

## NEWSLETTER #4

*Dear Partners, Colleagues, and Friends...*

*We are happy to present you with the 4<sup>th</sup> newsletter of project “FEMME - Fostering the Exchange of practices to Empower Mumpreneurship”! You can get to know everything about the project’s achievements, news, and events. Follow us so you don’t miss our updates!*

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## Training for Trainers (educators) to provide support in Mumpreneurss

It is significant, for mumpreneurship growth, to have trainers that could provide support to the mumpreneurs. In order to achieve this, the FEMME project implemented a training activity for trainers in mumpreneurship topics. The activity took place in Larissa, Greece from 7 to 9 of May. 30 trainers participated, in total.

On the first day of the training, the aspiring mumpreneurship trainers got involved in the “Icebreaking” activity that helped them to get to know each other, thus resulting in the smooth continuation of the rest of the project activities throughout the 3-day agenda.

During the first day, the participants went through the second activity, “Brainstorming Ideas”, focusing on the creation of ideas for aspiring mumpreneurs.

The third and final activity of the first day of the training, the “How to set up a business - Business Model Canvas”, was focused on teaching the participants about the technical processes of building a business.

On the second day, the trainers trained their knowledge on the Digital Marketing topic. Digital Marketing includes many aspects of the new technologies so it is significant for the business with an online presence.

Throughout the second part of this day the trainers tried to find out how emotional intelligence is influencing the mumpreneurs’ life and how mumpreneurs can find a way to balance the work and the family life.

During the second part, a local cheese producer presented how she and her mother tried to figure out how to balance business and family life. That was a great example for the aspiring trainers.

On the last day, the trainers learned about the financial management of a business while trying to calculate the start-up capital of several mumpreneurs businesses ideas, as an activity. Accounting and Finance are two topics which mumpreneurs need to learn from experts due to the fact that there are lot of legal frameworks to be taken under account.



## Good practices in action

Under the framework of the training, femme partners and trainers visited YIAM enterprise. [Yiam](#) is an e-company that is located in a rural village near Larissa, called “Agia”. This female run e-company sells a variety of agricultural products that Mrs. Avra Panousopoulou, the owner, makes in her house. Her products include jams, sauces, preserves and pickles. In the beginning, she was selling her products in local stores. Soon after she created her e-shop. She already had her products, so she thought about selling them through the internet, thus eliminating the need to have her own physical store, something very difficult for a woman to do in small societies. The site was created by an experienced developer who taught her the steps she needed to learn how to use it and how to manage it on her own. She didn't have any kind of experience in e-commerce before, but, as she told us, it wasn't difficult for her to learn.

