



WP2 – Networks of training and exchange of experience for the advisors

Strategy of WP2 in Estonia

1. Strategic goal of WP2

Creating networks and developing joint strategies for advisors and resource centre leaders to promote female entrepreneurship.

2. Main target group of WP2

Advisers, consultants, resource centre leaders, support persons of the entrepreneur

In Estonia, we basically do not have good education program for ‘training the trainers’ or giving good knowledge for entrepreneurship consultants and advisors. The counseling services offered by current enterprise support structures do not always guarantee correct and up-to-date information nor are they sufficiently available. Another big problem is the support and understanding of ideas on the part of enterprise consultants. Totally missing is counseling at the grassroots level, potential entrepreneurs feel that they have nowhere to turn with a nascent business idea in order to receive understanding and support to continue with their idea. So, woman, who is planning to start her own enterprise, but who is not very sure about the business idea, could easily give up and do nothing if she gets non-supportive attitude from advisor.

In the counseling sphere, it is important to further develop the existing counseling system. The main attention is directed at supportive and personal counseling, whereby the needs and problems of the entrepreneur can be best understood and supported. Support persons need training of personal consulting and new counseling techniques.

Also, very important is the cooperation between different institutions of advisors. Contacts and knowledge are key factors in successful business activities. Therefore, more attention than before must be paid to co-operation between national advisors themselves, as well as the greater involvement at the international level.

3. Actions to be taken

2005

- Analysis of existing national, regional and local structure of advisory services to women entrepreneurs including current policy actions and trends
- Analysis of legislation mapping out the influence of state policy and law to female entrepreneurs
- Expert study on statistics on women’s entrepreneurship and matters related to women’s entrepreneurship

- Developing promotion strategy and action plan for female entrepreneurship in Estonia (completed in December 2005)
- Developing national webpage in Estonia and starting cooperation for the international webpage implementation
- Releasing e-newsletter in Estonia

2006

- Developing training program for advisors and consultants (taking place from March to June of 2006)

Containing six modules:

- psychology of counseling;
- counseling methods;
- moderation techniques and interaction
- communication and public presentations
- end of course, conclusions and course presentations
- Further developing national homepage, organize national seminar of using the webpage and chat room of entrepreneurship consultants
- Start to create international networks between resource centre leaders and consultants from different countries.

2007

- Questionnaires to advisers/ resource centre leaders in order to prepare a final report and to get suggestions for further needs of training.
- Final report with recommendations for the future concerning continuous training in the network.
- Dissemination of final results of the project and giving good examples of practice

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