



EMPOWERHER

**ENSURING DIGITAL INNOVATION (GAMIFICATION),
QUALITY AND RECOGNITION IN YW FOR BETTER GENDER BALANCE
IN ENTREPRENEURSHIP EDUCATION**

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empowerherproject.eu

In the current context of high youth unemployment, economic crises and rapid change in our complex, knowledge-based economy and society, cross-cutting skills such as entrepreneurship are crucial for shaping the mindset of young people. They are essential not only for shaping young people, but also for providing the skills, knowledge and attitudes that are the foundation for developing an entrepreneurial culture in Europe.

The project is coordinated by **the SAN University**, a Polish university with 30 years of experience in education, known for its innovative approach to education and social inclusion activities. The project is implemented within the framework of the Erasmus+ Action 2 Cooperation Partnerships program in the education and vocational training sector.

The “EmpowerHER” project aims to address the gender imbalance in entrepreneurship, especially for girls aged 16-21 from vulnerable groups, and to make effective use of time off from school (an average of 16 weeks per year). The project will **establish summer entrepreneurship bootcamps and virtual reality escape room games** to support youth in enriching their entrepreneurial competencies and inspire them to pursue careers in entrepreneurship.

Under the “EmpowerHER” project, young girls will be equipped with the necessary skills and support to take the initiative and actively participate in the development of their own business ventures, thus contributing to the promotion of a culture of entrepreneurship and social responsibility.

One of the key components of the project is **capital-building training**, based on the ENTRECOMP framework, to enhance entrepreneurial competencies and help girls become mentors for young girls. Meanwhile, **the establishment of summer entrepreneurship bootcamps** will provide hands-on learning experiences where young girls will develop their entrepreneurial competencies and gain practical skills.

Holding national and EU business idea competitions contributes to the international nature of the project and is key in fostering a sense of active citizenship. Through the planned competitions, young girls will be motivated to present innovative solutions to real problems and contribute to the development of the entrepreneurial ecosystem in their national and EU communities.

The “EmpowerHER” project refers to promoting the integration and inclusion of young women in the entrepreneurial community, especially women from vulnerable groups (e.g., those living in rural areas, marginalized, isolated, from migrant backgrounds). It addresses the priority of digital transformation by promoting innovation in youth work through the development of new innovative digital tools. **An EmpowerHER Portal** will be created including a story mapping tool, virtual academy, multimedia glossary, online assessment, online community, etc. The EmpowerHER PORTAL, will act as an e-learning environment as well as a community for young girls to interact and communicate with business experts / incubators / stakeholders, etc. In addition, **a VR educational entrepreneurship escape room game** will be created for young girls to support their personal and professional development, helping them develop their own business model.

There is a need to facilitate training for young girls in this field, as well as a need to train and certify youth workers as entrepreneurial mentors to enable the transfer of knowledge and key competencies required for entrepreneurial ventures. This can only be achieved if youth workers are digitally competent, confident and have digital tools available for their work. Most of the products developed under the project will focus on women's entrepreneurship, such as **a digital storytelling tool to host podcasts** with successful female entrepreneurs and showcase good entrepreneurial practices across the EU to motivate and inspire young girls to pursue careers in entrepreneurship. **The portrait e-**

booklet will contain all the necessary qualities and skills needed to succeed as a female entrepreneur. **A multimedia dictionary** will also be created that will include important and essential business terms.

The project's results can be effectively applied and used by multiple organizations, creating strong synergies with various stakeholders. The “EmpowerHER” project is a unique international initiative that brings together educational institutions and technology organizations from five countries: Poland, Belgium, Luxembourg, Cyprus and Spain.

More information on the project can be found at:

<https://www.facebook.com/empowerherprojecteu>



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