



# E-CHANCE 2.0

## for women entrepreneurship

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### Looking back at last partnership meeting of project E-Chance 2.0 for Women



On 21 – 22 October, third partnership meeting of the project took place in Bilbao, Spain.

The meeting was focused on improvement of the drafts of the project products (training Modules, e-learning Methodology, Handbook etc.).

The concrete requirements concerning the modules content and structure were discussed thoroughly.

#### CONTENTS

Looking back at last partnership meeting of the project E-Chance 2.0	1
Résumé of last partnership meeting in Bilbao	2
Experience of women entrepreneurs	3



Lifelong Learning Programme

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## Résumé of last partnership meeting in Bilbao

After the second partnership meeting in Bucharest, the development of Work Package 3 (WP 3) has started. This WP is led by ATHENA – Association for Education and Development of Women, Czech Republic. In WP3 partners are adapting and updating the results from the WP2 and developing the content of training materials.

The outcomes consist of e-Learning Methodology, 5 Training Modules, and Handbook with examples of good practises.

Each of 5 Modules concentrates on different usage of the web 2.0 tools and together they lead the women entrepreneurs step-by-step how to work with their business idea, manage their business, communicate with their clients, make their offer visible and share it with others, all of that online. The modules are based on good practise examples that show the women that already found the usefulness of the web 2.0 tools.

The next step will be the finalization of modules and translating them in the national languages of all partners. Afterwards, the modules will be placed to a learning platform and will be tested in all partners' countries.



## Project partners

The project partnership falls into 7 highly professional partners from 5 different countries: AMESAL (Spain), ASIMAG (Spain), Athena (Czech republic), INCSMPS (Romania), Equilibrio (Italy), Insitut pro zeny (Czech republic) and ISMA (Latvia).





## Experience of women entrepreneurs

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In an expanding Europe people need for their entrepreneurship and especially for their competitiveness more expertise and more opportunities for education.

More and more institutions support women in their entrepreneurship and provide education in the most of branch.

**Project E-Chance 2.0 for Women Entrepreneurship** is aimed to train on technologies based on web 2.0 for using in entrepreneurship processes. The training activities are addressed to develop skills and capacities in order to improve the inclusion in the knowledge society.

Women more and more use the IT tools like a Facebook, Twitter, YouTube, Google, Yahoo, Flickr and other. These IT tools make their life and job easier. "Because it helps you to contact the entire world staying behind your desk."; "Thanks to these technologies I get near to my costumers, to promote my website, attract customers... "; "I think that networking is very important as means finding the necessary information quickly and help finding effective solutions to urgent problems (the easiest is to turn to someone who was in a similar situation)." Said Jana Liskova.

Women chosen these IT tools for creation the blogs or website and for more opportunities. "The new technologies expand my business vision. Is fundamental to look for information. Nowadays there is no another way. It is enriching to look for new applications to promote products and information to people. Always that I have a new product I publish it in my blog and in a few days are coming friends to my shop to try it."; "It was for the passion for technology and innovation and for necessity too, said Jana.

In the future want women know about new applications and innovations, because this kind of application are changing and improving very fast so being inform about what is new and useful is very important.

"I try to stay constantly updated and I try to integrate the tools I use so that I can get more contact and communication chances."

"I believe that we should always keep learning new things and don't stay stagnant, since such applications and tools (web2.0) are in the continuous development." Said Jana.

