



## Women Integration and Skills for Entrepreneurship

<http://www.ubique.org/wise>

WISE is a Leonardo da Vinci pilot project co-financed under the priority 2: Developing the Quality of Vocational Education and Training (VET) systems and practices, and there focusing in particular on "Developing relationships between the labour market and VET". It is geared at three main problems of women entrepreneurs in the ICT/ICT-supported sector: lack of definition of women's needs; lack of education/training strategies to improve working environment towards "women-friendliness"; lack of efficient training tools for (self)-assessment and creation and seizure of market opportunities. At the same time, studies conducted at European level showed that there exist women-specific needs. The objectives of WISE are the following:

- Benchmarking analysis of national vocational training policies and practices dealing with women entrepreneurship. The comparative analysis will be based on documentation/material available (to avoid to re-invent the wheel) and qualified opinions of selected stakeholders in the target countries;
- Identify and dissemination best practices in the European education and training systems enabling women entrepreneurship
- Identifying needs and deficiencies that women entrepreneurs suffer in their job to manage and/or set up new businesses;
- Assessment of women's capacities/company's needs in order to "develop relationships between the labour market and VET"
- Drafting guidelines for strategy/remedy: "bottom-up" as assessment tools for women to promote themselves, "top down" to create a gender-friendly = women-friendly environment. Furthermore, the different level of training/formation will be investigated where gender-sensitive elements must be introduced to foster a long-term impact. Out of these findings will result guidelines and criteria to adapt training and formation modules to the market needs.
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- Test findings and best practices in real business environments (trial phase) with selected groups of women entrepreneurs and SMEs in the ICT/ICT-supported sector. To this purpose, WISE will organise 5 pilot workshops in Spain, Austria, Estonia, Poland and Cyprus.
- Valorisation of project results, mobilising target groups and potential users and stakeholders to raise a broad visibility of the actions and outcomes of the project and to guarantee exploitation of the results beyond the project phase.

A powerful consortium experienced in the target sector guarantees the implementation of the project goals. It consists of 6 partners from 6 countries (AT, ES, UK, EE, PL, CY), including private and public organisations, commercial and not for profit, as well as training institutes.

Throughout the project, specific attention will be paid to the valorisation of results, i.e. the awareness raising and dissemination. To this avail, partner Nr. 6 will draft a business and exploitation strategy that will be implemented by all partners. This will guarantee to reach a critical mass, and to continue the efforts after the funding phase. It must be emphasised that all project partners have a vested interest in the project results as they might influence their service portfolio (recruitment, job offer, training course design etc) vis-à-vis clients in the future.

Finally, all project results, including tools, will be published on the project website where they will be publicly available.

Type of result	Medium/Language	Time schedule	Target group
Benchmarking Report (comparative analysis of national vocational training policies dealing with women entrepreneurs, in particular in the ICT/ICT supported sector)	On-line (website); EN	M5	End users = women: students, persons in the job, persons looking for a job in the ICT sector; SMEs; industry, decision makers, general public, decision makers
Development of VET modules to enhance the business performance of women entrepreneurs in the ICT/ICT-supported sector	On-line on project website and partners website; communication to networks; presented at the 5 workshops	M10 (workshops) and M18 (final versions)	VET institutions; women entrepreneurs; general public.
Self-assessment tools for women entrepreneurs to analyse their actual situation; recommendations on how to improve it	On-line tools publicly available; questionnaires for one-to-one assessment	Developed, tested and valorised during project trial phase, final on-line tools available at the end of /after project phase	Women entrepreneurs in the ICT/ICT-supported sector
5 pilot workshops in Spain, Austria, Estonia, Poland and Cyprus.	Interactive, EN	M10	Women entrepreneurs in the ICT/ICT-supported sector; VET institutions; SMEs/industry; decision-makers; other stakeholders such as social partners etc.
Strategy and guidelines to promote women entrepreneurs	On-line (website); EN	End of project	Training and formation institutions, public and private; training providers (on-line and off-line); SMEs for in-house training courses.