



**Foundation for
Women Entrepreneurs (Malta)**

ANNUAL REPORT – 2007

VAT No: MT-1718-7710

The Foundation for Women Entrepreneurs (Malta) is an independent non-profit organisation, which has been set up for the promotion of opportunities, awareness building, training and research in the field of Women Entrepreneurs and other gender issues.

The foundation aims at establishing entrepreneurship as a culture and way of life for women – not only business owners, but workers, mothers and citizens on a national, European and Mediterranean level; The foundation believes in promoting initiatives that foster the creation of women entrepreneurial networks that are accessible by the majority of women this is seen as an overarching structure for creating awareness of impact that women entrepreneurs can have on the national and regional economy, and helping prospective entrepreneurs to develop themselves.

The foundation also supports research and training infrastructures in various areas including but not limited to the following fields: humanities, social sciences, natural sciences, languages, business management and other fields of knowledge; this will lead to assessing, evaluating and auditing female targeted initiatives and their effectiveness within a given context; The foundation aims and believes in enhancing and networking with similar organisations and/or institutions and/or non governmental organisations in Europe and North Africa with the aim of establishing collaborative initiatives in order to Urgently and constantly address the issue of the so-called “gender inequalities” and assist communities to bridge that gap;

Hence the foundation has taken upon itself a commitment to actively promoting the review, introduction and implementation of women policies in Europe, whether public or private, and for the adoption of better, affordable, accessible and more professional procedures and standards in all walks of life;

The foundation also offers the promotion of guidance and training assistance to people involved in the provision of women-targeted services and also to members of their families in case of negative, traumatic or other similar effects arising out events connected to the performance of their duties.

The president of the organisation is Angele Giuliano and the Foundation became operational from December 2001 whilst the notarial deed was signed on October, 2002.

Annual Report – 2007

Grundtvig Inservice training Courses - MT-2007-324-14

Promoting the Culture of Entrepreneurship

This course covers different topics related to Entrepreneurship and the making of this as a way of life for people. It delves into critical thinking and problem solving, as well as Human Resource Development with a matrix perspective taking into account the leadership styles primarily adopted by managers particularly those most successful in people management cross referencing them with motivational theories at work. This course will help facilitators to find out how best to promote start-ups and help people kick off into the business world.

Each participant taking part in this course is required to fill a pre-course form in order to assess the level of each participant beforehand and the training targeted accordingly.

The dates of the courses in 2007 are as follows:

- 1st Session: 15/01/2007 - 19/01/2007
- 2nd Session: 16/04/2007 - 20/04/2007
- 3rd Session: 04/06/2007 - 08/06/2007
- 4th Session: 04/09/2007 - 10/09/2007

The Foundation for Women Entrepreneurs (FWE) is involved in the following EU Funded Projects:

Elderly Never Lonely (ENL)

The 'Elderly Never Lonely' Project is funded under the Phare Networking Programme promoted and co-financed by the European Commission - DG Enlargement - and has been designed to enhance the situation of Civil Society Organisations operating in Romania and Bulgaria in order to arise their level to a European standard in view of the 2007 Enlargement process. Maryrose Francica and Dorianne Spiteri represented The Foundation for Women Entrepreneurs as the Maltese partners in this project.



- Maryrose Francica and Dorianne Spiteri representing The Foundation for Women Entrepreneurs attended the ‘Elderly Never Lonely’ partner meeting in Sofia, Bulgaria from the 25th – 30th March, 2007
- Maryrose Francica and Dorianne Spiteri representing The Foundation for Women Entrepreneurs attended the ‘Elderly Never Lonely’ Final Conference in Sofia, Bulgaria from the 22nd – 25th October, 2007

“Shoplang - The Shopping Language Game” Project

‘Shoplang’ is an EU Funded project within the framework of the Socrates Lingua 1 programme Grant Agreement No. 229839-CP-1-2006-1-BG-LINGUA-L1-2006

2736/001-001 SO2. The ‘Shoplang’ project is about diversity. It’s about bringing

together people from 7 different European countries to promote the diversity and the multilingual character of united Europe. The main idea of the project is to use the informal environment of the supermarket to popularize the less widely used European languages and to provoke the people’s hunger for new knowledge and language skills. Maryrose Francica is representing The Foundation for Women Entrepreneurs as the Maltese partner.



- The Coordinators of the Shoplang Project came to Malta to sign the grant agreement with The Foundation for Women Entrepreneurs. Their visit took place from the 1st – 4th March, 2007
- Maryrose Francica, representing The Foundation for Women Entrepreneurs attended the first partner meeting in Sofia, Bulgaria from the 3rd – 7th May, 2007
- Maryrose Francica and Dorianne Spiteri held a half day event at the Smart Supermarket promoting the Bulgarian Language on Saturday, 26th May, 2007
- Maryrose Francica, representing The Foundation for Women Entrepreneurs attended the second partner meeting in Athens, Greece from the 6th – 9th September, 2007
- Maryrose Francica and Dorianne Spiteri held a half day event at the Smart Supermarket promoting the Greek Language on Saturday, 29th September, 2007

- The Foundation for Women Entrepreneurs hosted a Shoplang Partner meeting in Malta from the 15th – 19th November, 2007 to discuss the promotion of the Maltese Language in 6 EU member states

SOFE – School OF Entrepreneurs

The Foundation for Women Entrepreneurs (Malta) is a partner in an EU-funded Leonardo da Vinci Pilot project called SOFE – School OF Entrepreneurs. The team of the project consists of organisations, universities and specialised companies from Cyprus, the Czech Republic, Greece, Italy, Norway, Romania, Germany, Malta and the United Kingdom.



- Cynthia Tomasuolo represented The Foundation for Women Entrepreneur at the SOFE partner meeting that was held from the 1st – 5th February, 2007 in Patras, Greece
- Angele Giuliano, the President of The Foundation for Women Entrepreneurs represented the Foundation in the final conference for the SOFE project that was held from the 14th – 16th November, 2007 in Nicosia, Cyprus

Europe Direct Info Relay Centre for Malta and Gozo



The Foundation for Women Entrepreneurs obtained a grant from the European Commission to host the Europe Direct Info Relay Centre for Malta and Gozo under the Framework Operating Grant Agreement Reference: GCI-C-2005/2008-MT-[01]. Maryrose Francica was the Manager of Europe Direct from May, 2005 until May, 2007. The activities of Europe Direct for 2007 are as follows:

- 05/01/2007 Maryrose Francica met members of the Caritas board at their premises at the Curia in Floriana, where she gave a powerpoint presentation outlining the Relay's objectives and how can Europe Direct be of help to this entity.
- 08/01/2007 Maryrose Francica had a meeting with Mr Emmanuel Vassallo and Mr Joseph Azzopardi the Mayor and Executive Secretary of Ghaxaq Local Council respectively whereby they signed a cooperation

agreement with Europe Direct and planned activities together to be held in the near future.

- 10/01/2007 Maryrose Francica attended a meeting at the Representation to discuss with the HOR, Dr Joanna Drake and Ms Julia Waddingham an collaborative initiative targeting the elderly sector with regards to the Euro Change over. This initiative will be implemented in the near future.
- 11/01/2007 A half day info session was organised at the Europe Direct Centre in Hamrun for 9 students with mild to moderate learning difficulties who attend the Pathway to Independent Living Course at MCAST. Maryrose Francica gave an overview of the services that Europe Direct offers to the citizens and shown these students a power point presentation called a "Euro Tourist in Brussels" relating the history of the EU in pictures and easy text. After the presentation the students were encouraged to ask questions. Refreshments were served at the end of the event. This initiative came about with the collaboration of the student's lecturer, lecturer Ms Entela Dimech
- 15/01/2007 An information session was organised for the students of the Verdala Lyceum. The average age of these students was 14yrs and they had chosen European Studies as one of their main subjects at school. Maryrose Francica gave them an overview of the services offered by Europe Direct to the citizens, and proceeded by showing them a powerpoint presentation depicting important dates for the European Union and also photographs of the most important EU Buildings in Brussels and Luxembourg. A lively discussion was held during and after the presentation. Refreshments were served to the boys and their teachers at the end of the session. This initiative came about with the collaboration of their teacher Ms Marlene Gatt.
- 16/01/2007 Maryrose Francica signed a cooperation agreement with Mr Publio Aguis and Mr Kenneth Brincat, the Mayor and Executive Secretary respectively on behalf of the Floriana Local Council.
- 17/01/2007 Maryrose Francica attended a session of the M'scala Local Council Meeting whereby the council took a vote and it was unanimously agreed to sign the cooperation agreement with Europe Direct. Maryrose Francica, on behalf of Europe Direct signed the cooperation agreement with Mr. Mario Calleja and Mr Joseph Caruana, Mayor and Executive Secretary respectively of the Mscala Local Council.
- 22/01/2007 Maryrose Francica met with Mr Paul Farrugia and Mr Maurice Mallia, Mayor and Executive Secretary of the Tarxien local council. The two entities signed a cooperation agreement and discussed future initiatives that could be done in collaboration.

- 23/01/2007 Angele Giuliano while in Luxembourg had the opportunity to visit the Europe Direct of Munshausen. Angele was given a tour of the premises by the director Mr.Eicher and they discussed issues of mutual interest for the two relays.
- 26/01/2007 Maryrose Francica attended a two day Coordination Meeting in Brussels together with Ms Julia Waddingham from the Representation of the EU Commission in Malta. The main purpose of this coordination meeting was to establish and agree on the draft agenda of the Annual General Meeting to be held in October/November of this year. Apart from this Maryrose had the opportunity to network and get to know other Manager from Europe Direct's across Europe.
- 31/01/2007 Maryrose Francica and Angele Giuliano attended the monthly meeting with the representation office; Dr Joanna Drake, Mr Edward Demicoli and Ms Julia Waddingham were present from the Representation Office. The minutes of the last meeting were read, approved and signed and among the themes discussed wehere the Funding Handbook, the Nanna and the Kids Euro Campaign and the Work Programme for 2007.
- 06/02/2007 Maryrose Francica met with members of the Sliema Band Club committee whereby she gave them an overview of the services offered by Europe Direct and indicated the various funding programmes that their organisation could tap.
- 07/02/2007 Maryrose Francica was invited to attend a seminar at the Malta Enterprise organised by the Secretariat for Small Businesses and Self Employed regarding the half yearly report of the Ministry's work programme. This report outlined what has been done so far and will examine what still needs to be done with respect to SME's and Micro Companies.
- 08/02/2007 After the cooperation agreement was signed between Europe Direct and the Local Council of Ghaxaq and as the first collaborative event it was decided that a talk would be organised for the parents of the children attending the school of the locality.The talk was held in the school hall and the Mayor of Ghaxaq introduced Maryrose Francica whereby she spoke about the role and services offered by the centre. The second part of the talk was on the Euro Change over where Ms Claire Azzopardi, the technical expert from the NECC explained the Euro Change over to those present.
- 09/02/2007 As the 2007 was identified by the European Commission as the Year of Equality, Maryrose attended a half day Conference organised

by the National Commission for the Promotion of Equality to commemorate the third anniversary of its setup. During this conference, the Annual Report 2006 was presented. This report outlined the work and achievements of the Commission over the last twelve months, and also included the strategies for the next year.

- 12/02/2007 After signing a cooperation agreement between Europe Direct and Floriana Local Council, it was decided that as a first collaborative event an info session should be organised for the members of the local NGO's and organisations. The info session was held at the Local Council Hall on Monday 12th February and there was a turnout of around 35 people. The info session started with the Mayor introducing Europe Direct and then Maryrose Francica gave an overview of the Relay's services and how can Europe Direct help local organisations tap into EU funds. A time for Q & A's was allocated and a lively discussion ensued after the talk.
- 13/02/2007 Maryrose Francica had a one to one meeting with a Maltese citizen who is going to emigrate to Germany. He was provided with a pack of information on the subject.
- 15/02/2007 Maryrose Francica attended the National Launch of the EU's Seventh Framework Programme organised by The Malta Council for Science & Technology (MCST). The Conference was opened by Hon. Dr. Lawrence Gonzi, Prime Minister of Malta and featured representatives from the European Commission. FP7 is the European Union's main instrument for funding research in Europe and will run from 2007-2013.
- 27/02/2007 Maryrose Francica attended a workshop organised by the Parliamentary Secretariat for Small Business and the Self Employed, The Small Enterprise Directorate and The Euro Info Centre. The workshop was held at the Malta Enterprise to launch the Entrepreneurship Base Document (Malta) which comprises the findings of a qualitative market research conducted with Maltese and Gozitan entrepreneurs. The objectives of this Research Project were to assess the current and prospective state of affairs of entrepreneurship, entrepreneurs and start-up enterprises in Malta and to obtain a better understanding of their existing needs and difficulties.
- 05/03/2007 Maryrose Francica and Cynthia Tomasuolo met with members from the Floriana Football nursery as they wanted more specific information on EU Funding opportunities that they could tap into regarding the football nursery. They had attended the information talk given by Maryrose Francica at the Floriana Local Council on the 12th February, 2007.

- 06/03/2007 Maryrose Francica attended a meeting organised by the Representation of the European Commission in Malta together with members of Team Europe, whereby Dr Joanna Drake presented the official programme to commemorate the 50th Anniversary of the Rome Treaty. Dr. Drake invited all present to attend the various activities and also highlighted the fact that both Team Europe members and Europe Direct will get exposure through the new TV programme "L-Ewropej".
- 07/03/2007 Maryrose Francica attended an information and consultation seminar organised by "Forum Malta fl-Ewropa" on the Green Paper launched by the Commission with the theme, "Global Europe - Europe's Trade Defence Instruments in a Changing Global Economy". The seminar took place at Arvid Pardo Hall at the Ministry of Foreign Affairs, Valletta.
- 13/03/2007 Angele Giuliano and Maryrose Francica attended the usual monthly meeting at the Representation of the European Commission in Malta. Ms Joanne Muscat attended on behalf of the European Commission and amongst the items discussed were the proposed funding handbook, the Euro Campaign and the Europe Direct's work programme for 2007.
- 15/03/2007 Europe Direct team organised an internal meeting to discuss the 2007 work programme and financial matters regarding the Europe Direct Relay Centre.
- 22/03/2007 Maryrose Francica met with a group of Students from the Dun Guzepp Zammit Brighella Junior Lycem, Hamrun who are working together with their teacher Ms J Ebejer Grech, to compile a small encyclopedia with information about the EU during these last fifty years. Maryrose Francica provided each student with an information pack and Europe Direct Promotional Material.
- 23/03/2007 Joanne Curmi, the Europe Direct Manager in charge of the Gozo Branch attended a two day training seminar in Brussels where amongst other the topics discussed where: Economic and Social Impact of an enlarging EU, Energy policy for Europe, communicating with the media and the EU and the needs of its citizens. Joanne had the opportunity to meet around 120 Europe Direct and EDC's Managers from all over Europe.
- 25/03/2007 Mrs Joanne Curmi, the Manager of Europe Direct Gozo manned the stand provided by the Nadur Local Council and gave out EU related publications during the celebrations held at Nadur Gozo to commemorate the 50th Anniversary of the Treaty of Rome.

- 10/04/2007 Maryrose Francica and Cynthia Tomasuolo attended the monthly meeting at the premises of the Representation of the European Commission in Malta on behalf of Europe Direct and Dr Joanna Drake, Ms Julia Waddingham and Ms Joanne Muscat from the Representation. Among the items on the Agenda there was the Europe Direct 2006 Activity Report, financial issues and the Nanna and kids campaign. The next monthly meeting is scheduled for Tuesday the 8th May, 2007.
- 13/04/2007 Maryrose met with a Maltese couple who have asked the relay for a one to one appointment and gave them publications on the role of the European Ombudsman in answer to their query.
- 17/04/2007 Maryrose met with Mr Christian Micallef, who manages the office of the local MEP Mr David Casa. Mr Micallef availed himself of some publications and discussed with Maryrose Francica the possibility of Mr David Casa visit the Europe Direct Centre and makes himself available to the general public during Constituency Week.
- 17/04/2007 Maryrose Francica met Dr Gabriella Pace, Forum Malta fl-Ewropa's Chief Executive and also the Relay's Intermediary Body to sign the Europe Direct 2007 Work Programme and also to discuss the Relay's activities.
- 18/04/2007 A group of students from the Hamrun Junior Lyceum visited Europe Direct and brought with the Project that they compiled on the history of the European Union for the past 50 years with materials given to them by Europe Direct. Maryrose Francica presented a power point entitle a Euro Tourist in Brussels. After the presentation refreshment were served and the boys together with their teacher Ms Josephine Ebejer Grech presented Maryrose Francica with a thank you card.
- 19/04/2007 An interview filmed at the Europe Direct Info Relay Centre was aired today on the TV programme L-Ewropej on NET TV. During the interview Maryrose Francica was asked to give an overview of the relay's activities.
- 20/04/2007 Maryrose Francica gave Ms Louise Cutajar Davis, the International Relations Education Office a substantial quantity of poster commemorating the 50th Anniversary of the Treaty of Rome and Maps of Europe to distribute to various schools.
- 23/04/2007 Maryrose Francica gave Ms Rose Camilleri, executive secretary of St. Paul's Bay Local Council one hundred EU related publications so that they can be distributed to the children of the locality during the World Book Day.

- 29/04/2007 Maryrose Francica as the Manager of the Europe Direct Info Relay for Malta & Gozo was interviewed by Ms Doris Azzopardi. This interview featured as a two page spread on the Sunday newspaper "Il-Mument". Maryrose gave an overview on the role of Europe Direct and how this relay can help the Maltese citizen understand EU policies and directive and also how can one tap into EU funding programmes.
- 30/04/2007 Europe Direct compiled and duly filled the 2006 Activity Report and handed copies to Forum Malta fl-Ewropa as the Intermediary Body and the Representation of the European Commission in Malta as stipulated in the contract.
- 08/05/2007 Maryrose Francica and Cynthia Tomasuolo attended the monthly meeting at the Representation, present on behalf of the Representation were Mr Edward Demicoli, Ms Joanne Muscat and Mrs. Julia Abid. During this meeting the minutes of the last meeting were read and signed and among the issues that were discussed were the EU funding handbook and the Euro Change over campaign. The next meeting was scheduled for Tuesday, 5th June, 2007.
- 09/05/2007 A very busy day for Europe Direct on the occasion of Europe Day. Maryrose Francica attended a commemorative ceremony at the Lower Barrakka Gardens organised by the European Parliament Office in Malta and the Valletta Local Council. Afterwards she attended a lecture entitled "Can the EU survive another 50 year?" organised by the Ministry of Foreign Affairs, Forum Malta fl-Ewropa and the European Commission Representation office at the Westin Dragonara, St Julians. In the evening Maryrose attended a reception organised by the Head of the European Commission Representation in Malta at Villa Arrigo.
- 10/05/2007 After the success with last month's donation of EU publications, Maryrose Francica presented another selection of EU publications to Mr Paul Bugeja and Ms Rose Camilleri, the Mayor and Executive Secretary of the St. Paul's Bay Local Council. The publications will be presented to the children of the locality and during story telling sessions organised by this Local Council.
- 15/05/2007 Maryrose Francica forwarded a citizen's query to the Maltese MEP's as requested on his behalf. Mr. Joseph Muscat MEP, promptly answered and made contact with Europe Direct and has shown interest to visit the centre when he is in Malta. Maryrose Francica promptly replied and assured Mr. Muscat that it would be the Centre's pleasure to meet with him and give him an overview of the day to day duties that running the relay entail.

- 18/05/2007 Europe Direct donated a selection of EU Publications to the Naxxar Local Council to be distributed to citizens in the locality.
- 22/05/2007 Maryrose met with Mr Philip Massa, the Executive Secretary of Hamrun Local Council. Mr Massa informed the Relay that the Hamrun Local Council is interested in signing a Cooperation Agreement with Europe Direct and a date will be fixed for the official signing.
- 23/05/2007 Europe Direct Info Relay Centre for Malta & Gozo applied for a project entitled "Communicating Labour Mobility and European Enlargement" together with Europe Directs from Sweden, Wales, Portugal, Italy and East England. The Exchange Programme was approved by DG Comm and it will be implemented between 1 June and 30 September 2007.
- 30/05/2007 As a part of Europe Direct's citizen outreach campaign, the Relay donated 4600 assorted EU publications to the Mscala local council in order to be distributed door to door together with the Local Council's Newsletter to all the households in the locality.

Chamber of Commerce Entrepreneurship Talk

- 20/03/2007 Maryrose Francica was invited by the SIFE (Students in Free Enterprise) Team to be one of the guest speakers for the seminar entitled Leadership and Entrepreneurship Skills held at the Malta Chamber of Commerce premises in Valletta. Maryrose spoke about the concept of entrepreneurship and also highlighted EU Funds targeted to Entrepreneurs.

Seminar – “Understanding the Maze of EU Funds for NGO’s”.

Due to the demand for hands on information on EU Funding Opportunities, The Foundation for Women Entrepreneurs (Malta) organised a half day Info Seminar entitled “Understanding the Maze of EU Funds for NGO’s”.

The registration fee was kept at a minimal cost of LM15/ Eur 34.50 which included a coffee break and a snack lunch. This half-day event was held at Gateway Centre, Kappillan Mifsud Street, Hamrun on Saturday, 26th May, 2007.

Angele GIULIANO,
President

