

# Webinar : Female entrepreneurship\_ 12 novembre 2024

SLIDE 1

Interreg  
Europe



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## Elles osent en Grand Est



# “Elles osent en Grand Est”

**Topic :** women's leadership

Implementing or creating a project.

**Project typology :** Associative, cultural, sporting, environmental or entrepreneurial project

**Organizers :** Région Grand Est / OFQJ (Office franco-québécois pour la jeunesse)

**Initiative created in 2020**

**Annually program**

## “Elles osent en Grand Est”

**Target** : women between 25 – 35 years old

24 women auditioned; 12 women (promotion) selected throughout the Grand Est territory

Free support program women entrepreneur living in the Grand Est region

Every edition of the program lasts about 5 months.



# “Elles osent en Grand Est”

## Program Description

Strengthening personal and interpersonal qualities : the aim is not so much to provide know-how, but rather to teach people how to position themselves and gain self-confidence.

Meetings, workshops, group and personalized coaching during three one to one and a half day meetings, preferably spread over Saturdays and evenings in the Grand Est region

Inspiring exchanges with speakers with various backgrounds, allowing the sharing of experiences and the discovery of different ways of action. Each session focuses on a specific topic.

An international dimension is added by the participation of the Leadership Institut of Quebec during empowering trip to the Vosges territory in Grand Est region.

The program includes a 5-day bootcamp and inspiring encounters.

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## Key success factors

- Keys to daring
- Visibility: by making these women and their potential known and valued.
- A network supported and launched by Grand Est Region
  
- strong impact on their professional careers as it provided them professional skills that they now apply to improve their activity. In particular, many of them have had the opportunity to enlarge their professional network as well as their activity's scope of action.
  
- Nearly 50 women have been supported since the program was created

# “Elles osent en Grand Est”

## Potential for learning or transfer

Reduce gender inequalities in the entrepreneurial sector.

This program is interesting because of the focus it puts on individuals rather than on (mass) numbers. In fact, because of how small the cohorts are, the coaches are able to work in depth with each participant, giving them personalized tools that the young businesswomen will be able to apply with confidence in their everyday life

## Website

<https://www.grandest.fr/fonctionnement-de-la-region/egalite-femmes-hommes/>