“Training and Mentoring Programme for Women-Led Business project in Liberia, South Africa, DRC, Mozambique, Senegal and Rwanda”

Introduction to the Mentorship Programme
Hosted by Center for Humanitarian Dialogue, Geneva, Switzerland
9-10 November 2010

AIDE-MEMOIRE

INTRODUCTION
Femmes Africa Solidarité and Instituto de Empresa, with the support of the Government of Spain, are organizing a 2-day meeting with the international mentors and potential partners of the “Training and Mentoring Programme for Women-led Business project in Senegal, Mozambique, Rwanda, DRC, Liberia and South Africa” (see Annex 1 – The partners of the project).

The meeting aims to introduce the 12-months Mentorship Programme to the mentors, which has been developed to assist the women entrepreneurs in their business growth, to guide them in their social progress, and to help them with the legal and market particularities of each country.

The workshop is hosted by the Centre for Humanitarian Dialogue, an independent mediation organization based in Geneva, Switzerland, which is dedicated to prevent human suffering in armed conflict.

This meeting, chaired by Ms. Bineta Diop, Executive Director of FAS, together with Ms. Celia de Anca, Director of the Centre for Diversity in Global Management at Instituto de Empresa Business School, follows several training sessions which took place from January 2008 to June 2010:

- Dakar Workshop, June 16-18 2008: to give the participants an overview of the programme and ICT training;
- Madrid Training, July 14-17 2008: to develop participants’ skill in mastering the process of new venture creations and sustainable growth; understanding the different business models; learning how to evaluate and prioritize information that influences marketing decision and learning in an interactive way the key factors of effective presentations;
- Online and face to face tutoring: participants worked together with tutors, who are IE alumni, to identify strengths and weakness of the businesses and define the next steps and action plan for the online elaboration of the business plans;
- Negotiation Workshop in Las Palmas, June 28-30 2010: to provide the participants with best practices in negotiation in order to achieve better agreements in their business
environment, to professionally present their business plans to potential investors and institutions, to select the 10 best Business Plans to be presented to an Investors’ Panel, and to introduce the Mentorship Programme to the Country Mentors attending the meeting.

This 2-day meeting will be also a good opportunity to meet with some prominent personalities from the diplomatic corps to get their support in the programme, as well as potential partners from the area of Social Entrepreneurship and Philanthropic investments in preparation of the Investors’ Panel due to take place in January 2011.

OBJECTIVES
The overall objective of the Mentorship Programme is to brief the international mentors on their role in the WLB programme, which is to assist the women entrepreneurs in their business development, to guide them in their social progress, and help them with the legal and market particularities of each country. The specific objectives of the meeting will be the following:

- Understand what is a mentor’s role;
- Identify common barriers faced by women entrepreneurs in different regions, and discuss the best instruments to help women progress in their business;
- Help mentors assist individuals in identifying personal career goals and drawing up personal plans.

The overall objective of the meeting with the potential partners is to involve the Social Entrepreneurship and Philanthropic sector in the Women-Led Business Programme, in order to build strategic partnership in preparation of the Investors’ Panel. The specific objective of the meeting will be the following:

- Present the WLB Programme to develop a mass of advocators;
- Introduce the 10 winners’ profiles to be presented to an Investors’ Panel;
- Seek potential collaboration and investments opportunities.

METHODOLOGY
This meeting is composed by the following agenda:

- November 9th - Introduction to the Mentorship Programme;
- November 10th – Visiting and meeting with potential partners.

EXPECTED RESULTS
The expected results of the meeting are:

- International mentors briefed on their role in the Mentorship programme;
- Official launch of the Mentorship Programme;
- A mentors’ network developed and participants connected with mentors;
- Social entrepreneurs and philanthropists identified in the WLB programme;
- A mass of supporters and advocators is reinforced.
Annex 1 – Partners of the project

The “Training and Mentoring Programme for Women-Led Business” was developed by Femmes Africa Solidarité (FAS) together with the Centre for Diversity in Global Management at the Instituto de Empresa (IE) and submitted to the Government of Spain to target and work with 24 women entrepreneurs who have established small business enterprises with strong growth potential. The goal is to assist in the transformation and expansion of those businesses into consolidated medium-sized enterprises, generating employment and economic benefits in the entrepreneurs’ communities. A description of the partners of the project follows:

Femmes Africa Solidarité (FAS), based in Dakar and Geneva, has 10 years of experience in the field of gender in Africa and has first-hand knowledge of the needs and initiatives of African women and their networks on the continent. FAS works at all levels to promote African women leadership in peace and development through empowerment, education, advocacy and support. It is FAS’s belief that a healthy peace process, which is inclusive of women, is a vital aspect for the total elimination of violent conflict on the African continent. The tools and strategies used to resolve conflict and address its root causes cannot be successful without the rehabilitation of all victims, particularly women, on whom the effects of conflict are especially severe.

The PanAfrican Centre for Gender, Peace and Development is established by Femmes Africa Solidarité as Centre of Excellence to provide advanced training and research in peacebuilding and development issues with a focus on gender. The Centre is preparing African women to assume leadership roles at the national, sub regional, regional, continental and international level enabling them to become full and equal participants in decision-making processes. Building on FAS’ successful work in the African women’s peace movement, the Centre is emphasizing gender sensitive approaches to peacebuilding, making it the first centre of its kind in Africa. The training courses address foremost to women engaged in peacebuilding, women entrepreneurs or social development actors wishing to complete their formal training on questions related to peace and development in Africa while taking into account the gender perspective. The Centre’s training modules will focus on three programmatic areas: Gender and Conflict Resolution; Leadership and Governance; and Economic Empowerment of Women and Development.

IE Business School, one of the world’s leading business schools, has 30 years of experience and a proven track record of providing some of the most essential elements that small initiatives require. A leader in ICT training, management education, and business practices, IE is continually raising the standard to which businesses aspire. Based in Madrid at the IE Business School, the Center for Diversity in Global Management’s focus on emerging countries is based in its belief that women entrepreneurs can and should be empowered.

Government of Spain’s framework is highlighted in the Master Plan for Spanish Government Co-operation 2005-2008, and includes a commitment to fight poverty and contribute to Africa’s development agenda. Additionally, the Maputo Declaration, adopted during the Women for a Better World Meeting in Mozambique in March 2006, has set up an agenda between African women and Spanish women in building a strategic partnership to work on common issues. The Spanish Government has allotted priority to countries Senegal, Mozambique and South Africa.