

WOMEN SOLIDARITY:

Entrepreneurship between Québec and Colombia
Women entrepreneurs participation





This project aims to provide women entrepreneurs in Québec and Colombia with the necessary training to develop their entrepreneurship ventures and counteract the problems related to gendered discrimination and inequality in the current COVID-19 pandemic context. In addition, with the support of Québécois and Colombian students, your participation will enable the development of a complementary research project aimed at analysing and understanding the realities of female entrepreneurs from both countries. The training and research findings will serve to inform the redaction of a final policy brief containing recommendations targeted at governments, ministries and businesses. Finally, the policy brief will be shared during our closing event, on November 19, 2021, in addition to being disseminated throughout our awareness-raising campaign that will close on December 31, 2021.

PROJECT OBJECTIVES

- ★ Generate interest in collaboration between entrepreneurs from Québec and Colombia.
- ★ Create cooperation and commercial opportunities between entrepreneurs from Colombia and Quebec
- ★ Target the participants' specific necessities through a needs-assessment program
- ★ Provide a customized capacity building program for women entrepreneurs from marginalized groups.
- ★ Investigate and raise awareness around the impacts of discrimination on Québécois and Colombian female entrepreneurship
- ★ Investigate the socio-sanitary impacts of health measures related to COVID-19 on Québec and Colombian female entrepreneurship
- ★ Educate and provide tools to counteract discrimination and isolation in entrepreneurship.
- ★ Raise awareness and educate university students about the realities of female entrepreneurship in Colombia and Quebec.

PROJECT SCHEDULE

TIME SCHEDULE	ACTIVITY DESCRIPTION
April- May	Entrepreneurs and student recruitment
April-May	Definition of investigative framework and communication strategy
May-October	Research on the socioeconomic context in Colombia and Quebec for female entrepreneurs and discrimination in business practices
June	First activity-workshop for entrepreneurs from both regions
August-September	Second activity-workshop for entrepreneurs from both regions
Late september	Preliminary results of the investigation and definition of communication strategies
October-November	Research closure
November	Closing event and outreach to local, national and bilateral organizations to amplify project results' reach
November 19th - December 31st 2021	Awareness-raising campaign launch

ADVANTAGES FOR WOMEN ENTREPRENEURS

Entrepreneurs who want to be part of the Women's solidarity: Entrepreneurship between Québec and Colombia project will have the opportunity to participate in:

- ★ A personalized training program, according to the assessment of identified needs
- ★ Spaces for dialogue and reflection around cultural diversity and gender equality
- ★ The development of business relationships between entrepreneurs from Colombia and Quebec.

In addition to these benefits, female entrepreneurs will be able to expand and strengthen their contact networks with other female entrepreneurs and be part of a process that seeks to transform the reality of many women in the entrepreneurship sector.

HOW TO APPLY

- ★ **Submit your application by filling out this application form**

**CEED Concordia and Nuestro
Flow: Women's solidarity
Entrepreneurship between Quebec and
Colombia**

Women Entrepreneurs Application Form



and uploading a 1 minute video of yourself to describe:

1-What is the history behind your business?

2- Where do you see your business going in 5 years?