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Enhance Stimulate Trust while Exploring new forms of Entrepreneurship Modules

SARA BOTTI



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Goal and main activities

Develop innovative methodologies to encourage and support professional diversity in the craft sector.

Study of the psychological codes and cognitive aspects of a business leader

Innovative modules around female leadership

Role-plays to encourage good analytical practices between business managers

Educational activities and tools to increase entrepreneurial skills and facilitate the access to financing

Duration:

24 months (Oct 2020 – Sept 2022)

Partnership:

- CMA Auvergne-Rhône-Alpes (France)
- APECVA (Spain)
- ISCTE (Portugal)
- TDM 2000 International (Italy)

Sponsor:

ESTEEM is co-funded by the ERASMUS + programme

Study of the psychological codes and cognitive aspects of a business leader

DR. ANTONIO
NÚÑEZ PRATS



Gender equality today

Gender equality is a relevant topic in the different plans of the United Nations.

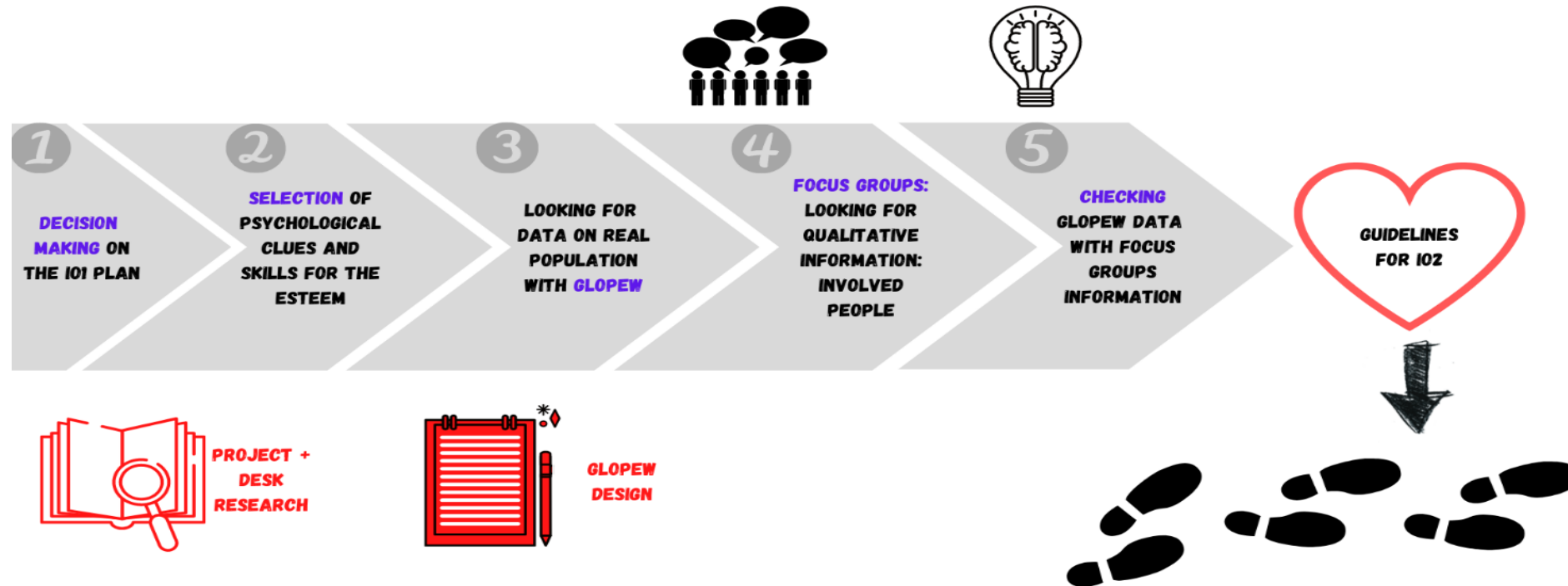
This is represented on the 2030 Agenda (United Nations, 2020), where the fifth goal is: “Achieve gender equality and empower all women and girls”, remembering the importance of breaking with the gender stereotypes and prejudices for the sake to advance or achieve this gender equality.

The aim of our activity

- To study the biopsychosocial criteria influencing the profile of entrepreneurs
- To develop a study report relating to the psychological codes and cognitive aspects of a business leader (woman or man)
- To make a differential evaluation focused on women and, consequently, be able to develop proposals for change and personal development.

First steps

**TIMELINE AND MAIN EVENTS IN IO1
(IN RED, COLLATERAL BENEFITS TO EXPLOIT)**



Basic conclusions comparing qualitative and quantitative data

1. Women in the groups studied are just as entrepreneurial as men, they have the same perception of low self-efficacy as men, the same entrepreneurial skills, emotional intelligence and an equal awareness of the barriers that being an entrepreneur implies.
2. 48% of the people evaluated refers have no information about the type of support available and / or about the organizations that offer it. There is a lack of information to entrepreneurs.
3. The age and the academic level is not related to entrepreneurship abilities or skills. Any age and academic level is good to undertake projects
4. There are no differences between men and women in any of the psychosocial variables studied.
5. Self-efficacy correlates highly with the other skills and abilities
6. Emotional Intelligence is another important psychosocial factor

Recommendation for the future activities

1. Psycho-social factors (Self-efficacy, emotional intelligence, control of the environment and perceived barriers) are the priority to train in order to improve women entrepreneurs.
2. Develop clear, simple and effective improvement strategies to develop these psychosocial factors.
3. Adapt the evaluation and subsequent intervention to national characteristics
4. Develop communication strategies, both institutional, organizational and social, to raise awareness and to promote support and training programs



Design and experimentation of innovative modules around female leadership

DR. CÁTIA MIRIAM
COSTA

iscte UNIVERSITY
INSTITUTE
OF LISBON

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Objectives & activities

Design and experimentation of innovative modules around female leadership that can stimulate women to develop and lead their businesses

To learn how to build and keep trust in business relationship

To learn how to face and overcome challenges

To understand what is a leader and how to be a leader

Activities developed:

- Literature review of the obstacles and opportunities for female entrepreneurship
- 3 modules for pilot training:
 - Being a Leader
 - Building (or recovering) Trust
 - Overcoming Challenges
- Coaching individual sessions

TOOLKIT



Pilot training

Modules' Index



I. INTRODUCTION

II. BEING A LEADER

III. BUILDING (OR RECOVERING) TRUST

IV. OVERCOMING CHALLENGES

Available
here

How can this toolkit contribute to female leadership?



TRAINERS SKILLING:

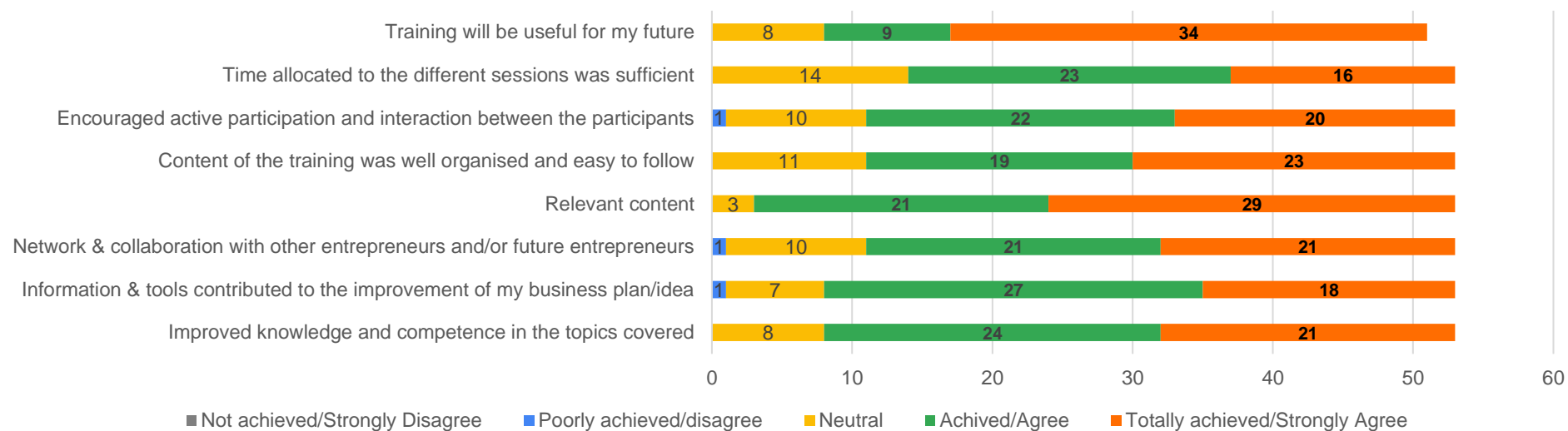
INTRODUCTION TO THE MODULES

- The toolkit is versatile and can be easily adapted to different publics;
- It offers materials to help to skill in specific areas, combining the theoretical results of the project with practical exercises;
- It reinforces leadership through the identification and overcoming of challenges and actions to build trust while providing knowledge about the kinds of leadership;
- It is designed specifically for women's entrepreneurship, although it can be applied to every gender.

Training



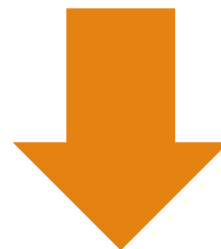
Results training



- ✓ **Approach**
- ✓ Language
- ✓ **Interactive**
- ✓ **Content**
- ✓ Discussion
- ✓ Self-reflection



Liked the most



To be improved

- ✓ Language better adapted to youth
- ✓ **Better interaction between participants / more games**
- ✓ Lots of content



Encouraging good analytical practices between business managers

SALOME BELAIR

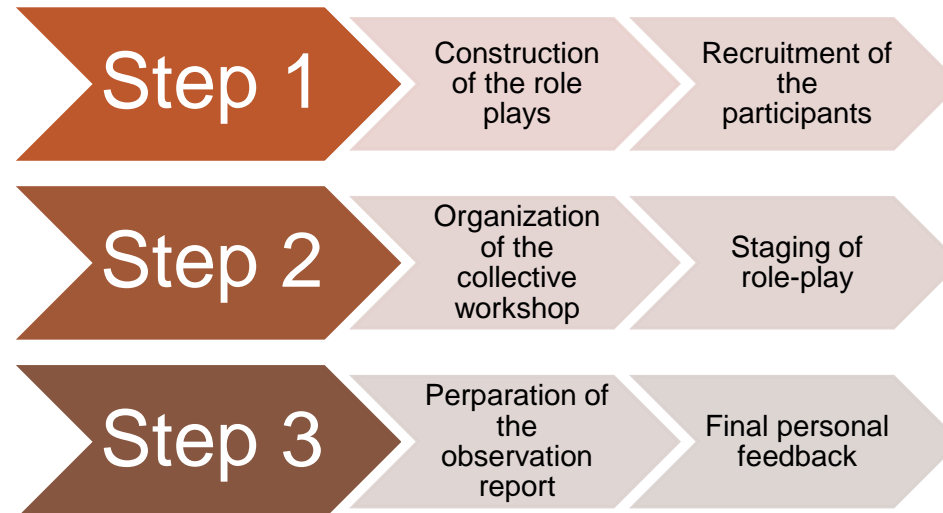


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Good analytical practices

- **Objective:** Set up good analytical practices between business managers, notably women, to break the entrepreneurship isolation
- **Our proposal :** Roleplay workshops where entrepreneurs interact in various business situations (business negotiation, HR management, financial meetings,...)
- **Our Process:**



Key aspects of ESTEEM role-plays

- **Format:** preferably in person
- **Size of the group:** preferably small, 6-8 people in total to make comfortable the main players and allow an open and rich discussion
- **Participants:** max 4 future (or newly established) business managers who are playing their own roles; 1 or 2 role models; 1 (or 2) moderators, who facilitate the role play and provide the individual feedback
- **Number of scenarios:** max 3 different scenarios per role-play/collective workshop
- **Duration:** Each scenario shall take 10-15 minutes to be played. Every scenario is played by a different future business manager. The role model can be played by the same person for all.
- **Immediate feedback (after each scenario):** 10 minutes per scenario, including an auto-evaluation from the main beneficiary of the activity, i.e. the new business leader; the feedback from the observers (the rest of the audience) and the role model.
- **Final wrap up session:** Global review of the activity, with feedbacks and recommendations for future improvement of the workshops from all the participants

Topics and feedbacks

Personal feedback : A few days after the workshop we offer a personal feedback to each beneficiary

This feedback includes:

- An individual meeting with a workshop moderator
- An observation report that reveals the strengths and weaknesses of the entrepreneur in terms of entrepreneurial posture
- A review of the video recording to analyse the entrepreneur's behaviour with him/her (when accepted by the beneficiary)

Topics developed for the roleplays:

3 sessions with different topics

Commercial negotiation

- Meeting with a supplier
- Meeting with a client
- Meeting with a partner

HR management

- Job interview
- Dealing with a conflict between employees
- Annual report

Financial skills

- First contact with a bank to access funding
- First contact with a bank to open a bank account

Main results

Number of pilot sessions :

3 per partner (Fall 2021, Spring 2022, Summer 2022)

Lessons from pilot experience:

- Effective exercise to strengthen key soft skills such as self efficacy, self esteem and communication skills
- Brings the possibility for future entrepreneurs to test themselves before achieving some milestones (commercial pitch, banking appointment, job interview etc...)
- Opportunity to network with other future or new entrepreneurs and have a support system

Deliverables:

A methodological document completed by a practical toolkit on how to create and lead a roleplay workshop (script template, observation report model, etc...)



Facilitate the access to financing solutions

IRISA HASANI



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OBJECTIVES

Overall goal

To provide the target groups with the capacity to expand & empower their entrepreneurial projects/ideas to become valuable, recognized by the donors, and therefore facilitate the funding.

Target group:

- Entrepreneurs (established and future);
- Educators on the topics of entrepreneurship;
- Coach, mentors, and business counselors who follow people who would like to establish/improve their enterprise.

About the procces



RESULTS

1- Training in each country (June – September 22)

➡ over 85% satisfaction rate from the participants

2- Manual with Educational Modules to increase entrepreneurial skills (based on NFE)

➡ 7 Modules, over 40 activities & workshops

3- Catalogue of various financial tools useful to the entrepreneur (local and European)

➡ over 40 tools identified

> module 1.2

Enterprise and Entrepreneurial Skills

> overview	This Module explores the definition of Enterprise and Entrepreneurial skills; the characteristics of an Entrepreneur and the Risk Management and Risk-taking of an Entrepreneur.
> learning objectives	<ul style="list-style-type: none"> • Raising awareness of the Business environment, the nature of entrepreneurship, the personal issues with which an entrepreneur must deal with • Illustrate the variety of Business forms and support participants in the choice of the more suitable one
> group size	From 6 to 30 participants
> time	2 sessions; 120 minutes each
> Summary of activity and exercises	The business environment (30 MCQ) Society's opinion and its evolution of entrepreneurship affect the business environment. Therefore, it is necessary to also look at entrepreneurship in a wider context. The business environment has a significant impact on determining a company's potential and success. Therefore, thoroughly thought out business goals and strategy must take into account the environment and must be ready to adapt to possible changes. The business environment may present the entrepreneur with many opportunities though it may also create difficult obstacles.

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> type of the tool / what is it?	Financial
> name/title	Craftsman loan and merchant loan
> responsible managing entity	ONE (for the craftsman loan) and ICE (for the merchant loan) Localisation : France Structure type : Consular chamber
> short description	<p>Description: This 98 interest rate loan is dedicated to craftsmen and merchants who can contract it to the Banque Populaire Auvergne-Rhône-Alpes bank.</p> <p>Amount : from 2000 to 20 000 € ; represents 20 % of the fundings bank has provided.</p> <p>Duration : 5 years with 1 year capital franchise possibility.</p> <p>Subject : Creation, transmission, takeover and development (tangible, intangible, commercial and process)</p> <p>Distribution : by the Banque Populaire Auvergne-Rhône-Alpes, and the last 80 % with a complementary loan, with fixed interest rate in any other bank establishment.</p> <p>Stages: 1) to contact a bank 2) to contact a consular chamber 3) to work on building the case with a project manager 4) the project manager sends the case to the bank adviser</p>

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What is necessary to benefit this help :

- A completed business plan
- Have an agreement for a professional loan with a bank
- To have confirmed every financial element of the project and to have other documents and attestations to justify the 75 %
- Left needs.

> tips to apply

- Get close to a bank to build the project with it
- To submit a craftsman loan /merchant loan and an interest-free loan.
- To ask for attestations to justify and confirm funding needs.

> link if applicable (references)

- <https://www.commercechambres.fr/gauche/actualites>
- <https://www.commercechambres.fr/gauche/actualites>
- <https://www.commercechambres.fr/gauche/actualites>
- <https://www.commercechambres.fr/gauche/actualites>

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Thank you for your attention !

All tools and publications are available on the [project's webpage](#) on



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