



FLORÀ

NEWSLETTER

Florà: how to promote business entrepreneurship for European artisan women

In January, the Florà project started with the first coordination meeting. This european project has as its main objective to train a total of 15 artisan women from Europe.



A total of five social entities from Europe participate in this collaborative project: Creativi 108, from Italy, who leads the project, Business and Professional Women, from of the Czech Republic, Bulgarian Development Agency, from Bulgaria, Fundacja Proaktywni, from Poland, y Jovesolides, from Spain.

This first meeting between the participating entities was focused on getting to know the structure of the project of twenty-one month's duration, as well as the responsibilities of each of the participating partner entities.

These 15 artisan women are going to be trained in social entrepreneurship, new technologies, marketing, management of their company, online sales ... All focused on fostering the growth of the business idea based on craftsmanship.

Jovesolides discovers the social entrepreneurship to European artisans

In May, took place the training in social entrepreneurship directed to artisan women, and led by Jovesolides. In this meeting 15 artisan women were from five European countries: Italy, Czech Republic, Bulgaria, Poland and Spain. They discovered social entrepreneurship through creativity, communication and innovative practical methodologies.



In the week-long training, artisans from the most diverse fields participate : ceramics, jewelry, clothing and accessories, accessories... they learned to focus their creativity, structure their business model, to make an effective communication of it, and also to identify the social impact they want for their job.

"It has been a great experience, with women who share so many things with me ... to share ideas and experiences, and to be able to collaborate with each other to make our projects grow", says Ruth Duréndez, from Spain, a craftswoman who works with leather.

This training was carried out within the framework of the Florà European project, in which Jovesolidés participates as a partner entity, and aims to train a total of 15 European women whose main professional activity is crafts. Each organization participating in this project led by the Italian entity Creativi 108 has selected 3 women, and all of them will continue to be trained in the coming months to encourage the growth of their business idea based on crafts.



The rest of the participating entities in Florà are: Business and Professional Women, from the Czech Republic, Bulgarian Development Agency, from Bulgaria, Fundacja Proaktywni, from Poland.

This project is funded by the Agenzia Nazionale Erasmus Plus Indire.