

## **WP 2 – Development program for advisors, working with female entrepreneurs.**

### **Strategy for WP 2 in Sweden.**

Our strategy will be to use the target group as an instrument to develop and test methods and tools to give advisors a new competence. The methods will have focus on competence to meet other cultures and on business relations between partner countries. A gender perspective will be used as an overall perspective.

The tools will not be composed as fixed education programs but more as a description of issues and problems, which are important to discuss in a consultation situation and which are possible to analyse from a gender perspective.

### **The target group**

All Swedish partners have very limited budgets for use. For this reason we must have restrictions for the number of participants in the target group to take part in the education activities. The advisors, who want to participate in the activities, will have to pay most of the costs themselves or through their employer organisation.

Our **qualitative** claims to be a member in the target group are:

- To have creative ideas in general for advisory methods,
- To have an interest for trans-national contacts
- To be able to work with a gender perspective.

We also want a representation from different fields of experts as innovations business economy, business organisation, social economy, or marketing. To build up this target group, we want Swedish partners to find and chose advisors – men and women – who have capacity to give competence as input to a well qualified target group.

As in Sweden during the latest years projects have worked with methods to get a better competence among business advisors, helping female entrepreneurs, we must take care of the results of those projects.

The idea is that our target group will function as a network, which can be at disposal during the project time. The net will be presented at the FEM website with photo and description of competence and experiences.

### **Existing education programs for advisors in Sweden.**

Most of the education programs for advisors are written in Swedish.

- The “Entrée”-program has a summery in English, which can be reached at [www.entreeprogrammet.se](http://www.entreeprogrammet.se)
- “Tänk om...” , Almi Västerbotten 2005.
- ”På egna vingar”, Birgith Juel 2004.
- ”Från osynlig till synlig tillväxt” ,Birgith Juel, 2004
- ”Konsten att hålla ångan uppe”, 1999.

"Baltic Sea cross Culture Management Guide," Baltic Sea Chambers of Commerce Association. 2002.

## **National Work plan – Sweden.**

### **WP 2.**

#### **2005**

As the earlier work plan has been abandoned because of lack of economic resources, Swedish partners have started again with a changed program. This program has focus on transnational business and on how to facilitate business contacts.

- General work-out of a seminar program with two separate days for a maximum of 15 participants and a possibility to take part in a two days study trip to Estonia..
- The focus in the program will be to understand culture differences and to learn about practical things to get successful business relations.

#### **2006**

- Search for economic resources to be able to start the education program.
- Possibility to follow up ideas at trans-national meeting in Norway.
- Seminars and study trip in March-May.
- If needed, use of national meetings to present and discuss the ideas from the target group.
- Possibility for trans-national discussion in Latvia.

#### **2007**

- Report to Lead Partner to be used for the Final report.
- Recommendations for how to use in practice the results from the work.
- Presentation and discussion at Final meeting in Poland.

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