



**Foundation for  
Women Entrepreneurs (Malta)**

---

**ANNUAL REPORT – 2010**

**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 over arching 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 nongovernmental 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 – 2010

**The board members of the Foundation for Women Entrepreneurs meet once a month to monitor the progress of the foundation; usually this takes place the last Friday of each month.**

### **Grundtvig In-service training Courses - MT-2011-541-004**

#### **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 2010 are as follows:

Session 1: 21 June 2010 - 25 June 2010

Session 2: 13 September 2010 - 17 September 2010

### **7<sup>th</sup> January 2010- Angele Giuliano – Meeting with Dr. Paola Monachesi**

Angele Giuliano on behalf of The Foundation for Women Entrepreneurs had a meeting with Dr. Paola Monachesi, assistant Professor at the University at Utrecht University; The Netherlands to discuss future collaboration in EU funded projects especially in field of e-learning.

### **8<sup>th</sup> January 2010– Maryrose Francica – Meeting with Dr. Katie Birch**

Maryrose Francica held a meeting to discuss collaboration for future workshops focusing on self development and business growth targeting the foundation members and other interested parties. During the discussion Maryrose tried to find funding programmes that this initiative can be funded by.

### **18<sup>th</sup> January 2010 – Internal meeting re call for proposals**

Angele Giuliano, Annalise Duca and Maryrose Francica held a meeting to discuss a call for proposals under the Competiveness Innovation Programme entitled the “European Network of Female Entrepreneurship Ambassadors”. It was decided that the foundation should go ahead and apply for this call as it falls exactly within the foundation’s priorities.

### **18<sup>th</sup> January 2010- Update on Entrepreneurship training course**

All hands on board to give input to update the Entrepreneurship training course, design of new dissemination and marketing material for the courses. Discussions ensued on how the course can be marketed in European schools.

### **19<sup>th</sup> January 2010 – CIP Programme Information session**

Angele Giuliano and Anna Maria Darmanin attended an information session about the call for proposals under the funded action n°: ENT/CIP/09/E/N08S003 for Women Entrepreneurship Ambassadors. The board of the Foundation for Women Entrepreneurs had already decided that they will apply for this call.

### **11<sup>th</sup>- 19<sup>th</sup> January 2010 - Grundtvig Seminar “Female participation in decision-making” in Finland**

Maryrose Francica attended a week long seminar in Korsholm, Finland funded under the Grundtvig Programme. The themes of the seminar were diverse and very interactive with on-going discussion among women concerning how to combine family issues and an active working-life and different gender perspectives that are rising up. Other discussions were about equal opportunities and the possibility for women to take an active part in the society, active citizenship and democracy, and how important it is for women to women, between countries and cultures, to discuss and think around these questions together. During the seminar there was an exchange of experiences among women who actively take part in the decision making organs or as a function as a women leader.

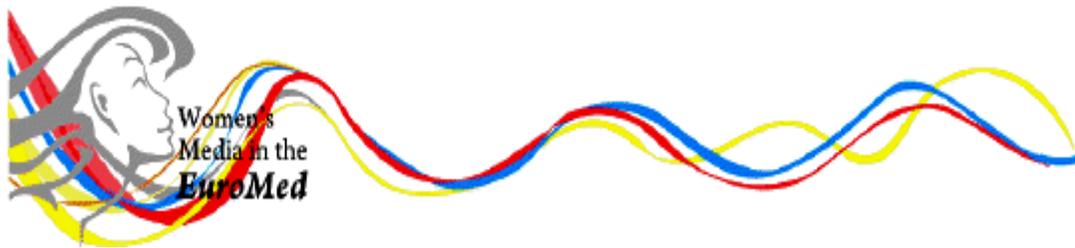
### **29<sup>th</sup> January, 2010 - Female Ambassadors proposal meeting**

Angele Giuliano, Maryrose Francica and Anna Maria Darmanin met to start writing the proposal for the Female Ambassadors project. It was decided that the name of the project will be “**Ambassadors in Malta for Increasing women Entrepreneurs – acronym AMIE**”. The first skeleton of the work packages were devised to be further developed at a later stage. A list of prospective partners was also devised to be contacted and invited if they want to become partners in this initiative. It was agreed that Angele Giuliano sends an email to the prospective partners with a concept note of the proposal.

## **16<sup>th</sup> – 21<sup>st</sup> February 2010 Meeting in Puglia, Italy**

Angele Giuliano met with Dr. Giuseppina Nardo, president of Mediterranean INnovation Dialogue MIND an innovative NGO situated in Puglia, Italy. Its mission aims at creating cooperation opportunities and partnerships amongst countries in the Euro Mediterranean region. The Foundation for Women Entrepreneurs collaborated with MIND on previous projects and the aim for this meeting was to source out funding opportunities that both FWE and MIND can collaborate on.

## **8th - 10th February 2010- Kick off Meeting Women's Media in the Euromed in Rome**



The Foundation for Women Entrepreneurs (Malta) is the local partner in a European funded project under the EuropeAid Public awareness and education for development in the Europe programme ref: EuropeAid/127765/C/ACT/Multi entitled 'Women's Media in the Euromed'. The coordinators of the project are the Local Authority of Pescara, Italy, IRIS – Provincia di Pescara and the partners are Groupement Interrégional pour l'Action et l'Information des Femmes (GRAIF) from France, the Safadi Foundation from Lebanon, Association Aini Bennai Editions from Morocco and the Foundation for Women Entrepreneurs (Malta) is the Maltese partner.

Angele Giuliano and Kerry Freeman attended the kick off meeting held in Rome where they represented the Foundation for Women Entrepreneurs.

### **17<sup>th</sup> February 2010 – MCWO Meeting**

Maryrose Francica, on behalf of The Foundation for Women Entrepreneurs attended a meeting of the Malta Confederation of Women's Organisations of which the Foundation for Women Entrepreneurs is a founder member and active on the MCWO committee.

### **23<sup>rd</sup> – 24<sup>th</sup> February 2010 - BPFM Plenary in Brussels**

Maryrose Francica attended the plenary of the Business Platform for Multilingualism which was held at Centre Albert Borchette, 36, rue Froissart, 1040 Brussels. The plenary started with an address from Pierre Mairesse, Director



for Lifelong learning and Horizontal Policies, DG EAC and proceeded with a Tour de table Updates and comments by the platform members on study reports, the web portals, Bruges communiqué about VET amongst other topics. The meeting was concluded by Dr. Wolfgang Mackiewicz, chairman of the BPFM.

### **1<sup>st</sup> March 2010 – F.W.E. Proposal writing**

Anna Maria Darmanin, Angele Giuliano and Maryrose Francica starting filling in the Ambassadors Entrepreneurs proposal, developing the work packages and collating the data obtained from the other partners. The proposal needed to finished in time for the meeting with the other local partners

### **3<sup>rd</sup> March 2010 - Self development training seminar**

Some of the members of the Foundation for Women Entrepreneurs got together for a morning at the Radisson SAS Golden Sands Hotel Resort & Spa, Ghajn Tuffieha. The attended a self development seminar conducted by Dr. Katie Birch a social psychologist and business consultant coach. The members had a chance to discover themselves and enhance their skills.

### **04<sup>th</sup> March 2010 – Meeting with AMIE consortium**

Angele Giuliano held a meeting with the appointed partners of the AMIE consortium who are Reach Beyond Foundation, Malta Business Bureau, The National Council of Women and Malta Association of Women in Business to discuss with the AMIE proposal as the deadline is fast approaching.

### **8<sup>th</sup> March 2010- EU Funds talk at the Archbishop's office**

Maryrose Francica gave a talk at the Archbishop's office in Floriana. This was attended by various branches and organisations within the church. The aim of the talk was to highlight the existing EU funding opportunities that they can avail themselves from. The talk was concentrated on the centralized funds.

### **11<sup>th</sup> – 17<sup>th</sup> March 2010 Kick off meeting of the Women Technology Entrepreneurs in Co. Trim, Ireland**

Maryrose Francica and Angele Giuliano attended the kick off meeting of the Foundations' newest project entitled "Women Technology Entrepreneurs"



acronym WTE. This project is funded under the Call for Proposals DG EAC/31/08 - Sub-Programme: Leonardo Multi lateral. The other partners of the project are from Ireland, Austria, Spain, Greece, Finland, Lithuania and Latvia. WTE aims to address the educational deficit by developing a curricula focused on the needs of Women seeking career opportunities as technology entrepreneurs. Curricula will be developed that merges two business types experiencing low female input; notably technology and entrepreneurship. . This will facilitate closer links with the world of work while addressing the current educational deficits in entrepreneurship training.

## 12<sup>th</sup> - 21<sup>st</sup> April 2010 – ECT Partner Meeting in Norway



Maryrose Francica and Kerry Freeman attended a partner meeting representing The Foundation for Women Entrepreneurs (Malta) who is the local partner in a project entitled “Entrepreneurial competences of teachers – ECT” under the Call for Proposals 2008 – (EAC/30/2007) Sub-Programme: Grundtvig, reference number: 141802-LLP-2008-CZ-GRUNDTVIG-GMP. Maryrose and Kerry were supposed to stay four day for the project meeting but ended up staying in Norway for 9 days as due to the ash eruption from the Icelandic volcano, the planes stopped flying.

## 21<sup>st</sup> April 2010 - Developing Effective Leadership Seminar

Maryrose Francica attended a half day seminar organized by the Institute of Business and Commerce within the Malta College of Arts, Science and Technology (MCAST) held at The Palace Hotel, Sliema. The



seminar was facilitated by David Pardey - a UK Key Expert in Emotional Intelligence - the Seminar introduced the latest thinking from the Institute of Leadership & Management about effective leadership and its development, with a particular focus on the role that emotional intelligence plays in leadership performance and in learning and development. It was a fast-paced and active event, covering a number of significant issues relevant to those responsible for ensuring that their organisations are being led effectively.

### **19<sup>th</sup> May 2010 – The Foundation for Women Entrepreneurs Board meeting**

The board of the foundation for Women Entrepreneurs had a board meeting in the presence of the foundation's notary Dr. Thea Cachia to approve slight changes in the foundation's statute. The changes were unanimously approved by all the members of the board and witnessed by Dr. Thea Cachia.

### **25<sup>th</sup> – 31<sup>st</sup> May 2011 – SME Week in Brussels**

The president of the Foundation for Women Entrepreneurs, Angele Giuliano was invited by the European Commission to attend the SME week in Brussels. European SME Week 2010, which took place from 25 May to 1 June, aimed to:

- provide information on what the EU and national, regional and local authorities are offering as support to micro, small and medium-sized businesses;
- promote entrepreneurship so that more people, and in particular younger ones, seriously consider becoming an entrepreneur as a career option;
- give recognition to entrepreneurs for their contribution to Europe's welfare, jobs, innovation and competitiveness.

### **14<sup>th</sup> June 2010 – Stakeholders meeting – Philoxenia Project**

Maryrose Francica attended a meeting organised by the Local Council's Association on the EU funded project entitled Philoxenia, whose aims is to encourage newly set up micro-enterprises to apply for assistance. The project provides for a grant of €4500 on terms and conditions to approved projects that must be carried out in rural localities in Malta and Gozo.

### **25<sup>th</sup> June 2010– New material for the training entitled “Promoting the Culture of Entrepreneurship”**

Angele Giuliano, Maryrose Francica and Anna Maria Darmanin spent the day going through the material that is used for the foundation's entrepreneurship course and updated it to give it a fresh look.

### **30<sup>th</sup> – 2<sup>nd</sup> July 2010 – Brainstorming and Proposal writing sessions**

Angele Giuliano, Maryrose Francica, Annalise Duca and Giusy Nardo held brainstorming sessions to come up with innovative ideas to write a proposal for an open call under the Europeaid Programme.

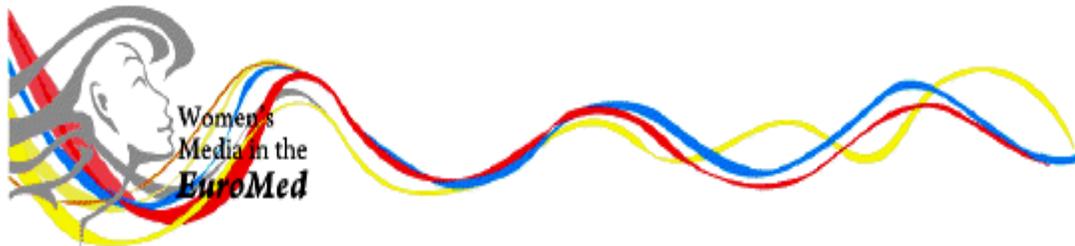
### **27<sup>th</sup> July 2010 – MCWO Meeting**

Maryrose Francica, represented the Foundation for Women Entrepreneurs at a meeting of the Malta Confederation of Women Organisations which was held at the Attard parish hall. Amongst others topics the discussion focused on the pre-budget document and also on the pensions reform act.

### **4<sup>th</sup> August 2010 – Interview on RTK radio**

Angele Giuliano, president of F.W.E. gave an interview focusing on the aims and objectives of the foundation and highlighted the EU funds available for NGO's through centralized programmes.

### **15<sup>th</sup> -17th September 2010 - Women's Media in the Euromed partner meeting in Marseille, France**



Angele Giuliano and Kerry Freeman represented the Foundation for Women Entrepreneurs at a partner meeting in Marseille, France for the project entitled - Women's Media in the Euromed.

The project intends to build the capacities of young women in the use of ICT and production of audiovisual and visual communications materials towards the creation of a sustainable Women Media Agency in the Euro-Mediterranean region. This action has the final outcome of strengthening the active participation of Mediterranean women in the world of media and communications, thereby

reinforcing their influence on the production of perceptions, with the aim of cultivating a gender-sensitive approach in the Media.

#### **4<sup>th</sup>- 9<sup>th</sup> October 2010 – Final ECT meeting in the Czech Republic**



Maryrose Francica and Kerry Freeman represented the foundation as the local partners in the project entitled “Entrepreneurial Competences for Teachers” –ECT at the the final meeting in the Czech Republic. Maryrose and Kerry were accompanied by Mr. Godwin Ellul, a teacher of business studies in a local school who gave a presentation on the importance of fostering the entrepreneurial spirits in students.

#### **8<sup>th</sup> November 2010 – Meeting to recruit new staff for the Foundation**

Maryrose Francica and Angele Giuliano held a meeting with Ms Ruth Gatt to discuss the possibility of recruiting her as the latest addition for the staff of the foundations’ team. Ruth was keen to join the foundation as she believes in the concept of entrepreneurship. It was agreed that she will start on part time basis, three times a week where she will get training on the job.

#### **16<sup>th</sup> -19<sup>th</sup> November 2010 Meetings with future Female Entrepreneur Ambassadors**

As the submitted proposal for the AMIE project was successful, Maryrose Francica held several meeting with prospective female entrepreneurs to become Ambassadors as stipulated in the AMIE proposal.



The main objective of AMIE shall be that of promoting Female Entrepreneurship in Malta through the establishment of a Network of Women Ambassadors. This

Network, which shall be part of the European Network of Women Entrepreneurs, shall campaign amongst unemployed women, women in active professional life as well as students to set-up their own businesses and become entrepreneurs.

### **17<sup>th</sup>- 21<sup>st</sup> November 2010– Women Technology Entrepreneurs meeting in Athens, Greece**

Maryrose Francica represented the foundation as the local partner in the WTE project in Athens, Greece. The deliverables and milestones of the project were discussed and targets were set as agreed by the consortium.



The partners also agreed on the themes of the modules that will be developed by the project that will be offered online free of charge in the partner countries of the consortium.

### **22<sup>nd</sup> November 2010 – Pre Launch meeting of the AMIE project**

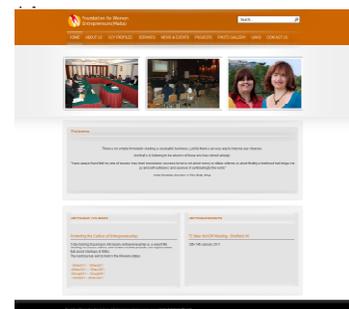
Maryrose Francica and Angele Giuliano held a meeting with the Maltese female ambassadors of the AMIE project. They presented an overview of the project and what it entailed.



The official launch that will take place in Brussels on the 8<sup>th</sup> December, 2010 was also discussed in detail.

### **24<sup>th</sup> November 2010 – Refurbished F.W.E. website online**

The refurbished and updated F.W.E. website went live online ([www.women.org.mt](http://www.women.org.mt))



## 1st - 3rd December 2010 - Women's Media in the Euromed partner meeting in Pescara, Italy



Angele Giuliano and Kerry Freeman attend the Women's Media in the Euromed's partners' meeting which was held in Pescara, Italy. The duration of this project is of 36 months.

The project will select (open call) and train 20 intermediate beneficiaries (women coming from Italy, France, Malta, Lebanon and Morocco; age: less than 40 years old) in ICT, namely for audiovisual and visual production. Training will be set in Marseilles (first module: theory and techniques) and Malta (second module: on the job). During the training phase, students will develop audiovisual and visual products related to gender issue, to be spread through the region. Showing the media products in a number of selected film festivals and photography exhibitions will increase public awareness of the urgency to destroy gender stereotypes in society.

## 7<sup>th</sup> – 10<sup>th</sup> December 2010 – AMIE Launch in Brussels

Maryrose Francica led a group of ten Maltese female entrepreneur ambassadors to attend the launch of the AMIE project under the umbrella of the "European Network of Female Entrepreneurship Ambassadors" in Brussels.



An Induction event was held at the Grand Auditorium of the Musée des Beaux Arts. The session commenced with a welcome speech by Ms. Sabine LARUELLE, Belgian Minister for SMEs, Self-employed, Agriculture and Scientific Policy. Other speeches were by Mr. Antonio PRETO, Head of the Cabinet of Antonio Tajani, Vice-President of the European Commission, and Commissioner for Enterprise and Industry and Dr. Joanna Drake, Director for Promotion of SMEs' competitiveness within DG Enterprise and Industry.

The session continued with various activities including sharing of best practices and experiences of other women Entrepreneur ambassadors from various countries. The Maltese ambassadors hailing from diverse sectors had the opportunity to discuss and network with other ambassadors from other EU member states.

The day was rounded up by a gala dinner which was held at the Musée du Cinquantaire where the new ambassadors were awarded a diploma and had a chance to get to know each other.

---

Angele Giuliano,  
President