

Name of the project / programme: Charter for Women in Business

Name of the organization: Prowess, Women in Business.

Main methodology applied:

Support for women in business. A growing membership network deliver women-friendly business support and services across the UK.

They also directly deliver one-off special events, including the Emerge Retreat and the Norwich-based Spark bootcamp and Flourish business club.

Main project milestones

Support for professional advisers. Prowess manages the Charter for Women in Business, a code of practice, training and marketing tool to help drive better business to business support for women.

Shared learning, information and inspiration. Over 100 women in business and professional advisers share their experience and advice on our blogging platform.

They share the latest news and opportunities for women in business, plus the best blogs and events, in their monthly e-newsletter.

And they bring together and curate the best of the women's business web in top-quality articles and in their Daily News.

They coordinate Prowess Connect, a group for those who are working to support women in business and drive positive change for women, locally and nationally.

Players involved in implementation

Women in business and professional advisers.

After the organisation closed down in 2012, former CEO (2002-09), Erika Watson, was able to purchase assets and relaunch Prowess as a social enterprise, involving many former members as well as a new generation of supporters.

Resources applied to implementation

Prowess is primarily funded through external sponsors who support women in business and enable us to keep services free and affordable..

Prowess is sponsored and developed by Greenwell

Mentoring and evaluation of results

Implementation period

-  **Between 2 and 5 years**

Description of targets / users
Women in business.

How the users are selected
Women choose Prowess as a platform to support and developed their business.

Needs and situations on which the project is based

- **Job market related**
- **Insertion specific problems**
- **Training needs**
- **Otro:**

More information about needs and situations on which the project is based

Prowess was the National Association for the Promotion of Women's Enterprise from 2002 to 2011, with member organizations, supporting over 100,000 women business owners. As an independent non-profit, we were commissioned by Government to produce the first UK national strategy and quality standards for women's enterprise support.

Main objectives of project / practice

- **Produce changes in the targets**
- **Produce changes in the education / labour systems**
- **Produce changes in the insertion methodology**
- **General transformation of the social environment / community**
- **Otro:**

More information about the main objectives of project / practice

Prowess is the online hub for women-friendly business support, inspiration and information. Their vision is an environment where women in business can flourish; we help women and professional advisers to gain the knowledge and tools to make that possible.

Main impacts on project / practices targets

The Project is a network Support for Women for building and improving their own businesses.

Impact on methodological innovation

Networking through social media and independent start ups by more Women at Home are important factors in the business which Prowess has used to create A Foundation for their innovative methods.

Impact on institutions

Impact on social, educational, economic organisations

Impact on local community :

Si hay mas mujeres emprendiendo nuevos negocios hay mas desarrollo personal en cada mujer lo cual influye directamente en el desarrollo de la sociedad.

With more Women in business there is more personal empowerment which contributes to improving the local and social environment. In order to combine their own working and family structures Women are chosing to create their own businesses.