



Month of the Women Entrepreneur (MOWE) Guide

I. WHAT IS THE MOWE GUIDE?

The MOWE Guide supports individuals or organizations that may want to promote and advocate for women entrepreneurs. It gives a practical approach on how to identify partners that are promoting women entrepreneurs to participate in a MOWE; develops the theme for the MOWE celebrations; selects activities and events to implement during the MOWE celebrations; budgets, plans and implements successful activities and events in the MOWE and evaluates the activities and events.

II. OBJECTIVE

The purpose of this guide is to provide organizations with a methodology on how to organize women's entrepreneurship development celebrations, in particular, MOWE celebrations. The objective of those celebrations is to:

- Promote the role of women's entrepreneurship development in national development by recognizing the achievements and potential of women entrepreneurs, including those with disabilities
- Showcase women entrepreneurs as role models
- Renew the commitment of all concerned stakeholders towards the promotion of women's entrepreneurship development
- Give women entrepreneurs, those with disabilities in particular, an opportunity to advocate and lobby for issues that are relevant to them
- Disseminate information and exchange good practices in the areas of women's entrepreneurship development
- Raise critical issues affecting women entrepreneurs, including those with disabilities
- Demonstrate the inclusion of women entrepreneurs with disabilities into mainstream entrepreneurship development activities

III. TARGET GROUP

The MOWE Guide is used by organizations that may want to hold advocacy or promotional events for women entrepreneurs. This includes, for example:

- Women entrepreneur associations
- Employers' Organizations
- Ministries of Labour or Trade and Industry
- Non governmental organizations supporting entrepreneurship
- Donors and development agencies
- Trade Unions

IV. MOWE GUIDE COMPONENTS

The guide lays down a series of sequential tasks that need to be undertaken in organizing and implementing successful MOWE celebrations. The processes involved are categorized under three stages and five steps.

1. Formulation stage
 - Step 1. Identification of partners
 - Step 2. Developing the rationale and theme for MOWE events
 - Step 3. Developing the MOWE calendar
2. Implementation stage
 - Step 4. Implementation and follow up of activities
3. Evaluation stage
 - Step 5. Monitoring and evaluation of the events

V. DELIVERY

The guide can be used by individuals or organizations as a reference book. However it is most commonly used to develop the capacity of MOWE organizing committees at least six months before a MOWE is planned to start.

VII. CONTACT PERSONS

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