

- Established advisory services for women entrepreneurs in order to increase the economic activities and development of micro-owned enterprises.

- Provided services for legal and economic support to women current and future entrepreneurs, as well as individual advice on various legal and economic issues.
- Increased economic activity in the production, trade and sale of local products.
- Prepared new draft policies and measures for local and national authorities to support women in developing their business and advancing on a long-term basis.

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# MICROENTERPRISE DEVELOPMENT PROJECT FOR WOMEN IN THE CROSS-BORDER AREA



Проект за развој на микро-претпријатија на жени во прекуграничната област

Projekti i zhvillimit të ndërmarrjeve të vogla për gratë në zonën ndërkufitare

### Short description of the project

The project will help establish and develop micro-enterprises of women in the cross-border area between Polog and Elbasan region. Project's aim is to increase the competitiveness of micro-enterprises owned by women, as well as to encourage and strengthen female entrepreneurship. It will be tasked to determine the difficulties women face in their business operations and offer sustainable solutions for the development of micro-enterprises owned by women in the region.

The project will include women that have idea for starting a business as well as women entrepreneurs who have already established their own business and work at the micro-enterprise level. It will provide them with the necessary support to strengthen their business management skills and provide additional technical assistance so that women can develop and expand micro and small businesses in the cross-border area.



## Micro-enterprises of women - their meaning and role

In conditions of high unemployment, new jobs open up very difficult, and competition for a certain vacancy is very high. Therefore, other ways are needed to help unemployed women. In doing so, self-employment or the establishment of a business is seen as an excellent opportunity to help those who seek a way for proper earnings, to do something long-term for themselves and their families.

Women-owned micro-enterprises play an enormous role in the development of the economy and employment, especially in certain trade activities and services of a variety of fields such as playhouses and various centers for education, training and relaxation, then hairdressing and cosmetic services, but also production of confectionery, handicrafts, souvenirs, furniture, food and sweets, etc.

## Areas of implementation and period of realization

The project will be implemented in the cross-border area with a special focus on the regions of Polog and Elbasan. The implementation period starts in April 2018 and lasts two and a half years until September 2020.

## Target and beneficiary groups

The target group of this project are women future entrepreneurs, that is, those who have an idea for their own business, as well as those who have already established their own company and are engaged in a certain activity that brings them some income in the already mentioned regions of Polog and Elbasan. Indirectly, the final beneficiaries are all the households and residents of Polog and Elbasan who will benefit from improving their well-being and increasing their incomes.

National and local institutions will also benefit from the project in the form of appropriate consultations that the project will do with the business community and will provide appropriate proposals for improving the policies for women entrepreneurship and improving the business environment in the cross-border area.

## Building business skills and work development

Within the project, the capacities of women entrepreneurs will be built around three support blocks:

### 1. Building skills and abilities to manage their own enterprise

This section includes building confidence in starting your own business as well as enhancing the skills for administrative and financial performance, risk management and risk management, as well as a section related to appropriate legal assistance and protection and appropriate information on taxes, fees and other legal obligations.

### 2. Improving production and income in existing micro-enterprises

This section includes support for building the capacities of companies associated with design and development of new products, increasing production volume, improving sales and trade, enhanced marketing, and appropriate networking and B2B meetings in regions and nationally. Within this part, there are also adequate activities for creating on-line store for selling products.

### 3. Revision of micro-enterprise development policies and support for women entrepreneurship.

This section covers the organization of roundtables with national, regional and local representatives of government institutions, the business community, banks and other financial institutions, as well as all relevant stakeholders to review policies regarding female entrepreneurship and long-term development of micro-enterprises owned by women. Appropriate development of new and revised measures for support and promotion of women entrepreneurship is also foreseen.



## Final impact and results of the project

On the basis of the proposed goals and activities undertaken, five main results are expected:

- Improved skills and competencies in business management and strengthened entrepreneurial attitudes and business values.
- Established advisory services for women entrepreneurs in order to increase the economic activities and development of micro-owned enterprises.