



EMPOWERING WOMEN ENTREPRENEURS IN MOLDOVA

IMPACT BEYOND THE PROJECT

enpact partners with local organizations to ensure sustainable development of the entrepreneurship ecosystem after the program's conclusion.

Women Support Women: The FEMEIE project continues to create impact beyond its conclusion

The FEMEIE program was launched in 2022 to support Moldovan and displaced Ukrainian entrepreneurs to counteract the economic and social repercussions of the Russian war of aggression on Ukraine. Financial support, mentoring, training, and networking activities were provided at the support center in Chişinău.

In 2023, **75 women entrepreneurs** received over **220,000 Euros** in financial support, practical training, nearly **500 hours** of mentoring, and access to workplaces at the official support center in the heart of the city. This resulted in the creation of **65 new jobs (out of which 81.54% - or 53 job positions - employed women)**, 81.36% of participating businesses have retained or increased the number of employees they had in comparison to the start of the program, and collectively made **55 new international business contacts**. Businesses also recorded **a 19.33% increase in the share of businesses turning profits at the end of the program** in comparison to the beginning of the program, with **86.4% of businesses turning profits** in the last month of the program.

In addition to the direct financial support, participants had access to a budget to utilize for services to develop their businesses. **40,000 Euros** from this budget were directly invested into the Moldovan and Ukrainian economies through working with local service providers from IT solutions, to legal consulting, to marketing and design, and more.



Photo of the FEMEIE participants taken at their graduation event in Chisinau, September 2023, at the enpact FEMEIE support center. Photography by Schimbator Studios. Copyright © enpact 2023.

As a result of FEMEIE, companies and jobs have been successfully secured which contributed to the stabilization and well-being of the economic ecosystem.

The training workshops and dedicated mentoring offered by FEMEIE covered topics such as **leadership in crisis contexts, establishing businesses in Moldova, business strategy and finance, digital marketing, sustainability, and access to the EU market**. Financial support was used flexibly for operating costs, salaries, equipment, personal expenses, and marketing. Participants reported

increased resilience and improved business processes, marketing strategies and operational efficiency as a direct result of the mentoring and financial support.

The program's events were attended by **over 1,100 people** collectively and contributed to the establishment of a strong support network. The support center and networking opportunities fostered a sense of community and intensive knowledge exchange. Community members that were not direct participants of the program also received one-on-one mentoring as part of the FEMEIE program to support them in overcoming business challenges and maintaining their operations. Future projects should create similar platforms to strengthen peer learning and cooperation.

The sustainability of the network is ensured through a strategic partnership between enpact and the Women Business Association of Moldova (AFAM), which offers mentoring, training, and scaling opportunities. AFAM was provided with all the technical equipment for the FEMEIE support center to support their work. AFAM has been a supporter of the FEMEIE program since its onset, with its members taking part as mentors to support the community of women entrepreneurs. Through their support as mentors, participants were able to improve their business operations and marketing strategy, leading directly to an increase in clients and income.



Carolina Bugaian (Right), President of the AFAM Association pictured with program participants which she has mentored Svetlana Pinzaru and Ludmila Furtana (Middle) in Chisinau, March 2024, during one of the FEMEIE community events. Copyright © enpact 2023.

enpact's programs focus on sustainability, diversity, flexibility, and adaptability. Their integrated approach which combines capacity building with direct financial support has proven effective across multiple projects, especially in terms of providing support for women entrepreneurs in crisis contexts. Capacity-building measures are tailored to different target groups, sectors, and regions as needed.

Interested in learning more about the FEMEIE project and its outcomes?

- Read more about the partnership [here](#).
- Read more about the FEMEIE program [here](#).