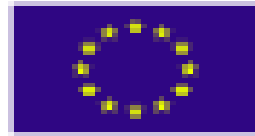


**FEM Project Coordinator
Leena Heiskala
Palvelupartio Oy**

**Sigulda, Latvia
July 2007**



FEM – Female Entrepreneurs Meetings in the Baltic Sea Region

Mentoring WP 3

RESULTS

MENTORING IN NUMBERS

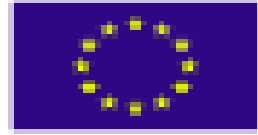
Estonia 10 groups + 4 pairs

Finland 4 groups

Latvia 3 groups + 21 pairs

Lithuania 3 groups + 9 pairs

Sweden 3 groups



200 PARTICIPANTS

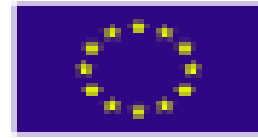
BOTH ENTREPRENEURS

AND

WOMEN PLANNING TO

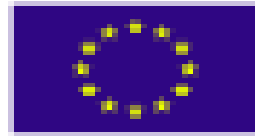
START

THEIR OWN ENTERPRICES



MAIN ACHIEVEMENTS

- 6 MENTORING MODELS**
- 6 MENTORING MANUALS**
- 12 NEW ENTERPRICES**
- POWER POINT
PRESENTATION ON GROUP
MENTORING**

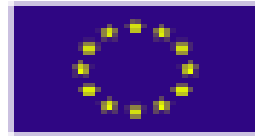


**+ INCREASED SELF-
CONFIDENCE**

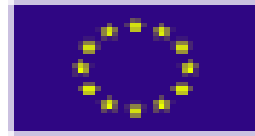
+ WIDER VIEWS

Cooperation + networking

**- locally, regionally,
nationally and transnationally**



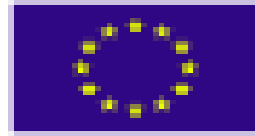
**Groups and pairs
have meetings,
idea trips and trainings
in business issues**



**They change the tradition to
work alone**

and start to cooperate

**Entrepreneurship has got a
wider meaning**



Business

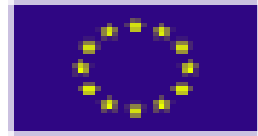
Economic understanding

Improved business plans

Cooperation in purchasing

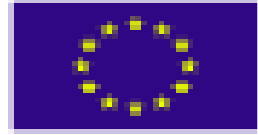
Improved language skills

Improved performance



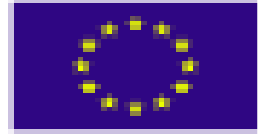
National applications

- training camps**
- two mentors for a group**
- mentor competition**
- PowerPoint presentation**



Mentoring backbones

- groups well put together**
 - motivated mentors**
- experienced entrepreneurs as mentors**
- well structured project plan**

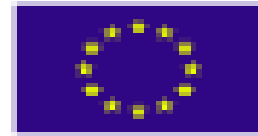


Mentoring backbones

- themes for meetings**
- documentation of meetings**
 - peer support and information exchange**

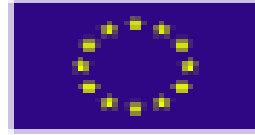
Problems

- **Commitment**
- **Distances**
- **Language skills**



Expectations reached very well

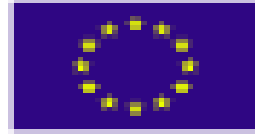
- Entrepreneur know-how**
 - Networking**
- Business contacts**



-Entrepreneurs activated

- Organisations learned mentoring principles and coordination

Mentoring is a respected and eligible working method in business promotion

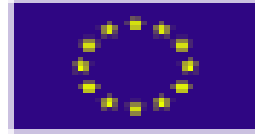


Continuation

Latvia also men interested

Sweden new project started

**Finland plans for Leader
financiatiion**



Continuation

30-50 % of the mentees

are interested

to be mentors