

GUIDELINE

MAMEC

"Autonomous Mothers: Measures and Strategies for reconciling work and family life"

"Madres Autónomas: Medidas y Estrategias para Conciliar vida familiar y laboral"

KA2 Strategic Partnership Project in Adult Education

2016-1-ES01-KA204-024925



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INTRODUCTION

Under the EU program Erasmus+ KA2 – Cooperation for Innovation and the Exchange of Good Practices, Strategic Partnership for Adult Education and following the European Union plans for the increment of female employment and level of education was created the project "Autonomous Mothers: Measures and Strategies for reconciling work and family life" ("Madres Autónomas: Medidas y Estrategias para Conciliar vida familiar y laboral", acronym MAMEC).

It is a multilateral strategic partnership Development of Innovation, which involves four partners from 4 different European countries (Spain, Italy, Croatia and Greece). Documents consulted for these countries make a diagnosis on the situation of women and reveals more unemployment, lower social participation and employment rates, worse job contracts and working conditions, including wages, and less social protection. For all of this they have more difficult in balancing work and family life.

Following the EU 2020 strategy, which has among its main objectives the growth of the employment rate and the fight against poverty and marginalization, we have provided a valuable assistance to women-mothers, addressing the double problems of unemployment and the need for reconciling work and family life.

Mothers who do not work and who suffer any degree of social discomfort are our main target group. The project has been designed, primarily, in order to increase employment and to promote cooperation and lifelong learning by developing skills such as "entrepreneurship, digital skills and linguistic competences". The planned approach is versatile and multidisciplinary with interactive methods related to the learning process and an intensive use of ICT. All partners have gathered their knowledge and resources in order to develop together a viable strategy that includes:

- 1) A deep investigation by analysing successful examples and best practices in the 4 involved countries on the business activities that can be realized at home (HBB)
- 2) A Training Course on basic business skills and specific topics, to be held in the 4 countries of the partnership in small groups (10 women with children)
- 3) An online training with theoretical and practical modules on the skills needed for a new

business

- 4) The creation of a website with all the information also translated into the languages of the partners to promote and encourage a wider use of the results
- 5) The Dissemination Products of the obtained results and a multiplier event, held in the country of the applicant partner, in order to present in this one-day seminar, the intellectual products created in the project.

This project was mainly directed towards mothers that have the necessity to reconcile the familiar life with the labor world, encouraging the female entrepreneurship and the home-based business, in opposition to the traditional 9 to the 5'oclock job.

To women with children, especially those at a young age can be hard to follow a rigid schedule or any schedule at all. Also, the kindergarten option is not available for everyone due to the elevated prices and the low or non-existent incomes of the families.

For this reason, MAMEC has presented to these women more simple and achievable alternative income sources that are possible doing from their own place enabling in this way for them to be with their children. The project educated them not only in a professional way but also personal, teaching those lifelong skills, as well.

Further, there are other topics of equal importance of discussion like the encouragement of improving digital skill and a language besides of our mother tongue since we live on a globalized world, gaining also a bigger disposition to intercultural relationships.

This formation was realized using an informal method of education, that is proved to be a great learning method for everyone, but especially for adults since those show reluctance to learn when the teaching mode doesn't allow autonomy, what sometimes happens with a stricter program. This method encourages independence and entrepreneurship.

In order to achieve the goals of the program, previously was made a rigorous preparation, making a field investigation and a market research regarding the employment situation in each country and the position of women in the labor world. This phase lasted from September of 2016 until January of 2017. At the same time, was made the selection of successful business created by women and the participants for the training course. Several women signed up to participate in the course. The minimum number of participants for country was of 10. It was chosen a simple but effective

method of selection, selecting only the women who were mothers, with children, showing some social disadvantage.

In this phase was created the project website and each partner was assigned with specific functions (edition of the specific modules to be explained during the training course and then uploaded on the web for the e-learning course).

1. Crafts and Party Decorations;
2. Organization of events;
3. Community Manager and Web Marketing.
4. E-Commerce
5. Technical and Business English
6. ICT and Social Media



These modules have been exchanged between all partners in this period together with its translation into all national languages of the partnership.

The first transnational meeting was made in Dubrovnik-Croatia in October 2016 and the second one took place in Nicotera-Italy in July 2017.

Next, a series of interviews was made to successful women that held home-located business. The preparation of the training course occurred between February and July 2017.

After this being concluded it was time to initiate the training course in the classroom, followed by the e-learning course with theoretical and practical instruction on the skills necessary for new enterprises, challenges and opportunities including tools for problem-solving.

In addition, was also our objective to promote a Europeanist feeling and also the consciousness of intercultural learning.

All partners, after the training activities, have been involved in the preparation of the Methodology Guide, directed especially to women and mothers in search of their own personal and professional fulfillment. The objectives of this intellectual product are to guide, systematize and give methodological support to women who want to undertake a business activity, develop professional

orientation processes, through a methodology widely developed during the project, incorporating the Gender Perspective and attending to the groups with specific difficulties.

It was expected that our participants could accomplish all of these objectives and applied them in real life, becoming great skilled professionals who had in themselves also good social, linguistic and communication skills, challenging the numbers of unemployment.

We have realized, therefore, a series of activities that will give the opportunity to women-mothers to acquire basic and transversal skills in order to have access to the field of entrepreneurship and have the possibility to start a home-based business.



PROJECT COORDINATOR

MAD for Europe (SPAIN) MAD for Europe is an international organization established as a reference training institution in Madrid. 21st Century. We live in a society in the full process of change thanks to centuries of past advances and new evolving technologies.



This has enabled us to break down barriers and bring us closer to our cultures. In these changing times, MAD for Europe has been constituted as a non-profit organization that aspires to bring Europe to all people and it is aimed at improving the quality of life of all Europeans with programs like Erasmus +, LLP, Horizon2020, Europe for Citizens, EYF, Creative Europe, with educational projects to integrate people with problems or socially excluded into our society and provide a better future helping them develop their own talents and qualities. We are active in the labor market and in the fields of education, training and youth; specialized in Cultural development, European mobility projects, Intercultural and linguistic Learning and we operate with National and European programs.

Our mission is to contribute to the evolution and social inclusion of all human beings by providing educational experiences that are part of a lifelong learning process, on issues of development, vocational training and social improvement, with particular attention to the condition of young people, women and vulnerable groups.

These experiences promote the mobility of individuals and allow the achievement of knowledge, language skills and qualifications, enhancing their personal development, active participation and entrepreneurship. Our actions improve the quality of international mobility initiatives and of cultural, educational and training programs, in a vital, social, and animated mood in order to achieve innovative practices and foster cooperation and cultural exchanges between populations. Our headquarters is in Madrid, the cultural centre and economic engine of Spain, also known for being very open and welcome to outsiders making you feel right at home.

INTERNATIONAL MOBILITY AND CULTURAL SERVICES

At MAD for Europe we firmly believe in the relevance of international mobility in the acquisition of new skills and knowledge and as an investment for personal growth, employability and participation in the labour market. In fact we put all our effort in order to organize successful training programs that meet the educational and professional needs of all participants. Our Training Mobility Offers cover all levels: work experience programs, training courses for teachers and school staff, job shadowing for professionals, initial vocational training, language courses, higher and adult education. For us, mobility is not just a trip to another country, it's much more! Mobility is knowledge, cultural exchange, friendship, personal relationships, experience, the ambience of each country, gastronomy, good practices, integration of the participants and the satisfaction of having experienced a lot of positive feelings, which have contributed to a real growth of the person. In particular, we manage and coordinate the following activities:

- > Erasmus+ KA1/KA2 (projects' submission in major European Calls; global management of projects receiving groups and participants from all over Europe, sending participants abroad for training experiences, study visits or work placements)
- > Erasmus + Youth (projects' submission in the field of Youth, coordination and reception of young Europeans and involvement in seminars and international exchanges)
- > Work placement programs (professional experiences in accordance with participant requests in any kind of entities and at any time of year)
- > Study stays abroad for individuals or groups
- > Training Courses for teachers, professionals, students
- > Language Courses (Spanish, English, Italian, French and others) for students, professionals and stakeholders
- > Courses and workshops for the employment of young people and the development of their capacity building initiative, active participation and entrepreneurship
- > Cultural and artistic events for Adults' lifelong learning, both in Spain and abroad, such as courses, seminars, excursions, cultural tours, exhibitions, intercultural workshops, studies and concourses
- > Consulting services for public and/or private entities, aiming to open their doors to Europe through mobility programs

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- > Non-formal education activities for youngsters and high school students on issues like European citizenship, intercultural learning and the importance of languages.

In addition to this, through the organization of numerous cultural activities and social works, we pursue to achieve the adaptation and integration into society of disadvantaged people; for this we will organize guided tours, cultural visits, food and wine routes, hiking trails, info desk and workshops for unemployed people, linguistic exchanges.

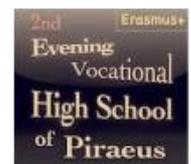
[URL:www.madforeurope.org](http://www.madforeurope.org)

PARTNERS

DEŠA (CROATIA) is non-governmental organization (NGO) which has been active in Dubrovnik since Homeland War in 1991, and it was founded and registered formally in 1993. Its main target was to help and support women, victims of the war and their families to cope with difficult situation in which they found themselves because of the war. / [URL:desa-dubrovnik.hr](http://desa-dubrovnik.hr)



2nd Evening Vocational High School of Piraeus (GREECE) provides Vocational Education mostly to working people who need a specialization upon their job domain or desire to change professional direction. / [URL:2epal-esp-peiraia.att.sch.gr](http://2epal-esp-peiraia.att.sch.gr)



Giovani per l'Europa is a no-profit organization in social benefit. It was founded in 2006 by some young people having heterogeneous formative and professional courses. The focus of the association is to make known the various European and extra European cultures, so that there is an democrat and mutual exchange among the different people. In the frameworks of LLP and Erasmus plus Giovani per l'Europa specialize in the organization and management of every aspect of work experience and exchange projects. / [URL:www.giovaniperleuropa.org](http://www.giovaniperleuropa.org)



SPAIN

PART 1

Description of Spain

Located in south western Europe, bordered by the Atlantic Ocean and the Mediterranean Sea, its geographical features and the excellent climate make the Iberian Peninsula a place of first order at the moment of choosing it as a destination whether for holidays, or for study/training and even as a definitive destination.

Spain is a very characteristic country, is a country full of life, celebration customs and traditions. It is a country with most landscape and climate varieties across Europe, this makes that the Iberian Peninsula looks like a mini continent in which you can reach in a very short time a Mediterranean paradise beach or a luxuriant Atlantic forest.

The fiesta and its rich gastronomy, as well as its beautiful historical cities with astonishing cathedrals, make this country really a unique one and between the best suited for spending some time here. The cultures of Spain are European cultures based on a variety of historical influences, primarily that of Ancient Rome, but also the pre-Roman Celtic and Iberian culture, and that of the Phoenicians and the Moors. In the areas of language and religion, the Ancient Romans left a lasting legacy. The subsequent course of Spanish history added other elements to the country's culture and traditions.

The women's situation in Spain

The history of women in Spain has evolved a lot, although it has yet to evolve more, already in the prehistory and age of iron, demonstrated its role, important but always in the shadow of man. As in Greece, in the Iberian era, society was very sexist and women were limited to being at home, taking care of their children and being for the husband. Already in Rome has something more evolution and is allowed to go to public events such as religious and theater. In the Middle Ages, the role will also be null, but at the end of this period, in the second half of the fifteenth century,

there is a rebound, the woman can go to college, become more independent and read and write, Santa Teresa de Jesus will be an example of a woman fighter, for her rights, the role of women will again be in the shadow until the nineteenth century.

In the Second Republic, legal equality between the two sexes was founded, in 1933 women obtained the right to vote, the right to divorce and parental authority over their children, then women began to make themselves visible on the streets and in the streets. Public life, as shown by the presence in the Cortes of some deputies. During the Spanish Civil War, on the Republican side, the ideal of the independent and emancipated "new woman" was advocated.

Rationing and the precarious economic situation, due to the absence of the head of the family, forced women to increase their occupations, but also to develop their independence. In this sense within Republican Spain, many women positively valued the incorporation to the work outside the home, thus broke with the monotony of the tasks that were imposed to them according to the sort.

In Spain since the 1960s, important groups of women organized themselves as Feminist movements and opposition to the regime. These groups were very visible in the transition and their demands are incorporated in the political agenda.

The woman today:

The role of women today is another, more complete and more challenging because we are more prepared; We have demonstrated again and again that we play a good role in the labor market.

The woman has been able to incorporate the new ones that involve being a professional into the usual tasks (of mother, wife and housewife). Meanwhile, try to fulfill the "other tasks" like taking the children to and fro, meeting with family and friends, going to the gym, following a diet, going to the beauty salon to stay "presentable". We must add university careers, professional women, aggressive, committed and fierce competitors.

PART 2

Activities of the MAMEC Course in Spain

> Business realities in Spain, created by women (Good and Best practices)

GOOD PRACTICES:

LITTLE HAHHAH

Sector: Crafts and decorations

Description: Since 2014 Chris Bravo has her own online store dedicated to stationery, craft books ... A year earlier, the publishing house Calamar Ediciones commissioned him to write the first book of projects and tutorials with washi tapes, Japanese rice tapes that had arrived To Spain with an incredible impact in the world of crafts. "There were no manuals in Spanish and they appealed to me thanks to the tutorials and posts I posted on my blog (www.littlehannah.net)."

Although his experience is positive, Chris Bravo advises not to launch without giving a few laps to the project. "In my case, I owe much to the readers of my blog and to my followers in social networks, something that is not usually achieved in a day, a week or a month," he points out.

- Innovation: Little Hannah is a business of Crafts and Decorations Online
- Website: <http://www.littlehannah.net>
- Contact: anicestyle@gmail.com
- Financiation: Auto-financiation
- Final user: all types of client

MARAVENTS

Sector: Event Organizations

Description: They organize all kinds of events, from the initial project and design, through production, assembly and execution, to the evaluation and monitoring of results. They offer comprehensive services with excellent levels of coordination to make your event a success.

They are experts in communicating directly with the targeted target audience, through original,

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innovative, customized and budget-driven actions.

Its Director and creator Maria del Mar Abenza won the 2016 business prize for the Region of Murcia.

- Innovation: Among its branches are Organization of events, Protocol, Communication and Social Media consulting, Qualified Personnel, Locations, Auxiliary Services or Scenography.
- Website: <http://www.marevents.es/>
- Contact: info@marevents.es
- Financiation: Self-Financing
- Final user: Any Client

ECOMJUNGLE

Sector: E-commerce

Description: Personal blog by Laura Bolaños, Costa Rican based in Madrid, consultant of eCommerce and micro enterprise. Degree in International Relations with emphasis in International Commerce, 2 masters in business and currently in continuous training in the area of online business - eCommerce.

The content of this blog is to share knowledge and experiences about eCommerce and everything related. I will also share health and wellness items, which are considered important for conducting business. There are articles in articles in Spanish and English.

- Innovation: Blog about E-Commerce, health and wellness
- Website: <https://ecomjungle.com/>
- Contact:
- Financiation: Self - Financing
- Final user: Any Client

LA GASTRÓNOMA

Sector: Blogger and Community Manager of Restaurants

Description: Day Communications Director, amateur journalist at night, was called Mapi Hermida (@ mapihermida) and declared gastro-trotter hardened. Mapi Hermida is a journalist and Director of Communication, she started as an amateur, creating a blog about restaurants and Madrid night,

one of her passions, the Blog entitled "La Gastronomía", nowadays is one of the referents of Madrid, When looking for new restaurants, there are many fans who have and has created a business through "La Gastronomía", as a search for the latest trends in the world of catering.

- Innovation: Blog of reference, in which it mixes the new restaurants, with the last tendencies in the night madrileña
- Website: www.lagastronomia.com
- Contact: +34 667 421 025
- Financiation: Self-Financing
- Final user: Any client

FAMILIAFACIL.ES

Sector: Web of reference on domestic caregivers

Description: Nieves Fernandez (45 years old) founded Familiafacil.es in 2011. Graduated in Law and Economics and Business Studies (ICADE E-3) from the Universidad Pontificia Comillas

In this reference web about domestic services you can find: Service of:

- Kangaroos, caregivers of the disabled and elderly
- Babysitters
- Household employees
- Tutorials
- Safe care of newborns
- Senior Caregivers
- Domestic and domestic help
- Household employee
- Ironing machines at home
- Home Cooks
- Gardeners Handyman (Maintenance)
- Dog Walkers
- Hairdressers at home
- Computer science at home
- Personal assistants

- Innovation: Unique reference web site on quality services and totally effective and safe, where you can find any area related to the care of the home and family.
- Website: <http://familiafacil.es/>
- Contact: <http://familiafacil.es/>
- Financiation: Self- Financing
- Final user: Any client

BEST PRACTICES:

The Interviews to Business Women had a great success between our participants that enjoyed the occasion to learn from them how they can balance work and family life and also they took some ideas for their future businesses.

Our first interviewed women-mother was Ms. Rosario Armada (AGAIN Cashmere), mother of four children and now owner of two renowned cashmere shops of Madrid but who started this business at home before reaching this great success.

- Website: <https://www.againcashmere.com/>
- Contact: 91 599 64 12

We also interviewed Ms. Covadonga García-Solans (Estudio Tributario y Fiscal García-Solans), whose business is about fiscal and tax advisor and she has now a lot of customers and enterprises of Madrid and nearby.

- Website: <http://www.garcia-solans.com/>
- Contact: info@garcia-solans.com

The third interview was with two mothers that are also friends and some years ago decided to create their own business with flowers and decorations, they are Ms. Irene Ruiz y Sara Manzano (La Sastrería de las Flores), who presented in a very detailed way their daily work routine and family organization. The interviews were based on the questions provided by the coordinator of the project; however we focused more on suggestions and tips on balancing family with work.

- Website: <http://www.lasastreriadelasflores.com/>
- Contact: info@lasastreriadelasflores.com

> MAMEC project in Spain – Summary Sessions

We have carried out an organic campaign in MAD for Europe social media channel for the dissemination of the project and the recruitment of entrepreneurial mothers. The call was published in March 2017 in all the portals of Mad for Europe. Twitter, Facebook, and Instagram. There were also publications on specialized portals such as forums, Facebook groups, etc. At the beginning, 66 women signed to participate in this course.

We designed a form with Google form, where we asked them questions about conciliation of work and family life. We designed several creatives content giving relevance to the “copys” (copywritten) that captured the attention of the entrepreneurial mothers.

Our strategy was simple but effective because we decided to concentrate and focus our efforts towards the channels where our target audience of mother entrepreneurs was.

The Summary Sessions of the MAMEC Course in Madrid took place from the 14th of November to the 14th of December of 2017. There were 10 participants with a very similar profile: all of them were mothers with 1 to 3 children and all of them, except 3, were not working at that moment.

At the beginning, we distributed some brochures explaining our organization and the MAMEC project and a guide with the objective.

To find the participants, we did dissemination on websites, Facebook groups and we sent emails to a public centre in Madrid where they usually organize this type of seminars.



1st Session: Introduction and Presentation

In the first session we exposed a presentation about our organization “Mad for Europe” and then we explained the “MAMEC Project” and its objectives and purposes. We also explained what we were going to teach during the sessions. Later, the women introduced themselves and they told a little bit why they were doing the MAMEC course. Afterwards, we distributed the questionnaires and they filled them out. Later, we gave them a form in which they put some of their information,

in what courses they were interested more, what business they would like to create, the objectives they expected from the course, if they had any questions, etc.

2nd Session:

In this second session, new women joined us so we explained similar things that in Session 1. Each woman introduced themselves and we explained all the parts of the MAMEC project, with their activities and future sessions.

3rd Session: Internet and Social Media

During this session, we explained to the participants how to use internet for their own business and which is the best way to reach as many clients as possible. They explained us what platform they wanted to use in their business and what did they want to do. For this, we gave them a "Client Template" so that each one filled in what their type of client would be like. We analyze their tastes, demographics, age, working conditions, etc. Each one explained their type of client to the rest of participants so they learned different customer profiles. After this, we explained them the most important Social Media and what they had to do to use them correctly.

4th Session: Fiscal



Everyone wanted to know how to start their business and what were the next steps in the fiscal area, so in this session we invited a tax adviser who created also her own business. She explained how she did it and the difficulties she encountered in the way. Also, she explained some tax issues carefully and all the participants asked her questions related to her business.

5th Session: Crafts and Party Decorations

During this session, we invited a seamstress and she taught all the participants how to sew clothes for their children. For this, each woman brought a dress from one of her daughters or a pair of her children's pants and we made sewing patterns. After this, we cut out the shapes and showed them how to sew it to obtain the final result. The material we used for the clothes was a kind of soft paper so they could use it. We also made the pattern of a skirt for one of the women.



6th Session: E-commerce and Business Plan

In this session, we explained to the participants how they could create a website easily and what the process of that was. We also taught them the process of the e-commerce platform to sell their products on the internet. After that, we talked about the Business Plan and we explained some examples of it. The women also participated with some of their ideas and we all did an exercise together so they could understand the session correctly.

7th Session: Event Organization

At the beginning of this session we explained the events organization module including all the types, the process and some examples of event planners, adding a wedding section. After, a professional women planner came to our session and explained them the important things that everyone who wants to work in this section has to know. The women also participated a lot and they learned how to organize an event. At the end, she recommended us a book about protocol rules so the participant could use when they wanted.

8th Session: Final Day and delivery of certificates

Feedback from women about their evolution in the course

In the first session, we gave the women a questionnaire with some questions about technical things of the MAMEC course like if they were good at finding and obtaining necessary resources, if they could define the concept of marketing or if they had enough knowledge about the content of a business plan.

The last day, we repeat this questionnaire and all of them answer the same questions. In the final evaluation, most of the women answered these questions with a better mark, so they learned a lot in the course.

In the sessions, we also wanted the participation of all the women, so some days they had to make a little presentation with some information prepared by them. For example, in the 3rd Session, we gave them a "Client Template" so that each one filled in what their type of client would be like. We analyze their tastes, demographics, age, working conditions, etc. Each one explained their type of client to the rest of participants.

During the last day, we also filmed some testimonies of the women who participated in the course and they said that it was really successful and that they learned how to create their own business plan.

Also, the women also shared our posts of our social media so that helped us to diffuse the project to more people.

E-Learning Platform

In this platform, all the modules have been published in each of the languages (Spanish, English, Italian, Croatian and Greek) so that the participants can be part of this web platform. For this, they have been completing the registration form that is in each section in their corresponding language, and when filling in their personal data, they were assigned the links of the website where the MAMEC modules will be. This means that to access the material, you had to register before.

In each section with its corresponding language, in addition to the filling form, there was also a brief explanation of the MAMEC project and its main objectives, as well as a section called "Gallery" in which there are different photographs of MAMEC sessions in all countries.

On the website, there was the "Contact of the Expert", an email in which the participants have been able to write us for any questions.

Thanks to this platform, the participants from Spain have signed up and we have sent them all the modules of the project so that they can be trained to create their own business.

The Spanish women who signed up have mostly been women with children from Madrid, the capital of Spain.

PART 3

More productive and satisfactory activities for women

In our MAMEC course in Spain, one of the most important presentations was the first one, because all of the women came with an idea and told us what they wanted to do. They presented themselves to the rest of the class and exposed their own ideas. They told us that the principal objective of going to our course was to make their dream true: create from the beginning their business. Some of them explained us that they had already started but with some friends or acquaintance people, but we wanted that they could expand their ideas to a lot of people. Also, this explanation helped them to know each other a little bit better and this was useful to create a better relation between them.

Also, the presentation of the Business Plan helped the women to start from the beginning and investigate parts that they didn't know before. They studied their own ideas and wrote them on a paper so later they could present them to the rest of the women.

This was the most important part for them and we did it on the last class, because they used the information we gave them during the sessions before so it helped them to built a better business plan.

Apart from this, they also had to create a little presentation with their ideas, their target, why they wanted to do it... and everything with the "Business Model Canvas", using that template to help them.

The part of the analysis of the clients was very important. This activity helped them to know their target and what did they had to do to make their business attractive to them: how to reach them, what social media use, they type of message they had to give them, what type of photos they had to post on the social media to draw attention to their clients, etc.

One of the activities more useful was also the session where they learned technical English. For a lot of business, it's very important to know English and some vocabulary to expand it and understand most of the clients. If you stay in your country, is not very necessary, but nowadays, with internet and the social media, you can reach a big number of clients out of their frontiers and

to know English it's important. We taught them basic things like how to answer a call, how to write an email to a company, client o provider o how to write a presentation letter. We also did oral activities.

All the women wanted to know about tax issues because they were going to start their business with a difficult economic level. Because of this, we organized a class with a tax adviser, expert in that field, that came to our 4th session. She explained a lot of things with details about it and she also advised them some things to be able to take all the economic processes correctly. This helped the participants a lot because most of them had a lot of doubts so this was a very productive class.

The part of the social media it's fundamental because most of them wanted to expand their business in platforms such us Facebook, Instagram o Twitter. During the 3rd session, we showed them examples of business that had really good social media accounts so they could see some good companies that worked satisfactorily in that field.

Creating a website from the beginning was a session that liked a lot to the participants. A lot of them didn't know how to do it so we helped them to create it.

First, we told them to create an email so they can send everything from there, and later how to design their website with different templates and internet sites (wix, wordpress, weebly...).

It was really effective and most of them create that day their own website. Also, all the questions they had, they asked them and we tried to help them as much as possible.



PART 4

Women who have created their own business

MI FIESTA GUAY

Name: Marjore Urdaneta

She organizes and decorates parties, especially for children's, like birthdays, baptisms, communions or baby showers. It offers a very good quality, as well as the logistics of times within the event. Also, she designs games for big boys that will make that day a great day for everyone.

Website: <https://mifiestaguay.wixsite.com/mifiesta>



MOM & BABY

Name: María de los Ángeles Alcalá

It is an ideal Brand for Mothers who want the best memories with their daughters in their walks and special events, also for those little sisters who want to be the same at the time of dressing, for those twins and even for the women who are aunts, godmothers, grandmothers who love their little girl so much combine with it.

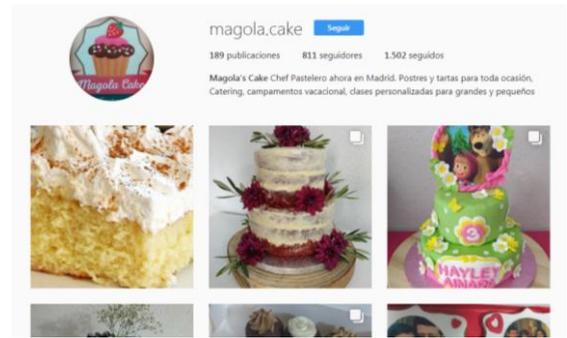
Website: <https://momybabyga.wixsite.com/tiendaonline>



MAGOLA'S CAKE

Name: Magola Acosta

Magola is a Pastry Chef in Madrid whose job is to cook desserts and cakes for all kinds of occasions: Catering, holiday camps, birthdays, christenings, communions... She also makes themed cakes and in different ways. She organizes customized classes for adults and children



ITALY

PART 1

Description of Italy

The Republic of Italy comprises the islands of Sicily, Sardinia, Elba and many other smaller islands. Enclaves within mainland Italy are the independent republic of San Marino and Vatican City, the smallest country in the world that is the papal state, mostly enclosed by Rome. Administratively, Italy is divided into 20 regions, each of which is subdivided into provinces and communes. The capital and largest city is Rome (population, 2016 estimate, 2 873 598), which is famous cultural and tourist center.

From antiquity to modern times, Italy has played a central role in the world culture. Italians have contributed some of the world's most admired sculpture, architecture, painting, literature, and music.

The women's situation in Italy

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Women have been for decades, along with older people and children, invisible subjects in the world of work. In the past, women began to work at a young age, they had lesser aspirations, a lower level of education than men, and work was mostly lived as a transitory experience.

In the past woman was an accessory of the breadwinner (father or husband). In the 1865 Family Code, women had no right to exercise custody over legitimate children, nor the right to be admitted to public offices. Women, whether married, could not handle the money earned with their work, because that belonged to her husband.

In the early 1980s, women started to work very young and left the labor market very soon when they started a family and had children. Today, the Italian woman is approaching the world of work at a more advanced age, with a high level of education, with expectations certainly higher and with the intention of not abandoning work before retiring. New female subjectivity emerges in all ages, even in the elderly. In Italy, less than one woman on two is occupied (46.1%). The European average distance (58.2%) is over 12 percentage points. In the regions of the South, female workers are less than one third (30.5%).

The employment rate of Italian women graduates is the lowest among all countries of European Union. Although female employees account for 41.5% of the total number of employees, women with managerial qualifications are only 12.9%

Thanks to the long march in the education that brought them from a disadvantageous situation to overtaking in all the orders of study, and after entering with determination in traditionally male courses, women also affirm themselves in the cultural and new fields of Technologies. Work, becoming an increasingly important aspect of female identity, has seen the growing number of women employed, their involvement in all types of work (including shifts, night work, evening and Sunday work), improving so their job position.

PART 2

Activities of the MAMEC Course in Italy

> Business realities in Italy, created by women (Good and Best practices)

GOOD PRACTICES:

CLAUDIA TRIESTE WEDDING PLANNER

Sector: wedding planner

Claudia was the winner of Miss Italy in 1997.

She is a lover of style and beauty. She is a very neat and precise woman, she loves weddings, and for this reason she decided to become an organizer of events. He opened his facebook page, and thanks to the social networks he got the first customers who then multiplied over time.

Innovation: Its branches include organizing events, organizing weddings, choosing locations, auxiliary services or set design.

- Website: <https://www.facebook.com/claudia.trieste.90>
- Contact: <https://www.facebook.com/claudia.trieste.90>
- Financiation: Self-Financing
- Final user: Any Client

IL PARCO DEI SOGNI

Sector: childhood

Anna Maria, living in a small village, had no place to play her son, so she decided to try her hand with other women in a new experience. Anna Maria has opened a day center for children, the center has several workshops for children ranging from music, to study at the theater. From the very beginning the parents welcomed this initiative, today just one year after its opening, every afternoon the center is filled with children and joy.

Innovation: playroom with several recreational workshops

- Website: <https://www.facebook.com/IL-PARCO-DEI-SOGNI-244219365975436/>
- Contact: <https://www.facebook.com/IL-PARCO-DEI-SOGNI-244219365975436/>
- Financiation: Self-Financing
- Final user: children up to 14 years

GIACOLANDIA

Sector: kindergarten

Silvana, single mother of two children, looked for a valid solution that guaranteed a salary. She has therefore decided to found an association and to create a modern kindergarten, which would welcome children of all ages, from newborns to 6 year olds. His activity in a short time was a great success, being able to become a kindergarten with more children in the area.

Innovation: kindergarten with innovative teaching

- Website: <https://giocolandiakindergarten.jimdo.com/>
- Contact: <https://giocolandiakindergarten.jimdo.com/>
- Financiation: Self-Financing
- Final user: children up to 6 years

BEST PRACTICES:

FRANTOIO BADIA

Sector: Company that produces extra virgin olive oil.

One of the interviews was made to Ms. Pantalea Corigliano, a young mother that saw her's father company failing and decided to do something about it. Her father had this oil factory that was having trouble with selling the product. Pantalea took over the business and started to sell her products online, in this way, she had to possibility to work in a home-based business. In addition, she has also created biological oil, such as oil with lemon, oil with orange, oil with hot peppers as well as a new kind of sweer cream using the oil she produces. This company is well integrated into the oil market today thanks to the audacity and originality of Pantalea.

Innovation: introduction of new and fresh ingredients in the extra virgi olive oil - different way to make marketing , Creation of new spreadable sweet creams, using extra virgin olive oil

- Website: <http://www.frantoiobadia.com/>
- Contact: <http://www.frantoiobadia.com/>
- Financiation: Self-Financing
- Final user: Any Client

FIORELLA SAPONI

Sector: company that produces natural and organic soaps

The second one was realized with Ms. Fiorella, a woman who had the necessity to conciliate her labor in the area of body care with the familiar life, as well as to preserve and save this type of work. In addition, the total absence of preservatives and chemical correctors, the exclusive use of natural components cultivated and processed in a region in the middle of the Mediterranean, form the basis of the absolutely natural and delicate "Fiorella" product line. This home-based business has allowed Ms. Fiorella to be well integrated into the labor world and to keep an economic income that was fundamental to her family.

Innovation: Natural and bio products - return to traditions, and to low environmental impact. Few ingredients, all from the nature of the area, which offer health and beauty to the skin.

- Website: <http://www.saponifiorella.com/>
- Contact: <http://www.saponifiorella.com/>
- Financiation: Self-Financing
- Final user: Any Client

VISTA A MARE

Sector: restaurant with products km 0

Last but not the least, Mrs. Vecchio is a woman that, even though, living during the economic crisis has decided to invest in a catering service from home, exploiting products from her own territory. A few years later she was capable to open her own restaurant at the sea, thanks to the results of her catering work.

Innovation: offers a cuisine completely at km 0, with ingredients: fresh, tasty and available in the area

- Website: <https://www.facebook.com/vistamare.pizzeriaristorante/>
- Contact: <https://www.facebook.com/vistamare.pizzeriaristorante/>
- Financiation: Self-Financing
- Final user: Any Client

Activities realized in Italy

The interviews aimed to provide the participants with ideas about business areas and possibilities, fresh ideas about how can they play their strengths and success in their own businesses.

The development of the training course occurred between March and August of 2017. In this phase, each partner was assigned with specific functions (edition of the modules that were primarily delegated to each one). These modules have been exchanged between all partners in this period together with its translation into all national languages of the partnership.

When the process of planning was concluded, it was time to initiate the course in the classroom in the month of December. The following modules have been studied:

1. Crafts and Party Decorations;
2. Organization of events;
3. Community Manager and Web Marketing.

A mid-term “Evaluation Questionnaire” of the learning objectives was made.

Furthermore, the e-learning course had the duration of 2 months. It's important to stress that access to our platform was free, and for this reason, several women, but also men, had sent us emails with a positive feedback, thanking for being able to deepen their knowledge in the topics presented in the project. On the MAMEC face-to-face sessions, we counted with 41 participants.

At the end of the course, a certificate was delivered to all learners who have completed the final “Evaluation Questionnaire of the learning objectives” and the E-Learning Evaluation Test.

> MAMEC project in Italy – Summary Sessions

In the first place, a market research was made in national and local level (in the design phase and also after of its approval). We concluded that the seat of our organization, Vibo Valentia, holds one of the highest rate of female unemployment (reaching a rate of 43.7%) in Italy with women between the ages of 25 and 34.

The next step was the selection of companies created by women. It followed the publication of this selection both on



our website and in our Facebook page. In the places that women frequent the most (for example supermarkets, the Municipality, libraries, hairdressers and medical clinics) we left several brochures created specifically for the project.

Also, a selection of the participants had taken place due to the elevated number of requests to participate in this project, always having in mind the disadvantages experienced by such women. To these participants was given an initial test to evaluate their pre-knowledge ("Evaluation Questionnaire of the Learning Objectives").

The group of the participants that attended the classroom training was a heterogeneous one. There were women from different age groups, with different educational background, with more or fewer ideas about their future business but with the same expectations, desires and hopes. The participants were living in Vibo Valentia territory and facing the daily challenges of living in a busy, cosmopolitan urban area. A common ground of the women who took part in this project is the lack of spare time and their desire and feeling of the need to gain new skills, to develop themselves.

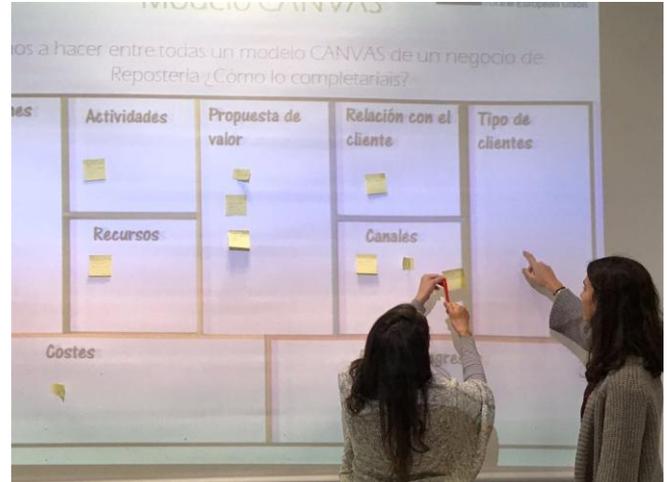
A website was created in December of 2016 for the MAMEC project. In 2017 (between March and June) we made 3 interviews with successful Italian business women, that were performed by learners and a person from the staff.

Feedback from women about their evolution in the course

We understood that our goals were achieved due to all of the positive feedback from our participants at the end of the project. It follows some opinions from our attendees:

The feedback from the participants was truly promising. They unanimously agreed that they benefited from this training in multiple ways. Ms Rosa Mazzitello told us "I got ideas so as to start new things from now on". For some of them, it was their first experience in this type of training ("The participation in the training was a very important asset for me. It was the first time to participate in such a training", Ms Francesca Papalia), while others already had a clear idea for a future business, while others didn't. Nevertheless, they have all gained a lot of general knowledge but also specific, regarding entrepreneurship, business management, problem-solving and improved their skills. They were really pleased with the organization insofar as they were able to identify the gaps which gave them the opportunity to find ways to fill them.

The learners also learned a lot from each other, the interviews were really helpful to understand better what is happening in the field of home-based businesses, they could exchange views and ideas, or even share concerns. Participants said that they were inspired by the successful women and it gave them the incentive to do something in the future. One of them started with her own business of handicraft jewellery some days after the completion of the classroom training and found her first clients among the participants of the training. Others found new opportunities and volunteered for an already implemented business as to gain experience. Apart from improving their working skills, the learners have also boosted their self-confidence. As Ms Luana explained “The training worked as a driving force for me. It gave me more confidence so as to start a business”, According to the learners’ statements, they felt equipped, encouraged and motivated to explore the home based entrepreneurship.



The participants told us that they had the chance not only to realize all the things they could accomplish on a professional level but also to create friendships and to grow on a personal level (“It was very nice to meet interesting women with ambitious business plans”, Pamela). The project had an unexpected international impact as Ms Stefania informed us. “I have gained a lot of knowledge from the training. After the training , I met a lot of people and discussed about my experiences of this training. The people there were very interested in it and I hope that there will be some kind of cooperation in the future”, Ms Stefania said. The major recommendations that we have received was to carry out another training for female entrepreneurship soon, to include more topics on funding issues and expand it to incubator services as well.

E-Learning Platform

The last stage of the project consisted of an e-learning course aimed at combining theoretical and practical information on a variety of skills needed for new companies. E-learning is a tool that has allowed greater participation and has less influenced the participants' family commitments. Several participants from all over the country, including from marginalized areas, followed the e-learning course. We received e-mails from participants who expressed their enthusiasm for e-learning, since most of them did not have access to educational opportunities and felt excluded

from the various projects and courses that took place only in large cities of the country. The educational tool used in this phase was an online platform that allowed participants to get free and free access to materials, slides, exercises and a detailed study plan under the tutor's guidance. The materials provided on the on-line platform included the modules taught in classroom training and various topics such as, During the e-learning course, the three modules of the training course and further modules such as E-Commerce, Technical English, the ICT and Social Medias. Crafts and Party Decorations; Organization of events; Community Manager and Web Marketing and so on. After completing the e-learning course, participants were invited to perform an assessment test to evaluate the final skills they had learned. After obtaining the evaluation test results, the participants obtained a certificate of attendance.

PART 3

More productive and satisfactory activities for women

The most important presentations absolutely were about the eCommerce and Social Media. This is because we're living in a world that is being, day after day, more technologized and, with that, professions are changing and machines nowadays can do almost all of the jobs that are made by people, on a reduced time. We're living in a time that the Internet can almost rule our lives. The internet nowadays represents the most important mean of diffusion of information and publicity. In this way, it qualifies itself as a great, if not the better, platform for commerce.

Today, with nearly half the world's population wired to the internet, the ever-increasing connectivity has created global shifts in strategic thinking and positioning, disrupting industry after industry, sector after sector. Seemingly, with each passing day, some new technological tool emerges that revolutionizes our lives, further deepening and embedding our dependence on the world wide web.

In the first place let's define the concept of online marketing: Online marketing is the practice of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers. In other words, online marketing is any tool, strategy or method of getting the company name or someone's product out to the public. There are several advantages in owning an online business instead of a physical store.

In the first place, we can underline the fact that you do not have to pay the rent of a space even though that hosting a website has its expenses but it does not compare to the price of a physical space, and there's also free options for having your business online.

You can work by yourself, not needing to pay employees or work under the orders of a superior, you can be your own boss, and most importantly, work from home.

You also don't have the obligation of opening your store from a certain hour to another, your online store is open 24h/7days a week for a national or even international audience in opposition from the limited customer base of a regular store that is restricted to those in the area.

In a regular store, you have to have your products first for after selling them, while having an online business you can buy your stock after selling them, in this way, being sure of not being stuck with surplus stock. The products could be bought externally but also homemade.

Another significant aspect is the fact that it's way easier opening an online store due to the non-existence of impositions than a regular one. It's important to maintain a pleasant aesthetic of your website or/and chosen social media because a good appearance will catch the attention of your clients, and therefore increasing the probability of making a purchase, owing to the fact that your website it's your image and in the world of commerce image it's everything. If it's a pleasant image they will not return, just like an actual store.

We cannot forget the importance of social media because it's through social media that you will gain a public and build your community. For this reason, all social media should be taken care of. Primarily, we must know our target audience: are they kids or adults, women or men, in which themes are they interested in, do they prefer black to purple?... and to work on the sense of corresponding to their requirements and also to maintain an active platform. Additionally, you don't need to focus only on selling the product, gaining the confidence of your customer it's also a priority because this will build a strong and loyal community.

PART 4

Women who have created their own business

Women that have succeeded in creating her own company thanks to the MAMEC course:

Stefania (29) and Pamela (29) (Associazione si può fare)

Sector: social promotion association

Stefania and Pamela have attended the course promoted by the MAMEC project, Stefania has a degree in psychology, while Pamela in "history and conservation of cultural heritage", in the territory where they live, having a degree does not help finding a job, after experiencing the difficulty to find work, they decided to try a new adventure together with other women, so they decided to open an aid association for disabled children and children with special needs, organizing recreational activities, outdoor activities, manual activities etc.

It's just a beginning, but Stefania and Pamela agree that the Mamec course was a great help for them, as it gave them the strength to launch a new adventure. At the moment they run a center with 15 disabled children, but they hope to be able to help more people and to enlarge the center, making more people work.

CROATIA

PART 1

Description of Croatia

The Republic of Croatia is a constitutional parliamentary democracy with a population of 4,284,889 million. The administrative division includes 20 counties and the City of Zagreb (regional level), and 128 cities and 428 municipalities (local level).

The International Monetary Fund classified Croatia as an emerging and developing economy, and the World Bank identified it as a high-income economy. Croatia is a member of the European Union (EU), United Nations (UN), the Council of Europe, NATO, the World Trade Organization (WTO) and a founding member of the Union for the Mediterranean. As an active participant in the UN peacekeeping forces, Croatia has contributed troops to the NATO-led mission in Afghanistan and took a non-permanent seat on the UN Security Council for the 2008–2009 term.

Since 2000, the Croatian government constantly invests in infrastructure, especially transport routes and facilities along the Pan-European corridors. Internal sources produce a significant portion of energy in Croatia; the rest is imported. Croatia provides a universal health care system and free primary

The women's situation in each country

According to the 2011 Croatian census, there are 2,218,554 women in Croatia out of a total population of 4,284,889. In 2014, there were a total of 1.342 million employed persons, with 46% of that number pertaining to women.

As an EU Member State, Croatia is dedicated to promoting EU gender equality policies and implementing the EU gender equality acquisition.

Women in Croatia represent more than half of the population and are enjoying gender equality, at least in a formal sense. Croatia is still mostly portrayed as a patriarchal society and women still struggle to achieve equality in almost every area, especially the professional one. Even though women are represented in most professions and are not likely to take a secondary role in public life, there is still lots to be done for gender equality.

PART 2

Activities of the MAMEC Course in Croatia

- > **Business realities in Croatia, created by women (Good and Best practices)**

BEST PRACTICES

One of project activities was interviewing of business women in 4 partner countries. During this activity we implemented following steps:

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- 1) Research Activity: identifying 3 companies owned by women who are also mothers, that could be a good practice and inspiration for our target group. These business mostly started from home at the beginning or it is a business managed directly from home;
- 2) We organized a visit to these companies and interviewed business mothers;
- 3) These interviews had a methodology of active participation: they will be realized by one of our target group participants. In this way they will meet these entrepreneurs and collecting adequate proposals for the creation of new business realities.

Željka with her family is the 6th generation that stayed to live in the family house built of the manually carved stone in the style that was typical for the houses in the area of Dubrovacko Primorje. All the generations of the family Laptalo lived till nowadays from the avaricious earth which "gives or doesn't give", from vine, olives, oil and wine. They followed the habits of their ancestors and stayed on their piece of land and as a young family they reconstructed the house six years ago which has been destroyed in the last war and they started to be occupied with agritourism. They reconstructed the old tavern, hangar and a floor and stopped the time that way. The family offers nowadays autochthonous specialties in the idyll of the old house and in the spirit of the old times.

Lena, mother of 2 children, is an artist. All of her life she wanted to be an artist, so she finished art school and Academy of art in Zagreb. The most difficult thing in being the artist was the idea of how she can combine art and business. The most usefull thing was the her love for art, so in the end she made her dream come true. Although she is struggling combining her work and family, she manages to do her job, organize exhibitions and art lectures, and be very sucessful in her job.

Sanja - born in Dubrovnik, mother of 1 child, started her own business San&Ja communications. She worked at the University of Dubrovnik but she wanted to spend more time at home, because of her family and her child, as well as because she wanted to work more freely and not determind by regulations from public institution, so she came to an idea to stark her own business at home.

She started a small business called San&Ja communications which provide several activities:

- freelance trainer, mostly for the youth, organizing trainings based on selfdevelopment and planning of career
- freelance guide for English and Dutch language
- coentrepreter for Dutch language

- assistant in writing project proposals

The difficulties in starting her business, although she had very good business plan, were how to expand her business. That was a one person business so she had to balance all the work and also work at home, the house, the child etc.

The most useful thing in started her business were her competences that she learned during her study and competences she gained during her work at the University. She invested in herself a lot and she is still training and building her competences.

Romana, mother of 3 children, is a manager for few apartments in city of Dubrovnik. She is tourist worker with good knowledge of foreign languages and computers and this was the most usefull thing for her work. With 3 children she works 24 hours a day but inspite of that she managed to do all the work with apartments.

> MAMEC project in Croatia – Summary Sessions

In January 2017 we started with launching the corresponding call, to invite mothers interested to participate in the project. After that we collected all interested participants and chosen 10 + 5 reserves substitutes. The target groups were unemployed women, mothers, women who suffer some degree of social discomfort.

Training modules were implemented in Dubrovnik from 11. to 21. December 2017. for 11 participants.

Training program was carried out as follows:

11.12.2017. – Presentation day

Presentation of the project, introduction of participants and programme for the following days

12.12.2017. – ITC, Social media & E-commerce

Technical information about E-commerce promotion and using social media for our business ideas: we introduced to participants the definition and types of social media and how to use the right type of social media for their business. We presented the possibilities of Google applications, made google account and tried some of them. Participants also made a business Facebook page.

During the E-commerce part we presented definitions and possibilities of E-commerce. We presented a WIX.com site as a simple and practical way of making their own website.

13.12.2017. – Arts & Crafts

Practical workshop of how to make some of handmade crafts and decorations for events and parties: Sewing is the craft of fastening or attaching objects using stitches made with a needle and thread. Sewing is one of the oldest of the textile arts, arising in the Paleolithic era. Participants learned some of basic techniques of sewing.



Embroidery is the handicraft of decorating fabric or other materials using a needle to apply thread or yarn. Embroidery, typical handicraft for this area, was almost forgotten in some parts of Dubrovnik – neretva country. NGO DEŠA revitalized 2 different types of embroidery and keeps organizing workshops for this craft. Participants learned basic techniques of embroidery.

Patchwork or "pieced work" is a form of needlework that involves sewing together pieces of fabric into a larger design. After learning basics of sewing, participants could make a small phone case during the workshop. Participants also gained knowledge of how to make pom-poms, lavender or jewelry bags, tassels, decorative hat for needles or flowers and marquissette roses.

15.12.2017. – Best practices – women entrepreneurs, sharing experiences

Three examples of women entrepreneurs from Croatia: Sanja, Romana and Lena presented themselves and told a story about their beginnings, ideas, problems and how they cope with their private and business life. Participants could exchange experiences and ask questions.

18.12.2017. – Events organisations

Presenting practical steps of events organisations: presenting of skills and abilities that we must have if we want to organize an event professionally, what do we have to know as a wedding planner or wedding coordinator and developing a network of contacts, suppliers and associates.

19.12.2017. – Technical English

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Basics of communication in business english: participants went through all the basics of communication in english.

20.12.2017. – Business plan creation workshop

Practical steps of business plan creation: all the steps needed in order to make a transparent and successful business plan. Participants made a scheme of their business plan for period of 2 years.



21.12.2017. – Final evaluation, business plan presentation, certificates

Final activity and awarding of certifications: participants presented their business plans and future steps. We rewarded a certificates to all women that successfully participated on a training course.

Feedback from women about their evolution in the course

We prepared 3 tests / questionnaires for participants in order to see the flow of learning: initial test showed us the knowledge before the training, middle test showed the gained knowledge in the middle of the course and final test showed overall gained knowledge and opinions, suggestions etc.

During the initial knowledge test phase, participants showed a huge interest in training themes. 91% of participants was well acquainted with many social networks and their possibilities, but they still gained new knowledges about some functions and options. They learned how they can promote their business by creating a Page on Facebook, since it is the most popular type of promotion in Croatia. During the course we created a gmail account for participants who didn't have it and we presented them some usefull tools which Google offers. We presented a usefull tips about communicating through Facebook as well as creating and using Youtube channel.

46% of participants had low knowledge of how to create a business plan and had a possibility to learn more on that topic.

Knowing of English language is a must in Croatia, especially by the coast where many businesses depend on tourism. It is preferable that every worker has a basic knowledge of English and at least one more foreign language. In the end, all our social media advert or page has to have information in English. Most of our participants (64%) had a basic knowledge of English, especially younger women. However we passed through all the exercises together through active interaction between participants.

The crafts and decoration part was practical for everyday use. Participants learned how to create some decorations but also they exchanged their own experience of making similar decorations as well as some useful tricks and tips.

E-Learning Platform

The e-Learning platform within the "MAMEC" project has been created and translated into 5 languages: Spanish, English, Italian, Croatian and Greek, so that the participants can easily participate on project activities. Each participant, in order to access the modules of the training, had to register on the platform.

Each training module on the platform has the introduction with main information about the project, the partners and the donor with all visibility elements. In the "Gallery" section, there are photos of workshops that were carried out in each country.

On the website, there is an option "Contact of the Expert", where the participants have a possibility to contact the project team for any questions.

Thanks to this platform, the participants from Croatia have signed up and we have sent them all the modules of the project so that they can be trained to create their own business. The Croatian women who signed up have mostly been women with children from Dubrovnik and surround rural area in Dubrovnik Neretva County.

PART 3

More productive and satisfactory activities for women

Among expectations in the beginning of the course the most mentioned were: gaining new knowledges, skills and experience for business world, encourage themselves in new business. All participants were satisfied with training topics, friendly atmosphere and knowledge gained. More similar trainings should be organized in Dubrovnik and islands.

The most useful topics were english language and ITC as Dubrovnik region is tourist area, so it is very useful for women to gain at least basic knowledge of communicating in english language. English knowledge is also very important for using a computer, communicating by e-mail, using social networks etc. in order to create a sucessful business.

Some of the women already had a business idea and some of them are thinking of making their own web site for their apartment. Today, a huge part of purchasing is happening online, so we have to make sure we have an attractive product as well as good marketing to show it and sell it. Many women had a baxis knowledge in using social networks, such as Facebook, Twitter, Youtube, Instagram... however, they were acquainted with some tips regarding behavior on social media when promoting their business.

The participants didn't have enough knowledge of creating their own website. Through the training they learned how to create their web page in Wix.com where, step by step, we created a site for products of Deša Pro ltd. from Croatia. This was a very usefool tool because of practical part.

The interesting part for women was also organizing wedding events since Dubrovnik is a popular city for this kind of events. Even there are more and more wedding agencies and planners, it was useful to know the important tips but also some of them thought of producing decorations or delicacies for weddings, which we tried during craft decoration workshop.

PART 4

Women who have created their own business

1. Martina is a young mother from Zagreb, who came to the island of Mljet in Dubrovnik Neretva country and got married. She was unemployed for months and came to Dubrovnik in order to improve her knowledge and skills. She participated at several projects in DEŠA, as well as in MAMEC project. After training courses and higher level of knowledge she decided to open a

business with her husband and have a small family farm on island of Mljet. Today she is creating all necessary plans for farming and seeding lavender, immortelle, vegetables and olive trees.

2. Thea, mother of 1 child from Dubrovnik, together with her husband opened a wine bar on the island of Mljet in order to improve the tourist offer on the island and contribute to prolongation of a tourist season. They have an offer of wines, natural tea, healthy local snacks and variety of traditional delicacies.
3. Luči is a young woman (soon will be a mother) who decided to open her own business in order to be independent. After participating on MAMEC activities she encouraged herself to widen her business of retail. She opened a beach shop in Dubrovnik and keeps making similar plans of widening her shop and employ more women.

GREECE

PART 1

Description of Greece

Greece is the southernmost country in Europe and has the longest coastline in Europe. The mainland has rugged mountains, forest and lakes, but Greece is well known for the thousands of islands dotting the blue Aegean Sea to the east, the Mediterranean Sea to the south, and the Ionian Sea to the west. The country is divided into three geographical regions: the mainland, the islands, and Peloponnese, the peninsula south of the mainland. The Pindus mountain range on the mainland contains one of the world's deepest gorges, Vikos Gorge, which plunges 1,100 meters. Mount Olympus is the highest mountain at 2,917 meters above sea level. Ancient Greeks believed it was the home of the gods. Mount Olympus became the first national park in Greece.

Greeks live long lives and it is thought that their varied diet of olives, olive oil, lamb, fish, squid, chickpeas, lots of fruits and vegetables keep them healthy. Olive trees have been cultivated in Greece for over 6,000 years. Every village has its own olive groves. Nearly two-thirds of the people live in large cities. Athens is the largest city and the capital, with over 3.7 million people crowding the metropolis.

The women's situation in Greece

Family life is a very important part of life in Greece. Children often live with their parents even after they get married. Women traditionally are raising their children and in many cases offer they help in raising their grandchildren too. For centuries, the «dowry», a portion of the parent's property was transferred to the new husband upon marriage. This custom, which existed in Greece since ancient times, often helped the girl secure a worthwhile mate. The dowry had been out of practice in mainstream culture for some time. However, it wasn't until 1983 that it was legally abolished.

The woman who initiated the struggle of Greek women to earn equal rights was named the first feminist in the country, Kallirhoe Parren (1861–1940) who had also established the first newspaper for women. The first Greek feminist worked closely with European and American women's movements for equal rights for female citizens, including the right to vote. In 1930, Greek women were given the right to vote, but under two conditions: they had to be older than 30

years and they should have finished grade school. Finally, the right for all women to vote in the parliamentary elections and the right to be elected was granted in May 28, 1952.

The new family law provided for civil marriage and liberalised the divorce law. In 2006, Greece enacted Law 3500/2006 -"For combating domestic violence"- which criminalized domestic violence, including marital rape. Law 3719/2008 further dealt with family issues, including Article 14 of the law, which reduced the separation period (necessary before a divorce in certain circumstances) from 4 years to 2 years.

Women, especially young women, have been hit particularly hard by Greece's economic crisis. Of all the registered unemployed in Greece, 61 % are women. Although joblessness has dropped 3 percentage points over the past two years, more needs to be done to curb unemployment generally and in particular among women. Cuts in social welfare spending over the years have fallen most heavily on the shoulders of women.

PART 2

Activities of the MAMEC Course in Greece

> Business realities in Greece, created by women

GOOD PRACTICES

ZEUS + DIONE COMPANY

Sector: clothes and accessories

Two friends, a marketer and a financier came together to create a New Greek brand that will combine traditional craftsmanship with modern design elements. Two friends who are sharing the same attributes, aesthetics and values, Dimitra and Mareva, decided to join forces and focus on creating a brand that will reflect their taste and personality.

Both have turned their attention on a new segment of the fashion industry which they feel has not been properly explored: handcrafted sandals, embroidered shirts and kaftans, limited edition handbags and unique jewelry, small furniture and home-wear all inspired by traditional patterns. Their vision is to bring forth and support authentic artistic creation and craftsmanship from all

parts of the country. With a rich heritage rooted in mythology and symbolism, Zeus+Dione transcends classical notions of style and design

With creativity, design and culture at its core, Zeus + Dione was born from a passion to revive and redefine the local craft of artisans all over Greece, producing pieces that go beyond tradition, exceptional quality and fashion. Each piece is innovative, yet classical, contemporary yet timeless, conceptualizing a new lifestyle that speaks to those who seek something rare.

Each custom made textile is weaved, dyed, embroidered and cut by expert artisans utilizing traditional techniques with a contemporary edge. Zeus + Dione's exclusive silk textiles are crafted uniquely for the brand in Soufli, a town in Northern east part of Greece with a long history in producing fine silk. Silk shirts are embroidered in Argos and Metsovo, while dresses and skirts are knitted by the craftswomen of the Cyclades and Attica. Beyond the production of custom textiles, selected designs are adorned with traditional patterns and intricate motifs hand-woven in Crete, ensuring an elegant signature collection every season.

- Innovation: redefine the local craft of artisans all over Greece, producing pieces that go beyond tradition, exceptional quality and fashion
- Website: www.zeusndione.com
- Contact: customercare@zeusndione.com
- Financiation: Self-Financing
- Final user: Any Client

FIONA'S CRAFT EMPORIUM

Sector: festive decorations – crafts, education

Fiona's Craft Emporium is a fresh, new, creative crafts shop - a paradise of "French Shabby Chic" and "Old English Vintage" located in Zografou!

Fiona offers lessons in both contemporary and traditional decoupage and also other handicrafts. People of all ages can come here to escape from the stress of everyday life and spend time focusing on their own personal creativity. No special skills are required; all you need is your imagination and a creative mood! She holds workshops in painting furniture using lots of different

decorative paint techniques, giving you the chance to renew your old furniture and you will learn how to do it yourself at home. Come and find out how, in just a three hour lesson you can transform your furniture easily without sanding and primer with the Polyvine Chalk Paint Maker. We also offer a wide range of crafting materials and products including paint, brushes, chalk paint, liquid glass, stencils, fabric hardener and much, much more along with our expertise! Children love to create, so we can organize a fun crafty children's birthday party which will be both magical and memorable. We can organize the perfect crafty hen party for brides to be and baby showers where you can make the most unique gifts to celebrate an impending birth. In addition we have a selection of beautiful and original handmade gifts, small items of furniture, wrapping paper and cards.

- Innovation: offers lessons in creating crafts – decorations and also organizes any type of reception, party etc
- Website: www.fionascreations.com
- Contact: www.fionascreations.com
- Financiation: Self-Financing
- Final user: Any Client

ELETHERIOU JEWELRY

Sector: handmade Jewelry

Eleftheriou Jewelry was established in 1971 in Athens, Greece. For more than four decades Eleftheriou Jewelry maintains a strong presence in the field of handmade.

Kostas Eleftheriou, founder and creator, being inspired by the Greek art of the Byzantine period, won a place in the long history of Greek jewelry. With a page dedicated to his outstanding work in the special edition, "The Greek Jewels: 5000 Years of Tradition" published by the Greek Ministry of Culture, and with customers like Abba, Jacqueline Kennedy Onassis, Princess Soraya and Omar Sharif, the Eleftheriou collections acquired an international reputation quite early.

Kostas Eleftheriou's daughter, Maria, a Mokume School graduate and prize-winner in many jewelry design competitions, showed an early passion for handmade jewelry. Following her father's path, during the last decade, Maria managed to position Eleftheriou collections in a

demanding and rapidly evolving global market, mainly due to her unparalleled attention to detail and constant awareness of contemporary design. The collections are characterized by dynamic, clean and timeless forms. With constant references in Elle Magazine, Marie Claire Magazine and Vogue Magazine, Eleftheriou Jewelry Collections have gained a loyal and growing clientele both in Greece and abroad.

- Innovation: unique piece and handmade jewelry, rare construction materials
- Website: <http://eleftherioujewelry.com>
- Contact: info@eleftherioujewelry.com
- Financiation: Self-Financing
- Final user: Any Client

BEST PRACTICES

In the frame of the MAMEC Project and to inspire our participants, we took three interviews from women who had created and now are running their own business. The interviews had great impact to the ten mothers' participants, who enjoyed watch them. The hall group of participants visited the enterprise of one these interviewed mothers, businesswomen, and had the chance to discuss and take a serious feedback from this experience.

1st Interview: Kokkino Home is an enterprise created by Pascaline Bossu, a French origin artist and graphic designer, single mother, who lives for more than two decades in Greece. Kokkino Home is Pascaline's home and in the same time a showroom and a permanent exhibition of her work, in the interior decoration, handicrafts, frescos etc. where she gives workshops in various artistic projects. Since 2015 Pascaline consults Leroy Merlin Greece on ongoing trends.

We visited Pascaline in her Kokkino Home, in Neos Voutzas, a lovely by the sea suburb of Athens and discussed with her the problems and opportunities for a mother-businesswoman in Greece.

Pascaline started Kokkino Home in an attempt to work at home and have more time with her daughter.

More information on Pascaline's work:

<https://www.pascalineboss.com/>

<https://www.facebook.com/KokkinoHome/>

You can see the interview here:

*KA2 Strategic Partnership Project in Adult Education 2016-1-ES01-KA204-024925 Madres Autónomas:
Medidas y Estrategias para Conciliar vida familiar y laboral (MAMEC)*

<https://www.youtube.com/watch?v=YIhGsVVVpv0>

2st Interview: Artopoleion is a bakery and coffee shop in Thisio, a neighborhood in the city center of Athens next to the ancient Agora and almost under the Acropolis Rock. Artopoleion bakery and coffee shop was created by Chrysavgi Lazaridou and her sister in law, a little while after the first gave birth to her son, in order to have a business and time for the new born, and not return to office work.

We visited Chrysavgi, and tasted Artopoleion's cookies and coffee and discussed with her while clients were coming and going and her son was playing in the pedestrian street in front of the shop with his friends, just after school.

More information on Artopoleion:

www.facebook.com/Artopoleion

You can see the interview here:

https://www.youtube.com/watch?v=ex2f04-x_HA

3st Interview: Olvio Theater is a theater created six years ago by Natasa Papamichail, a dancer and choreographer and mother in the same time of a little boy.

Olvio Theater have a main stage and various other spaces where theater and dance performances take place, a cafeteria and a spacious lobby and a cosy garden for the spectators.

Olvio Theater is situated in Votanikos, near the city center of Athens.

We visited Natasa in Olvio's lovely garden and discussed with her the potential of a mother entrepreneur in Greece

More information on Olvio Theater:

<http://www.olviotheater.gr/>

<https://www.facebook.com/OLVIO.theater/>

You can see the interview here:

<https://www.youtube.com/watch?v=xivkNrboHlc&t=3s>

> **MAMEC project in Greece – Summary Sessions**

1st Session: Introduction and Presentation

In the first session the Greek project managers described “MAMEC Project” and its objectives, and gave a summary of the sessions to come. The participants introduced themselves and talked about their situation, interests and needs. The participants were asked to write down an idea they have on the business they would like to create and a discussion in group with the project managers and two instructors followed, to clarify, specify and maybe reject or pursuit some of these ideas

2nd Session: Social Media

In this session the role of social media for a small business was stressed. Some of the most common and popular social media were presented. Emails were created for all the participants as well as facebook accounts. Criteria on how to select the appropriate social media for each participant’s future enterprise were given and participants tried to create their business and customers profile as well as their business brand and logo.

3rd Session: ITC and e-commerce

This session was facilitated and instructed by the head of the ITC department of the 2 ESP EPAL PEIRAIA and participants were introduced in modern ways of commerce via websites and the internet. How to create your own webpage has been presented in a step by step procedure. And basic terminology of ITC was discussed. Tips on the efficiency of a web page and refinement of the business and customers profile for each participant’s enterprise followed.

4th Session: Crafts and Party decoration

This session was facilitated and instructed by the head of the Fashion Design and Industrial Textile and Garment department of the 2 ESP EPAL PEIRAIA and performed in the Fashion Design Laboratory. The main objective of this session was for the participants to evaluate their ability to produce handicrafts, to work with their hands.



In this time consuming session participants under the instructions of the head of the department and one assistant produced ornaments for a party or other social event, especially Christmas ornaments, like a fabric tree, as Christmas was approaching.

5th Session: Events organisation

In this session we explained the events organisation module, and focused in the wedding planner's business. We watched some relevant videos and discussed the multiple levels of such a business as well as the skills and aptitudes that someone must have to do it and tried to relate and compare this framework with each participant's business idea.

6th Session: Technical English

This session was facilitated by one of the English language teachers of the 2 ESP EPAL PEIRAIÁ and participants learned some basic terminology for the commerce and business in English and did some exercises to test their knowledge of it.

7th Session: Business Plan



Examples of business plans were presented. The participants having now the experience of the previous sessions discussed again between them and with the instructors their business in a more detailed way in order to create their own business plan, and tried to do it. The importance of the uniqueness of their product or service was stressed. Again some ideas were rejected as non realizable due to constraints of the market.

8th Session: Visit to a businesswoman-mother enterprise

The whole group of participants accompanied by one of the project managers visited Artopoleion in Thisio are in Athens' city center, a bakery and coffee shop. The group had the opportunity to discuss with Chrysavgi Lazaridou, owner of the shop practical issues of enterprising in Greece concerning tax policies, state aid for mother entrepreneurs etc. The discussion was very fruitful and each participant asked questions related to her business idea. This was again a very long session and Chrysavgi helped very much, while her sister in law kept the business going.

9th Session: Final Day and delivery of certificates

Apart a farewell ceremony and the delivery of the certificates in this session it was agreed with the participants that follow up of the work done is to be expected, individually. The participants have and will have the opportunity to contact the instructors and project managers and ask for their help in their attempt to really create and implement their own enterprise.

Feedback from women about their evolution in the course

By evaluating the questionnaires given to the participants at the end of the courses and also by discussing during the sessions, we can come to the following conclusions regarding the impact of the seminar on the participants:

- The participants stated that they enjoyed great satisfaction from attending the courses which were very detailed without being tired and provided useful information that could lead to meaningful projects.
- The participants had a positive opinion about the course instructors as they found them trained on the topics they presented and very willing to answer questions.
- The participants found very interesting the concepts developed during the course, which gave them new perspectives on job developing / establishing.
- The participants commented positively on the level of preparation of the courses, which took place in classes and laboratories with all the comforts that are requiring efficient teaching such as computer for each one, internet connection, printed material for the lessons etc.
- The participants commented very positively on the quality of the video material as well as for the preparation and realisation of the visit to an entrepreneur mother (Artopoleion).

E-Learning Platform

An attempt has been made and still going on to disseminate the e-learning platform of the MAMEC Project. In the platform anyone who will subscribe, can have access to the modules that consist a training method to create their own business. Through the official Facebook Page of MAMEC and by posting on the school bulletin board, we called for all the women that were interested to register to the platform and obtain the benefits of the subscription, women who were not able to attend the courses. A lot of our other mothers students were interested to register and take the benefits of the modules. The instructors of the courses and all of the Greek MAMEC team are always at the side of the participants to help with queries, but they are also on the side of all the new subscribers on the platform to help in every available way.

PART 3

More productive and satisfactory activities for women

All the activities and presentations that took place during the MAMEC Project sessions were of particular importance and useful for the participating mothers. Commenting on some of them about the impact they had on the participants and how much they shared their interest, we would say that the craft session had a great impact and they attended it with great enthusiasm as it coincided with the Christmas festivity period and their handicrafts had a specific purpose (festive decoration and handmade gifts). In fact, they made a Christmas tree for the school. The tree brought on the MAMEC Project logo and was placed at the main entrance of the school. This was also an excellent practice for disseminating the project across the school community, and it also brought more interest to learn about the program and the benefits of the e-learning platform. This lesson had such a great effect that the participants arranged with the craft instructors another one lesson, besides the official program of the MAMEC sessions, to finish their crafts and learn as much as possible. Through this engagement, they understood that this skill, of stashing something in their own hands, could turn into a profitable activity that would supplement their income or even become their main occupation.

Great interest also they showed in the session how to create a website. It is very impressive that within three hours they managed to build their own website, which was of course not a complete page but a basic set up that they could then fine-tune. It is typical that they did not know that they could make a website for free; most believed they would have to pay a large amount of money. Nor they knew that they could at any time manage it and enrich it. But the most important thing is that they have overcome the «fear of technology» which many times can prevent people from doing things.

Something similar happened during the presentation of the functions of several social media. Few knew that for example Facebook can work as a profitable advertising of your work and can help you find and approach a certain buying audience. During the sessions, we had the opportunity to visit a female business, the lady who gave us the one of three interviews. The participants were very excited because they were seeing a woman who, despite all the difficulties, managed to realize her professional dream and succeed under difficult personal circumstances as she reveals in the interview. We believe that this experience gave them courage, having the opportunity to ask

their own questions, to develop their concerns. They also understand that nothing is impossible if you work and you want it a lot.

Discussions were also held on the experiences of participants on entrepreneurship. Some of the participants had tried in the past to build their own business, but the obstacles they found on the process made them to not implement their plans. Obstacles such as the lack of support and financing from state structures for new entrepreneurs, the constant and insurmountable bureaucracy, the inadequate information about the possibilities they could have. These difficult experiences shared by the participants made us wonder about the legal framework for the operation of new businesses in Greece. We all have come to the conclusion that it is necessary to strengthen and reinforce this framework so that it is more helpful and encouraging for young entrepreneurs. Therefore, we have tried to give them guidance on the services to which they can address, what rights they have and what are the prospects of a new entrepreneur in Greece today. What has been understood by all is that the power of the internet (an effective website, promotion and advertising through social media) are now the necessary tools for setting up a small (and/or home based) business.

The lesson that lessened the interest of the participants is the one of the Basic English. The Greek participants had a good level of knowledge, and perhaps this lesson should be more specific, such as having commercial English as content. Certainly, it is important that English is taught in the curriculum of the school and as students they were, at this time, in process of learning and practicing the language.

PART 4

Women who have created their own business

At this time, unfortunately we do not have to show enough about the implementation of a business by the participants. It may sound easy but we know that creating and running any business plan is a time consuming process, in Greece especially. The positive of all the course process is the encouragement that was received by the participants through the acquisition of specialized knowledge provided by the courses and furthermore the strengthening of their self esteem.

One of the participants is going to realize in the coming months, one of her plans, dream we like better called, which concerns the publication of a book, a children's fairy tale that she has wrote long ago. Through the sessions she understood the ways in which social networks should be used to promote the book when it is published. She also received specific advice on how to write her CV and the book's summary, how to contact publishers and she was brought into contact via the project managers with two well know writers (for children) who red and commented on her book.

We believe that through the communication structures that have been created for the continuation of MAMEC Project we will have the opportunity to highlight the final result, the publication of the book when it will be in circulation.

Another participant has expressed her intention to build an e-shop web page in which she will sell her handicrafts, which are mainly festive decorations and gifts. She has been involved in this activity for some time, as a supplementary job for her income. Until now, she sells door-to-door and mainly through the network of her personal acquaintances. She believes that the construction of an e – shop web page will bring new and more customers and seeks to build it and start operating it. She also decided to focus on recycled materials as a unique quality of her handicrafts. It is currently in the design and as soon as this is implemented, we will have the great pleasure to post it in the MAMEC Project communication structures.



CONCLUSION

Even though this project was mainly directed towards mothers, we could gather a group of females that felt the same way. From youngsters to home mothers, MAMEC achieved to present to this women simple and achievable alternative income sources, that are possible doing from their own place, enabling in this way for them to be with their children and do their other jobs and hobbies. The project educated them not only in a professional way but also personal, teaching them lifelong skills, as well. With stories from women from 4 different countries, we could understand how a positive impact MAMEC had. One of the positive sides of the course was the process of encouragement that was received by these women, something that might not have happened before or not as much. The acquitted specialized knowledge on social networks brought women together with the world and its different communities. From publishing books to homemade jewelry and handicrafts selling on e-shops, learning and practicing a more technical English, understanding the power of the internet in today's society, these women now have a chance to spread their knowledge with others and encourage them.

The biggest challenge for women is to find an appropriate solution to combine work and family life which is exactly what the MAMEC project has done: it has provided all the necessary skills to start a Home Based Business through a classroom training and e-learning. Preparing the business plan was paramount because it enabled future businesswomen to define, collect and describe their ideas, but also to compare the different methodologies they learned during the training in order to apply these methods outside the classroom when they will start their own business.

Based on the current employment situation in each country, European support for entrepreneurship and the reality of business for a woman in four countries in the world, MAMEC set up a course



Co-funded by the
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of the European Union

that would help this minority to learn more about themselves and how they could conquer their power. Under these considerations, the proposed project operates in line with the concept of "sustainability" thanks to our work for combating unemployment through the development of business activities that can be carried out directly from home. We strongly believe that MAMEC project has presented ample and concrete opportunities to innovate and promote the creation of new jobs and to motivate women-mothers in following their desires of personal and professional development.