Gobierno de Chile

Fundación PRODEMU
Promoción y Desarrollo de la Mujer

FOUNDATION FOR THE PROMOTION AND DEVELOPMENT OF WOMEN

APEC Workshop: Women in Entrepreneurship

MISION

We train and value vulnerable women and families to achieve a better quality of life, dignity and integral development through a territorial, innovative and participatory approach

SEAL

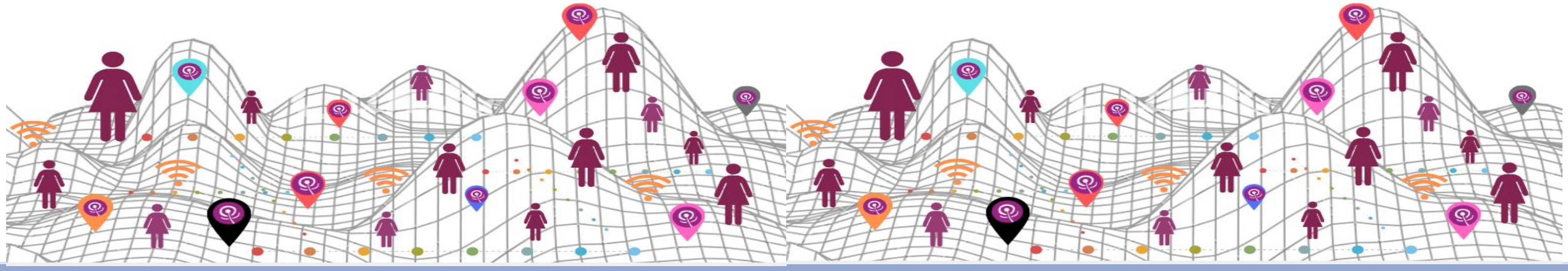
We work for a modern PRODEMU Foundation, which promotes social innovation, ensuring the sustainability of an institution whose main objective is to improve the quality of life of women in Chile.

PRODEMU, NETWORK FOR AUTONOMY

The PRODEMU NETWORK is configured as a fabric made up of the Foundation and the women who participate in its offer, which seeks to support and promote the autonomy processes of the latter, by strengthening networks among women and collaborative work with key actors in the territories.

Women's Networks PRODEMU I

Institutional networks PRODEMU



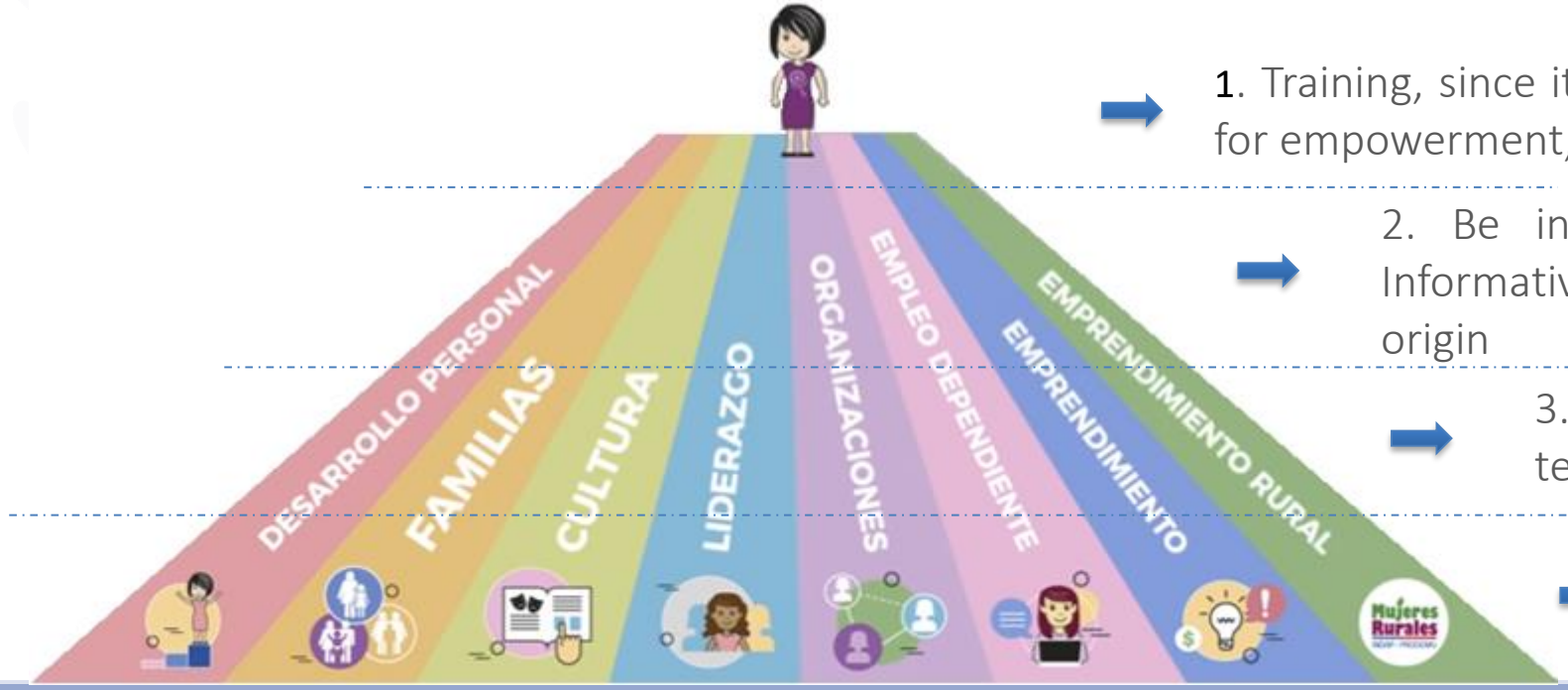
PRODEMU , NETWORK FOR AUTONOMY

Through the Network, PRODEMU accompanies women in their empowerment process to strengthen autonomy and proactive decision making, through the development of a life plan that identifies the opportunities that their environments present to them.

Meanwhile, the Routes are the way in which women are incorporated into this network, and also, the way in which collaboration spaces are visible with territorial networks and key actors in their localities

LEARNING ROUTES

PRODEMU's Learning Routes are paths the Foundation offers to women to advance their development, empowerment and autonomy process. These thematic paths consider the formative, informative, associative and participation spaces.



IN SUMMARY, EACH ROUTE ALLOUDS WOMEN:

1. Training, since it provides cross-cutting contents and tools for empowerment, according to the theme of the route

2. Be informed, since they can attend the Informative sesions, regardless of the route of origin

3. Associate with other women in their territory, and strengthen their networks

4. Participate in our councils and help us improve

LEARNING ROUTES

ESPACIOS FORMATIVOS

ESPACIOS INFORMATIVOS

ESPACIOS ASOCIATIVOS

ESPACIOS DE PARTICIPACIÓN

MAPA DE OPORTUNIDADES

RED PARA LA AUTONOMÍA DE LA MUJER

Learning Routes

FORMATIVE → INFORMATIVE → ASSOCIATIVE → PARTICIPATIVE →

PERSONAL DEVELOPMENT	**Women's workshop:** contributes to the process of empowerment and knowledge of women's personal competences in spaces for dialogue.	**Inform** women about topics of relevance and interest so they know their rights and opportunities. Informative day of 3 hours and Formalization day of 6 hours.	**Promotes** associative networks and collective empowerment among women from the same territory. Women's Network for Commercialization of 18 hours and Entrepreneurship Fairs.	**Promotes** women's empowerment and participation. Prodemu councils of 12 hours.
FAMILIES	**Families' workshop:** contributes to the process of empowerment through the recognition and appreciation of communication, good treatment, family co-responsibility and prevention of intrafamily violence. **Family dynamics support program:** contributes to the psychosocial well-being of children of families, strengthening the parental skills of women and men.			
CULTURE	**Culture workshop:** Generates spaces of conversation and construction of empowerment stories among women through various artistic expressions: art, music, literature and theater.			
LEADERSHIP	**Leadership workshop:** develops tools for the exercise of an effective, democratic and gender-focused leadership, strengthening the leadership of women.			
ORGANIZATIONS	**Organizations workshop:** strengthen an organization and gives knowledge about gender, associativity and citizenship, strengthening women's organizational skills.			
DEPENDENT EMPLOYMENT	**Scholarships and mandates program:** develops employability and projection skills for dependent labor insertion. Dependent employment labor competencies development program: develops basic skills of dependent employability, training in a trade and labor intermediation.			
ENTREPRENEURSHIP	1- Emprende Idea: first level of the entrepreneurship route. Gives skills to start an entrepreneurship and grants a seed capital. 2- Emprende Avanza: second level of the entrepreneurship route. Gives technical tools to improve a business and grants a higher seed capital. 3- Emprende Innova: third and last level of the entrepreneurship route. Gives tools to make a business visible and grants the highest seed capital. Independent employment labor competencies development program: develops basic skills of independent employability, training in a trade and labor intermediation.			
RURAL ENTREPRENEURSHIP	**Rural women program:** associative program oriented to rural women and/or small agricultural producers. It includes training in empowerment, entrepreneurship management and organizational development.			

ENTREPRENEURSHIP

EMPRENDE IDEA (START A BUSINESS: AN IDEA)	
Objetive	Contribute to the process of women's empowerment by generating a space of recognition of themselves as independent workers. It aims for participants to direct their business idea towards sectors or activities that are ideally sustainable, and the fit within the preferences and capabilities of themselves and their environment.
Target Audience	- Women from 18 years old. - Women who have a business idea and require, through training and financing, start an enterprise.
Extension and Structure	8 sessions distributed as follows: - Qualification for Entrepreneurship: 6 sessions of 3hrs each - Business Projection: 2 sessions of 3hrs each. Total 24 Hours.
Modules or Thematics	The contents that the habilitation addresses are related to the empowerment and the generation of business ideas. Delivering relevant information aiming to achieve better decision making regarding the intention to start a business.
Entrepreneurship Support Found	$40.000 CLP as seed capital for each participant.

ENTREPRENEURSHIP

EMPRENDE AVANZA (START A BUSINESS: GO AHEAD FORWARD)	
Objetive	Contribute to the empowerment process of women by generating a space for self-recognition as independent workers and the acquisition of technical tools in management, administration and marketing, in order to improve a business.
Target Audience	- Women from 18 years old. - Enterprising women, with some knowledge or business experience with a currently functioning entrepreneurship.
Extension and Structure	22 sessions distributed as follows: - Qualification for Entrepreneurship: 6 sessions of 3hrs each. - Technical training: 12 sessions of 3hrs each. - Labor Projection 4 sessions: • Option 1: 2 training sessions of 3hrs each and 2 of basic digital tools of 3hrs each. • Option 2: 4 training sessions of 3hrs each. Total 66 Hours.
Modules or Thematics	Different contents and practical tools are delivered to promote and enhance entrepreneurial skills.
Entrepreneurship Support Found	$40.000 CLP as seed capital for each participant.

ENTREPRENEURSHIP

EMPRENDE INNOVA (START A BUSINESS: INNOVATION)	
Objetive	Contribute to the process of women's empowerment through the development of strategies to strengthen and sustain their entrepreneurship or enterprise.
Target Audience	- Women from 18 years old. - It is aimed at enterprising women with business experience and a currently functioning entrepreneurship or enterprise. - Preferably, participants from previous years of the Entrepreneurship Route programs.
Extension and Structure	12 sessions distributed as follows: - Qualification for Entrepreneurship: 2 sessions of 3hrs each. - Technical Training (Pitch): 6 sessions of 3hrs each. - Business Projection: 4 sessions of 3hrs each. Total 36hrs.
Modules or Thematics	Topics, content and practical tools to enhance and increase the sustainability of their entrepreneurships.
Entrepreneurship Support Found	$100.000 CLP as seed capital for each participant.

RURAL WOMEN PROGRAM

Mujeres Rurales
INDAP -PRODEMU

- Collaboration agreement between Institute of Agricultural Development (INDAP) and Fundación PRODEMU
- Oriented to women belonging to Indigenous and/or Family Farming groups of Chile
- More than 32.000 women in 27 years
- Total Budget around USD 4.000.000 (0.5% of the total of the budget of the Ministry of Agriculture)
- Presence in all regions
- Gender approach
- Associative component

RURAL WOMEN PROGRAM

- Duration 3 years
- AIM strengthening the 3 dimensions of autonomy: economical, physical and decision making Four different areas of training: (66 hours anually)
  - Organizational Development and social participation.
  - Productive techniques
  - Entrepreneurship Management.
  - Personal Empowerment
- Profesional Assesment
- USD 500 for investments

- Territorial Approach
- Ethnic component
- Productive Approach

QUESTIONS

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