

# Women Entrepreneurs Readiness and Empowerment in Ukraine

## Value Proposition for Women-focused Business Support Organizations



Implemented by:

**enpact**

## **A** *About the project*

The project is designed specifically for active and ambitious Women-focused Business Support Organizations (WBSOs) eager to innovate their service portfolio, integrate gender-responsive approaches in service delivery, and strengthen the course of the businesses they work with to the EU Single Market.

By joining this initiative, your organization gains the opportunity to achieve measurable, high-impact results that contribute to Ukraine's EU integration process and accelerate the success of the women-led SMEs you support.

## **B** *Objective*

The project's overall objective is to strengthen Ukraine's women-led business ecosystem by building institutional capacity among WBSOs and increasing the EU single-market readiness of women-led SMEs across five export priority sectors: food processing, textiles and apparel, wood and furniture, ICT, and electrical equipment.

## **C** *Expected outcomes*

Through taking part in the project, your organization can expect the following outcomes:

### **#1 Improve the EU-readiness of your support portfolio**

Together, we will analyze and enhance your service portfolio to further develop one existing service relevant to women-led SMEs and EU single market readiness. Through group workshops, service improvement sprints, service testing, and peer feedback, your organization develops a service-improvement roadmap aligned with EU-related frameworks and gender-responsive practices.

**Outcome:** A stronger, more competitive service portfolio with clear value for SMEs seeking EU market access.

### **#2 Build new partnerships with EU business networks**

Through curated networking, peer exchanges, and a high-level delegation trip to the EU, the participants will engage in curated peer exchange with EU business support ecosystems:

- National and regional chambers of commerce in target EU countries
- Business development agencies with international cooperation mandates
- Women-focused business networks and professional associations
- Enterprise Europe Network (EEN) nodes and contact points

**Outcome:** Initiated professional connections and increased understanding of pathways for future cooperation.

### #3 Integrate a gender-sensitive approach into your services and organizational practice

The participants will learn applicable methods for embedding gender responsiveness across the service design, delivery, communication, and SME engagement. Together, we will identify gender-specific barriers, tailor solutions, and ensure inclusivity in every step of your support activities.

**Outcome:** Your organization improves its institutional capacity to deliver gender-responsive entrepreneurship support, meeting the real needs of women-led SMEs.

### #4 Deliver tangible, inclusive benefits to the women-led SMEs

By adopting new tools, approaches, and upgraded services, you empower SMEs with:

- deeper knowledge of EU regulations and opportunities,
- tailored support addressing gender-specific challenges,
- strengthened readiness for engagement with EU markets,
- increased resilience and competitiveness in times of crisis.

**Outcome:** A more inclusive, EU-ready SME community that contributes to Ukraine's economic recovery and long-term integration with the European market.

### #5 Increase your visibility and recognition as a regional leader in supporting women entrepreneurs

Your participation strengthens your organization's positioning within national and international peer networks as one of the leading drivers of inclusive, EU-aligned entrepreneurship in Ukraine. You gain visibility through the project, peer networks, EU contacts, and strategic events.

**Outcome:** Enhanced regional, national, and international contributing to longer-term institutional positioning and collaboration opportunities.

## **D** *Activities offered*

During the project, your organization will benefit from:

- **Impulse: Thematic workshops**  
Five thematic learning modules combining expert-led impulse sessions and guided implementation activities.
  - » Take part in five thematic learning modules, each combining an expert-led impulse session, a guided implementation activity within your organization, and the opportunity for follow-up consultation on your individual implementation questions.
  - » The modules will cover key topics such as gender dimensions of EU accession, EU single market readiness, gender-oriented service design, SME policy and EU funding instruments, leadership and resilience in times of crisis, and advocacy for women-led businesses.

- Duration: 10 weeks (two weeks per module)
  - Workload: Up to five hours of online-sessions per module.
- **Planning: Service improvement roadmap**  
Facilitated development of service improvement roadmaps to strengthen and future-proof your service portfolio.
  - » Participate in a structured service-improvement process designed to strengthen one existing service relevant to women-led SMEs and EU market readiness: Through facilitated workshops and guided service sprints, you will develop a service-improvement roadmap that integrates gender-responsive design, EU-aligned practices, and feedback from peers and SMEs.
    - Duration: Six weeks (two weeks per sprint)
    - Workload: Up to four hours of online or hybrid sessions per sprint
- **Testing: Service testing and feedback**  
Guided testing and feedback of your service improvement roadmaps.
  - » Test elements of their improved services with selected women-led SMEs and receive structured feedback. Peer review sessions with Ukrainian and EU-based experts and organizations support reflection, learning, and refinement of service approaches. Insights from the testing phase help strengthen future service delivery and organizational readiness.
    - Duration: Six weeks (Two weeks per feedback cycle)
    - Workload: Up to two hours of online feedback sessions per cycle
- **Readiness: EU delegation trip and preparatory bootcamp**  
Networking and best practice exchange between participants and a fully covered one-week delegation trip to an EU business ecosystem destination, including structured networking, site visits, and participation in industry or ecosystem events.
  - » One representative per participating organization will join a curated delegation trip to one or more EU business ecosystems. The program includes site visits, knowledge-sharing sessions, and structured peer exchange with EU-based business support organizations, chambers, and networks.
  - » Before the delegation trip, you will take part in a two-day in-person bootcamp focused on preparation and alignment.
    - Duration: Two (bootcamp) plus up to seven (delegation trip) days in late summer/early fall of 2026
    - Workload: Two (bootcamp) plus up to five (delegation trip) days of in-person sessions
- **The opportunity to nominate women-led SMEs** from your network for participation in trainings and international delegation trip.
- **Continuous operational and thematic support** from the project team throughout the project

**E** *Timeline*

