

TNC-FICHE

ESF-Flanders

Name of institution:	..UNIVERSITEIT HASSELT.....
Type of institution (click the right answer):	<input checked="" type="checkbox"/> Public <input type="checkbox"/> Private <input type="checkbox"/> Institutional training providers <input type="checkbox"/> Other (please specify)
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Stage of implementation: (click the right answer):	<input checked="" type="checkbox"/> Preliminary project Idea (projects in preparation phase without grant awarded) <input type="checkbox"/> Project under implementation
Title of the Project:	“Transnational project on mentoring and coaching for female entrepreneurs”
Approximate budget of the project:	+/- 250.000 €
Budget for transnational activities:	+/- 75.000 €
Duration of the project – starting date (in months):	From. 01/03/2012.till 01/03/2014
Duration of the transnational activities within the project – starting date:	+/- 30% of the activities
Thematic scope of the project (click the right answer – maximum 2):	<input type="checkbox"/> <u>Access to the labour market/employment and social inclusion, e.g.:</u> <ul style="list-style-type: none"> <input type="checkbox"/> Pathways to integration and reintegration of disadvantaged groups <input type="checkbox"/> Fighting discrimination when entering the labour market <input type="checkbox"/> Progress in promoting acceptance of diversity in the workplace <input type="checkbox"/> Customised programs for specific targeted groups <input type="checkbox"/> Stimulating and acknowledgment of working skills <input type="checkbox"/> A better flow from social economy towards the regular labour market <input type="checkbox"/> <u>Workers and new skills within the context of a “New Economic Environment” and social economy, e.g.:</u> <ul style="list-style-type: none"> <input type="checkbox"/> Developing systems & strategies for lifelong learning within organisations and services for enterprises <input type="checkbox"/> Training & services for workers to increase their adaptability <input type="checkbox"/> Strengthen an HR-competency policy in enterprises <input type="checkbox"/> <u>Business undergoing changes, e.g:</u> <ul style="list-style-type: none"> <input type="checkbox"/> Support labour organisations to adjust to rapidly changing economic & organisation standards <input type="checkbox"/> “Corporate Social Responsibility” <input type="checkbox"/> Social economy <input type="checkbox"/> <u>Education and training, e.g:</u> <ul style="list-style-type: none"> <input type="checkbox"/> Increasing the participation in education and training at all time in one’s life

	<ul style="list-style-type: none"> <input type="checkbox"/> Increase the transition from school towards work/labour market <input type="checkbox"/> Facilitate the access to education for 45+ ✓ <u>Women and job, e.g:</u> <ul style="list-style-type: none"> <input type="checkbox"/> Measures to gain better access to jobs and achieve a more sustainable labour market participation <input type="checkbox"/> Measures to decrease the gender gap & have more women in the labour market <input type="checkbox"/> Actions to improve the balance private-working life <input type="checkbox"/> <u>Fighting inactivity and discrimination at high age, e.g:</u> <ul style="list-style-type: none"> <input type="checkbox"/> Measures for more and easy access to employability <input type="checkbox"/> Measures to keep elderly people working ✓ <u>Stimulating entrepreneurship for target groups, e.g :</u> <ul style="list-style-type: none"> <input type="checkbox"/> Measures to increase the participation of migrants/ethnic minorities in the labour market and to stimulate social integration <input type="checkbox"/> Innovative actions <input type="checkbox"/> <u>Innovative actions</u>
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Target group for transnational cooperation (click the right answer): <i>(ONLY final beneficiaries, NO stakeholders)</i>	<ul style="list-style-type: none"> <input type="checkbox"/> Long term Unemployed <input type="checkbox"/> Persons not actively at work – e.g. Young people under 25 years old (Incl. school or high school/university) <input type="checkbox"/> Employed ✓ self Employed <input type="checkbox"/> Elderly persons (+ 50) <input type="checkbox"/> Specific target groups: <ul style="list-style-type: none"> ○ Disadvantaged groups (Ethnic / national minorities) ○ Immigrants ○ Ex-offenders ✓ Women <ul style="list-style-type: none"> ○ Persons with mental or physical disabilities ○ Employees in Social enterprises
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Brief description of the Transnational cooperation:
1. Problems to be solved (justify the need of the transnational cooperation)

Several initiatives have been developed to encourage female entrepreneurship. In Belgium, for example, various mentoring and coaching projects to encourage (starting) female entrepreneurs are organized. Because of the high participation rates, it seems likely they fulfill the current needs. But, these projects also share some problems, for example in reaching ethnic minority women or in using the mentors involved to their full potential. A systematic assessment of these initiatives is however lacking. An improvement of these programs could provide an increase of the effectiveness of these mentoring and coaching programs. The projects need to get more in line with the expectations and experiences of female entrepreneurs.

Based on a pilot study we would like to develop a mentoring /coaching program that doesn't start from a deficit-thinking, but that is focused on sustainable entrepreneurship, starting from the perspective of the female entrepreneurs. Understanding the individual motivations, choices, capabilities and limitations of female entrepreneurs is crucial to develop a tailor-made policy. A policy that goes beyond the access to entrepreneurship. This is necessary to be able to develop an innovative coaching / mentoring tool, which can support a diverse pool of female entrepreneurs.

2. Objectives to be achieved

- To develop an innovative coaching / mentoring tool for female entrepreneurs and this in the different stages of entrepreneurship (starters and experienced women). Our goal is to increase the sustainability of their entrepreneurship, considering (the change of) the existing gender inequality in our society. The sustainability can be either objective (eg. survival chances, wages) or subjective (eg. Satisfaction)
- To understand the role mentoring and coaching can play in increasing the objective and subjective success of female entrepreneurs
- To create a blueprint for an innovative mentoring / coaching tool that can enhance the success of female entrepreneurs.
- To develop a campaign to make female entrepreneurs 'get familiar' with the concept of coaching and mentoring

3. Main transnational activities (as provisionally planned, to be confirmed with partners)

- Exchange of best practices in mentoring and coaching projects
- Knowledge exchange. We learn from expertise and experiences in other countries and regions, and share ours with them to transfer our mentoring tool to other European countries
- We want to contribute to ameliorate the knowledge, experience and capacity at a European level

4. Planned outputs, deliverables, results of TNC; expected outcomes (effects)

- An innovative mentoring / coaching tool that can enhance the success of female entrepreneurs.
- A campaign to make female entrepreneurs familiar with the concept of coaching and mentoring

5. Useful and additional remarks:

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