**Accelerating** **Women's** **Enterprise**

**External** **Committee**

**04/04/2019**

**Members of the External Committee**  **:**

**Present:**

ARNE Caroline - Normandy Employment Center

COUSIN Annabelle - Normandy region

CHEVALEREAU Fabienne - Normandy region

DAN Gregory - Social Enterprise UK

GOULARD Stéphanie - Initiative s 35

HELAINE Lenaick - Mutual Harmony Normandy

PARKER Duncan - Fredericks Foundation

RAULET Nicolas - Caisse d'Epargne Normandie

MILES Katherine - Katherine Smiles Consulting.com

NIGEN Solenn - CCI - Entrepreneurship Cluster

**Apologies:**

ABILLY Gaëlle - DRDFE Brittany

DEMOULIN Hugues - DRDFE Normandy

Julie KAPSALIS - Chichester College

Julie BAKER - NatWest Bank

**Project partners**  **:**

BARCAT Fanny - Agency of attractiveness of Redon

CARMICHAEL Lucy – YTKO

HURLEY Bev - YTKO

CLECH Yael - EAFB

DANN Zoe - University of Portsmouth

DEBLOIS Camille - NOC

GOUAULT Charlotte - NOC

HURLEY Bev - YTKO

KWONG Caleb - University of Essex

LAUWERS Marion - University of Essex

LOUF Félicie - EAFB

MOUTON Géraldine - Agency of attractiveness

OBERSON Sarah - MEFAC

PEGHAIRE GAUDEUL Claire-Hélène - NOC

PERKIN Kate - CIC Outset

ROHWEDER Dirk - DHT

SEKULA Pam- Outset CIC

VERSTAVEL Gwladys - NOC

VIRGO Michelle - DHT

YON COURTIN Stéphanie - MEFAC

The following minutes relate the summary of support offered by the AWE project and comments and discussion during the first AWE External Committee meeting. It is supported by the presentation given to EC members, attached as an appendix.

Welcome from Stéphanie YON-COURTIN, Presidente of MEFAC, local hosts.

**Presentation of the** **members of the External Committee** **and their roles in relation to the AWE project**

Employment Centre

* Supporting women in business creation - 4 out of 10 businesses are created by women
* Work on the brakes
* 73% of companies survive for 3 years

Caisse d'Epargne Normandy

* 250 branches, 1,850 employees
* Helping women to become masters of their career
* Human Resources Committee to encourage women to apply for management positions
* Goal of financing the local economy for everyone, board of directors for more than 250 offices
* Only one-third of women start businesses
* Entrepreneurship of women is essential for the region
* 0% rate finance product for women
* Rural development - 5 Normandy departments - need for a better balance between men and women in the regions

Normandy Region

* Supporting  this project since 2018 to improve gender balance
* Support the development of businesses run by women

Caen Chamber of Commerce

* For the first time, as part of the plan called "Here I am setting up my business”, in connection with the Chamber of Trades and the CRESS Normandy, we’re supporting more women to start their own business
* Have an office with financial support for women entrepreneurs
* 5-day training sessions and a growing number of women
* Evaluation in progress.

Mutual Harmony

* Supports Club Normandy Pionnières
* Mobilized for women's entrepreneurship

Initiatives 35 - Brittany

* Network of 217 structures in France financing and mentoring start-ups

Social Enterprise UK

* 2000 companies, some small and some with a turnover of one million
* Have a social goal - work on research and policy
* Conduct global research on social enterprise, mainly in developing countries - disproportionately support and are led by women
* Provide women with opportunities to run businesses

Duncan Parker - Fredericks Foundation

* Micro credit provider - raising money for disadvantaged people
* 90% receive state benefits - 60% of funds paid to women's businesses
* Launch of the Women's Enterprise Fund

Katherine Miles

* Financial inclusion of women
* International Consultant for Women-owned SMEs
* Digital finance, technical support
* Can provide information for these areas of interest
* Life cycle constraints, women take time at their workplace

An overview of each of the Work Packages was given.

**WP** **1**  **: Starter Kit and Mentoring**

1. **Creation of a starter kit   :**

At the end of the project, the ambition is that this starter kit and the resources created by the project are disseminated and used throughout Europe and beyond  (training  resources;  mentors database; research results; what worked; what did not work and why ...)

1. **Mentoring   :**

1)       Creating a web content and mentor database

2)       Recruit and deliver training for mentors, design phase of this training until September  :

* 1. Qualification of a good mentor   :

✓        Willingness to invest time and offer expertise to help a person

✓        Listening, observation and motivation skills

✓        Ability to relate and explore needs and obstacles with sensitivity

3)       Club Normandie Pionnières and Outset CIC  will then test the mentor training between September & December 2019

4)       Start of program launch for other partners in January 2020

The 164 mentors will be recruited and trained by the partners as follows   :

* Dartington Trust 40
* Outset CIC 30
* EAFB 30
* Pionnières Normandy Club 40
* University of Porsthmouth 15
* MEDEFI 9

**WP** **2**  **:** **Training**

1. **Face- to-face training   :**

* 35 hours of new training content
* 620 women trained

Based on the experience of the project partners, a first step was to agree the content themes that are most needed in order to release constraints on female entreprise.

Outset CIC will lead on developing the following three technical modules   :

-           **Understanding the market** 

-           **Branding & values**

-           **Marketing**

Entreprendre au féminin will lead on developing three more psychosocially-focussed   modules:

-           **Time management**  **(Work / Family)**

-           **Relationship with** **Money**

-           **Self-confidence**

Each co-created module will be tested in France and England, and then rolled out across the partners.

There will also be two specific modules   created by Dartington Hall related to social enterprise :

-           **Link between individual values ​​and the SE project**

-           **Measuring social impact**

These modules will also be tested by Outset CIC in England and Entreprendre au féminin in France.

1. **E- learning**

The goal is to provide an additional method for women to learn and improve their skills and confidence.

The advantages of an online training platform are:

* + **Move at your own pace**
  + **In the absence** **of face** **-** **to** **-** **face** **workshops** **, you can** **catch up with online training**
  + **In case of child or other caring responsibilities, women can continue to train**
  + **Individuals in isolated areas who cannot go to face** **-** **to** **-** **face** **training venues** **can still benefit**

A short video example was shown on the topic of prioritising and managing your time.

The idea is for people to focus on their big goals (business priorities, life/family priorities), then considering smaller priorities to ensure that they fit in the important things and limit stress.

1. **Bootcamp:**

This is two-day accelerated training programme to help women struggling with new businesses to increase their sustainability. To do this it is important to first identify the difficulties they are facing to allow facilitators to create the content We will work on professional and personal skills (well - being, coaching) together.

In total, 6 bootcamps will be delivered to founders and leaders who are experiencing challenges to growing their business. It will focus on will maximising resources and work on the constraints to give women more confidence and skills to ensure their success.

To achieve that we will help   women to find ideas / solutions and learn for themselves. They can also create a network to help each other and support each other.

The following 4 topics have been proposed:

-           **Business strategy**

Define / redefine the commercial proposal and the main offer

Unique Selling P roposal and market mix

-           **Digital and social media**

Improving strategy on social media

-           **Finance**

Identify and explain the different sources of funding

Identify ways to maximize revenue and minimize costs

-           **Develop resilience and a growth mindset**

Health and mental well-being

Managing stress

**WP** **3**  **: External Committee and Research**

1. **External Committee**

The purpose of the  External Committee is to discuss, champion, evaluate and disseminate the project activities. It is composed of 20 members (10 France and 10 UK). These are chosen according to their relevance, interest and their involvement in entrepreneurship, particularly women's enterprise, to so that they can contribute their experience to the project.

The EC will be a driver of mobilisation, awareness raising, engagement, involvement, and of work undertaken and shared.

It is led by MEFAC and co-led by YTKO.

Today the goal is to define how the External Committee will be invested and involved in the project.

1. **Research**

A team of researchers will be established with the goal of understanding the support ecosystem and how it needs to be adapted to better suit the needs of the target audience.

Some initial research was conducted showing that it is not beneficial to consider women in a separate ecosystem as this can "ghettoize" them. Women are often pushed to an inferior economy, classified as ‘lifestyle’ or ‘hobby’ businesses, often with the sole business purpose of simply surviving. They would tend to stick within this inferior mini-economy and not discuss finance, capital or growth, but focus more on personal or family management topics.

It can be stated that disadvantaged women who have started their own business experience more stress than men or more than those who are employed. This can be due to lack of funding and education.

The purpose of this research is to provide a reference body to discover what can influence these situations. Currently, little work has been done specifically around this topic of disadvantaged women. There is more research on the subject of the underdeveloped countries of Africa than in the developed countries of Europe, for example.

During this research, it will be important to ensure confidentiality and anonymity and ensure that data management principles are adhered to.

Interviews are planned in France during the summer of 2019 and EC members will be invited to participate. The members of the External Committee would be interested to discuss the impact of all this on their regions.

**Communication**

A brand identity, logo   and a website in English and French have been created as well as a Facebook page and a twitter account.

We ask you all to promote the project on your social networks. Do not hesitate to mention the AWE page.

A newsletter is also available with a subscription facility on the website. The External Committee (EC) is invited to please register and to share this further with its network.

On the site, a special EC section will be created at a later date so that all members can contribute to the work of AWE: comments and feedback from this group of diverse viewpoints and skills will be useful.

The remarks, questions, proposals of the members of the Committee will be passed on to Sarah Oberson (Mefac ) or Lucy Carmichael (YTKO) . It is also proposed that EC members could sit in on some of the test workshops for the training modules if they would like to do so.

After the presentation of the Work Packages, there followed specific discussion regarding the work of the External Committee.

**Definition of the** **role** **and goals** **of the** **External** **Committee**

How should EC members participate in the project, get involved in it, what contribution can you make?

To answer these questions, we formed 2 groups

-           A French group: Partners and External Committee

-           An English group: Partners and External Committee

1. **French Group:**

Proposals:

-           Bilingualism of meeting and working documents

-           Identification of the constraints in today's society to help adapt the tools

-           Promoting the inspiring stories of women entrepreneurs

Details of discussions:

-           Harmonie Mutuelle: reassure and advise women on the social protection of the entrepreneur

-           Job centre in France has a role of reception and advice; 1/3 of people are redirected to training to help them start a business (" psychological" training: Self-esteem; stress management ... - Technical Training: Accounting, Marketing ...). It is important to reassure women who want to start their own business on the compensation side. Becoming available:

* + - Case studies (mixed but can be analysed) on business founders
    - Short videos on youtube on entrepreneurship & starting and growing a business.

-           Caisse d'Epargne Normandie has been publishing a national barometer for four years (BBCE) indicating that women need:

* + - Support from their family
    - Recognition
    - Personalised support

-           Initiative 35 supports entrepreneurs (Mixed) initially with the set-up and launch of their business and then with its growth, supported by mentors. Mentor training has been created.

1. **English group:**

Proposals:

-           Rely on each partner to open up a wider network to support and promote all actions implemented in the framework of AWE

-           Define the role of the External Committee: understanding who all the members are in the EC, their role and their position in the network

-           Communicate with each other within the external committee

-           An online platform like Google doc could be useful to modify and identify actions

-           Creation and provision of a timeline of events and activities would be helpful

-           Provide timely and valuable feedback on key items of the project (Training, mentoring, research ...)

**Workgroups:**

**Bootcamp,** **Mentoring** **,** **Research** **,** **Training**

1. **mentoring**

-           Clearly identify the criteria for matching the pairs of mentors/mentees:

* + - skills;
    - Location;
    - Personalities   - avoid too much opposites (E.g.: shy mentee facing a too extroverted mentor)

-           Consider positioning some mentors more as start-up mentors and others more as post-start support (they will have various skills)

-           Open mentoring to professionals who may not have started their business (e.g.: an executive or an expert employee could potentially be a mentor)

-           Need to have a reference framework to recruit mentors:

* + - Where to look?
    - How to recruit them?

1. **Bootcamp:**

-          Tailor each of the bootcamps according to specific local needs

-           Look for complementarity between bootcamps and training. In fact, both are complementary because women will engage in one or the other. It is therefore interesting to connect the skills focussed on.

-           To know and share the learning goals for each of the bootcamps

1. **Research:**

-           Share research already done

-           Cascade the research results: maximise geographical roll-out of communication

-           Define a framework for positive spin-offs (eg. improving skills leading to better employability)

**Next meetings:**

The calendar

**External Committee 2:** **DEVON:** 9th October 2019 - *Proposal* *to stay on the 10th to see what* *DHT is* *doing*

**External Committee** **3:** **REDON:** 14th May 2020 - *Proposal* *to stay on the 15th to see what* *the Redon Attractiveness Agency does*

**External Committee** **4:** **CAEN:** 8th October 2020 - *Proposal* *to stay on the 9th to see what Club Normandie Pioneers are* *doing*

**External Committee** **5** **LONDON:** TBC May 2021

Reminder: travel and subsistence costs for members External Committee are covered by the partner who invited you to join us (no cost for external partners)

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