



Negotiation workshop

“Training and Mentoring Programme for Women-Led Business project in Liberia, South Africa, DRC, Mozambique, Senegal and Rwanda”

AIDE-MEMOIRE

Date and Venue: 28th-30th June 2010, Las Palmas, Canary Islands, Spain.

Organisers: Femmes Africa Solidarité (FAS) and Instituto de Empresa (IE)

Numbers of participants: approximately 50 people including participants, facilitators, mentors and partners

INTRODUCTION

Femmes Africa Solidarité and Instituto de Empresa, with the support of the Government of Spain, are organizing a 3-days training workshop for the participants of the “Training and Mentoring Programme for Women-led Business project in Senegal, Mozambique, Rwanda, DRC, Liberia and South Africa”. This workshop aims to provide the participants with best practices in negotiation in order to achieve better agreements in their business environment and to professionally present their business plans to potential investors and institutions. The workshop is hosted by Casa Africa, a regional office of Spanish Cooperation in Las Palmas. The mission of Casa Africa is to build and improve cultural, social and economic partnerships between Spain and African countries.

This training workshop, delivered by professors from the Centre for Diversity in Global Management of IE Foundation, follows several training sessions which took place from January 2008 to December 2008:

- Dakar Workshop, to give the participants an overview of the programme and ICT training
- Madrid Training: to develop skills of participants to master the process of new venture creations and sustainable growth; to understand the different business models; to learn how to evaluate and prioritize information that influences marketing decision and to learn in an interactive way the key factors of effective presentations.
- Online and face to face tutoring: worked together with tutors, graduated students from IE, to identify strengths and weakness of the businesses and define the next steps and action plan for the online elaboration of the business plans.

This event will be also a good opportunity to introduce the mentorship programme to the participants.

CONTEXT

The PanAfrican Centre for Gender, Peace and Development is established by FAS as Centre of Excellence to provide advanced training and research in peacebuilding and development issues with a focus on gender. The Centre is preparing African women to assume leadership roles at the national, sub regional, regional, continental and international level enabling them to become full and equal participants in decision-making processes. Building on FAS' successful work in the African women's peace movement, the Centre is emphasizing gender sensitive approaches to peacebuilding, making it the first centre of its kind in Africa.

In order to fulfil the objectives of the Centre, its primary vocation is to introduce existing international and regional mechanisms and instruments guaranteeing the rights of women, such as the Protocol to the African Charter on Human Rights and People's Rights on the Rights of Women in Africa and the Solemn Declaration on Gender Equality in Africa. The training programme allows a better understanding and application by African women of UN Security Council Resolution 1325. This resolution calls, inter alia, for the broad participation of women in peacebuilding and post-conflict reconstruction, the increased involvement of women in the implementation mechanisms of peace agreements and the adoption of measures to ensure the protection of rights and needs of women in times of conflict.

The programmes of the Centre borrow from the expertise and knowledge of different partners with whom FAS has been able to build sustainable relations such as UPEACE, IE Foundation, Search for Common Ground and UN Agencies. The training courses address foremost to women engaged in peacebuilding, women entrepreneurs or social development actors wishing to complete their formal training on questions related to peace and development in Africa while taking into account the gender perspective. The Centre's training modules will focus on three programmatic areas: Gender and Conflict Resolution; Leadership and Governance; and Economic Empowerment of Women and Development.

This fourth training of the Women Led Business programme is developed in partnership with the Center for Diversity in Global Management at the Instituto de Empresa Foundation. The Centre aims to the business development of women by means of fostering the professional development and business inclusion as well as any other activity directly or indirectly related to the research, training and promotion of women in the business world, in collaboration with IE business School, one of the world's leading business schools, with 30 years of experience and a proven track record of providing some of the most essential elements that business development require. The Centre also focuses on gender in emerging markets, and aims to educating women in Africa to be executives and entrepreneurs.

This partnership has facilitated greater cooperation on matters of education and training in developing a joint curriculum on business and entrepreneurship.

The project is supported by the Government of Spain which has given Africa priority in their cooperation program. The long history of Spain's involvement in Africa's development and its recent focus on the gender agenda led the Ministry of Development Cooperation to organize a meeting in Tenerife in May 2005 where FAS was invited to share its experiences in Africa. Furthermore, the Government of Spain, together with the Mozambican Government, convened a

meeting attended by 250 African and Spanish women who adopted the Maputo Declaration. Since then, the Government of Spain has supported Foundation of Community Development (FDC) and FAS to organize the African Women Leaders brainstorming meeting in Maputo in September 2006. FAS has been invited to join in the next step of the implementation of the Declaration in a meeting which took place in Madrid in October 2006 to develop a framework for the creation of the network between African and Spanish women. FAS has been part of the development of the Spanish-African Women Network and in 2007, the Network has created and FAS is sitting in the coordinating Committee.

Casa Africa, a close partner in which FAS seats as Consultative Board Member, is hosting the Negotiation Workshop meeting. Casa África is a Spanish institution of public diplomacy, established in June 2006, with a governed body composed of the Ministry of Foreign Affairs and Cooperation, the Government of the Autonomous Community of the Canary Islands, the Spanish Agency for International Development Cooperation, among others. The Institution aims to be the visible pillar of Spain's determined effort to become a factor for peace, stability and development in the world and its earnest commitment to the priorities of the international agenda and fulfillment of the Millennium Development Goals; this necessarily implies that special attention be paid to Sub-Saharan Africa.

OBJECTIVES

The overall objective is to assist in the capacity-building of 24 African women entrepreneurs in their respective economic areas. This will have the effect of broadening the entrepreneurs' business knowledge, in part by setting up systems of networks and by providing them with dedicated mentoring. The Negotiation Workshop will focus on following specific objectives:

- Improving women entrepreneurs' access to networking and partnership
- Empowering women with negotiation skills in order to be able to defend their business plans.
- Presenting 17 business plans to a jury composed by specialists.
- Identifying and training mentors.
- Developing a mentors' network.
- Developing a formal training material online to support the mentors.
- Choosing 10 best business plans to be presented during the Investors Panel.
- Document the training to capture the history of the women participating to ensure best practices sharing.

METHODOLOGY

This course is based on 3 day training in Las Palmas composed by the following sessions:

- Negotiation Workshop;
- Mentoring Workshop;
- IT Training and Networking;
- Presentation of the business plans;
- Feed-back and Coaching;
- Roundtable and best practices
- Jury meeting and selection of 10 best business plans

EXPECTED RESULTS

The expected results of the meeting are:

- 22 Women trained with negotiation skills.
- 17 business plans presented.
- mentored identified and trained.
- A mentors' network developed and participants supported by mentors
- Formal training material online to support the mentors developed.
- Casa Africa Award given to the best Business Plan.

Regional Office

Immeuble du Pied du Phare des Mamelles
Appt. 1 et 2, 1^{er} étage
P.O. Box 45077 Dakar Fann
Dakar – Senegal
Tel: +221 33 869 81 06
Fax: +221 33 860 20 47
Email: infodk@fasngo.org

Femmes Africa Solidarité

International Secretariat

8 rue du Vieux-Billard
P.O. Box 5037
1211 Geneva 11 – Switzerland
Tel: (41 22) 328 80 50
Fax: (41 22) 328 80 52
Email: info@fasngo.org
<http://www.fasngo.org>

New York Representative

777 United Nations Plaza
5th Floor
New York 10017
New York, USA
Tel: +1 212 687 13 69
Fax: +1 212 661 41 88
Email: infony@fasngo.org