



A French institute, along with a Paris-based organisation and a business school, are training 25 women, who have experienced violence and/or difficult personal circumstances, to become entrepreneurs. November 25 was International Day for the Elimination of Violence against Women.

IESEG School of Management, in partnership with Led by Her and ESCP Europe Business School, is offering the women a customised entrepreneurship programme.

The “Led By Her” entrepreneurship programme in Paris provides the women an opportunity to attend business start-up training modules two-three days a month.

Janice Byrne, professor, IESEG and academic director of the programme, explains: “Figures from the UN show that over a third of women experience some form of violence at one point in their lives. Alongside the physical and emotional impact, women’s overall quality of life can be adversely affected by violence, impacting their participation and engagement in various aspects of life and society. Research has highlighted that education and training programmes which incorporate themes of economic empowerment can help women who have experienced violence develop a sense of financial security and self-confidence.”

A team of volunteer IESEG faculty and external facilitators provide the training, while a range of external partners (both public and private) lend financial, technical and material resources to the initiative. Each participant has a mentor.

Participants develop and launch their business plans together with IESEG faculty members who voluntarily offer their expertise in finance, marketing and communication, negotiation, management and business planning.