



September 2012



B.NEW, a network for women entrepreneurs

As lead partner, Finistère County Council had the pleasure to launch last April the European project B.NEW – Business and Network of Enterprising Women. This project aims at helping women to start a business and develop the access to qualified jobs for women in Finistère, Côtes d’Armor, Cornwall and Hampshire.

This first newsletter will present you the B.NEW partnership and the activities planned or already started.

Less than a third of businesses have been created by women in the UK and France, Brittany. The aim is to support them to get access to qualified jobs, to start a business and to offer opportunities for export development. Finistère County Council and all the partners are very keen on promoting professional equality between men and women as it is a key for social cohesion and personal development.

Michaël QUERNEZ

Vice-President of Finistère County Council

2 Million Euros
3.5-years project

2 British partners

5 French partners



Pascale Demontfaucon, Sophie Deniel, Anne-Sophie Le Gallic and Anne Duncan

B.NEW kick-off meeting

The kick-off meeting of the European project, B-New, which is 50% financed by the European Regional Development Fund, took place on 4th April 2012 in Quimper in Brittany. The event took place in the presence of Pierre Maille, President of Finistère County Council and Michaël Quernez, Vice-President. This project is led by the Finistère County Council in Brittany in conjunction with five French and two English partners.

The aim of this project is to encourage women entrepreneurship and the kick-off meeting was joined by four women who have created their own companies and who came along to share their experiences.

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Fiona de Chavigny (EAFB), Michaël Quernez (Cg29), Gwenn Le Doaré (EAFB) and Rachel Portal-Sellin (Technopole Quimper Cornouaille) in Cornwall on 2009

Entreprendre au Féminin in an export mood

Entreprendre au Féminin supports women owners and women who want to start a business. The organisation is involved in B-New thanks to the help of Europe and Brittany Regional council. The aim of B-New is to support business and cultural exchanges between Brittany in France and Cornwall and Hampshire in England.

Fiona de Chavigny from “la Clé Anglaise” was part of the initiative.

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GLOSSAIRE / GLOSSARY

Commerce international: international trade

Apprentissage des langues: language learning

Réseau de femmes chefs d’entreprises: network of women company owners

Entrepreneur international: international entrepreneurship

Rencontre internationale: international meeting

Atelier: workshop

Échange transfrontalier: cross-border exchange

Boîte à outils: tool box



European Regional Development Fund
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The Benefits of cross-organisational research

The ICHSPA (Interdisciplinary Centre of Human and Social Process Analysis) is a group of researchers from Rennes 1 and Rennes 2 universities and from the Political Studies Institute. The group has just started a research project into the business activities carried out by women, hence their interest in the B-New programme and its partners and participants. The B-New programme enables them to engage directly with specialist organisations, ...

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Network Cornwall and Digital Peninsula Network

Network Cornwall is a membership based network for women in business providing women with a platform to interact on a regular basis to discuss work related issues for mutual benefit.

It has proven to be a catalyst for business development, driving marketing and communication and helping to remove the feeling of isolation, which is a common issue in rural areas with a high percentage of very small businesses and lone business people.

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Béatrice Cornic, winner of the jury award at the Woman entrepreneurship in Brittany competition 2012

The competition "women and companies in Brittany" organized by the State, the Regional Council, the Caisse des Dépôts and other economic partners was launched this year for the second time. On June the 21st, among 99 participants, Beatrice Cornic, head of "Espace pur" established in Pont Labbé (Finistère, Brittany) received the jury award. The company established in 1997 is fighting against the marine and fluvial erosion. She offers a new technology, the "stabiplate" which enable a soft and sustainable protection of shore and beach. After a precise diagnosis of the environment, Espace Pur make the Stabiplate according to the needs of the river, lake or coast environment. It is a natural tool to manage the flow of sediment; it's a geocomposite structure that looks like a potato. The stabiplate succeeds out of our borders: the company works in Finistère, Morbihan (Brittany) but also in Vietnam. Béatrice Cornic is the daughter of the inventor of this technology, resulting from 20 years of researches...

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With the financial support of



WSX enterprise, an organization involved in European programs

Whilst the number of women starting businesses in the UK has increased significantly in the past 10 years, there is still plenty of encouragement and support needed for women to take the plunge into entrepreneurship.

According to Prowess 2.0, a UK national network for women, currently 30% of the self-employed in the UK are women, and of the 4.8million enterprises only 15% are majority-led by women...

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