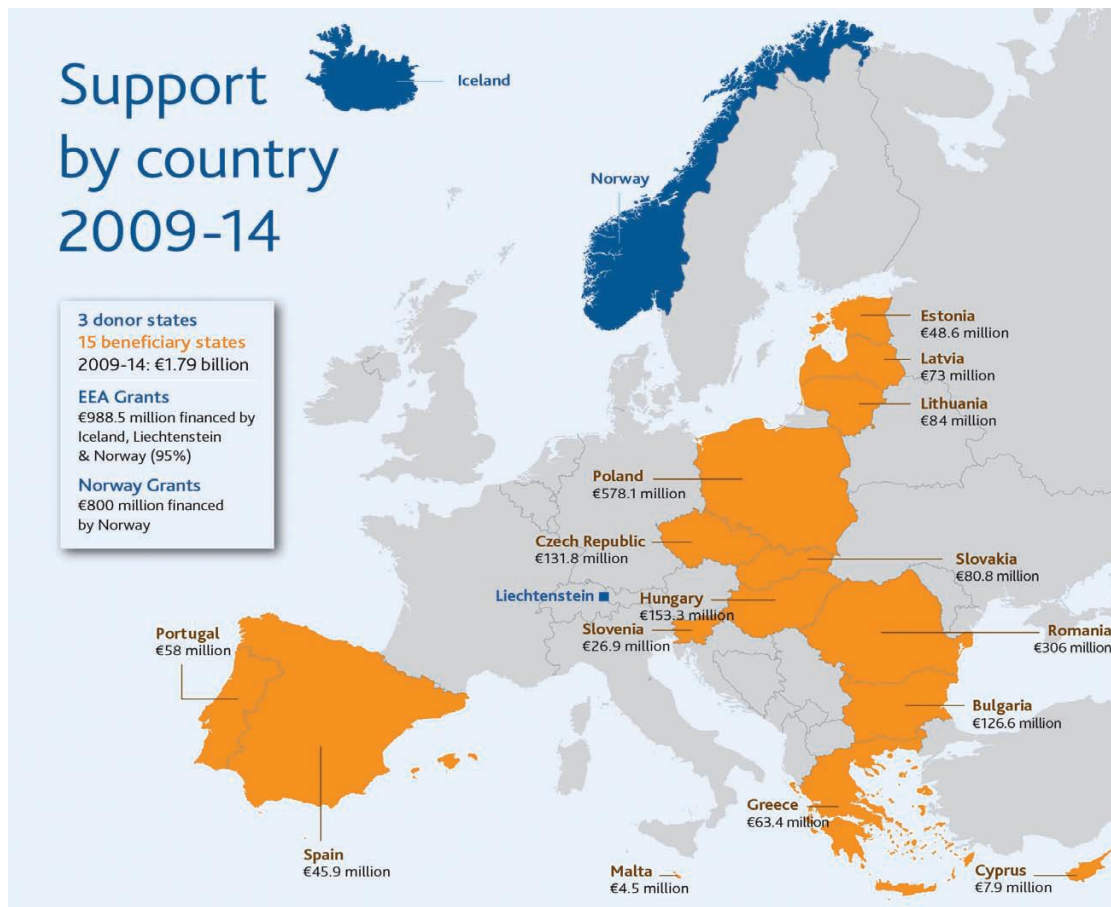


PROJECT: Women entrepreneurship in emerging economic sectors and new business opportunities



The Memorandum of Understanding signed between the States of the European Economic Area: Norway, Iceland and Liechtenstein and the Kingdom of Spain came into force on 19 of November of 2011. This Memorandum is regulated by the Financial Mechanism of the European Economic Area (MFEEE) 2009 - 2014. Specifically, the Spanish State was allocated 10,191,250 Euros funds in order to manage the Program for Gender Equality and Conciliation.

This program aims to develop projects that promote equality between men and women in the labour market, female entrepreneurship, balance on boards of companies, balance between work and home life, social and labour inclusion of those women belonging to vulnerable groups and the fight against gender violence.

The Program Operator (OP) is the Secretary of State of Social Services and Gender (SESSI), through the General Direction for Gender (DGIO). The Program Operator is in charge of the preparation and execution of the program. In order to achieve that aim, it has the advice of a Donor Partner Program, the Ombudsman for Equality Gender and Against Discrimination of Norway (LDO).

The national focus is on *General Subdirectorate of Cohesion Funds and European Territorial Cooperation*. It is responsible for achieving the objectives of the Financial Mechanism and for implementing the Memorandum of Understanding.

This program was approved by the Financial Mechanism Committee in Brussels (FMC) on May 31st, 2013.

General Objectives of the Program

The program of Gender Equality and Conciliation aims the long-term contribution to economic and social Reducing inequality in the European Economic Area by Promoting the Following objectives:

- Promotion of gender equality at work
- Balance between work and home life both for women and men
- Fight against gender violence
- Generalization of gender issues through policies and practices
- Promote bilateral relations between Spain and Norway

The program also aims to strengthen bilateral relations between Spain and Norway, encouraging projects with the association of the two countries, that will result in added value for the two countries and in the possibility for a further cooperation.

Women entrepreneurship:

Training of women in emerging economic sectors and new business opportunities.

PROJECT PROMOTERS: INCYDE Foundation

OBJECTIVE: INCYDE Foundation target it is to promote equal opportunities from a business perspective, strengthening and empowering the entrepreneurial potential of women.

The following objectives should be noted:

- To increase female entrepreneurship in emerging sectors and new market opportunities with high potential.
- To promote the consolidation of existing companies in these emerging sectors
- To promote founding of companies in these sectors led by women.
- To develop training and support programs specifically designed to help the achieving of the above objectives.
- To facilitate the access of women entrepreneurs in these sectors to the funding resources for the creation and development of their businesses.

ACTIVITIES:

- Detection of the emerging markets: Conducting a study to know what the economic sectors are, those in which the presence of women is unbalanced, so as to know where to act and how to value the skills of women, often underestimated.
- Design of a suitable training program that strengthens the competitiveness of women entrepreneurs and business women.
- Formative stage which is divided in two phases: a first step consisted in some informative workshops, prior to the training programs which would be the second step. The training programs is based on a customized individual and one-to-one methodology so that entrepreneurs and business women can implement a business plan or consolidate and modernize the existing one, respectively. It addresses about 200 women in Almendralejo (Badajoz), Castellón, Ibiza, Jerez de la Frontera (Cádiz), Las Palmas de Gran Canaria, Madrid, Pamplona (Navarra), Tomelloso (Ciudad Real), Vigo, Vitoria y Zaragoza.
- The participants will have access to the services offered by the Chamber of Commerce, such as innovation and competitive services, certification services and promoting and business enhancing services. This help will provide a push and a booster at the start and introduction of their activity. They will also have more facilities to access to *incubators* of the Chambers of Commerce, that means, a place that allows the participants to start the

activity in more favourable conditions and achieve active networking between companies of the network EBAN (Federations of Business Angel Networks).

- Information to women participating in the project on the different options of access to finance. Therefore, information service and individual advice will be provided to participants on financial instruments that best fit the needs of their projects. Moreover, assistance and advice to entrepreneurs will be given in the developing of the business plan. Furthermore, those projects considered as viable will be granted with a certificate of viability, and will be sent to any of the entities with which the Ministry of Health, Social Services and Equality or the Chambers of Commerce have signed cooperation agreements. There will also be specific meetings with Business Angels, so that they can be aware of the projects and can help in the obtaining funding for them, exploring other possible ways of financing the projects.
- Tracking the beneficiaries of the program, providing personalized support and advice all the year long, and for two more years, in the case of those entrepreneurs that set up a business project. Those users of the business incubator, which is made available under this program framework, will have a following up during the time of use.
- A specific strategy for public information of the project will be carried out both in Spanish and in English languages. This information (relevant documents, the agreements reached between the partners involved, the links to the participating institutions, etc.) will be available in INCYDE Foundation website and in the Chambers of Commerce members'. There will also be a seminar in which the project stakeholders will share information.

RELEVANT INFORMATION

<http://eeagrants.org/> (EEA Grants)

http://www.noruega.es/News_and_events/Mecanismos-de-financiacion-EEE/ (LDO Noruega)

<http://www.msssi.gob.es/ssi/igualdadOportunidades/iEmpleo/eeagrants.htm> (Ministry of Health, Social Services and Equality)