

Yente opts for corporate social responsibility

- Yente endorses the guidelines of OESO for corporate social responsibility.
- The participants of the trade mission also endorse and subscribe to these guidelines.
- CRS is central to all the topics of the various meetings (co)organised by Yente and is the obvious starting point for setting up and giving content to all aspects of the programme.

Yente harvests

Hope, inspiration and growth – the trade mission from Peru and Bolivia that Yente organised in 2009 bears fruit.

- Ten Peruvian women entrepreneurs find Dutch sparring partners who will support them in the further development of their businesses.
- Claudia Gallardo's company, Caleidoscopio, produces wooden and ceramic decorations. Her dream is to set up a school in Bolivia to ensure that traditional woodworking techniques are not lost. During the trade mission Claudia is introduced to 'The flying cabinet makers'. The project request that she sets up later with her Dutch sparring partner is honoured. In the summer of 2011, a team of 8 volunteer 'flying cabinet makers' will go to La Paz to teach at the new training centre.
- The plan of Veronica Diaz Noel (Peru Arte y Joya) is beginning to take shape. Together with the Silver School in Schoonhoven, she develops a training course for silver smiths in Lima.
- Dutch designers help Maria del Pilar Betalleluz (Native and Natural Food) to create more attractive packaging of her products for the export market.
- Women entrepreneurs in the region of Arequipa (Peru), inspired by the contacts they met during the trade mission, set out to do what they said they would. They set up their own network – Red de Mujeres Empresarias de Arequipa – that will be launched in 2010. Their website, <http://mujeresempresarias.cidaqp.org.pe/> shows very clearly that Yente was their source of inspiration.

- Permanent cooperation has developed between fashion entrepreneurs from Bolivia and the Netherlands. The Bolivian Patricia Rodrigues of Artezzano meets mission participant Marina Morello during the trade mission to Peru (2008) who finds a permanent business partner for Artezzano in the Netherlands, tailoring firm SheSuit. SheSuit takes the clients' sizes, emails the personal measurements and clothing designs to Bolivia, where the tailors of Artezzano take care of the production (of Alpaca wool) and postage of the completed garments to the Netherlands.
- The trade mission yielded an interesting export assignment for the Peruvian Veronica Diaz, one of the five women of the collective, Peru Arte y Joya. The non-commercial organization, 'A Beautiful Story', requests her to produce 200 silver bracelets for ABN-AMRO's preferred clients. Apart from that, Veronica is asked to create a special ring made of sustainable Oro Verde gold by the Foundation of Women Entrepreneurs (SVE). The ring will be handed over as challengers prize to the most sustainable entrepreneur of the SVE.



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Yente Foundation

Yente's goal is to strengthen the entrepreneurship of women worldwide in order for them to be able to create their own economic independence and to foster change in their communities. Yente focuses its programmes on women entrepreneurs in developing countries to make a contribution towards the reduction of poverty.



Yente

Strengthening women entrepreneurship worldwide



Yente **Yente makes the entrepreneurship of women visible**

Linking women entrepreneurs worldwide – this year Yente has again been able to attract more organisations to its mission – so that they are more consciously focusing attention on the entrepreneurship of women and the contribution that women entrepreneurs are able to make towards the reduction of poverty.

In 2009 the topic of the entrepreneurship of women was made visible in the following activities:

- 21 January New Year's Reception at Triodos Bank with the Federation of Business Women (Federatie Zakenvrouwen)
- 4 March Networking meeting
- 25 May Congress Federation of Business Women (Federatie Zakenvrouwen)
- 17-20 September participation in ETFAM
- 10-17 October Incoming trade mission from Peru and Bolivia
- 13 October Yente Seminar – launching of MYente web community
- 15 October Yente Workshop day 'Doing Business Successfully on the Internet'
- 17 November Seminar 'A World to be Won' in cooperation with WO=MEN
- Representation at various events
- Drawing up the policy framework for 'Friends of Yente'
- Drawing up the policy framework for Yente Fund and launching of this Fund
- Participation in the commission Society and Science of the Federation of Business Women (Federatie Zakenvrouwen), the annual FZ Award and networking activities Foundation of Women Entrepreneurs (SVE)

Yente cooperates

- The cooperation with the Federation of Business Women (Federatie Zakenvrouwen) is to be continued.
- ICCO supports Yente's trade mission from Peru and Bolivia.
- Cooperation with ICCO and Share People is to be continued; end of November Yente joins the ICCO alliance.
- Yente becomes a member of the Innovation Platform Development Cooperation.
- Yente joins WO=MEN Dutch Gender Platform. Together with WO=MEN Yente organises the Seminar day, 'A World to be Won' on 17 November.
- The Yente Foundation becomes a consultant within the framework of the Match Making Facility of Development and Cooperation of the EVD.
- Yente women participate in the commission of Society and Science of the Federation of

Business Women (FZ), in the jury of the FZ Award and in the board of the Foundation of Women Entrepreneurs (SVE).

- In cooperation with the Triodos Foundation the Yente Fund is set up as of 2009.
- In Peru, Yente cooperates with the Netherlands Embassy in Lima, CID Arequipa, Camara Comercio de Lima and ADEX.
- In Bolivia, Yente cooperates with the Netherlands Embassy in La Paz and Nuevo Norte.
- In Kenya, Yente cooperates with the SEED Trust.
- COS Brabant contributes to the gathering of information concerning the countries Kenya, Bolivia and Peru.
- Concerning the many activities in the framework of the trade mission from Peru and Bolivia, Yente cooperates with countless businesses and organisations (more than 60).

Yente as matchmaker

- In October, 21 women entrepreneurs travel from Peru and Bolivia to the Netherlands on a trade mission organised by Yente.
- This five-day trade mission yields exchanges of information as well as concrete contacts for business transactions. It turns out that the participants return to their countries with an average of 3,5 useful contacts per person.
- One participant of the trade mission is a member of a networking organisation in Kenya. She formalises Yente's goal not only to make contacts between women entrepreneurs in the Netherlands and other countries in the world, but also among women entrepreneurs of different continents. This proves to be a fruitful experiment that will definitely be expanded in the future.
- Four representatives of the partner countries join the trade mission in the framework of the Sparring Partner programme that Yente set in motion earlier in 2009. 10 sparring partner agreements are made during the trade mission.
- In Arequipa, Peru 30 women entrepreneurs set up their own network with the support of ICCO and Yente. They support each other

with the development of their enterprises and together form a portal for services from outside, such as among others the advisory programme of Share People, Fair Trade certification and advertising.

- In October Yente launches the online community www.MYente.org. Before the end of 2009 it appears that almost 100 women entrepreneurs have registered. Through MYente they present their business and their products, contact each other and exchange information.
- The preparations for the programme with Kenya progress so expeditiously that the activities can already begin in 2009.
- Yente's partner organisations at home and abroad begin to realize that the entrepreneurship of women deserves a clear place in their programmes.
- In the partner organisations in Peru, Bolivia, South Africa and Kenya, an enormous development can be seen in the increasing professionalism of the key people who help run the Yente programme.
- The initiative of two participants of the trade mission proves that women entrepreneurs also want to improve the opportunities of their community. They want to start their own training programmes – one for goldsmiths in Lima and another for woodworking in La Paz.
- Yente contacts the shop of the World Museum in Rotterdam. The Inca exhibition at the museum that takes place from June to December 2010 offers an exquisite opportunity for presentations and the sale of products from the Andes region.

Yente organisation

Bestuur

Antje Melissen, *chairwoman*
Els Enschedé, *secretary*
Munerya Doven, *treasurer*
Ria Däpp, *general board member*

Management

Ina Oostrom, *director Africa*
Yvette van Dok, *director Latin America*
(resigning on 1 January 2010)

Advisory Board

Karin van Rooyen
José van Hussen
Jacqueline Ham

Yente

Strengthening women entrepreneurship worldwide

