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POWERS

Path for Women Empowerment, Rights and Sustainability

THE TOOLKIT





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Chapter 1

Introduction





This Toolkit has been created as an outcome of the POWERS project, started in 2019, and aimed to empower young people with entrepreneurial competencies which favor their personal and professional growth, enhancing their possibility to contribute to a sustainable and gender-equal development of the society.

The objectives of the project, in line with the objectives individuated by the Erasmus+ Programme Guide for the capacity building project in the field of youth, were:

- foster cooperation and exchanges in the field of youth between Italy, Spain, Portugal, and Senegal, four countries that even if have different experiences, have found a common need - supporting young women to acquire entrepreneurial competencies.
- foster the development, testing, and launching of programs of non-formal learning mobility.





The project took the following steps:

- 1 PREPARATION**
- 2 ONLINE TRAINING COURSE**
- 3 RESIDENTIAL TRAINING COURSE**
- 4 JOB SHADOWING**
- 5 LOCAL ACTIVITIES**
- 6 EVALUATION**
- 7 FINAL EVENT**



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Chapter 2

Context and background





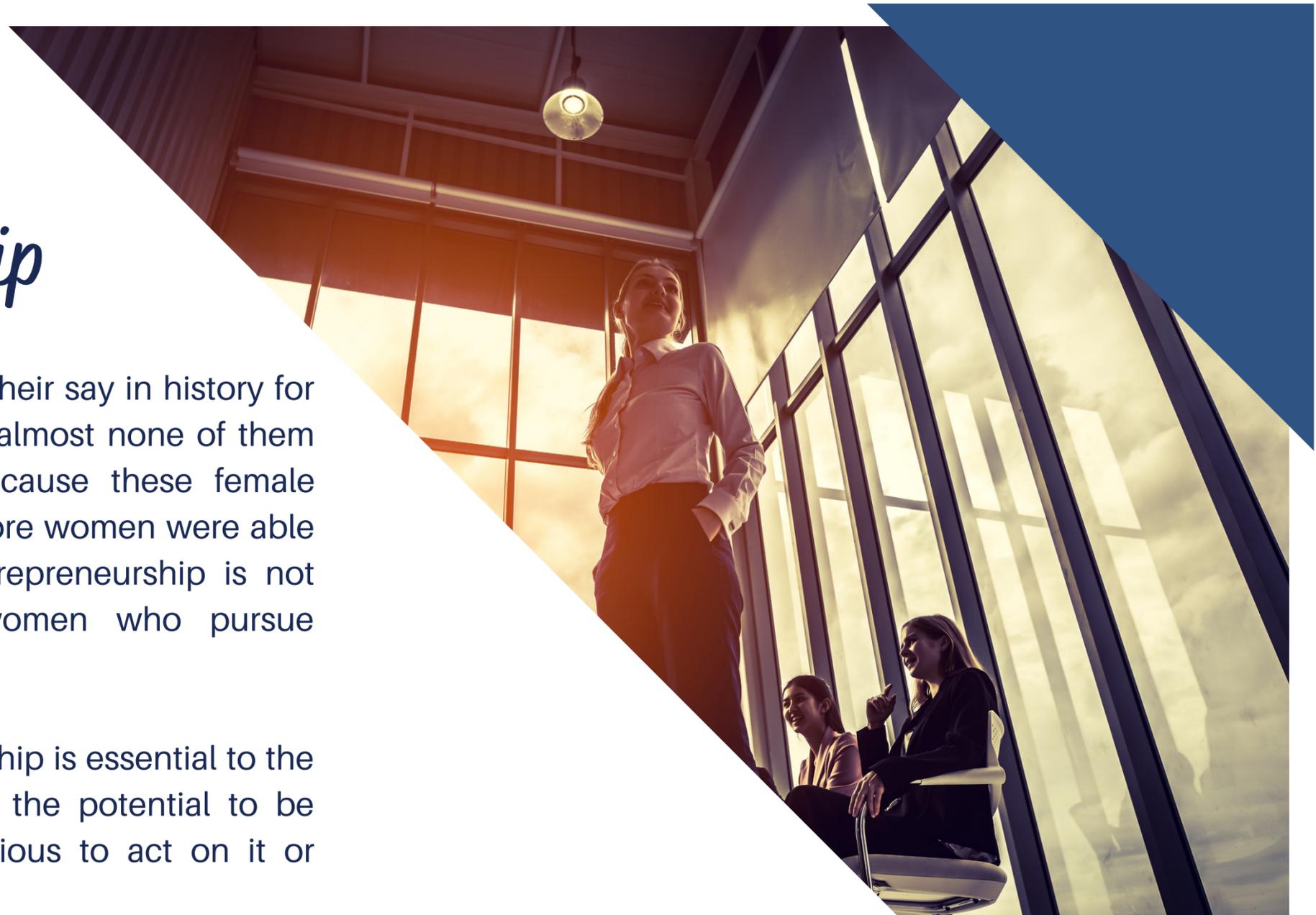
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Women Entrepreneurship

Women who started their own businesses had their say in history for many years and even centuries. Unfortunately, almost none of them are mentioned in our history books. But because these female entrepreneurs were torchbearers in their era, more women were able to follow in their footsteps. The circle of entrepreneurship is not limited to men only, but also includes women who pursue entrepreneurship as a career.

Talking and promoting women in entrepreneurship is essential to the empowerment of women. Many women have the potential to be successful businesswomen but feel self-conscious to act on it or doubt their own abilities.



[Learn about history of women entrepreneurship and it's connections to women empowerment](#)



Definitions



GENDER

Gender refers to the characteristics of women, men, girls and boys that are socially constructed. This includes norms, behaviours and roles associated with being a woman, man, girl or boy, as well as relationships with each other. As a social construct, gender varies from society to society and can change over time.



ENTREPRENEURSHIP

The European Commission sees entrepreneurship as acting upon opportunities and ideas and transforming them into value for others, which can be financial, cultural, or social.



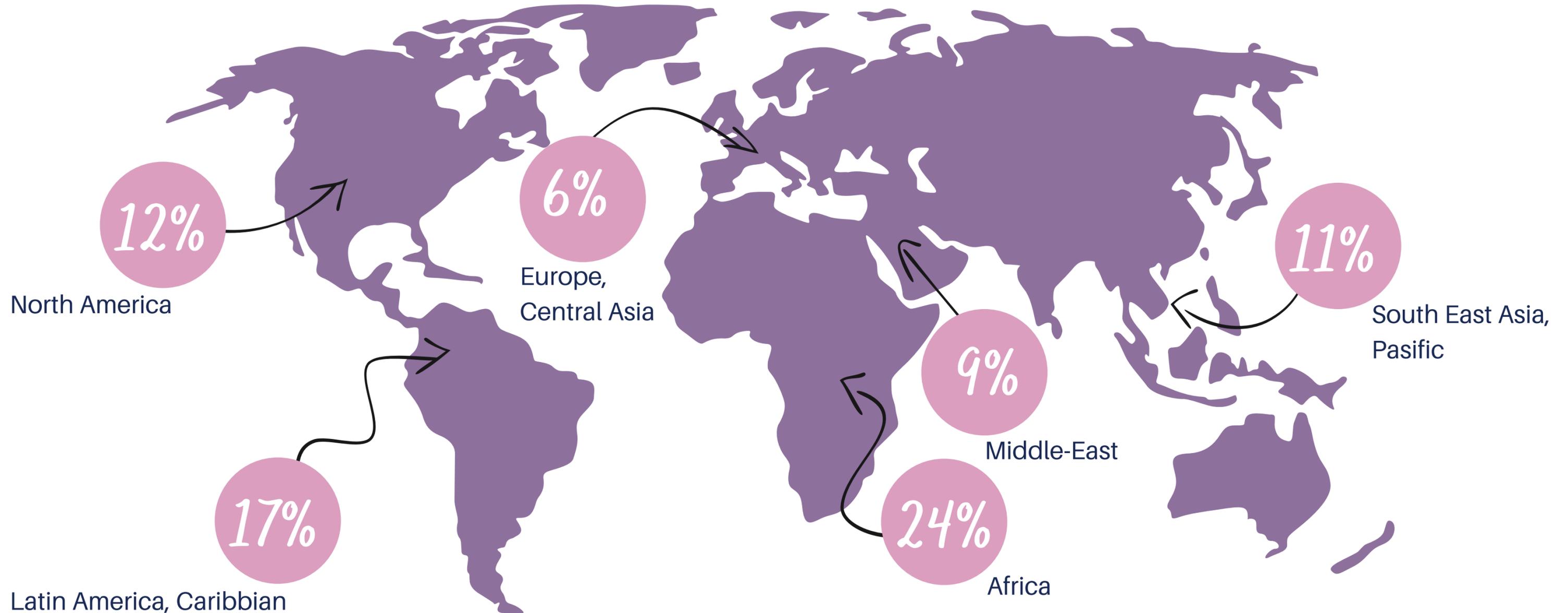
SUSTAINABILITY

Sustainable development means meeting the needs of the present whilst ensuring future generations can meet their own needs.

It has three pillars: economic, environmental and social. To achieve sustainable development, policies in these three areas have to work together and support each other.



Share of women starting a business in the world

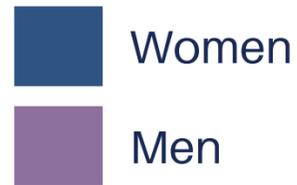


Africa: First female entrepreneurs in the high-tech sector as new role models

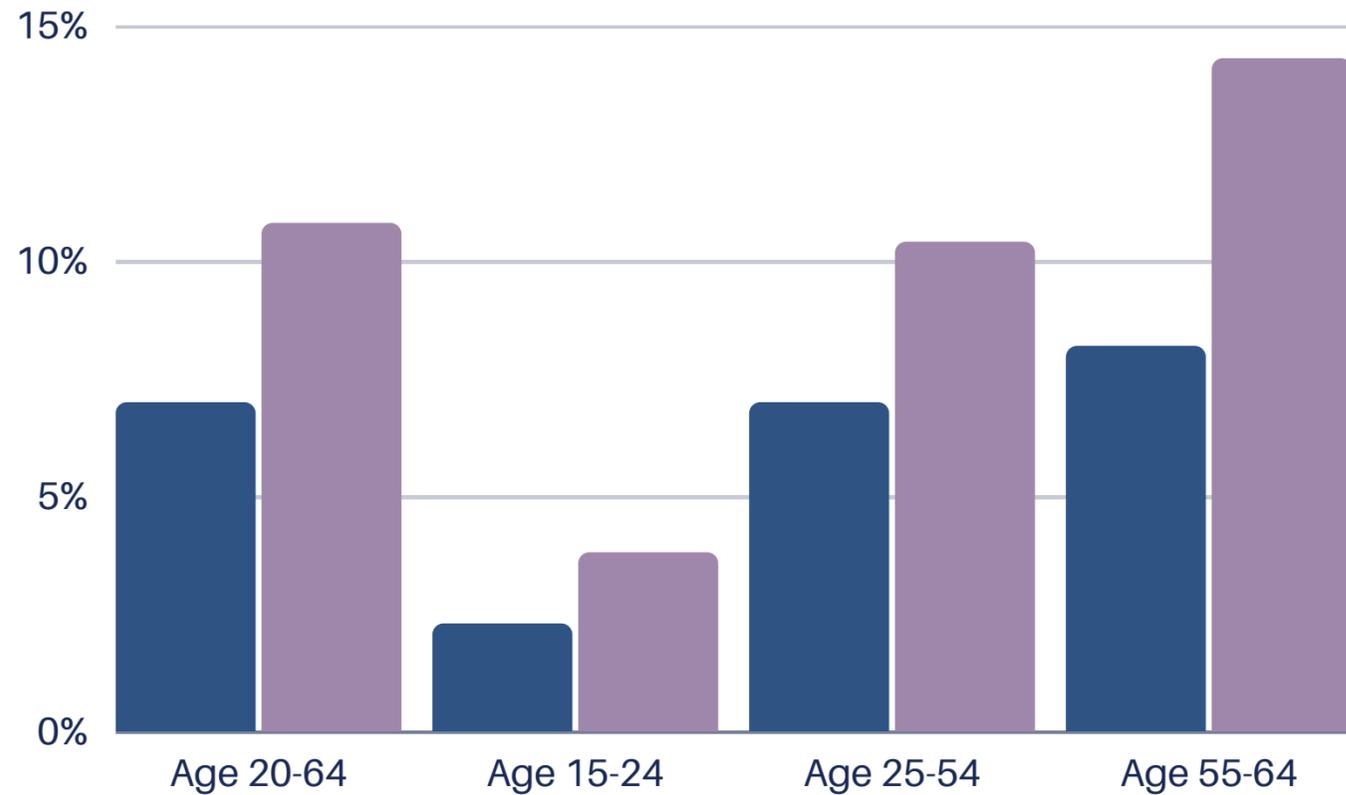


Self-employment by age and sex in EU 2021

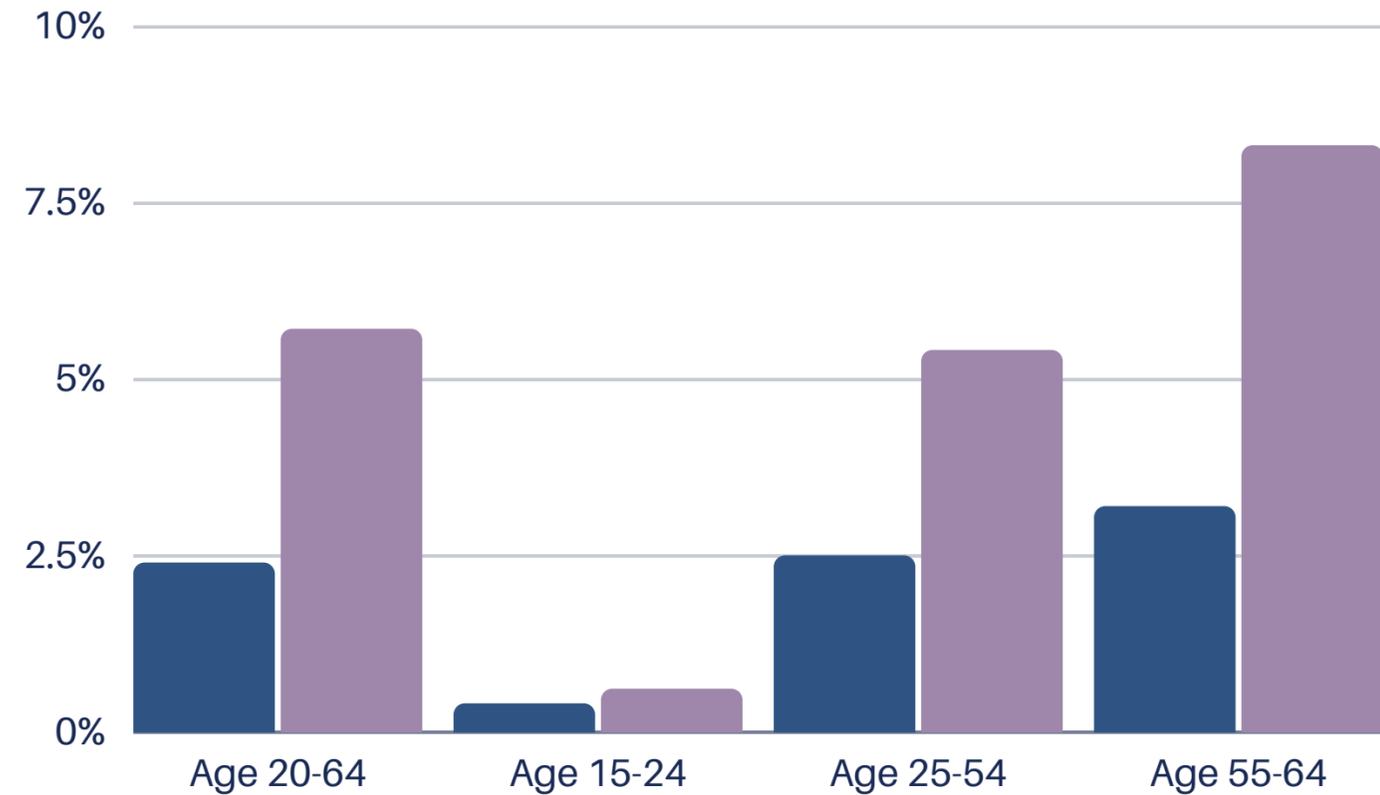
Data on the EU's labor market in the third quarter of 2021 indicate that men were more likely to be self-employed than women: 16.4% of employed men were self-employed compared with 9.5% of women.



SELF-EMPLOYED WITHOUT EMPLOYEES



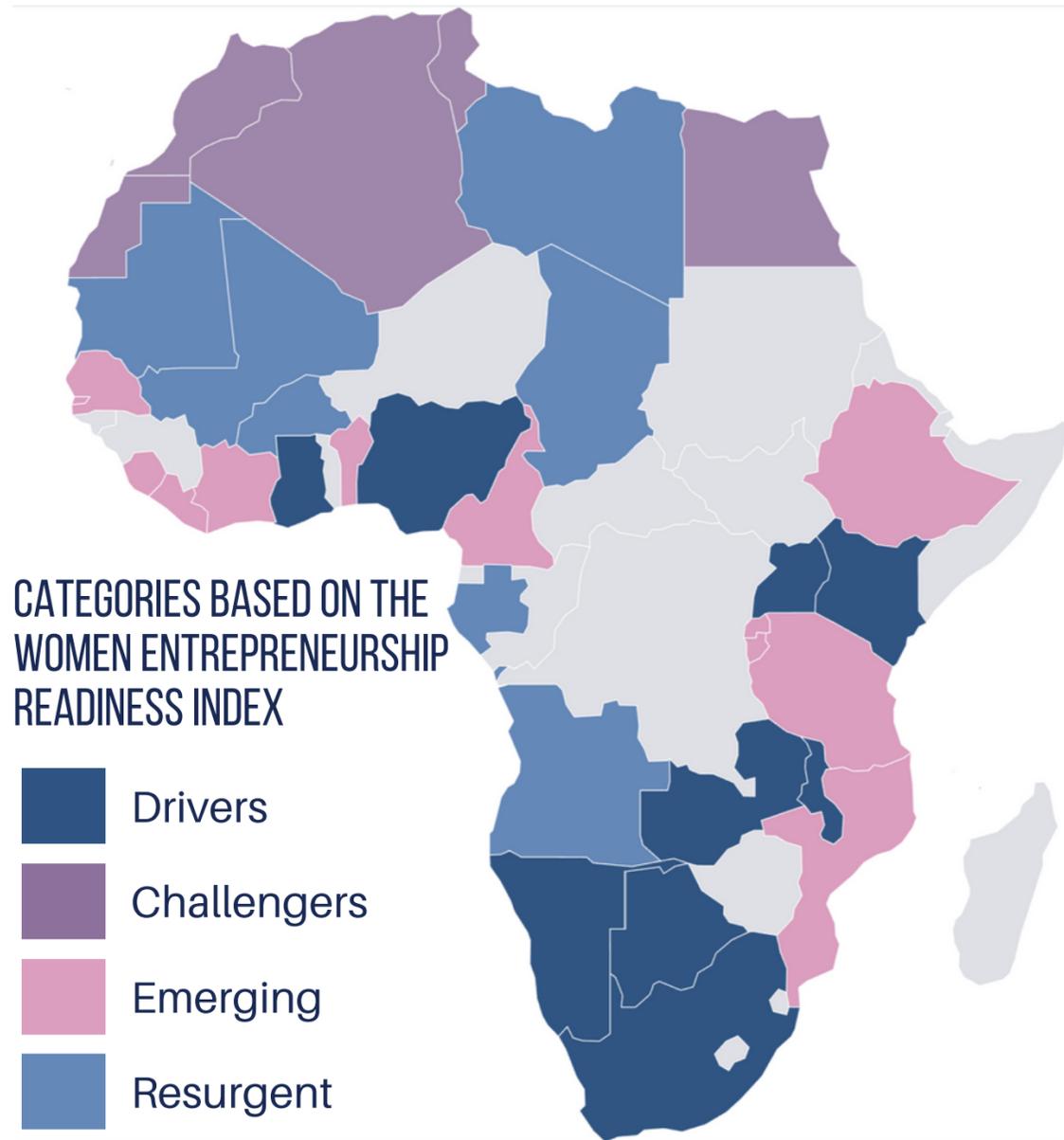
SELF-EMPLOYED WITH EMPLOYEES



Gender gap in self-employment increases with age

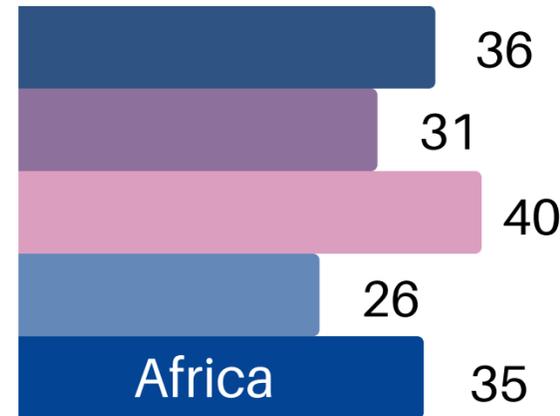


Share of women starting a business in Africa

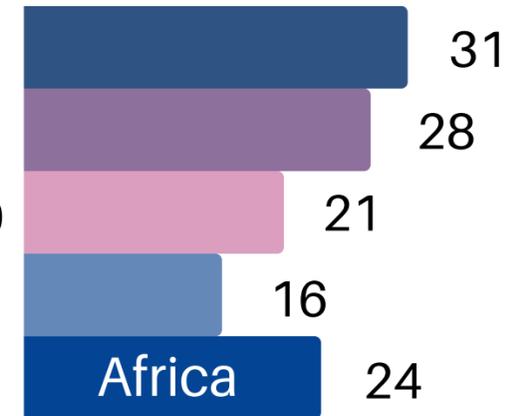


Differences in preconditions for entrepreneurship among the country groups [2019 socio-economic data]

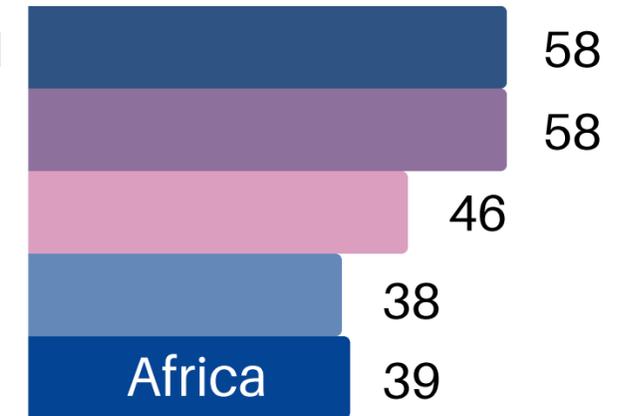
ECONOMIC AND POLITICAL CONTEXT



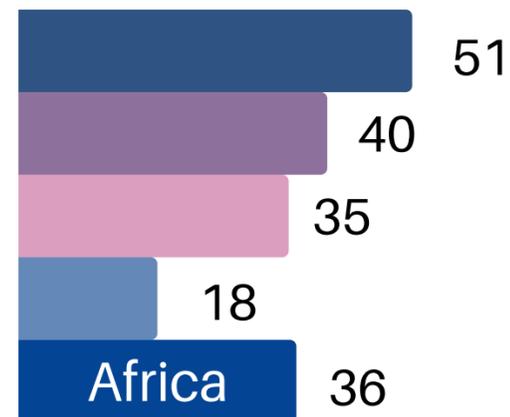
CULTURAL ACCEPTANCE



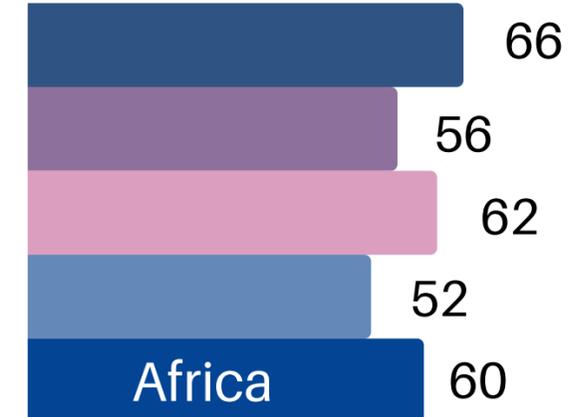
LABOUR MARKET ACCESS



ACCESS TO FINANCE



DEGREE OF INEQUALITY





"Now Women entrepreneurs have received another challenge to drive the economy to sustainable development."

- Kalpana Ambepitiya

Women in business and sustainable development

Women link their business activities to sustainable development outcomes such as alleviating economic hardship within communities, promoting gender equality, and using environmentally friendly practices. There is a possibility that women who practice environmental-friendly business operations at present, later become philanthropists who donate money or create charity organizations. Women in entrepreneurship focus on trading with the poor, helping the community to develop skills and abilities, paying fair prices and receiving fair payments, encouraging fair treatment of all staff, and encouraging environment-friendly conditions in business operations.





Social entrepreneurship

More and more women turn their attention to Social entrepreneurship in response to people in emerging countries being denied access to necessities like healthcare and education due to poverty, a lack of infrastructure, and poor law regulations. They see this divide as a potential chance to help the underprivileged and make a positive social effect. In order to coordinate the available resources and provide essential services to the masses in a sustainable manner, social entrepreneurs adopt cutting-edge business concepts. Such entrepreneurs' primary objective is to make a positive social impact, and creating economic value is frequently considered as a way to do so in a long-lasting way.

- Women social entrepreneurs employ technological innovations and inclusive strategies to improve the quality of life of Base of the Pyramid consumers.
- Women social entrepreneurs are highly motivated by social issues with which they are directly related.
- Women entrepreneurs in uncertain emerging economies environments show a subtle transition between causation and effectuation during the venture creation process.





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Chapter 3

Training materials





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Online Training Course

This short course was created to provide theoretical lessons in a dynamic form, combining written parts, videos, quizzes, and short practical exercises.

The aim was to help learn some basic but fundamental concepts that became the basis for the continuation of the project and the special key to entering the world of entrepreneurship!

The present course is divided into 13 brief modules, where you will get in touch with the following topics:



Entrepreneurship and Social Entrepreneurship

Strategic Planning

Digital marketing and social media

Learn the basic online platforms in order to create

Multimedia content on Social Media

Leadership and management of human resources

Time and Task Organization

Context and Reality Activity

Human Rights and Gender Perspective

Who is an entrepreneur?

Entrepreneurship from a gender perspective

Residential Training Course



The residential part of the Training course was meant to involve 15 to 26 participants that have already attended the online part. The flow of the proposed program of activities started the first day with icebreakers, getting to know each other, and teambuilding activities and was followed with general information about the program (background of the project, objectives, flow of the sessions, youthpass) and exploring the motivation, expectations, and fears of the participants. The first day was closed with the last session dedicated to the introduction of the Human Rights framework. The second day started following on about Human rights and linking them to Gender Equality. The following session of the day introduced the main concept of entrepreneurship and social entrepreneurship. 3rd day's morning was the first of two sessions dedicated to getting inspiration from social entrepreneurs, then we suggested leaving an afternoon as free time.



The fourth day was dedicated to sharing and discussing social business ideas among the participants and exploring their social values. The fifth day's morning was the second session dedicated to getting inspiration from social entrepreneurs and was followed by afternoon sessions in which the participants learned and implemented business planning tools. The same activity was done in the first session of the sixth day and after that, the participants had lunch to prepare a presentation of their business idea that was delivered in the afternoon sessions in plenary. These sessions were the final opportunity for the participants to share their thoughts ideas and suggestions to perfect their own ideas. The last morning the closing and evaluation sessions were held meant as a reflection moment that continued after lunch with an activity dedicated to personal reflection about learning outcomes related to the youthpass.





Click on each session to learn more

DAY 0	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7	DAY 8
Arrival and accommodation	<u>Getting to know each other</u>	<u>Gender equality from HR</u>	<u>Getting inspired 1</u>	<u>Act as an entrepreneur 1</u>	<u>Getting inspired 2</u>	<u>Planning next step as entrepreneurs</u>	<u>Closing & Evaluation</u>	departure
	<u>Team Building</u>					<u>Present the next step as entrepreneurs 1</u>		
	lunch	lunch	lunch	lunch	lunch	lunch	lunch	
	<u>Motivations/Expectations Objectives Programme</u>	<u>Entrepreneurship... what is is?</u>	FREE TIME	<u>Act as an entrepreneur 2</u>	<u>Planning next step as entrepreneurs</u>	<u>Present the next step as entrepreneurs 2</u>	<u>Youthpass</u>	
	<u>Let's start from the Human Rights</u>	<u>Who is an entrepreneur?</u>		<u>Act as a social entrepreneur</u>				
	reflection groups	reflection groups		reflection groups	reflection groups			
	<u>Welcome dinner + Getting to know each other</u>	dinner	dinner	dinner	dinner	dinner	dinner	



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Chapter 4

Our results and suggestions





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Senegal Team

A series of training sessions were organized on social entrepreneurship meant especially for women and women entrepreneurship in Casamance, a region in Senegal. Thanks to this project we got help in:

- Planning the events, creating the call for tenders, and selecting candidates;
- Developing the content to implement workshops on social entrepreneurship, Business Model Canvas, DDG, and BMC;
- Support the participants in creating their own presentations for their business projects.





Aurora Rosi (Spain)

I wanted to transform my passion for pole dancing into social entrepreneurship and I have done it! Thanks to this project I could:

- Getting info on how to advertise my future school;
- Design of logos and social networks;
- Compete in an international pole dance competition with my students (2nd prize);
- Learn how to organize classes/schedules and activities with external professionals;
- Find support for Bureaucracy and how to apply for financial aid.



EL EQUIPO

AURORA ROSI
Cofundadora
de FIT POLE GREDOS

POLE DANCE NIVEL 1
POLE DANCE NIVEL 2
ACONDICIONAMIENTO AL POLE

- Titulada en Entrenamiento Personal y Nutrición
- Formada en Quiromasaje y Masaje Deportivo
- Profesora titulada de Pole Dance
- Coach 2º Posición Categoría Amateur en Pole Arnold Spain (2021)

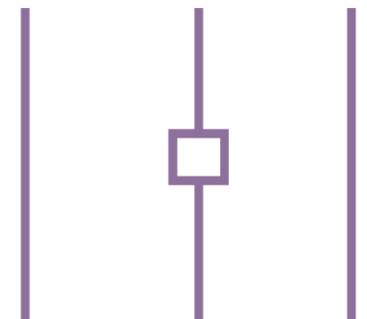
Tu limitación no es tu cuerpo, ni tu fuerza muscular, ni tu edad o sexo, es tu capacidad para aceptar desafíos".

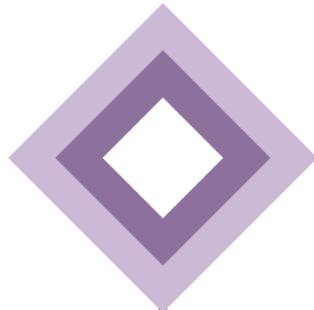




Vladyslav Monchukovskyy (Spain)

I used this opportunity to co-finance part of the cost of my website and my branding characteristic identity (logo, colours identity, font, etc.) This helped open an online business avenue not yet explored.





Romina Cabrera (Spain)

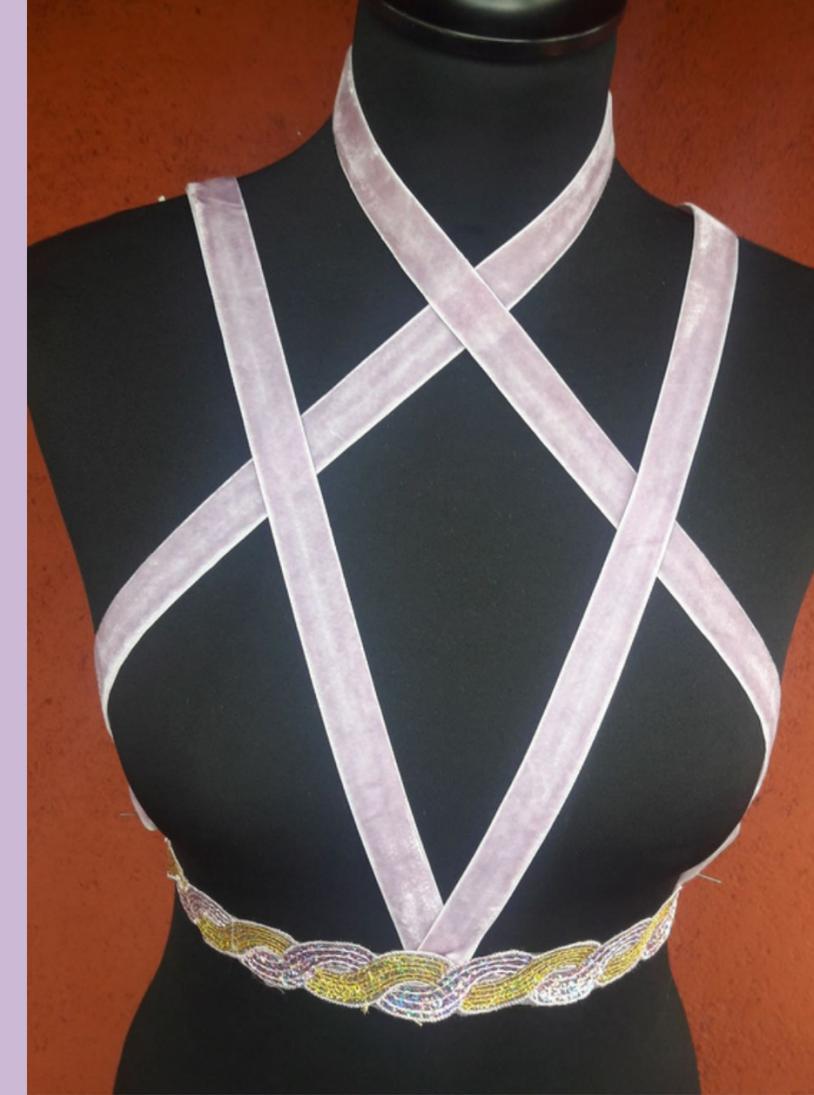
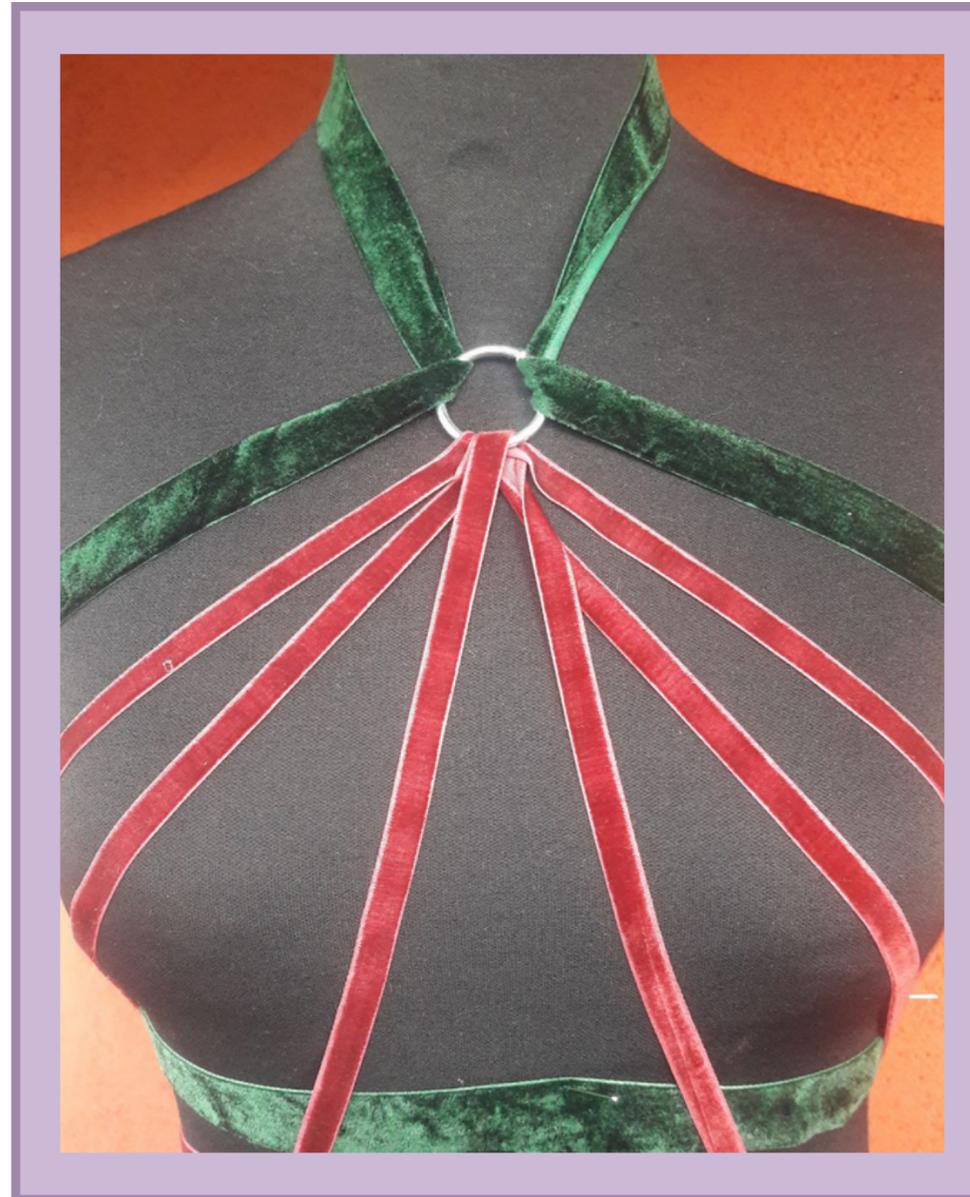
My project is based on the creation of youth spaces in El Valle del Tiétar in collaboration with the Association Jóvenes Solidarios in Arenas De San Pedro in Spain, that is to say, to extend the activities to other nearby villages, being a rural area we do not have public transport so it is necessary to have a car to facilitate mobility. We have had to ask for support from people sometimes to do the activities so I have used this opportunity to get a driving license to be able to develop further my work.





Sarah Heinzkyll (Spain)

My goal is to sew harnesses and in the long term also lingerie for all types of bodies, using recycled materials, combined with new materials. I am trying to create creative models that are colourful and combine different textures of the materials. I did have a very old sewing machine which was quite broken, so I needed 1 hour to sew one line in certain materials. That's why I have used this opportunity to get a professional and good overlock sewing machine.





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Aidan Jara (Spain)

I joined the powers program in order to understand the possibilities that exist for my projects and learn ways to develop them.

There are different directions that I've been feeling and considering throughout the training process: the core of my project is about creating or sharing content which participates in raising awareness about social and environmental realities, for all kinds of public, through mediums like video, podcast and fanzine.

For that, I have created the association "Sylvestres"*, which offers a space for creation, workshops, retreats and a library.

*"Sylvestres" refers to wild animals or plants, that are not domesticated.





Ubay Alemán Benítez (Spain)

The activity that has begun to develop on the island of Lanzarote is called "Dressing room conversations". A didactic and innovative project since it is the first time that something like that is created on the island. "Conversaciones de Camerino" is a podcast devised, produced and carried out entirely by a team of young people from the Canary Islands, mostly from the island of Lanzarote (a smaller island). The project was created with the intention of giving voice to young artists from the Canary Islands. It is a relaxed interview format, where artists can talk about the concerns of young people, the difficulties suffered and experiences in general, being able to lead to conclusions that help others.





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Team *Portugal*

created Workshop presentation with the methodology of the Colher project for the development of the human being.

Resources: arts, meditation, coaching

Target: adults and children

Location: Portugal and Spain - cities: Seville, Ourique, Lisboa and Tavira

Purpose: an invitation to quiet down and look within.

Where are you, how are you and in which direction do you want to go? Develop the dream and the ability to dream and manifest in matter. Contact with the unconscious, limiting beliefs, the shadow, and trauma and bring to light, pacify and integrate as a matter and resource to grow and love.





Italian Team

Thanks to this project our team implemented many activities about women empowerment and the promotion of social entrepreneurship. These activities helped us so much in gaining support at the local level and attracting new volunteers that we are registering an association that will continue to work in this field. Among the activities implemented, the main ones are:



- Interviews with local female entrepreneurs: a physiotherapist, a beekeeper, and an artist for social inclusion;
- Trekking with a female guide;
- A quiz game to sensitize about the gender equality theme;
- Workshop about communication and empathy;
- Mixed football match for gender equality.



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Tips & Suggestions

Training on entrepreneurship, how to run a business

TIP 1

Training on self-development (building confidence, communication skills, negotiation, and public speaking)

TIP 2

Learning how to network, cooperate and be supportive of other women

TIP 3





Tips & Suggestions

Ask for help. No one knows everything, and it's best to face it, accept it and allow ourselves to receive help.

TIP 4

Set up your limits based on your desires on dreams, without letting society or third parties put limits on you.

TIP 5

If you can't do it with money, you have to do it with time.

TIP 6





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Tips & Suggestions

TIP 7

Find a good woman mentor/coach who did the same path in entrepreneurship, to reduce trial and error (and learn from someone else's mistakes and successes).

TIP 8

Find someone close/safe space to share your ambitions and dreams. Even if they do not fully understand your ambition, it's important that they do not drag you down.





Tips & Suggestions

TIP 9

Read books to upgrade your mindset and learn from other people's experiences. Books are a very accessible source of knowledge, they contain teachings even from people who aren't alive anymore. They also teach us that failure is part of the process, an essential one even.

TIP 10

To be a good entrepreneur you have to stay focused on your goals. Turning obstacles into opportunities because every problem has a solution. Never give up and learn from your mistakes.



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Tips & Suggestions

TIP 11

Get financially educated. If you use money recklessly, you will lose it all and you will not be able to invest it wisely.

TIP 12

Be patient and be kind to yourself, this process takes time!





USEFUL PRACTICE 1

Creating an Open Space and sponsored event of a kind to give women a free platform to network, present their business, and advertise it physically. Women bring free samples to introduce people to their products, but also bring products to sell on the spot. It is cheaper than paying for the advertisement and word of the mouth helps to promote products.

USEFUL PRACTICE 2

Cooperative work for independent businesses.
A few non-competitive businesses working in the same space allow for reducing the expenses on the rent and bills which helps a lot for businesses with small budgeting. But it also creates a chance to have a shared pool of customers and sustainable and supportive partnerships. Network meetings once a month to present and share issues that they faced in their work as a way of sharing knowledge of entrepreneurship.



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Chapter 5

About the partners



MODAVI ONLUS - Movimento delle Organizzazioni di Volontariato Italiano - Movement of Italian Voluntary Associations (Italy), active since 1996, is a federation of nonprofit organizations that operates at national and international level. MODAVI ONLUS has gained over the years a great experience in the field of promoting the rights of young people, women and vulnerable people aiming to remove the causes of hardship that may prevent the development of the full potential of every individual.



AICEM – Associazione Internazionale per la Cooperazione e l’Educazione nel Mondo (Italy), is an association created in 2009 with the mission to spread among young people, in Italy and abroad, the culture of participatory cooperation, active citizenship, and of social inclusion through the training and educational action of our social projects focused on the use of non-formal education methodologies. We want to use our skills, competencies, imagination, energy, and passion to create new social and cultural models in which all know and respect Human Rights and recognize themselves as such actors of change in their social reality.



AJS - Asociación Jóvenes Solidarios (Spain) is a non-profit association that aims to develop open-minded, tolerant and active attitudes, fosters dialogue and critical thinking among young people in Arenas de San Pedro, a small town in a rural area located in the Tietar Valley, a region poorly connected with urban areas. We reach our goals through educational awareness-raising projects and processes of the creation of communication networks between youth groups and between youth and other stakeholders. We work with young people between 12 and 25 years of age with a special focus on youth from rural areas.



ECOS - Cooperativa de Educação, Cooperação e Desenvolvimento (Portugal) is an organization established by professional youth workers and educators from diverse professional sectors and active at local, national, and European levels. We are a multisectoral social cooperative, registered in January 2010, constituted with the main purpose of facing two challenges

- To contribute to the promotion, recognition, and valorization of methodologies that can enhance learning, personal development, and social transformation;
- To contribute to social inclusion and strengthening of social cohesion, towards community development.



ECAF - Espace de Capacitation et D'Accompagnement des Femmes (Senegal) was created in 2014 thanks to an initiative of the Regional Committee for Solidarity of Women for Peace in Casamance (CRSFPC or Usoforal) was created in 1999.

ECAF is an organization offering diverse, accessible, quality services for vulnerable populations. It contributes to the growth of the level of skills of women, men, and youths, as well as the care of their rights which are government priorities and their partners in development.



PFPC - Plateforme des Femmes pour la Paix en Casamance (Senegal) Created in 2010, at first it was an informal structure for consultation and dialogue after the civil war but PFPC quickly became an essential organization in the process of seeking peace in Casamance. Today it brings together 14 women's umbrella organizations and has some 25,000 members spread across natural Casamance (Ziguinchor, Sédhiou, and Kolda). The vocation of the PFPC is to bring together the energies, skills, and expertise of each of its member associations in order to offer concrete and relevant solutions to end the Senegal crisis in Casamance.