



EMMA

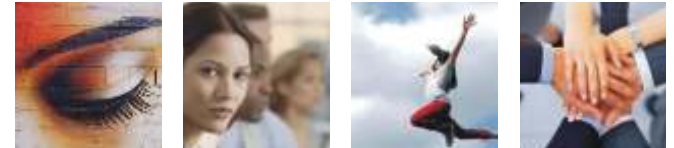
ENTREPRENEURSHIP METHODOLOGY MEDITERRANEAN ASSISTANCE  
2G-MED09-98

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ESSERE DONNA



È UNA BELLA IMPRESA



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

# BEING WOMAN IS A BIG BUSINESS

## ASSUMPTIONS OF THE PROJECT

The women's enterprises in various areas of the Mediterranean meet a variety of physiological barriers, made even more bitter by the events linked to the recent global economic crisis.

Some common problems are:

- Difficulty in reconciling their personal life and business growth;
- Difficulties in access to credit, both for the lack of information and their difficult relationship with the banking world, both for stiffness expressed by the banks;
- Insufficient social and professional networks for enhancing expertise;
- Low orientation to new technologies and innovation.

The EMMA project was presented in order to find common methods to overcome these obstacles, it wants exploit existing networks and skills acquired by the single partners, and it represents a crucial opportunity to foster exchange of models and methodologies to create new networks and offer the best opportunities for business women.

## RECIPIENTS OF PROJECT

- Female SMEs;
- Women entrepreneurs;
- Women who need to create a new enterprise
- Associations of employers and local actors.

## MISSION

EMMA, with the support of the MED Programme of the European Union, wants to create tools to support the entrepreneurial choice by women and to increase the presence of women in the world of business and labor market.

In particular, the objectives are the following:

- Strengthen the presence of women in entrepreneurship both locally and in the partner regions, through the exchange of know-how and methodologies, in particular related to the novelty applicable to the products and to the services services, developing transnational strategies;
- Strengthen cooperation strategies between the actors of economic development and institutions;
- Develop local resources and implement sustainable development;
- modernizing and strengthening the competitiveness of women-led SMEs;
- Foster and accompany the women at risk of job loss or already unemployed towards entrepreneurship;
- Transfer culture of enterprise.

## SPECIFIC OBJECTIVE

Building a transnational public-private network / platform to support the women

entrepreneurs through transfer culture of entrepreneurship, orientation to the birth and growth of a business, access to finance, enhancement of human resources, marketing, commercial partnerships, sustainable development.  
Making points of orientation - Guidance Points - on the territory, to inform and provide tutoring and assistance to SMEs and women who want to create business. The project aims to create and promote stable patterns of governance, through the direct involvement of local actors, associations of employers and stakeholders.

## ACTIVITIES

The main activities are:

- constant exchange of know-how among partners in Italy and in the partner countries;
- Creation of Public - Private Roundtables on specific issues related to women entrepreneurs, identified according to the different territorial contexts;
- activation of 7 Guidance Points dedicated to business orientation and accompaniment. They will be 2 in Italy, Spain and Greece, 1 in Portugal ;
- Organization of various events in all areas: learning workshops on topics deemed essential for women entrepreneurs and their associations with the involvement of public authorities, stakeholders and experts;
- Organization of four international trade fairs as a showcase of products, to enable an exchange of between the territories of the partners;
- Strong communication activities directed at female entrepreneurs, through various kinds of material and an official website, which will provide updates and information;
- Definition and adoption of Transnational Guidelines for creation and enterprise development for women, who provide guidance and strategies to European political systems.

## PARTNERSHIP

The partnership is represented by:

- 2 Public Territorial bodies: Region of Umbria (IT) and Province of Granada (ES). Who can confront in matter of legal framework, contribute to the discussion from public point of view; aggregate key actors and stakeholders;
- 5 SMEs development Agencies: Sviluppumbria (IT); Barcelona Activa (ES); NEA and HDA (GR); ADRAL (PT), who can design development methods for SMEs; mainstream the experience through national and transnational networks; aggregate key actors and stakeholders;
- 2 Female SMEs representative Associations: APID (IT) and APME (PT). They can offer needs analysis and bottom-up approach; mainstreaming of experience through its national and transnational networks.

