



BEST PRACTICE OF SPAIN

Title

What is the name that best describes the good practice?

Women Mentoring Activity within the PAEM Programme to Support Women Entrepreneurship



Location (region, country)

What is the geographical area where the good practice has been used?

Spain

Target group

Who are the users of the best practice?

Women wanting to start a business

Context: Why was it introduced?

What is the context (initial situation) and challenge being addressed? Provide a short description.

Since the starting point, the PAEM programme enriches its support to women entrepreneurs with different activities developed every two-years according to demands of the participating women. The aim of “Women mentoring” is to offer beneficiaries not only on-line support and advice, but also actual experiences, and practical examples of women that are running their companies.

“Women mentoring” was developed over the period 2016-2018, and is based on a volunteering activity carried out by business women in different regions of Spain, acting as mentors and helping through on-line sessions to groups of women that want to become entrepreneurs (mentees). The collaborative communities are in contact on-line, both at a group level or at an individual level.

Description of the best practice:

Describe the methodology lead to a successful outcome and finally to the good practice? What was the process?

Methodology:

1. The PAEM Department in the Local Chamber disseminates the activity (women mentoring)
2. The Chamber of Spain creates the national database of mentors and mentees
3. Both groups are segmented according to their knowledge and field of interest
4. Selection of mentors and recruitment of Mentees
 1. (Organisation of groups of mentees according to their needs).
5. Coaching to mentors about the key points and dynamics of the mentoring activity
6. Organisation of on-line group session (3/4 sessions of 90-120 minutes on 4 topics over a six-month period)
7. Possibility on on-line individual advice, and also open forum to comment each session
8. Final report of the activity



Impact (What are the lessons learnt?)

What are the lessons learned and the key success factors identified?

The key success factors of the activity:

1. The topics: since they are chosen by the participants of the groups, and they are based on entrepreneurial soft skills as complementary to technical skills. This fact provides beneficiaries with an enriching valuable experience for their entrepreneurial project.
2. Commitment: The activity is based on the volunteering time and work carried out by the mentors and mentees. Thus, it is important that all the participants are highly committed to the aim of the project- build a strong community of women with wide networking.
3. The procedure and intermediation of the PAEM experts in the Chamber Network: The Chamber network contributes to generate critical mass, provides Mentors with Training and IT infrastructure means, and gives guarantee of high quality and professionalism to the process.

Source of information:

Department of Training.

Chamber of Spain.

<https://www.camara.es/creacion-de-empresas/apoyo-empresarial-las-mujeres-paem>

<https://empresarias.camara.es/>

Photos





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