

Role models and networking



Women entrepreneurs

All seven Andalusian FLAGs participated in a cooperation project to foster female entrepreneurship across the Spanish region, starting by studying the experiences of local women and promoting successful female entrepreneurs as role models to others.

High unemployment levels in Andalusia, combined with a common objective in the Andalusian FLAG strategies to diversify their local economies, led the 7 FLAGs to cooperate around a project to better understand women entrepreneurship in the region. Project goals also sought to clarify the support that was needed to encourage more women to set up their own businesses. Actions involved: the analysis of women entrepreneurship in the region's fisheries areas and the barriers and success factors to starting a company; the identification and selection of successful businesswomen to be used as role models for other women linked to the sector; the promotion of these cases through the production of 14 short films and best practice database; and a series of workshop exchanges between established female entrepreneurs and would-be entrepreneurs. This has inspired many local women from coastal areas to consider a career as an entrepreneur and laid the groundwork to providing more targeted support to female entrepreneurship.

7 ANDALUSIAN FLAGs, SPAIN

RESULTS (AFTER 18 MONTHS):

- > Production of 14 short films (10 500 views within one year), a handbook of case studies and a website on female entrepreneurship, including a database of good practices
- > 200 women taking part in workshop exchanges between established female entrepreneurs and would-be entrepreneurs
- > Many women from coastal areas inspired to set up their own companies, 4 have already done so

SUCCESS FACTORS:

- > Pooling resources & knowledge to address a common challenge in the region
- > Comprehensive approach to understanding & tackling the barriers to entrepreneurship

TOTAL PROJECT COST: €126 256

- > EFF Axis 4: €94 692
- > National / Regional co-financing: €31 564

Project promoter

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