



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 a gender perspective as an overall perspective.

The tools will probably 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 give any kind of possibility to effect operative work.

We suggest limitations for the target group both from geographical point of view and from competence and personal qualities. The participating **geographical** areas can be Region of Skåne, Västra Götaland, Jönköping, Östergötland and Kalmar The NRC (National Resource Centre) will participate without operative work.

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

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

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.

The candidates must be contacted personally to get information about the prerequisites for the task They will also get an overview of the FEM program and about possibility to participate in any of the trans-national meetings.

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 as well as the just started Equal project Entreë.

The idea is that our target group will function as a network, which can be at our disposal during the project time. Our idea is that each partner will chose not more than five advisors for this network. The net will be presented at the FEM website with photo and description of competence and experiences.

Existing education programs for advisors.

Having chosen a model for realisation of a gender perspective program for promotion of advisory competence, we do not find any reason to produce a broad inventory of existing education programs for business advisors in general. This does not mean that we will not take care of successfully tested tools and models, which are in line with our strategy.

Work plan,

2005

- Personal contacts with candidates for the target group will be taken through WP 2-responsible for each Swedish partner.
- The list will be completed at latest in August.
- Information to the target group about the FEM program, WP 2-plans and possibility to participate in one trans-national meeting.
- Presentation of the target group at the FEM website.
- Organisation of a common national meeting in September-October to change ideas about the development program. Experts from Nutek and other organisations will be invited. The gender perspective must be stressed.
- In November a discussion among WP 2-responsible in Sweden about how to continue the work. If possible presentation at the autumn meeting at Nutek.
- Input to the FEM website.

2006

- Continued discussion within the target group over the issues to involve in an advisory program.
- Possibility to follow up ideas at trans-national meeting in Norway.
- 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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