



ENTREPRENEURSHIP PROGRAM SEEKS TO PROVIDE INSPIRATION FOR WOMEN WHO HAVE EXPERIENCED VIOLENCE

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International Day for the Elimination of Violence against Women (25 November):

IÉSEG School of Management in France, in partnership with the organisation Led by Her (which is based in Paris) and ESCP Europe business school, is currently working with a group of 25 women in France who have experienced violence and/or difficult personal circumstances, assisting them to build a new future through a customized entrepreneurship program.

The “Led By Her” entrepreneurship program in Paris provides the opportunity for this group of women to attend business start-up training modules two to three days a month.

Janice Byrne, professor at IÉSEG and academic director of this entrepreneurship program explains: “Figures from the UN show that over one 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 programs which incorporate themes of economic empowerment can help women who have experienced violence develop a sense of financial security and self-confidence.”

“Our program therefore seeks to provide these women with the opportunity to build a new future. We believe that it will serve not only as a lever for economic independence but also helps them develop on a social and personal level”.

A combined team of volunteer IÉSEG faculty and external facilitators provide training, while a range of external partners (both public and private) lend financial, technical and material resources to the initiative. The program has a strong personal development component and each participant has a dedicated mentor.

Participants develop and launch their plans for business creation together with IÉSEG faculty members who voluntarily offer their expertise in areas as diverse as finance, marketing and communication, negotiation, management and business planning.

Chiara Chondi, founder of Led By Her, explains: “Led By HER mobilizes the entrepreneurial and business community around Paris to give women the ability to choose and build for themselves the freedom and life they desire. The program matches their motivation and talents with access and opportunity to turn their projects into reality. Their projects are a powerful source of inspiration for other women by showing them what is possible starting from where you are today.”

More information about the Led By Her organisation is available [here](#).

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