

amalteia

ASOCIACIÓN DE MUJERES



Program

“Objective: INCLUSION”

**Program to encourage
the entrepreneurial spirit
of women at risk of social exclusion**



PROGRAM: "OBJECTIVE: INCLUSION"

Summary file:

"OBJECTIVE: INCLUSION" is the program of BPW-MADRID born in 2019 to promote the empowerment and employability of women at risk of social exclusion and victims of trafficking towards self-employment and business activity.

In the business world, it is an innovative program, unique in Spain, not only because it targets a group that is usually "excluded" from economic activity but also by the intervention methodology used:

- It is a commitment to the social inclusion of women in situation or risk of social exclusion from an economic empowerment approach. All this, from a gender perspective, since only from it can be comprehensively understood why the exclusion of women. It arises from the need to train women with tools that allow them to improve their self-esteem and facilitate their inclusion by creating a space for empowerment to provide them with an alternative for socio-labor insertion, encouraging self-employment and the creation of businesses.
- It is a process of particular empowerment through which we first have to increase the capacity to shape the lives of women in this group and their environment, working from identity and self-esteem, personal autonomy, to overcome barriers that affect them. they can open doors to promote their personal and professional empowerment.

Specifically, these women are accompanied from BPW-MADRID to sensitize them to the entrepreneurial activity and act as an effective instrument for the creation and consolidation of businesses led by women in Madrid.

Actions and activities:

The actions of the Program are proposed to about 100 women each year through the business promotion office for women of BPW-MADRID. The program offers activities for women to build opportunities and lead a self-employment project through training actions, self-esteem and empowerment workshops, specific advice on entrepreneurship (Analysis of entrepreneurial profile, economic viability of business ideas, ...), meetings with other enterprising women, positive testimonies of victims of gender violence who have overcome their situation and contacts with entities oriented to the promotion of entrepreneurship.

Recognition of the work of BPW-MADRID.

Thanks to its innovative approach, the "OBJECTIVE: INCLUSION" Program has been selected by the Canary Islands to make its adaptation to the environment of the Island Council for 2019.