt