

MISSION	
To create a transparent and competitive business environment in the Balkan region, to empower women and integrate them into business life and the decision-making process, in order to increase their visibility in the region.	
GOALS & OBJECTIVES	
	Goal 1: Increase communication among businesswomen in the region in order to share experience, best practices and establish business partnerships and associations' programs.
Objective: Create a structured database of all stakeholders and a website of the regional coalition which will have a public (visible) section, as well as a members-only section.	
	Goal 2: Raise the profile of women business associations in the region.
Objective: Create an identity for the coalition (name, logo and slogan) and promote it in the region. (This identity should differentiate the coalition among other initiatives, and convey creativity and dynamism. The local promotion of the coalition will be the responsibility of each association member.)	
	Goal 3: Establish an ongoing dialogue between the coalition and decision-makers at the national and international level and create a regional transparent business environment.
Objective 1: Create an advocacy strategy and effective tools for public policy advocacy. Objective 2: Promote businesswomen in decision-making positions within the local, national and regional administrations.	
	Goal 4: Develop business partnerships among businesswomen in the region.
Objective 1: Create the premises for increased access to education and information by creating a Regional Information Center. Objective 2: Create a virtual platform for business to business access of all members of the associations within the coalition.	
STRUCTURE & FUNCTIONING	
The Membership will include women business associations in the Balkan region which support the mission of the coalition. The associations will sign an agreement stating the rights and responsibilities of the coalition's members.	
The Board will comprise of one member from each of the countries represented by the associations involved in the project (as opposed to a number of representatives proportional with the number of associations from each country). It falls under the responsibility of all the associations in one country to find the formula by which they elect one representative. This formula will make the Board more effective and will enable better networking among the countries implicated, as opposed to a shareholder-like structure that might create bureaucracy. The Board members may be elected for two consecutive mandates (of one year each). The Board will meet annually and will also have quarterly virtual meetings and	

ongoing communication by email.

Duties and responsibilities of the Board include electing the president, create the coalition's strategy and oversee its implementation, ensure the communication with the associations from the countries represented, promote the coalition and its agenda.

The President of the Board will be elected by the Board for a mandate of one year. The same person can be reelected for one more year based on the activity evaluation criteria to be established by the Board.

Four Vice presidents who will lead four working committees will be also elected by the Board. They will work closely with the President in order to ensure a smooth transition to the next president (that will be elected out of the four vice presidents).

The Secretariat will ensure the administrative support and day-to-day communication responsibilities within the coalition and will be headquartered in the country that holds the presidency.

The Committees will be in charge with:

1. **Financial sustainability** (Coalition's sustainability will not only be limited to fundraising, but will also include equal contributions from each country, and sponsorships).
2. **Communication and Marketing** (including an annual regional conference)
3. **Internal Organization**
4. **Advocacy**

The Coalition may also create other ad-hoc committees or agree on other forms of team work, depending on members' interests and Coalition priorities at a given moment. The Board will be the one deciding on each committee's projects.