WOMEN ORIGINATED MEDIA ENTREPRENEURSHIP NETWORK

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The International Network of Women Entrepreneurship Ambassadors
Cracow, Poland
Women originated Media Entrepreneurship Network...

Results of the US Dep. of State AEIF sponsored project

Mechanism linking media entertainment education – cooperation and thus enhanced trust and confidence

- (A) Call Text
- (B) Work Programme
- (C) State-of-the-Art
- (D) IMPACT
- (E) Partners – Type of project
- (F) Possible End-Users
Concept and approach

Media
– showcase women entrepreneurs

ICT
provides platform mapping and increasing new skills

Women Peer2Peer cooperation
On the job Training Practices

Unlocked resources and engagement
Job creation and business development
Partnership required – results

- Merit Partners and specialists incl. Funding Agencies
- Cross Media Producers – for creative content and format development
- Impact Investors – Venture Development

Envisioned Results – pilot
Up to 10 000 participants interested in project
+40 trainings completed
+5 robust women owned business created
+30 jobs created
+ robust model created for further uptake and replication beyond UA
### How do you best scale it up to help support the SDGs?

<table>
<thead>
<tr>
<th>Needs</th>
<th>Action</th>
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<tbody>
<tr>
<td><strong>A</strong> PL-UA women cooperation as a pathfinder for Eastern Europe, Caucasus, Central Asia…other regions</td>
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<td><strong>B</strong> The combination of media and online digital training that map interests and competencies</td>
<td>addressing them with scalable individual and group training, internship</td>
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<td><strong>C</strong> Enhancing trust and confidence and unlock resources supporting development of the women businesses. /know how, support, loans, promotion, mutual joint bargaining etc…/</td>
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CONTACT

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