



## **ESTEEM – Enhance and Stimulate Trust while Exploring new forms of Entrepreneurship Modules**

Co-funded by the ERASMUS+ programme of the European Union, this innovative project is coordinated by [Rhone Chamber of Crafts](#), working together with the Spanish association [APECVA](#), the Portuguese university institute [ISCTE](#) and the Italian association [TDM 2000 International](#).

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The craft sector plays a major role in the economy but still suffers from a degraded image in the eye of the general public resulting, amongst other reasons, from a lack of gender mix in many activities. As for an example, the volume of women at the head of a craft company only reached 27% in 2019. Entrepreneurship experts assume that women start fewer businesses than men because they face more obstacles (financial, time and self-confidence issues).

**Mixed jobs, professional equality between women and men and female entrepreneurship are therefore priority issues for the craft sector.**

**It is from these observations that ESTEEM project was born !**

ESTEEM project is a 24 months project aiming to encourage trust for female entrepreneurship while exploring and developing new forms of entrepreneurship modules. More specifically, the partnership will focus on 4 main activities:

1. To study biopsychological criteria influencing the entrepreneur' profile of men and women.
2. To allow female managers to enhance their skills on confidence and self-esteem consideration.
3. To encourage collaborative exchanges and peer support between female managers.
4. To facilitate access of female entrepreneurs to financing solutions.



**ESTEEM project's partners met remotely in October 2020 to launch officially the project and to start working on the study of the psychological codes and cognitive aspects of a business leader !**