



BOOKLET

BIGGER. BETTER. WOMEN ENTREPRENEURSHIP

 erasmus+ ja
euroopa solidaarsus-
korpusse agentuur



Co-funded by the
Erasmus+ Programme
of the European Union

ABOUT THE PROJECT

From 16th until 24th of August, 2022, Raama Noorte Uhing Noorus MTU had the pleasure to organize in Pärnu, Estonia, the training course "Bigger.Better.Women Entrepreneurship" (BBWE).

28 youth workers coming from seven European countries gathered together in Estonia, to acquire new competences on women entrepreneurship which allowed them to develop, once back in their country, new local programs to help both young women to get involved in entrepreneurial learning, enabling them to act as a force for change in their local communities and in wider society, and thus to overcome deprivation, inequality, educational disadvantage and social exclusion.



PROJECT PARTNERS:

Idee In Movimento (Italy)
Asociatia Se Poate (Romania)
Asociación PROJUVEN (Spain)
ADEL Slovakia (Slovakia)
Alternativi International (Bulgaria)
Association Universitaire Latino-Américaine (Belgium)
Raama Noorte Uhing Noorus MTU (Estonia)

SPECIFIC OBJECTIVES FOR YOUTH WORKERS:

- To discuss the linkages between entrepreneurship core competencies and gender.
- To identify gender issues affecting women in business.
- To understand the potential barriers and other main obstacles to women entrepreneurship.
- To explore different parts of a business plan and so help youth workers to acquire important skills and knowledge on how to create and grow a successful business.
- To give youth workers information about EU support tools and EU programmes opportunities for fostering women entrepreneurship.
- To encourage the creation of empowerment centres, support networks and peer communities, which support the growth and development of women-owned companies.

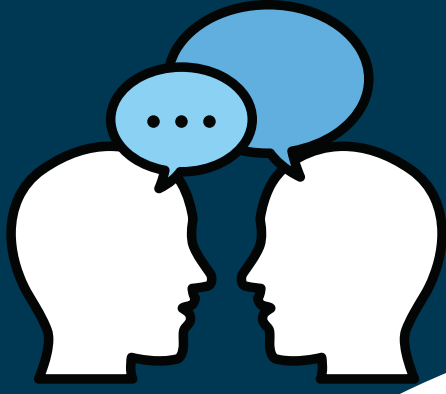




PROJECTACTIVITIES

All the activities foreseen in the training came from the non-formal education field, in which learning comes by doing and by experiencing. This means that participants got involved in the activities in order to explore themselves and their possibilities on the given subject, to practice with real situations and to gain diverse experience. At the end of the training, youth workers transferred all the acquired knowledge and methods inside their organisations and local community.



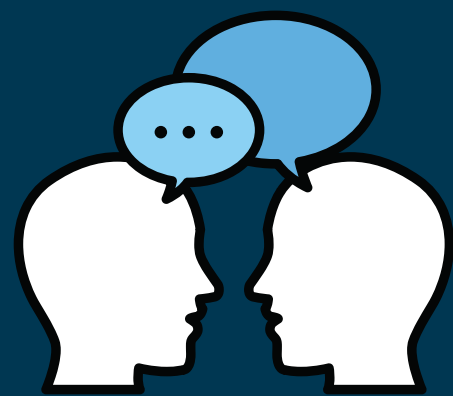


TRAINING DAYS

The project started with get to know each other activities, which aimed to make participants feel comfortable with each other in order to be able to work together during the youth mobility.

Participants were introduced to the project and all together set the learning goals for the upcoming week using presentations, videos and group discussion.

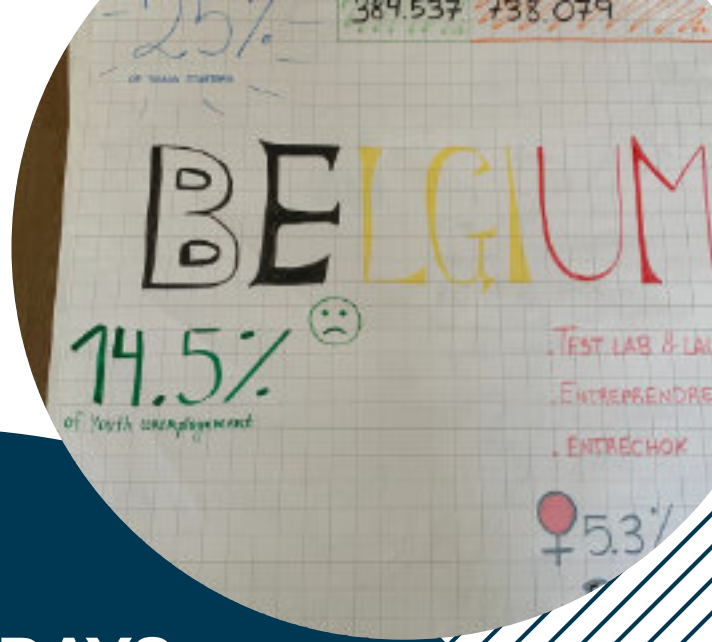
The first sessions included introduction to the topic of entrepreneurship and gender, as well as an workshop about "Women entrepreneurship as source of economic growth and employability".



TRAINING DAYS

In national teams participants discovered what is the situation of Female Entrepreneurship in each partner country and discussed what are the main problems and solutions.

Through interesting risk-taking and decision making games, they also learnt what are the entrepreneurship core competencies that can help women become successful entrepreneurs.



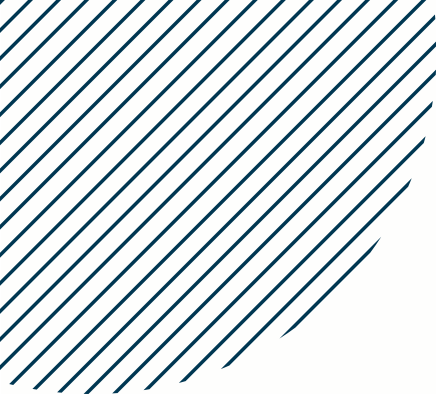
TRAINING DAYS

A business model workshop took place. Trainers explained to participants what is a "Business Model" and that it is made of four key components: -Business goal, -Product/services, -Demand (Target group), - Delivery model.

Once finished with the explanation, trainers divided participants in groups and gave them the task to think about the creation of a business considering the four key components explained as well as trainers invited participants to take in consideration that women may have different objectives and overall goals for their businesses than men. They may be looking for something they can do from their home or small shop, or to supplement income from other activities.

Once each group was ready, presentation of business ideas was generated and discussion followed.



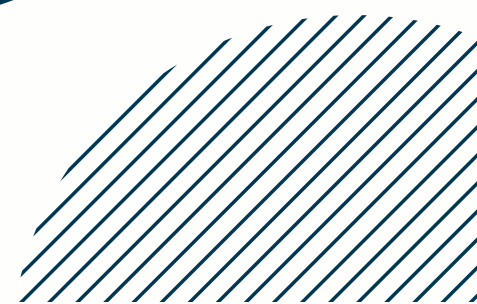


TRAINING DAYS

Through the week, participants had a lot of interactive activities and workshops that helped them improve their business skills. They learnt how to 1) identify problems, 2) create a vision, 3) map the terrain, 4) explore tactics, and 5) take action.

Moreover, participants were introduced to different EU support tools and networks for women entrepreneurship such as:

- 1) The European on-line Platform for women entrepreneurs Wegate;
- 2) The European Community of Women Business Angels and women entrepreneurs;
- 3) The European network to promote women's entrepreneurship (WES);
- 4) The European network of female entrepreneurship ambassadors; and
- 5) The European Network of Mentors for Women Entrepreneurs.





TRAINING DAYS

During the training week participants also had the opportunity to visit Tartu Ülikooli Pärnu Kolledz. In particular, they learnt more about KOBAR, a cluster for cooperation between entrepreneurs and business stakeholders.

KOBAR is a platform for entrepreneurial cooperation between entrepreneurs, entrepreneurship support structures and educational institutions in Pärnu County, aiming to find the best solutions for entrepreneurial growth and the development of the region. As a collaborative platform, KOBAR includes both physical (premises at the University of Tartu Pärnu College) and virtual environments.

During the visit, participants had the chance to listen to the successful stories of some women entrepreneurs. In addition, KOBAR leads the network of women entrepreneurs in Pärnumaa, which has over 600 members.



TRAINING DAYS

During the last training day a presentation took place of the Erasmus + programme, with special reference to the mobility of young people and open discussion about the Erasmus+ programme 2021-2027.

The training course finished with the release of the Youthpass certificates to all participants and final evaluation of the training week.



PROJECT OUTCOMES

Thanks to the participation to this project, participants:

- Developed new skills and knowledge in key concepts of women entrepreneurship, women empowerment and gender equality in business and on the role that youth workers can play and so raise the impact of their work.
- Learnt how to promote women entrepreneurship and developed the capacity of networking and of working in an intercultural team.
- Learnt the barriers to women entrepreneurship and propose solutions.
- Increased the network with colleagues from other countries and organizations with the aim to create initiatives to promote women entrepreneurship.
- Acted as multipliers of knowledge acquired in their local area, especially of other Erasmus+ projects giving educational opportunities to the youth of the local context.
- Presented Erasmus+ framework and capacitated the participants to take advantage of future learning, mobility or volunteering opportunities.



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Women Entrepreneurship