



## How ESTEEM project has been boosting female entrepreneurship in the past 2 years?

Since October 2020, partners from **Italy, Spain and Portugal** together with the **CMA Auvergne-Rhône-Alpes** have joined forces to develop training activities and tools based on innovative approaches to support professional diversity in the craft sector.

**Let's discover the biggest achievements of ESTEEM project!**

### What has been done?

#### RESEARCH STUDY



**Objectives?** Find out how psychological codes and cognitive aspects of a business leader are influenced by the gender.

**How?** Collect and analyze information on psychological characteristics (self-esteem, self-efficacy, motivation, management of emotions, elimination of perceived barriers to entrepreneurship, resilience and coping strategies for women.

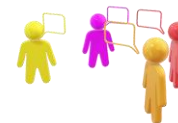
#### MODULES AROUND FEMALE LEADERSHIP



**Objectives?** Help women to be in harmony with themselves and others, more positive and self-confident. To take and fully assume their place as a business leader.

**How?** Training modules, workshops, individual coaching

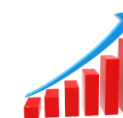
#### ROLE PLAY BETWEEN MANAGERS



**Objectives?** Forge and exchange views between business leaders, foster networking as a pillar to move forward in entrepreneurship.

**How?** Design and implementation of role play models with video reports, recommendations from business partners, share of good practices.

#### EDUCATIONAL MODULES AND TOOLS TO DEVELOP FINANCING SKILLS



**Objectives?** provide target groups with entrepreneurial, economic and financial skills to broaden their project/ideas, and thereby facilitate their financing.

**How?** workshops and interactive activities based on a non-formal educational approach, catalog of the various financial tools

*" If this type of sessions were created to empower girls in creating their own business and to give them tools to confront them with the opportunity in which they can be entrepreneurs, it was quite successful because most of the girls who participated in the sessions they now want to open a business of their own"*

Cláudia Mateus, Fundação da Juventude



An international multiplier event was held in Lyon and online. Listen to the full testimony of Claudia and our presentation of the ESTEEM methodology and tools, on the [recording of our webinar](#).



**You want to know more and/or use these tools? They are available on **CMA COOPERATION** [at the following link](#)**



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