



**Foundation for  
Women Entrepreneurs (Malta)**

**ANNUAL REPORT – 2011**

**VAT No: MT-1718-7710**

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## **The Foundation for Women Entrepreneurs**

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.

**The Foundation for Women Entrepreneurs - Council Board**

President	Angele Giuliano
Vice-President	Annamaria Darmanin
Executive Coordinator	Maryrose Francica
General Secretary	Kerry Freeman
Treasurer	Jacqueline Bugeja

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. The meetings take place at Gateway Centre, Kappillan Mifsud Street, Hamrun, Malta HMR1856.

Minutes of the board meetings are kept by the Foundation's General Secretary, Ms. Kerry Freeman. These are circulated via email to the members of the board for approval. Formal approval of the minutes is done at the beginning of each council meeting.

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Angele Giuliano

President

## Annual Report – 2011

### **Grundtvig Inservice 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:

14/02/2011 - 18/02/2011

09/05/2011 - 13/05/2011

08/08/2011 - 12/08/2011

31/10/2011 - 05/11/2011

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

### **Ambassadors in Malta for Increasing women Entrepreneurs - AMIE**

FUNDED ACTION N°: ENT/CIP/09/E/N08S003

TITLE: "EUROPEAN NETWORK OF FEMALE ENTREPRENEURSHIP AMBASSADORS"



The main objective of AMIE is the promotion of Female Entrepreneurship in Malta through the establishment of a Network of Women Ambassadors. The Network is part of the European Network of Women Entrepreneurs. It campaigns amongst unemployed women, women in active professional life as well as students to set-up their own businesses and become entrepreneurs.

Furthermore the objective of the Ambassadors are to act as role models so as to raise women's ability to create a vision for themselves as entrepreneurs as well as the required motivation and self-confidence in setting up and creating a successful business. The Ambassadors shall be role models to inspire other women to become entrepreneurs by 'telling their story'.

The duration of the project is of 24 months, from 1<sup>st</sup> December, 2010 – 30<sup>th</sup> November 2012.

The Consortium in Malta consists of:

- Coordinator: The Foundation for Women Entrepreneurs (FWE)
- Partner 1: Reach Beyond Foundation (RB)
- Partner 2: Malta Business Bureau (MBB)
- Partner 3: National Council for Women (NCW)
- Partner 4: Malta Association of Women in Business (MAWB)

**Female Entrepreneurs: Mentoring And Lifelong learning across Europe - FE:MALE**

FE:MALE is funded by the European Commission under the Leonardo Da Vinci – Transfer of Innovation, multilateral programme – project no. 2010-1-GB2-LEO05-03495. The duration of the project is of 24 months from 1/10/2010 to 30/09/2012. The coordinators of the project are Inova Consultancy from the United Kingdom and the partners are the Foundation for Women Entrepreneurs – Malta, VHTO – The Netherlands, Viteco – Italy and Intercollege – Cyprus.

FE-MALE aims to transfer innovative training methodologies from the United Kingdom to three member states and enhance European vocational educational training (VET), personal development/mentoring support to equip women with the necessary soft skills to start developing entrepreneurial activities. The Project is aimed at aiding women who are facing a double disadvantage in society and may find it more difficult to start their own business.

The target group of female adult learners (focusing on those facing double-disadvantage) will increase in confidence, self-efficacy and entrepreneurial inclination. Trainers will be trained to deliver a wider repertoire of innovative training methodologies; training others in their countries (cascade method) and sharing knowledge across Europe.

Project impact will be on VET and guidance practices within a European framework aimed at women entrepreneurs, providing innovative training materials and methodologies to foster women's self-efficacy and motivation for learning about entrepreneurship to enter/re-enter and reduce risk of exclusion from the labour market. These innovative methodologies could transfer to other target groups for essential soft skills, including men, asylum seekers, career changers and young people.

## Women Technology Entrepreneurs – WTE



Women Technology Entrepreneurs is a project funded by the European Commission under the Lifelong Learning Programme LEONARDO DA VINCI Multilateral projects for the Development of innovation, grant agreement no. 502127-llp-1-2009-1-IE-LEONARDO-LMP an online programme that brings together core elements of entrepreneurship training sprinkled with key aspects of technology curricula, focused on the needs of nascent and early start female entrepreneurs. The partners are from Ireland, Malta, Austria, Finland, Spain, Lithuania, Greece and Latvia.

WTE offers a targeted and informative learning experience for female entrepreneurs assisting them to explore, understand and exploit technology for the benefit of their business whilst building key skills in terms of marketing, business management, communication and business networking.

This is offered through a 10 module online course. A female entrepreneur can choose the subjects most relevant to her and complete them in her own time and at her own pace. Study aids including resource library, online glossary, networking workshops and online tutor support is available to all registered students.

The project has a lifetime of 24 months from 1/01/2010 to 31/12/2011

## Promoting Languages for Business – CELAN



CELAN - "Network for the Promotion of Language Strategies for Competitiveness and Employability" which has just started its two-year work to encourage dialogue between the business community and language practitioners.

The network's activities include:

- Research on linguistic needs of European companies / SMEs in different sectors;
- Analysis of existing language-related services and tools;
- Development of on-line applications to support the language needs of business users.

CELAN started its activities by launching a blog for regular updates and interaction with readers inside and outside the consortium. Participating organisations are all members of the Business Platform for Multilingualism or linked to such members. The network will engage in information and awareness raising activities to guarantee a Europe-wide reach-out.

CELAN is co-funded by the Lifelong Learning Programme of the European Commission.  
CALL FOR PROPOSALS / KA2 PLATFORMS – EACEA N°17/201-  
Project number – 16488-LLP-1-1-2010-1-BE-KA2-KA2PLA

The duration of the project is of 24 months from 01<sup>st</sup> January, 2011 to 31<sup>st</sup> December, 2012.

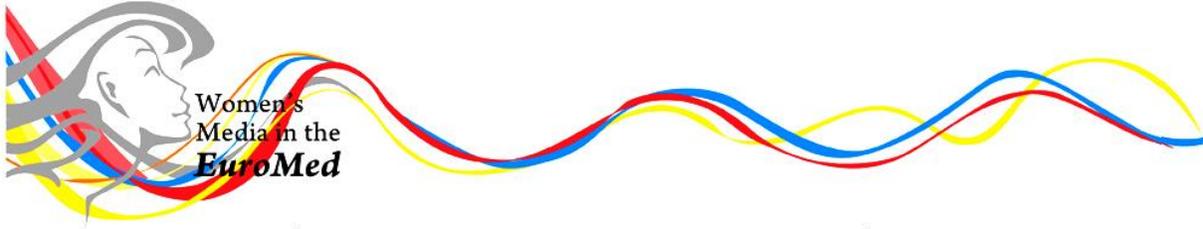
## Business Platform for Multilingualism



The Foundation for Women Entrepreneurs is a partner in the Business Platform for Multilingualism. The Platform is composed of 21 European associations, both the educational and business sector, based in different countries and having members in the whole EU. The Platform was launched by the DG Education and Culture with the scope of consulting representatives of the educational and business at EU level (European associations) on matters related to the ways of developing multilingualism in the business environment, as a mean to improve the competitiveness of EU companies and the know-how and qualifications of human resources. This Platform is the first concrete product of the recent strategy “Multilingualism: an asset for Europe and a shared commitment”, launched by the EU on September 2008. Another major objective is to give advice to the Commission on the future funding programmes after 2013 related to languages and multilingualism.

The purpose of the Platform – that is independent by the Commission – is to exchange ideas and suggestions among the members in order to deliver an advice to the Commission on how multilingualism should be improved in the coming years. This advice will be taken into consideration in the drafting of the Recommendation on multilingualism that the EU will publish in 2011 and that will be addressed to the Member States.

## Women's Media in the Euromed



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 Europe programme, reference: 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.

The project will spread unbiased information through research and audiovisual products, created by a selected group of young women coming from Southern Mediterranean countries, and unfortunately used to discriminations and conflicts. Indeed, the project intends to increase audiovisual skills and let the women themselves be able to raise public awareness on gender equality as well as on other human rights issues. The project, then, 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.

The duration of the project is 36 months.

## Calendar of Events

### **4<sup>th</sup> January 2011- AMIE meeting regarding Budget**

An AMIE meeting was held between Maryrose Francica, Angele Giuliano and Jaqueline Bugeja to identify the funding that was available for this project. They went through the deliverables and made a plan to see how the funds will be allocated so that everything is implemented as explained in the project proposal.

### **4<sup>th</sup> January 2011- Meeting re Women in the Media plan**

Angele Giuliano and Kerry Freeman set up a meeting to discuss one of the deliverables of the Europeaid the women in the media plan. They decided on who would work on what part of the deliverable and set deadlines for themselves to make sure that the project implementation runs smoothly and everything is delivered on time.

### **7<sup>th</sup> January 2011- Angele Giuliano meeting with Mr. Richard Cottell**

Representatives from the Foundation for women Entrepreneurs attended a meeting with Mr. Richard Cottell, HSBC Manager. The meeting was held to have discussions regarding initiatives for women entrepreneurs, so that when women come to the foundation for consultancy reasons we would be able to give them the best advice from where to get their budget.

### **7<sup>th</sup> January 2011- Angele Giuliano meeting with Mr. Kevin Casha**

Angele Giuliano attended a meeting with Kevin Casha, a photographer who was hired by the Foundation to take a professional photo shoot of the employees and scenes of Malta. The photo shoot will then be made into a calendar and distributed around Europe and the world so that more people know about the Foundation and as a token for those who already knew us and worked with us in the past.

### **11<sup>th</sup> January – 15<sup>th</sup> January 2011- FE:MALE kick off meeting in Sheffield, UK**

Sheffield in the UK saw the launch of the Fe:male project in January. Representatives from Cyprus, Malta, the Netherlands, Italy and the UK met for the first time to explore the issues facing female entrepreneurs and put in place our plans for the next two years. Maryrose Francica and Angele Giuliano attended this meeting on behalf of the Foundation.

Partners presented research about the situation of female entrepreneurship in their countries. On average, about 30% of self-employed people were women in each country.

The GEM report on female entrepreneurship identified that the key ingredient in encouraging more women to start their own business - sharing soft skills. Fe:maile aims to bring female entrepreneurs across Europe together to inspire and encourage each other. By focusing on soft skills, in the Mentoring Circles™ programme we will support potential female entrepreneurs to develop their soft skills and take their first steps to setting up their business

#### **11<sup>th</sup> January 2011- Kerry Freeman meeting at Corinthia Marina Hotel**

Kerry attended a meeting at the Marina Hotel where she met Mr. Italo Esposito, one of the representatives of the hotel where they discussed special rates, and different services offered by the hotel so that future events of the Foundation for Women entrepreneurs could then be held there.

#### **18<sup>th</sup> January 2011- AMIE Project Management Meeting**

Maryrose Francica and Angele Giuliano held a bilateral meeting where they went through Work Package 1 of the AMIE project and saw what their tasks as coordinators were. They gave themselves deadlines for every task and made sure that nothing was missed. After that the work started being implemented as allocated.

#### **18<sup>th</sup> January 2011- Maryrose Francica meeting at MCWO**

Maryrose Francica attended a meeting at the Malta Confederation of Women's Organisations. The MCWO represents the concerns, needs and interests of women from all walks of life through dialogue and networking at a national, European and international level. Maryrose Francica is a member on behalf of the Foundation and attends the meetings which are usually varied in topic.

#### **20<sup>th</sup> January 2011- Meeting at Studio 7**

Angele Giuliano and Kerry Freeman attended a meeting at Studio 7 with Mr. Jo Debono, the owner of the company. The meeting was held to discuss the possibility of holding the Women's Media in the EuroMed training at his during the training of the participants which will be held in Malta.

#### **24<sup>th</sup> January 2011- Finalising WTE modules**

The Foundation for Women Entrepreneurs was in charge of devising a needs analysis plan and developing a course regarding entrepreneurship which would then be uploaded online and be available to all women entrepreneurs who wish to take their business to the next level and use more technology in their enterprise. Angele Giuliano, Maryrose Francica and AnnaMaria Darmanin devised a ten module course which

explained the advantages of using technology as well as provided some simple tips on how to do so. This was then accessed by a substantial number of entrepreneurs throughout Europe.

### **25<sup>th</sup> January 2011- Anna Maria Darmanin- Mediter Workshop in Brussels**

AnnaMaria Darmanin as the Vice-President of the Foundation attended the Mediter Workshop held in Brussels. Mediter is the cooperation between the EU and its Mediterranean neighbours. Regional co-operation has a strategic impact as it deals with issues that different Mediterranean Partners have in common, while complementing national policies and promoting south-south cooperation and integration.

### **27<sup>th</sup> January 2011- Angele Giuliano meeting with Dr. Katie Birch**

Dr. Birch and Angele Giuliano held a bilateral meeting regarding the consultancy services that Dr. Birch gives to the Foundation for Women Entrepreneurs. They discussed fees as well as issues that had come up during the weeks. Dr. Birch gave her expertise on the subjects at hand.

### **30<sup>th</sup> January 2011- 1<sup>st</sup> February 2011- Angele Giuliano at the Europeaid meeting**

Angele Giuliano attended a meeting at Pescara regarding the Women's Voice in the Media project. EuropeAid Development and Cooperation is responsible for designing European development policy and delivering aid throughout the world. EuropeAid delivers aid through a set of financial instruments with a focus on ensuring the quality of EU aid and its effectiveness. An active and proactive player in the development field, we promote good governance, human and economic development and tackle universal issues, such as fighting hunger and preserving natural resources.

### **7<sup>th</sup> February 2011- AMIE Financial meeting with NCW**

Angele Giuliano, and Jaqueline Bugeja hosted a meeting with the National Council of Women's representative, Ms. Nadyanne Mangion regarding the allocation of funds in AMIE project. During the meeting they went through the different deliverables and discussed how best to manage the budget available in the project, to make the best of the budget as well as implement all the deliverables according to the projects' proposal.

### **7<sup>th</sup> February 2011- AMIE financial meeting Malta Business Bureau**

Angele Giuliano, and Jaqueline Bugeja hosted a meeting with the CEO of the Malta Business Bureau another partner in the AMIE consortium, Mr. Joe Tanti regarding the allocation of funds in AMIE project. The partners went through the different deliverables

and discussed how best to manage the budget available in the project, to make the best of the budget as well as implement all the deliverables.

#### **8<sup>th</sup> February 2011- Meeting with Ms. Annrose Toledo**

Maryrose Francica held a bilateral meeting with Annrose Toledo who is the Coordinator and Head of Youth Unit at Cana. Maryrose Francica gave her information and advice on how to source out for EU finding opportunities which may help in her line of work and the organization she is working for.

#### **9<sup>th</sup> February – 12<sup>th</sup> February 2011- Maryrose Francica attends the CELAN kick off meeting in Brussels**

Maryrose Francica attended the kick off meeting which was held in Brussels on the 11th February, 2011. The role of F.W.E. is to seek to realise practical linguistic solutions to the perceived business needs and exploiting the services, tools and resources identified in the project and in WP4, where the main objective is to raise awareness of project activities, in the area of marketing and communication.

#### **9<sup>th</sup> February 2011- AMIE financial meeting with Reach Beyond Foundation**

Angele Giuliano and Jacqueline Bugeja held a meeting where the finances of AMIE project were discussed with Reach Beyond Foundation another partner in the AMIE project. Dr. Katie Birch, president of Reach Beyond attended this meeting on behalf of her foundation. Being the coordinator of the project the Foundation for Women Entrepreneurs, had to see how the different partners were going to be paid for their work and how to allocate the funds according to the pre-devised budget submitted with the project proposal earlier on.

#### **11<sup>th</sup> February 2011- Maryrose Francica full day training**

Maryrose Francica held a full day training session for some participants who came from different European countries to learn more about entrepreneurship. During the training the participants learnt about the advantages and disadvantages of entrepreneurship, some skills necessary to start up an enterprise, as well as how to be smart when starting a business.

#### **21<sup>st</sup> February 2011- Maryrose Francica had a meeting with the AMIE ambassadors**

Maryrose Francica hosted a meeting at the Foundation for Women Entrepreneurs. She met the ambassadors and gave them an overview of AMIE project. Then she also explained what their role and commitment in the project will be. She made it a point to

show them that their collaboration and availability will determine the project's outcomes and success.

### **22<sup>nd</sup> February 2011- Discussion of the training of AMIE ambassadors**

Maryrose Francica held a bilateral meeting with Dr. Birch where they discussed what the training for the Ambassadors will include and how the sessions will be divided. Dr. Birch was responsible to see that the ambassadors are ready for public speaking and with their stories before they start visiting places and giving talks.

### **23<sup>rd</sup> February 2011- AMIE 3<sup>rd</sup> partner meeting**

Maryrose Francica welcomed everyone to the third AMIE partner and informed all that the minutes of the second partner meeting were sent via email, amended and approved by all. The partners then discussed the training material for the ambassadors as part of the tasks of Work package 2. The partners also discussed the adverts regarding the call for new Ambassadors - FWE was appointed to design the advert and the other partners were asked to provide the text by mid February. The advert was to be published by the last week of February. The partners then talked about the local launch of AMIE Project creating a doodle to identify a date in the first 2 weeks of April where the consortium will officially launch the AMIE project in Malta. A database was also discussed and the partners thought of hiring a person to collate a database of women entrepreneurs in Malta as to that date this kind of information did not exist. The meeting came to an end with some last feedback from the partners.

### **24<sup>th</sup> February 2011- Maryrose Francica had a meeting with Ms. Mariella Agius**

Prior the commencement of the Mentoring Circles™ the trainers were requested to meet up with the potential attendees to see whether these sessions were suitable for them. The criteria requested that these women would be from a difficult background which meant that compared to other women they had a double disadvantage in the world of work and business. Maryrose Francica met with Mariella Agius one of these potential attendees, who after a time of discussion she expressed her wish in starting a business and the need for some help and mentoring making her one of the women who later on attended the mentoring circle.

### **25<sup>th</sup> February - 26<sup>th</sup> February 2011- Monthly brainstorming meeting**

All the employees of the Foundation for Women Entrepreneurs held a meeting to talk about what was done throughout the month. The jobs that have been completed, the ones that are ongoing and the ones that have a future deadline of completion were discussed and listed. With this a monthly report was completed and aided in setting future goals for the Foundation.

**3<sup>rd</sup> March 2011- Angele Giuliano and Maryrose Francica FE:MALE Skype call**

Angele Giuliano and Maryrose Francica participated in a Skype call with the other FE:MALE partners present. The main issues discussed in this call were the tasks that have been completed up till then, the upcoming mentoring circles in Malta as well as the next deliverables that would need to be completed until the next meeting. Maryrose Francica informed the partners that the Foundation for women entrepreneurs have been meeting up with women who could potentially take part in the mentoring circles.

**4<sup>th</sup> March 2011 – Angele Giuliano and Maryrose Francica compiling the WTE modules**

After the WTE modules had been finalized, and uploaded some amendments needed to be done. Some modules had to be slightly changed to fit the target audience better, and some minor mistakes had to be amended as well. Due to this, Angele Giuliano and Maryrose Francica held a bilateral meeting where they discussed these amendments and worked on them to provide a better service to the audience and participants of the WTE project.

**4<sup>th</sup> March 2011- Angele Giuliano and Maryrose Francica had a meeting with Ms. Grace Cilia**

Maryrose Francica held a bilateral meeting with Grace Cilia, a woman interested in starting up her own business and who would gladly participate in the mentoring circles held as part of the FE:MALE project. She was a woman who came from a double disadvantaged background as she was over 40 years old, hence she was a good candidate for the mentoring circles which she then attended with all other aspiring business women.

**7<sup>th</sup> March 2011- Angele Giuliano meeting at Malta Enterprise**

Angele Giuliano attended a meeting at Malta Enterprise with Samantha Runco to learn about present opportunities for women who might be thinking of trying to set up their own business. She was given a presentation about what is currently being offered so that when women come to the Foundation for Women Entrepreneurs seeking guidance they are given a holistic picture of what is available.

**12<sup>th</sup> March 2011- Angele Giuliano had a lunch meeting with GRAIF**

Angele Giuliano attended a lunch meeting with the representatives from GRAIF, a foundation from France who was in collaboration with us, Italy, and Lebanon in setting up an agency for media women to voice their opinions through a documentary and other media products which will then be disseminated across Europe. In this meeting the two

partners discussed the training part and realization of the documentary part of the project which was to be divided as 3 weeks in Marseille and 6 weeks in Malta. The partners discussed the curriculum and the work that will be involved in the nine weeks.

### **15<sup>th</sup> March 2011- Meeting with DG enterprise at Dar I-Ewropa**

Angele Giuliano and Maryrose Francica attended a meeting with DG Enterprise representative at Dar I-Ewropa in Valletta to learn about present opportunities for women who might be thinking of trying to set up their own business and to discuss the Small Business Act (SBA). They were given a presentation about what is currently being offered so that when women come to the Foundation for Women Entrepreneurs seeking guidance they are given a holistic picture of what is available.

### **16<sup>th</sup> March- 25<sup>th</sup> March 2011- Bilateral Meetings for Mentoring Circles Selection**

Maryrose Francica held a series of bilateral meetings with Jane Chircop, Michelle Gialianze, Louise Vella, Romania Fenech, Maryrose Baldacchino and Christabelle Cristina Tabone, potential attendees for the Mentoring Circles™. These women all came from double disadvantaged backgrounds. They discussed their entrepreneurial plans and current situation and they agreed that the mentoring circles would be beneficial for the starting up of their venture.

### **17<sup>th</sup> March 2011- Maryrose Francica and Angele Giuliano had a meeting for WTE project (WP6)**

Maryrose Francica and Angele Giuliano held a bilateral meeting at Gateway Centre, Hamrun, to discuss the deliverables in WP6. They went through the deadlines and the tasks that need to be implemented and decided upon a time frame work to implement all the work that WP6 entails.

### **18<sup>th</sup> March 2011- Maryrose Francica had a meeting with Ms. Mariella Agius**

Maryrose Francica had a bilateral meeting with Mariella Agius who wanted some information and advice about entrepreneurship. She wanted to know more about the best procedure to starting up a business, which steps not to miss out and whether the way she is going about her business is idea is right or whether it can be improved in any way. Maryrose Francica was happy to help and advice Mariella Agius in the best way possible and they agreed to speak later on, possibly during the mentoring circle.

### **22<sup>nd</sup> March 2011- 4<sup>th</sup> AMIE partner meeting**

At the beginning of the 4<sup>th</sup> AMIE partner meeting the minutes of the 3<sup>rd</sup> partner meeting were discussed and approved. Maryrose Francica explained the Progress report regarding the training for women ambassadors and selection of new ambassadors

which was to be led Dr. Katie Birch. The partners went onto making decisions about the Local Launch of the AMIE Project – Half day event at the Gardjola Suite, Corinthia, San Gorg, St. Julians, presentations, invitations and so on. Maryrose Francica asked for an update on hiring a person to collate a database of women entrepreneurs in Malta; no real conclusions were made during this meeting. Later on the partners updated each other about the activities and calendar of events. The meeting came to a close shortly after all the partners knew what their tasks up to the next meeting were.

#### **28<sup>th</sup> March 2011- Meeting with Ms. Katlin Klaebo**

Angele Giuliano and Maryrose Francica held a meeting with Katlin Klaebo who gave them a good overview of what the situation for women entrepreneurs is in Lithuania. She explained what the barriers and the opportunities in Lithuania are. What women fear and are attracted to when they decide to start their own business. Then they discussed way of mutual collaboration for future initiatives.

#### **28<sup>th</sup> March 2011- Meeting at Co-ops Malta**

Angele Giuliano and Maryrose Francica attended a meeting at Co-ops Malta with Mr. Ray Cassar to learn about present opportunities for women who might be thinking of trying to set up their own business. They were given a presentation about what is currently being offered so that when women come to the Foundation for Women Entrepreneurs seeking guidance they are given a holistic picture of what is available.

#### **31<sup>st</sup> March 2011- 4<sup>th</sup> April 2011- Angele Giuliano and Maryrose Francica had a meeting with Sandra Zammit regarding WTE in Lithuania**

Angele Giuliano and Maryrose Francica invited Sandra Zammit, a woman entrepreneur in Malta to go with them to Lithuania for the meeting with the WTE partners. Sandra Zammit was one of the women entrepreneurs that wished to use more technology in her line of business and decided to subscribe and make use of the modules on the WTE webiste. Her role in the project was to give feedback during the meeting in Lithuania.

#### **4th April 2011- Ambassadors in Malta for Increasing women Entrepreneurs (AMIE) in Malta Launch**

AMIE was officially launched in Malta on Monday, 4th April, 2011 during a half day event held at The Corinthia Hotel San Gorg.

The event which was well attended by local stakeholders and the local media started with a welcome speech by Angele Giuliano. Maryrose Francica, the coordinator of AMIE proceeded to give an overview of the aims and objectives of the project and introduced the ten Maltese Ambassadors. The Ambassadors had a few minutes each allocated to

them to speak about their businesses and what motivated them to become ambassadors.

Networking between the AMIE partners, the ambassadors and the attendees started during the coffee break. After the coffee break, each partner in the AMIE project had some time allocated to them to introduce their organisation and their role within the project.

Mr. Richard Cottell- Head of Commercial Banking HSBC Bank Plc. Gave a keynote speech on the importance of entrepreneurship, pledging his support to the AMIE project as he believed it is important for the economy to have more female entrepreneurs and innovative start-ups. The event was concluded with a networking lunch where a lively discussion ensued between all the participants.

#### **6<sup>th</sup> April 2011- Maryrose Francica meeting with Liz Camilleri Fava**

Maryrose Francica held a meeting with Liz Camilleri Fava to discuss the opportunities offered by the Erasmus Entrepreneurs Programme. Ms Camilleri Fava is the local contact point for the Erasmus for Young Entrepreneurs programme.

#### **8<sup>th</sup> April 2011- Coaching Session with Dr. Katie Birch**

F.W.E. organised a Team building experience for the Foundation's staff where they were able to share experiences during workshops in an informal environment. The staff shared opinions, discussed ideas, created action plans, and began the process of personal growth.

#### **10<sup>th</sup> – 15<sup>th</sup> April 2011- Dr Schade in Malta**

Dr. Schade was a guest at the Foundation for Women Entrepreneurs. He was sent from DG Enterprise to get experience on entrepreneurship and its situation in Malta. During his visit, Ruth Gatt took Dr. Schade to the Playmobile Factory where he met with Helga Ellul the CEO at the factory. Dr.Schade and Ms. Ellul spoke about the economy and entrepreneurship in Malta and how the factory operates. The visit ended with a tour around the factory where Dr. Schade was able to see how the moulds at the Playmobile factory operate and learn how the employees and engineers at the Playmobile factory work. Later on he was introduced to Mr. Ray Cassar from Co-ops Malta, where Dr. Schade, Maryrose Francica and Angele Giuliano were given a presentation on what Co-ops is providing for women entrepreneurs in Malta and entrepreneurship in general. He was also taken to PPCD where he met Mr. Jonathan Vassallo who spoke to him about funding for projects, calls for proposals and all the services they offer.

**13<sup>th</sup> April 2011- Maryrose Francica and Angele Giuliano were interviewed by Net TV News Room**

Cameramen and journalists from Net News Room visited the Foundation for Women Entrepreneurs premises where they interviewed Maryrose Francica, Angele Giuliano and some of the Ambassadors of the AMIE project after learning about them at a conference held for the launching of this project. This was good advertising and marketing for the Foundation, the project as well as the Ambassadors themselves. For this interview the Foundation also invited Dr. Schade to talk about the role of entrepreneurship for the EU Commission.

**18<sup>th</sup> April 2011- 23<sup>rd</sup> April 2011- Filming with Ms. Sandra Zammit regarding WTE**

Annalise Duca filmed Sandra Zammit at her factory where she produces Smoochie smoothies and showed the work and the steps involved in the making of smoochies, her product. She was filmed with her employees and a short video was then produced and uploaded on WTE website to be viewed by the people who access the website.

**18<sup>th</sup> April 2011- Maryrose Francica and Ruth Gatt had an AMIE talk at St. Theresa College**

As one of the main objective of the AMIE project is to promote Female Entrepreneurship in Malta, therefore AMIE consortium decided to start their activities by targeting young girls in secondary schools with the first two talks being held at St. Theresa College, Girls Junior Lyceum, Imriehel.

Maryrose Francica the coordinator of AMIE project accompanied by Theresa Delia and Sandra Zammit, two of the Maltese Ambassadors were greeted by the head of School Mr. Borg and Ms. Mariella Agius, a teacher who liaised with the AMIE consortium to organise the talks.

Around 150 form 2 students (12-13 years) attended the first session which was held in the school auditorium. Maryrose Francica gave a presentation on the AMIE project and encouraged the students to make the session as interactive as possible. She then introduced the two ambassadors who related their story and how they ended up owning their current business. A time was allocated for questions and answers. The session was attended by approximately 150 Form 3 students (13-14 years) and went along the same lines as the first session.

These talks took up all morning and the audience's response was good both from the students and the teachers in fact a few students came up after the talk giving indication of business ventures they would like to take up later on in life.

**19<sup>th</sup> April 2011- Annalise Duca and Maryrose Francica had a filming at Smoochie**

Annalise Duca and Maryrose Francica went to the Smoochies factory where they were able to continue to film the operations going on at the factory and making a small feature about the factory and the woman who runs the company, Sandra Zammit. Sandra Zammit was also interviewed and this short film was then prepared as part of the work involved in AMIE.

**20<sup>th</sup> April 2011- Angele Giuliano and Maryrose Francica – WTE meeting**

Angele Giuliano and Maryrose Francica held a bilateral meeting where they went through the work packages and the deliverables of WTE. They categorized and devised a work plan and gave themselves deadlines to be able to have everything ready by the deadlines provided in the project proposal.

**25<sup>th</sup> April 2011- FE:MALE Mentoring Circle™**

Maryrose Francica and Angele Giuliano held a session of the FE:MALE Mentoring Circles™ at Gateway Centre, Hamrun. These sessions are aimed at women who wish to start their own business but who need some soft skills, advice and encouragement to go the extra step and fulfil their dream. This was the first one of three sessions which will be held to get these women to pluck up the courage and start their own enterprise.

**26<sup>th</sup> April 2011- AMIE 5<sup>th</sup> Partner Meeting**

The minutes of the 4<sup>th</sup> partner meeting were approved by all the partners. The partners discussed the AMIE launch results and feedback. Then they went through the Work packages and reviewed all the deliverables that needed to be done by the partners. Maryrose Francica presented the quote regarding the database which was attached with the agenda. This was not approved since the fee was too high for the budget that the partners had. The partners updated the calendar of events once again. This concluded the meeting with a number of tasks each had to do.

**26<sup>th</sup> April 2011- Maryrose Francica had a meeting with Ms. Grace Cilia**

Grace Cilia came to the Foundation for Women Entrepreneurs for some mentoring and information before starting up her own business. She held a bilateral meeting with Maryrose Francica who was available to answer her questions and give her some advice. These bilateral meetings were held on other various occasions until Grace Cilia started the business.

**27<sup>th</sup> April 2011- Dr. Katie Birch- Ambassador's selection**

Katie Birch held a meeting with the prospective ambassadors to see whether these are as committed as we need them for AMIE. She explained what their role would be and what their jobs within the project might include. Furthermore Katie Birch had bilateral meetings where she was able to assess each entrepreneur and decide whether they are suitable for the purpose of the project.

**29<sup>th</sup> April 2011- Enterprise Consultative Meeting**

Angele Giuliano attended a meeting with all the representatives of the SME's in Malta where they discuss policies, taxes and other tasks that SME's have to work on. Present to this meeting was the Minister of Enterprise and Industry in order to give information and hear comments from the people present.

**2<sup>nd</sup> May 2011- Meeting with Mr. Vittor Matteucci**

Angele Giuliano attended a bilateral meeting with Mr. Vittor Matteucci who is the coordinator of Women's media in the Euromed. The meeting was regarding the training and the deliverables of the project. The first part of the training was to be held in Marseille a few months ahead and Malta will host another six week training later on. Hence Angele Giuliano and Victor Matteucci had discussions about this so that when the foreign female journalist come to Malta everything will run as smoothly as possible.

**3<sup>rd</sup> May 2011- FE:MALE project update**

Angele Giuliano and Maryrose Francica held a bilateral meeting where they went through FE:MALE project proposal and went through the deliverables that were to be fulfilled by the Foundation for Women Entrepreneurs. They devised a plan and gave themselves deadline to finish off these deliverables and have everything finished on time as stipulated on the project proposal.

**4<sup>th</sup> May 2011- Meeting with Dr. Lisa Grech**

Maryrose Francica held a meeting with Dr. Lisa Grech. Lisa was interested in starting up her own business and needed some advice and information on the opportunities that were available in Malta for people like herself. Maryrose Francica gave her all the data that she needed and told her who and what would be best for her needs in this venture.

**9<sup>th</sup> May 2011- 13<sup>th</sup> May 2011- Entrepreneurship training**

Occasionally people from different countries attend our courses at the Foundation for Women Entrepreneurs. One of the courses available is one about Entrepreneurship given by Maryrose Francica. Here, the students are able to learn about the

entrepreneur, the process of a start up and the difficulties and pride one faces once the business has started. During the session visits and/ or guests are asked to attend and give a presentation about their own start ups and established businesses. During this particular session on the 12<sup>th</sup> of May 2011 Angele Giuliano gave a day session about marketing and internet tools that one could benefit from in their business venture.

**11<sup>th</sup> May 2011- Angele Giuliano and Maryrose Francica had a Skype call regarding FE:MALE project**

FE:MALE partners hold periodical online Skype meetings to go through the Work packages and the deliverables of the project to make sure that the tasks are being done properly and that deadlines are being met. Discussions about the best ways to go about completing tasks are held so that everything is done in the most efficient and cost effective manner as much as possible. The partners discuss the difficulties and the results obtained from different project activities so that one partner can help the other and ones mistake is not repeated by another whilst ones success is replicated by the other partner. Other business that is usually discussed are financial matters and payments so as to make sure that no one goes over the budget stipulated and all partners are justly paid for their work and contribution in reaching FE:MALE's aims and objectives.

**16<sup>th</sup> May 2011- 17<sup>th</sup> May 2011- Deadline of FE:MALE interim report**

Throughout the week Maryrose Francica and Angele Giuliano looked through the calendar and compiled a report explaining in detail what the Foundation for Women Entrepreneurs had done for FE:MALE throughout the year that had passed. This was then sent to the commission so as to show how FE:MALE has progressed through the months.

**17<sup>th</sup> May 2011- Maryrose Francica had a photo shoot at Valletta waterfront of the Independent**

Maryrose Francica and all other AMIE Partners had a photo shoot taken so that this would then be used with an article on the Malta Independent. The article was part of the dissemination process of AMIE, in fact this served as a way of advertising and telling the public what is being done as part of the project. This was featured in the issue of 23<sup>rd</sup> May 2011.

**18<sup>th</sup> May 2011- FE:MALE Mentoring Circle™**

The 2<sup>nd</sup> Mentoring Circle™ was held at the premises of the Foundation for Women Entrepreneurs. These are aimed at women who wished to build their own business and were facing a "double disadvantage" meaning, that they are either coming from ethnic

minority countries, are single parents or separated or else over fifty years of age. These circles included various activities that encouraged these women in following their entrepreneurial dream and in going against any social barriers, which may be encountered along the way. They were given the practical soft skills that helped them through this journey. Amongst other activities, during the duration of these sessions the women were asked to reflect upon themselves to grow personally as well as develop concrete ideas on how to start the enterprise of their choice.

#### **24<sup>th</sup> May 2011- Maryrose Francica had a meeting with Ms. Mariella Agius**

Maryrose Francica held a bilateral meeting with Mariella Agius, one of the participants of the Mentoring Circles who was motivated to start the wheel running and starts working on her business idea. This was one of several meetings held with Maryrose Francica where she mentored and advised Mariella Agius when necessary. She was one of the persons chosen for the first mentoring circles

#### **24<sup>th</sup> May 2011- 6<sup>th</sup> AMIE partner meeting**

Maryrose Francica, Angele Giuliano and Ruth Gatt on behalf of the Foundation hosted the 6<sup>th</sup> AMIE partner meeting at Gateway Centre, Hamrun. The minutes of the 5<sup>th</sup> partner meeting were discussed and approved. The partners discussed the ambassadors partner workshop in mid July 2011, Katie Birch explained how this will take place and the type of setup to expect. The partners discussed the setting up of the project website. Maryrose Francica told the partners about the type of media exposure that the project had in the past month. Before the meeting came to an end the partners updated their calendar of events and set up a date for the next partner meeting.

#### **25<sup>th</sup> May 2011- Meeting at EUPA**

Angele Giuliano and Jaqueline Bugeja attended a meeting at EUPA where they were given a presentation showing them the new programmes proposed by EUPA. Angele and Jaqueline Bugeja were able to discuss these programmes and ask about these so that all is clear once new projects and EU initiatives are being proposed.

#### **26<sup>th</sup> May 2011- Angele Giuliano and Maryrose Francica worked on FE:MALE time sheets**

Angele Giuliano and Maryrose Francica sat down to see how many hours were spent working on FE:MALE so that a time sheet could be devised and sent for payment. They went through all the costs and the work employees at the Foundation for Women Entrepreneurs spent working on events, and reporting.

**26<sup>th</sup> May 2011- Angele Giuliano and Maryrose Francica had a meeting with Francis Borg at Margaret Mortimer Girls' Junior Lyceum Sta. Lucija**

Angele Giuliano and Maryrose Francica had a meeting at Margaret Mortimer where they met the new Head of School and Assistant Head so that they could establish a working relationship so that any projects that may be of benefit to the school and the students were brought to their attention and so that all can collaborate and work together for common goals. The meeting went very well and the two parties collaborate together to this day.

**27<sup>th</sup> May 2011- Meeting with Mr. Jamie Mercieca**

Angele Giuliano and Maryrose Francica attended a meeting with Mr. Jamie Mercieca at the The European Union Programmes Agency (EUPA). They were given further information about the new programmes proposed by EUPA. Angele Giuliano and Maryrose Francica were able to discuss these programmes and ask about these so that all is clear once new projects and EU initiatives are being proposed.

**30<sup>th</sup> May 2011- Angele Giuliano had a meeting with Dr. Thea Cachia**

Angele Giuliano had a meeting with Dr. Thea Cachia regarding the Foundation's Statute. Dr. Thea Cachia is the notary of the Foundation and was asked to do some adjustments to the Foundation for Women Entrepreneurs statute.

**31<sup>st</sup> May 2011- Dr. Katie Birch training the Ambassadors**

It was decided that to have the best results during the talks held for AMIE the Ambassadors should take a short course in public speaking and presentation skills to offer a more effective message once in front of an audience. Some needed some tips of how to be better public speakers skills which served very well as it not only taught them these skills but also boosted their self confidence when speaking in front of a public audience.

**1<sup>st</sup> June 2011- Meeting at BOV regarding JEREMIE BOV funds**

Angele Giuliano attended a meeting at BOV with Mr. Peter Sant and Mr. Simon Pantalerresco where they discussed JEREMIE BOV funds for SME's. These funds are there to fund SME's hence they would be a good source of money for those people who come to the Foundation to get advice on how they would fund their enterprise and how to start up when money is short.

**6<sup>th</sup> June – 9<sup>th</sup> June 2011- Mayrose Francica attended a CELAN/ Business Platform meeting in Brussels**

On 11 April 2011, the members of the Business Platform for Multilingualism held their 5th plenary meeting. Keynote speaker Pierre Mairesse, Director at DG EAC, underlined that access to the labour market is a priority, in particular for the youth, and that multilingualism is an important success factor. The platform members, representatives from business organisations, trade unions, language interest groups and language professionals, discussed about the next steps, amongst them a more transversal approach to languages, and the acceptance of linguistic knowledge acquired informally or non-formally. The platform will issue a report by mid-June that will give an overview on achievements so far and recommendations for the future until 201

**8<sup>th</sup> June 2011- Angele Giuliano had a meeting with Martha Quattromani**

Martha Quattromani was one of the women who attended the Mentoring Circles™. She fitted the criteria of double disadvantage as she is a single parent, which made her suitable for the purpose of the Project. Martha Quattromani asked for a bilateral meeting with Maryrose Francica so that they could discuss their business idea and maybe exchange a few more ideas to ensure better outcomes in the end.

**9<sup>th</sup> June 2011- Angele Giuliano had a meeting with Mr. Ray Cassar from Kooperattiva Malta**

Angele Giuliano attended a meeting at Ko-operattivi Malta with Mr. Ray Cassar to learn about present opportunities for women who might be thinking of trying to set up their own business. She was given a presentation about what is currently being offered so that when women come to the Foundation for Women Entrepreneurs seeking guidance they are given a holistic picture of what is available.

**9<sup>th</sup> June 2011- Ambassadors Training by Dr. Katie Birch**

Dr. Katie Brch delivered the second session of the Ambassadors' training. The theme for this session included a practical session on non verbal communication, body language, gestures, facial expression and positioning in relation to the group and the different aspects of communication, the importance of first impressions, speaking voice tone and projection, the importance of breathing and posture. These sessions will teach the Ambassadors soft skills and also boost their self confidence when speaking to a public audience.

**10<sup>th</sup> June 2011- Angele Giuliano had a meeting with Mr. Mario Galea at Malta Enterprise**

Angele Giuliano attended a meeting at Malta Enterprise with Mr. Mario Galea to learn about present opportunities for women who might be thinking of trying to set up their own business. She was given a presentation about what is currently being offered so that when women come to the Foundation for Women Entrepreneurs seeking guidance they are given a holistic picture of what is available.

**14<sup>th</sup> June 2011- 3<sup>rd</sup> session of the Ambassadors Training by Dr. Katie Birch**

Dr. Katie Birch held the 3<sup>rd</sup> session of the Ambassadors' training at the premises of the Foundation. This session started with a review of what was done during the second session and lessons learnt. The topics covered in this session were presentation skills to different types of groups i.e. schools, media etc and how can one you adapt these presentation, a brainstorming session and sharing of ideas and a group activity on preparing a short presentation. The feedback of these sessions from the Ambassadors was very positive indeed.

**21<sup>st</sup> June 2011- 4<sup>th</sup> session of the Ambassadors Training by Dr. Katie Birch**

The fourth and last session of the Ambassadors training took place at the Foundation's premises, Gateway Centre in Hamrun. All the Ambassadors gave a short power point presentation that they had prepared in front of their colleagues and then a discussion ensued. Dr. Birch gave the participants tips on how to speak clearly, concisely and in an animated manner so that one can keep the audience attention. This trial presentation gave the Ambassadors the confidence they needed to start giving talks and speaking in front of target audiences.

**22<sup>nd</sup> June 2011- Angele Giuliano and Maryrose Francica held the FE:MALE Mentoring Circle™**

The third Mentoring Circle™ was held at Gateway Centre and started with a round robin update on what the participants have done to get a step closer in executing their dream and become entrepreneurs. Although the general consensus was that they did not do a lot, when each participant gave a brief update it transpired that they all have worked on their business idea and did something tangible about it. The participants used their pack and worked on exercises such as 'Wheel of Skills' and 'Improving and developing your business idea' amongst others. The results were then discussed and evaluated. Each session of the Mentoring Circles™ lasts for three hours.

**24<sup>th</sup> June 2011- Angele Giuliano held a Skype meeting with the FE:MALE project coordinator**

FE:MALE partners hold periodical online Skype meetings to go through the Work packages and the deliverables of the project to make sure that the tasks are being done properly and that deadlines are being met. Discussions about the best ways to go about completing tasks are held so that everything is done in the most efficient and cost effective manner as much as possible. The partners discuss the difficulties and the results obtained from different project activities so that one partner can help the other and ones mistake is not repeated by another whilst ones success is replicated by the other partner. Other business that is usually discussed are financial matters and payments so as to make sure that no one goes over the budget stipulated and all partners are justly paid for their work and contribution in reaching FE:MALE's aims and objectives.

**1<sup>st</sup> July- 4<sup>th</sup> July 2011- Marseille for the start of Women's Media in the Euromed training**

Kerry Freeman accompanied four Maltese female journalists to Marseille. These ladies participated in the Women's Media in the Euromed training. She accompanied the girls and checked that everything was set for the commencement of the training and their rented accommodation in Marseille. During her stay she also attended meetings with the other partners of the project discussing the deliverables of the project.

**6th July 2011- AMIE talk at MCAST**

Ambassadors Shirley Cauchi, Ruth Vella and Sandra Zammit attended MCAST during orientation week on July 6<sup>th</sup> 2011, and gave a talk to young adults about the importance and their experience in entrepreneurship giving them the opportunity to learn more about career options that they could ultimately take up once out of formal education. The aim of this talk was to promote female entrepreneurship in Malta, present women entrepreneurs as role models to inspire other women to become entrepreneurs by "telling their story". Ultimately the ambassadors' objective was to increase the potential of women becoming entrepreneurs.

**11<sup>th</sup> July 2011- Angele Giuliano, Maryrose Francica held a Skype call on the FE:MALE project**

The Foundation for Women Entrepreneurs held periodical online internal Skype meetings to go through the Work packages and the deliverables of the project to make sure that the tasks are being done properly and that deadlines are being met. Discussions about the best ways to go about completing tasks are held so that everything is done in the most efficient and cost effective manner as much as possible.

Discussions about the difficulties and the results obtained from different project activities are also held so that mistakes are not repeated and successes are further worked upon. Other business that is usually discussed are financial matters and payments so as to make sure that no one goes over the budget stipulated and all partners are justly paid for their work and contribution in reaching FE:MALE's aims and objectives.

**11<sup>th</sup> July 2011- Angele Giuliano and Maryrose Francica held a Skype call with WTE consortium**

Women Technology Entrepreneurs (WTE) partners held the periodical online Skype meetings to go through the Work packages and the deliverables of the project to make sure that the tasks are being done properly and that deadlines are being met. Discussions about the best ways to go about completing tasks are held so that everything is done in the most efficient and cost effective manner as much as possible. The partners discuss the difficulties and the results obtained from different project activities so that one partner can help the other and ones mistake is not repeated by another whilst ones success is replicated by the other partner. Other business that is usually discussed are financial matters and payments so as to make sure that no one goes over the budget stipulated and all partners are justly paid for their work and contribution in reaching WTE's aims and objectives.

**12<sup>th</sup> July 2011- Mentoring Circle™ and filming for FE:MALE**

The last session of the Mentoring Circle™ was held at the premises of the Foundation for Women Entrepreneurs. These circles included various activities that encouraged these women in following their entrepreneurial dream and in going against any social barriers, which may be encountered along the way. They were given the practical soft skills that helped them through this journey. Amongst other activities, during the duration of these sessions the women were asked to reflect upon themselves to grow personally as well as develop concrete ideas on how to start the enterprise of their choice. This mentoring circle was filmed so that a record of the work produced together through out these sessions is kept in our archives. During this last session the participants were filmed giving testimonials about the benefits they gained from the Mentoring Circles™.

**12<sup>th</sup> July 2011- Angele Giuliano and Maryrose Francica attended AMIE workshop at Golden Sands**

The AMIE workshop organised by Dr. Katie Birch took place at Radisson Golden Sands on the 12<sup>th</sup> of July 2011. The aim of the workshop was to give the opportunity for both groups of Ambassadors and the Partners of the AMIE project to spend time together and share experiences. It is also aimed to consider the value of wellbeing in

entrepreneurship and to generate and share ideas going forward. The day was filled with activities and discussions, working individually and in small groups, to generate more diverse ideas. The facilitator of the event was Dr. Katie Birch who has great experience in presentation skills and team building workshops. Hence the event ended with the delivery of different presentations. The event gave rise to numerous discussions and idea generation hence being a great success.

### **13<sup>th</sup> July 2011- Bilateral meeting with Ms. Jacqueline Giordimaina**

Jacqueline Giordimaina, one of the women who attended the Mentoring Circles™ during this year asked to have a bilateral meeting with one of the mentors and facilitators of the Mentoring Circles™. She was invited to the Foundation for Women Entrepreneurs to discuss some issues and concerns she had about the starting up of her business and also to discuss the advancements that had been done since the commencement of the FE:MALE Mentoring Circles™. Jacqueline was given the necessary advice and one to one mentoring that she need to continue to work on her business idea.

### **13<sup>th</sup> July 2011- Jacqueline Bugeja held a meeting with Ms. Nadyanne Mangion**

Ms. Nadyanne Mangion, on behalf of the National Council of Women and a partner in the AMIE project attended a bilateral meeting with Jacqueline at the Foundation for Women Entrepreneurs. Throughout this meeting they discussed financial matters having to do with AMIE project. Jacqueline explained how the financial reporting of the project needs to be done so that it is approved by the commission once it is ready. Later on they also discussed the financial status of NCW in the project and what the budget is allocated for and made a few offhand plans on whether these will be enough for the work that the NCW is expected to complete by the end of the project.

### **14<sup>th</sup> July 2011- Maryrose Francica had a meeting with Mr. Peter Borg**

Maryrose Francica held a consultative meeting with Mr. Peter Borg, who was thinking of setting up his own business and wanted some advice and help with his business plans. During the meeting, Maryrose Francica also outlined the various incentives and opportunities for start-ups by Malta Enterprise and also other EU funding programmes.

### **15<sup>th</sup> July 2011- Maryrose Francica and Angele Giuliano had a Skype meeting regarding FE:MALE project**

FE:MALE partners hold periodical online Skype meetings to go through the Work packages and the deliverables of the project to make sure that the tasks are being done properly and that deadlines are being met. Discussions about the best ways to go about completing tasks are held so that everything is done in the most efficient and cost

effective manner as much as possible. The partners discuss the difficulties and the results obtained from different project activities so that one partner can help the other and one's mistake is not repeated by another whilst one's success is replicated by the other partner. Other business that is usually discussed are financial matters and payments so as to make sure that no one goes over the budget stipulated and all partners are justly paid for their work and contribution in reaching FE:MALE's aims and objectives.

#### **19<sup>th</sup> July 2011- Meeting with Martha Quattromani**

Martha Quattromani, one of the women who attended the mentoring circles during the year asked to have a bilateral meeting with the mentors of the Mentoring Circles™. She was invited to the Foundation for Women Entrepreneurs to discuss some issues and concerns she had about the starting up of her business and also to discuss the advancements that had been done since the commencement of the FE:MALE Mentoring Circles™. Martha was given the necessary advice and continued to work on her business idea.

#### **25<sup>th</sup> July 2011- Meeting with Ms. Maria Buttigieg Scicluna regarding SME week**

Angele Giuliano held a bilateral meeting with Ms. Buttigieg Scicluna, Assistant Director, Enterprise Policy Directorate, Ministry of Finance, the Economy and Investment to discuss the involvement of the Foundation for Women Entrepreneurs in SME week activities. They discussed the ways that the foundation could contribute during SME week and what events it could be involved in and how. They made concrete plans and what will happen and who will do what and agreed to keep in contact via email and phone until the events.

#### **26<sup>th</sup> July 2011- Bilateral Meeting with Malta Business Bureau**

Mariella Scicluna on behalf of the Malta Business Bureau, a partner in the AMIE project attended a bilateral meeting with Jacqueline Bugeja, the Financial Controller of the Foundation. Throughout this meeting they discussed financial matters regarding the AMIE project. Jacqueline explained how the financial reporting of the project needs to be done so that it is approved by the commission once it is ready. Later on they also discussed the financial status of MBB in the project and what the budget is allocated for and made a few offhand plans on whether these will be enough for the work that the MBB is expected to complete by the end of the project.

**28<sup>th</sup> July 2011- 29<sup>th</sup> July 2011- Angele Giuliano and Kerry Freeman attended a meeting in Marseille with GRAIF**

Once the training in Marseille was finished Angele Giuliano and Kerry Freeman attended a meeting in Marseille with the consortium of the Women's Voice in the Euromed project. The partners held a post mortem on the three weeks of training that had just ended in Marseille. The partners examined the evaluations given by the participants and then the partners in Marseille gave their impressions about what had transpired during the three weeks. The partners moved forward by giving an indication of what needs to be done during the nine weeks training in Malta.

**2<sup>nd</sup> August 2011- Meeting with Ms. Oriana Abela at St Dorothy's School**

Maryrose Francica attended a meeting at St. Dorothy's School with Ms. Abela where she explained the aims and objectives of the Foundation for Women Entrepreneurs and gave her an overview of the projects that the Foundation is involved in, putting emphasis on AMIE since it was her intention to ask to come and hold a talk for the students at the school. Ms. Abela was very interested and enthusiastic about the work was being done and about AMIE and they set a tentative date which was later on confirmed to hold a talk with the AMIE Female Ambassadors at the school.

**2<sup>nd</sup> August 2011-Angele Giuliano had a meeting with Ms. Leonie Baldacchino**

Angele Giuliano held a meeting with Ms. Leonie Baldacchino, who lectures at the University of Malta, and is reading for her PhD in Entrepreneurship. Angele Giuliano and Leonie Baldacchino talked about entrepreneurship and Leonie Baldacchino's expertise in the subject and agreed that Leonie Baldacchino would give her service and share her knowledge in events and projects that concern entrepreneurship and the kind of subject that Leonie Baldacchino is proficient in.

**3<sup>rd</sup> August 2011- Brown's Mentoring Circle™ event**

The end of the Mentoring Circles™ ended with a social evening event at a restaurant where the women were able to socialize and interact in a non-formal manner and talked about their lives and their ideas for the future. They also spoke a lot about the Mentoring Circles™ and what they learnt and the encouragement they felt after attending the sessions. Some also seemed to have the intention of keeping in touch with one another both for help in their respective businesses and also due to the bond that was created during the sessions and in between.

**8<sup>th</sup> August- 12<sup>th</sup> August 2011- Entrepreneurship Training**

Occasionally people from different countries attend our courses at the Foundation for Women Entrepreneurs. One of the courses available is one about Entrepreneurship given by Maryrose Francica. Here, the students are able to learn about the entrepreneur, the process of a start up and the difficulties and pride one faces once the business has started. During the session visits and/ or guests are asked to attend and give a presentation about their own start ups and established businesses. During this particular session on the 12<sup>th</sup> of May 2011 Angele Giuliano gave a day session about marketing and internet tools that one could benefit from in their business venture.

**12<sup>th</sup> August 2011- Sub Committee meeting at the Ministry of Finance**

Angele Giuliano attended a meeting with all the representatives of the SME's in Malta where they discuss policies, taxes and other tasks that SME's have to work on. Present there would be the Minister available to give information and hear comments from the people present.

**13<sup>th</sup> August 2011- Meeting regarding the Conference in December WTE Final event**

Angele Giuliano, Kerry Freeman and Maryrose Francica held an in house meeting at the Foundation for Women Entrepreneurs where they discussed the final event they were in charge of holding for the final conference of WTE. They discussed location and layout of the place and the activities that will be held during the event. They also decided upon different gifts they might have needed to buy for the activities and as give-aways for the participants of the event. Deadlines were set and people started to be contacted.

**30<sup>th</sup> August 2011- Meeting regarding All the Projects handled by the Foundation**

Angele Giuliano and Maryrose Francica went through the project and work that the Foundation is involved in and reviewed each and every one of them seeing what has been done and what needs to be done next. This way they managed to create a to do list with all the up coming deadlines and started to share the work amongst the different employees of the Foundation to make sure that all the work is done well and on time.

**30<sup>th</sup> August 2011- Meeting with Martha Quattromani**

Maryrose Francica and Angele Giuliano held a one to one mentoring session with Martha Quattromani one of the women who attended the Mentoring Circles™ during this year but felt she needed more mentoring on a personal level. Maryrose and Angele answered Martha's queries and helped her to formulate her business plan.

**14<sup>th</sup> September- 19<sup>th</sup> September 2011- Angele Giuliano and Maryrose Francica attended the FE:MALE project partner meeting**

Maryrose Francica and Angele Giuliano went to Limassol, Cyprus to attend the second partner meeting of the Fe:males project. The main objective of the Fe:males project is to help women overcome the barriers to setting up a business, one of which is a fear of failure. These barriers can have an added impact if one has an additional obstacle to overcome, such as being unemployed, having a disability, being over fifty years. We feel that all women should have the opportunity to become a business-owner, and this project is supporting women who face these additional difficulties. The first cycle of the Mentoring Circles™ held in Malta was a success, so much so that three women who attended the Mentoring Circle took the leap and opened up their own business.

**19<sup>th</sup> September 2011- Maryrose Francica attended the Gender Equality conference**

Maryrose Francica was appointed by the MCWO to represent the confederation in Brussels for a conference entitled, "Equality between women and men in a time of change". Topics that were discussed during the conference were:

- New challenges for equality between women and men
- More women in decision-making: does it make a difference?
- How to eliminate gender-based violence.
- How to make further progress towards gender equality.
- A renewed commitment for gender equality.

**19<sup>th</sup> September 2011- Testing of the FE:MALE website and feedback**

Once the FE:MALE website was completed it needed a little bit of testing and feedback from users. Angele Giuliano registered to the website and made use of it as if she were a visitor who is accessing the website to get to know what the project is about and make use of its facilities. Later on she sent Inova feedback of the good points and the difficulties she found in accessing and browsing the website so that changes could be made and it would be better for the user.

**23<sup>rd</sup> September 2011- Meeting with Ms. Kirsten Miller**

Angele Giuliano and Maryrose Francica attended a meeting with Ms. Kirsten Miller, secretary to Hon. Dr. Jason Azzopardi, to talk about the Foundation for Women Entrepreneurs and create a working relationship since it would be beneficial for the foundation if Hon. Dr. Jason Azzopardi attended the Foundation's events to show for female entrepreneurship. The meeting went well and good connections were built with Ms. Kirsten Miller who agreed to give us her help when possible.

**27<sup>th</sup> September 2011- AMIE 7<sup>th</sup> Partner Meeting**

Maryrose Francica welcomed everyone to the meeting and discussed the 6<sup>th</sup> partner meeting minutes which were approved by all. The partners also gave their feedback regarding the ambassadors' workshop that had taken place in mid July. Maryrose Francica explained how the financial reporting is to be done. The Calendar of events was yet again updated and the partners discussed the SME week activities and a school event at St. Dorothy's School. The partners also started talking about the Final conference that is to be set up by NCW.

**27<sup>th</sup> September- 1<sup>st</sup> October 2011- Maryrose Francica attended the BPFM in Warsaw Poland**

Maryrose Francica attended the Conference organised by the Polish Presidency of the (Education) Council of the European Union Multilingual Competences for Professional and Social Success in Europe as a member of the Business Platform for Multilingualism in Warsaw, Poland. During the conference, Maryrose Francica took part in the session concerning language education for the development of entrepreneurship and modern labour market.

**29<sup>th</sup> September 2011- Sapphire Real Estate Launch**

Jane Chircop, one of the female entrepreneurs who attended the mentoring circles launched her new business and for that she held an event. Maryrose Francica and Angele Giuliano were invited to go and give a short presentation since they helped in making Jane Chircop's vision come true. The event was very successful and Jane Chircop's business, although still in its early stages is flourishing even more everyday.

**3<sup>rd</sup> October- 12<sup>th</sup> November 2011- Women in the Media Planning**

Kerry Freeman and Dr. Giusy Nardo held a bilateral meeting where they discussed how they will be collaborating throughout the 9 weeks of the Women's Media in the Euromed's participants training which will be held in Malta. They devised a plan of who will be in charge of the different outings and the different activities that were planned for the girls. They also agreed on transportation arrangements and finances that might occur throughout the six weeks.

**4<sup>th</sup> October 2011- Angele Giuliano attended ECC Sub-committee meeting at Floriana**

During a recent meeting of the Maltese Enterprise Consultative Council (ECC) where the Foundation is represented by Angele Giuliano, a suggestion was brought forward by FWE whereby a sub-committee should be set up to look in more detail at women's participation in the economy (which looking only at labour market figures, is one of the

lowest in Europe) and especially at what could be done to help more women also become entrepreneurs. This suggestion was accepted and the new sub-committee was formed with several of the stakeholders that are already represented in the ECC- both public and private.

#### **5<sup>th</sup> October 2011- Meeting with Ms. Celine Farrugia**

Maryrose Francica held a bilateral meeting with Ms. Farrugia who is a University Lecturer interested in European Union Projects funding. Ms. Farrugia had an idea of a project and communicated it to Maryrose Francica who explained under which European Union program it falls and how to go about sending a project proposal. Ms. Farrugia was interested in working with the Foundation for Women entrepreneurs on her project idea.

#### **6<sup>th</sup> October – 8<sup>th</sup> October- SME conference in Brussels**

FWE participated in the central event of the European SME Week 2011, the European SME Week Summit is co-organised by European Commission together with the European Parliament in Brussels on 7 October 2011. 750 selected participants (MEPs, entrepreneurs, business organisations and regional and national officials) were invited to take part in this one-day conference which included an opening and closing plenary in the Parliament's Hemicycle and 10 parallel workshops dealing with 10 SME policy issues. Entrepreneurs as well as European, national and regional policymakers, business organisations and other stakeholders took part. The majority of the participants were entrepreneurs.

#### **10<sup>th</sup> October 2011- Angele Giuliano, Maryrose Francica and Annalise Duca worked on the FE:MALE podcast recording**

Annalise Duca recorded Maryrose Francica and Angele Giuliano as part of the dissemination process of FE:MALE. Maryrose Francica and Angele Giuliano spoke about certain lessons that were conducted during the Mentoring Circles™ and these were then edited and sent to Inova for their perusal. This was used as part of the dissemination and women who did not attend the Mentoring Circles™ could still learn about some of the skills learnt in those sessions.

#### **14<sup>th</sup> October 2011- Intrapriza Malta- L-appuntament tieghek man-negozju**

The Foundation for Women Entrepreneurs was invited by the Ministry of Finance, Investment and Economy to organise a mini Mentoring Circle teaser at the Malta Fairs & Convention Centre during the SME week expo fair.

The area allocated for the mini Mentoring Circle was set up in cabaret style with 5 tables and 6 chairs around each table targeting 25 people of which two were men. Five women sat at each table together with a person from FWE who acted as a facilitator.

The session started with Maryrose Francica giving a keynote speech on the aims and objectives of FWE. She then gave the floor to Angele Giuliano who explained the concept behind the Mentoring Circle and how the session will be conducted. All the tables were full and the attendees were presented with a mini pack of the Mentoring Circle exercises which included 'Quick Quiz – Are you Ready to Work for Yourself?', 'My fantasy business', 'Mind maps' and 'The recipe for success- do you have the key ingredients?'. The people present completed the tasks with people from FWE acting as facilitators.

#### **14<sup>th</sup> October 2011- Angele Giuliano had a meeting with Anna Maria Darmanin**

Angele Giuliano hosted a bilateral meeting with AnnaMaria Darmanin to talk about future projects they might come up with for the next deadlines. They had a discussion regarding the priorities that the European Union was proposing and brainstormed about possible ideas that might start working on. They decided upon deadlines and how the work will be divided.

#### **20<sup>th</sup> October 2011- Meeting with Mr. Martin Bugelli**

Maryrose Francica had a meeting with Mr. Martin Bugelli, the head of the EU Representation in Malta. The meeting was held at Dar L-Ewropa in Valletta where various possibilities of mutual collaboration were discussed. In fact, Maryrose Francica on behalf of the Foundation for Women Entrepreneurs was chosen again to be part of Team Europe. Team Europe is the European Commission's panel of independent conference speakers. The members are lawyers, consultants, academics, etc. covering all fields related to the EU.

#### **21<sup>st</sup> October 2011- FE:MALE Business Café**

The Foundation for Women Entrepreneurs organised a half day event in collaboration with the Ministry of Finance, the Investment and Economy entitled Female Business Café at The Point Shopping Centre in Sliema as part of the SME week activities that were held in Malta.

The set up simulated a coffee shop with small square tables at the entrance of the shopping plaza where women who were interested in setting up their own business and becoming entrepreneurs had the opportunity to pop in and acquire information or clarify any queries that they might have, whilst enjoying a nice cup of coffee. Angele Giuiano, Maryrose Francica and Ruth Gatt took part in this activity.

**26<sup>th</sup> October 2011- Maryrose Francica had a meeting with Ms. Donia Scicluna**

Donia Scicluna came to the Foundation for Women Entrepreneurs for some mentoring and information before starting up her own business. She held a bilateral meeting with Maryrose Francica who was available to answer her questions and give her some advice. Through this Donia decided that the best way for her would be to attend the mentoring circles that will be held in the upcoming year to learn more and finally open up her new business.

**31<sup>st</sup> October 2011- Angele Giuliano and Maryrose Francica held a meeting regarding the new proposals**

Angele Giuliano and Maryrose Francica held a bilateral meeting where they discussed previous projects that passed and others that did not and came up with different ideas on what new projects could be like. They talked about who might work on the different projects within the foundation and set deadlines for themselves to do some brainstorming and work on the EU's priorities, to design a new project and a good working framework for the new project deadlines.

**1<sup>st</sup> November 2011- Meeting with Annamaria Darmanin regarding EU work**

AnnaMaria Darmanin attended a meeting with all the employees of the Foundation for Women Entrepreneurs. All together they discussed how AnnaMaria Darmanin could help in project proposal writing. They sat around a table and decided that AnnaMaria Darmanin could write some sections for each of the different projects and aid the others in that way so that it was made sure that we were ready by the deadline of the project submission.

**2<sup>nd</sup> November 2011- Record Birthday Message for Innova**

The Foundation for Women Entrepreneurs recorded a video for Inova Consultancy, the Coordinators of the FE:MALE project for their tenth anniversary in operation to wish them the best of luck, as well as the appreciation of working with the company and the acknowledgement of their professionalism and hard work in all the projects that they are involved in together.

**3<sup>rd</sup> November 2011- Angele Giuliano, Maryrose Francica and Dr. Giusy Nardo held a meeting regarding LLP deadlines**

Giuzi Nardo attended a meeting with Angele Guliano and Maryrose Francica regarding the deadlines of the LLP which were only a few months away. Together they discussed how they could help one another in the project proposal writing. They sat and decided

who should write what in the proposal and the deadlines needed to reach the submission deadline.

**4<sup>th</sup> November 2011- Maryrose Francica and Angele Giuliano held a meeting with Mr. Pierre Cassar**

Angele Giuliano and Maryrose Francica attended a meeting with Pierre Cassar, the Chief Executive of the Broad Casting Authority to talk about the work that is done in the Foundation for Women Entrepreneurs and discuss future collaboration of when we might need their services especially in EU funding opportunities which is a core expertise in the Foundation. The meeting was very cordial and Mr. Cassar promised to keep in touch with the Foundation.

**4<sup>th</sup> November 2011- AMIE 8<sup>th</sup> Partner Meeting**

The minutes of the 7<sup>th</sup> partner meeting were approved by all the partners. Maryrose Francica updated the Ambassador's activities and informed the partners. She also added some updates about the SME summit held in Brussels. The partners also discussed the SME week activities and the Enterprise award with regards to Entrepreneurship. The partners talked about the tasks that were due and decided upon tasks to work upon till the next partner meeting and this brought this meeting to an end.

**7<sup>th</sup> November 2011- Maryrose Francica held a meeting with Anna O'Connell**

Maryrose Francica hosted Anna O'Connell for a meeting at the Foundation for Women Entrepreneurs. Anna O'Connell is interested in starting up her own business but due to the double disadvantage that she faces she finds it harder than other people to start up. Anna met the people who work at the Foundation during an event earlier on this year and is now interested in joining the group of the new Mentoring Circles™.

**7<sup>th</sup> November 2011- Maryrose Francica held a meeting with Mr. Paul Gauci regarding WTE event**

Maryrose Francica attended a meeting with Mr. Gauci who was asked to take part in the WTE final conference that was to be held a month later as the final dissemination conference of the project. Mr. Gauci was asked to give a motivational speech and was also briefed about the project and the work that was involved in reaching the aims and objectives of WTE. Mr. Gauci accepted the invitation gladly and agreed to give a speech on the day.

**8<sup>th</sup> November 2011- Angele Giuliano and Kerry Freeman worked on the WME Power Point presentation**

Angele Giuliano and Kerry Freeman prepared a PowerPoint presentation for the launching of the documentary evening which was going to be held at the University of Malta. The presentation explained the course of events and aims of Women's Media in the Euromed. It was used during the launching of the documentary a few days later when the partners were in Malta and the documentary was ready to be shown to the general public and stakeholders.

**9<sup>th</sup> November 2011- Maryrose Francica and Angele Giuliano had a meeting with Mr. Pete Borg**

Angele Giuliano and Maryrose Francica hosted a meeting with Pete Borg, a musician who is trying to get EU funds to further his career as a musician. He came to the foundation to get information on how to get funds and what is available for people like him. He was also interested in music scholarships in the EU that he could benefit for by helping him grow personally and as a musician. Mr. Borg is now involved in an EU project and other EU initiatives having to do with music.

**9<sup>th</sup> November – 11<sup>th</sup> November 2011- Women in the Media partner meeting**

The partners from all the countries of the projects' consortium in the Women's Media in the Euromed project came to Malta for the partner meeting preceding the training in Malta. The partners coming from Lebanon, Italy and France came to see the end product of the training, hence the documentary as well as other important business they needed to discuss once all in the same country. The partners were all happy with the feedback obtained from the participants from their respective countries and also with the end product. They also discussed the Agency that will be built with the girls that participated in the training once everyone goes to his respective countries.

**9<sup>th</sup> November 2011- Maryrose Francica and Angele Giuliano had a Skype meeting with Diana Geleta regarding new project ideas**

Angele Giuliano and Maryrose Francica held a Skype call with Ms. Diana Geleta a Bulgarian colleague to see whether she would like to collaborate on new project ideas. The Foundation has previously worked with Diana Geleta various times in EU funded projects and the collaboration has always been a successful one. Angele Giuliano, Diana Geleta and Maryrose Francica made a few arrangements and submitted project proposals in which they could work together should these be accepted by the European Commission.

**10<sup>th</sup> November 2011- Women in the Media event**

When the training which was held at the University of Malta was finished after nine weeks, the girls of the Women's Media in the Euromed project produced a documentary which was launched one evening at the University of Malta in front of all the partners of the project as well as their friends and family. This was a success and everyone was satisfied with the end product which was one of the main deliverables of the project. The evening ended with a reception for all present.

**11<sup>th</sup> November 2011- AMIE event in Gozo**

The AMIE consortium through the business studies and guidance teachers liaised with two secondary schools in Gozo to organize back to back talks for the benefit of the Gozitan students. Ms Frances Galea, Ms. Claire Cassar and Ms. Rita Sultana the Gozitan teachers were very enthusiastic about the Ambassadors' visit to their school. Maryrose Francica, Ruth Gatt and Mariella Scicluna on behalf of the AMIE consortium together with Ambassadors, Sandra Zammit, Miriam Duca, Ruth Vella and Jeni Debono crossed over by ferry to Gozo early in the morning of Friday, 11<sup>th</sup> November, 2011.

The schools involved were the Gozo College Girls Secondary School and The Bishop's Conservatory Secondary School. The talks targeted 270 students in all with the ages varying from 13 years to 15 years. Two talks at each school were held. For these talks a new format was adopted and it proved to be a great success. The Ambassadors, through a power point presentation showed some personal pictures of themselves and their families which proved to be an ice-breaker especially as some of the Ambassadors had children the same age of the students and therefore the students could relate to these business women in a family environment. The sessions proved to be very interactive and animated, so much so that the students were asking the Ambassadors to stay after the talks were finished.

**14<sup>th</sup> November 2011- Women Technology Entrepreneurs invitations**

After the preparations and details of the WTE final conference were set, Ruth Gatt sent over 150 invitations to people in Malta and around Europe to come to the final conference. The conference will held to round off and disseminate the project and to make more people aware of the tools available online and encourage more women to subscribe to the WTE website.

**14<sup>th</sup> November – 17<sup>th</sup> November 2011- Maryrose Francica attended the Women Ambassadors Plenary with the ten Female Ambassadors in Warsaw Poland**

Maryrose Francica headed the delegation of the ten Female Entrepreneurs and attended the inauguration of the European Network of Mentors for Women

Entrepreneurs. The conference was organised jointly by the European Commission and the Polish Presidency of the European Union.

The European Network of Mentors for Women Entrepreneurs is one of the actions proposed in the 2011 SBA Review and aims at promoting female entrepreneurship in Europe. The Mentors Network enforces and complements the actions to promote, support and encourage female entrepreneurship that started with the creation of the European Network of Female Entrepreneurship Ambassadors (ENFEA) in 2009. The Mentors Network will provide advice and support to women entrepreneurs on the start-up, running and growth of their enterprises in the early phase of their life (from the second to the fourth year of existence of a new woman-run and owned enterprise).

### **16<sup>th</sup> November – 19<sup>th</sup> November- Angele Giuliano and Maryrose Francica attended networking meetings in Brussels**

Maryrose Francica and Angele Giuliano scheduled three days of networking meetings in Brussels to source out further opportunities for the Foundation for Women Entrepreneurs. During these meetings they had the opportunity to meet the Secretary General of EMF- the Forum of e-Excellence, promoting investment, employment, innovation and business expansion throughout the digital economy, EUCA – European University College Association, EURASHE-European Association of Institutions in Higher Education, Deputy Head of Unit Multilingualism Policy amongst others. The Foundation believes that networking on a European level is very important as business network of contacts is both a route to market for the foundation, and a marketing method. Business networking offers a way to reach decision-makers which might otherwise be very difficult to engage with using conventional advertising methods.

### **18<sup>th</sup> November 2011- AMIE partner meeting with Dr. Katie Birch**

Dr. Birch came to the Foundation for Women Entrepreneurs to speak to the coordinators of AMIE so that they go through the financial report and the deliverables. They talked about what was next to be done on the list and created deadlines so that everything was done on time for the final year report submission date.

### **24<sup>th</sup> November 2011- Team Europe half day event**

Angele Giuliano and Maryrose Francica attended a half day event organised by the Head of EU Representation in Malta. The event was direct for the EU Information Providers of Team Europe and was held at the Marie Louise Suite, Radisson Blu Resort, St.Julian's. The half day event consisted of short presentations by the EU information providers in Malta and ended with a networking lunch at the hotel's main restaurant.

**25<sup>th</sup> November 2011- Meeting with Carol Xuereb Demarco and Deborah Vella**

Prior the commencement of the second mentoring circles the trainees were requested to meet up with the potential attendees to see whether these sessions were suitable for them. The criteria requested that these women would be from a difficult background which meant that compared to other women they had a double disadvantage in the world of work and business. Maryrose Francica met with Carol and Deborah in two separate bilateral meetings, who after a time of discussion both expressed their wishes in starting their own business and the need for some help and mentoring for this to happen.

**29<sup>th</sup> November 2011- Skype call with FE:MALE partners**

FE:MALE partners hold periodical online Skype meetings to go through the Work packages and the deliverables of the project to make sure that the tasks are being done properly and that deadlines are being met. Discussions about the best ways to go about completing tasks are held so that everything is done in the most efficient and cost effective manner as much as possible. The partners discuss the difficulties and the results obtained from different project activities so that one partner can help the other and ones mistake is not repeated by another whilst ones success is replicated by the other partner. Other business that is usually discussed are financial matters and payments so as to make sure that no one goes over the budget stipulated and all partners are justly paid for their work and contribution in reaching FE:MALE's aims and objectives.

**1<sup>st</sup> December 2011- WTE partner meeting**

Maryrose Francica and Angele Giuliano attended the Women Technology Entrepreneurs partner meeting with partners from, Ireland, Austria, Finland, Spain, Lithuania, Greece and Latvia. WTE is funded by the European Commission under the Lifelong Learning Programme 2007 – 2013. The project aims at encouraging already established entrepreneurs in making more use of technology in their enterprise, hence through the project ten modules on how this can be accomplished were created for entrepreneurs to access and make use of. This meeting was held in Malta and it was the last partner meeting before the project came to an end.

**2<sup>nd</sup> December 2011- WTE final Conference at the Corinthia San Gorg**

The Foundation for Women Entrepreneurs held a big conference to mark the end of WTE project. The conference was held at the Corinthia San Gorg, to which 100 people were invited. The people were greeted at the door with a number of freebees, some of which were used during warming up activities during the conference. The conference was opened by the Hon. Dr. Jason Azzopardi who gave a keynote speech and the

consortium partners presented the project and its results and it was made sure that the project website and the modules prepared for it were disseminated even further and continued being used.

### **2<sup>nd</sup> December 2011- Meeting with Anna Maria Darmanin regarding FWE's Strategy**

Angele Giuliano, Maryrose Francica and Anna Maria Darmanin held a brainstorming meeting at the Foundation for Women Entrepreneurs regarding its business strategy and the way forward. This is an area of Anna Maria Darmanin's expertise and she was asked as a consultant to create a business strategy for the Foundation for Women Entrepreneurs so that it will continue to grow and flourish in the future.

### **6<sup>th</sup> December 2011- AMIE 9<sup>th</sup> Partner Meeting**

The consortium started the meeting by going through the minutes of the 8<sup>th</sup> partner meeting and these were approved. The partners talked about AMIE's exposure in Girl Guides AGM. The next topic on the agenda there was an update of the financial reporting and the calendar of events. Maryrose Francica told the consortium about the Final conference organized by NCW and made some decisions about it and then she explained what happened in Gozo and the visit in Poland with the Ambassadors

### **7<sup>th</sup> December 2011- Maryrose Francica had a meeting with Ms. Shruti Thomas**

Maryrose Francica had a meeting with Shruti Thomas, a student taking the Master in Creativity and Innovation who was doing an assignment about the Innovation present in SMEs. She came to the office with a classmate and conducted interviews with all the employees of the Foundation for one of their assignments.

### **7<sup>th</sup> December 2011- Maryrose Francica, Angele Giuliano and Dr. Giusy Nardo held a meeting regarding the FE:MALE Evaluation report**

Maryrose Francica, Angele Giuliano and Dr. Giusy Nardo held a meeting where they discussed FE:MALE project and what had been done during its lifetime till now. They evaluated what had been done, the strengths and difficulties encountered in the project, what had been done and what still needs to be done and then in the end decided who will do which tasks to work on them.

### **7<sup>th</sup> December 2011- Ms. Mariella Agius meeting with Angele Giuliano regarding female leadership research**

Mariella Agius is reading for her Masters in HR and as part of her dissertation she needed to interview a person who is involved in female entrepreneurship. She was invited to the Foundation for Women Entrepreneurs to conduct and interview with

Angele Giuliano the president of the Foundation since its inception. The interview was recorded, transcribed and then analyzed for the purpose of the dissertation

### **12<sup>th</sup> December 2011- ERASMUS for all in Brussels**

Maryrose Francica attended a meeting in Brussels regarding new programme Erasmus for all which will replace the current Life Long Learning Programme. 'Erasmus for All' is a single Programme for Education, Training, Youth and Sport for the 2014-2020 period. The Programme reflects the priorities of the Europe 2020 strategy and its flagship initiatives. It represents a crucial investment in people, an investment that will benefit both individuals and society as a whole by contributing to growth and ensuring prosperity.

### **12<sup>th</sup> December 2011- Talk at the Verdala International School**

Angele Giuliano was invited at Verdala International School to give a talk about entrepreneurship and being a female entrepreneur in Malta. She explained what the Foundation for Women Entrepreneur does and what the work at the foundation entails. She presented some of the work that was done over the years and explained the satisfactions and difficulties that come with the job. At the end students were able to ask questions and comment on the speech being presented to them.

### **16<sup>th</sup> December 2011- Ruth Gatt talk at Margaret Mortimer with Form 3 students**

Ruth Gatt accompanied Theresa Delia, Miriam Duca and Jane Chircop for a talk held with the form five students at Margaret Mortimer Girls' Junior Lyceum. The objective of the talk was to inform the students about the aims of the project and the different business ventures of the three ambassadors. They recounted a story of hard work, reality and hope that inspired many of the two hundred students in the room. In fact the students were very responsive and asked many different questions about what was being told. The students enquired about whether they could actually get an experience at any of the businesses of the ambassadors who were more than happy to give their details to provide a little bit of work experience to these students during summer.

The ambassadors gave the students practical tips on how to present themselves when going for a new job or an interview and the students took this advice at heart since they knew that this was coming from someone who could be their actual employers or mentors for a start up later on. The students were so interested that they stopped the ambassadors as they were leaving and spent about an extra hour asking questions and enquiring about the work that they do.

The school was also very pleased with the result and is eager to have the ambassadors again to speak to the younger students. The Head of School also asked the ambassadors to come back next year to speak to the future form five students.

**16<sup>th</sup> December 2011- Maryrose Francica and Angele Giuliano attended a reception at Dar I-Ewropa**

Maryrose Francica and Angele Giuliano attended a networking reception held by the Representation of the European Commission in Malta for Team Europe members. Short speeches and presentation were given by Mr. Martin Bugelli, Head of the EU representation in Malt and other key speakers. During the event Angele Giuliano and Maryrose Francica were invited for lunch where they networked with the other people invited to the event as well as made it a point of letting other people present about the Foundation and the work that it does through the projects funded by the European Union.

**16<sup>th</sup> December 2011- Ruth Gatt held a meeting with Dr. Giusy Nardo**

Ruth Gatt attended a bilateral meeting with Dr. Giusy Nardo an Italian colleague where she who explained how the project proposal writing is to be done. She explained where to find the documentation needed for the writing of the project and also gave tips on how to go about writing the project proposal. They made a plan on what to work on and found the deadlines of the project proposals.

**19<sup>th</sup> December 2012- End of Year & Christmas party for all the Members**

The Foundation for Women Entrepreneurs host a Christmas party at the Black Pearl where they invited all the people who worked with the foundation over the years in a variety of projects to celebrate the end of the Year and Christmas with the employees of the foundation. All the members were invited for drinks, food and good entertainment. It was a good opportunity to network with different people and wishing everyone the season's greetings, whilst ending the year on a good note hoping and strengthening ties with the people who helped in making the success of many projects possible by their involvement in it.