



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 !