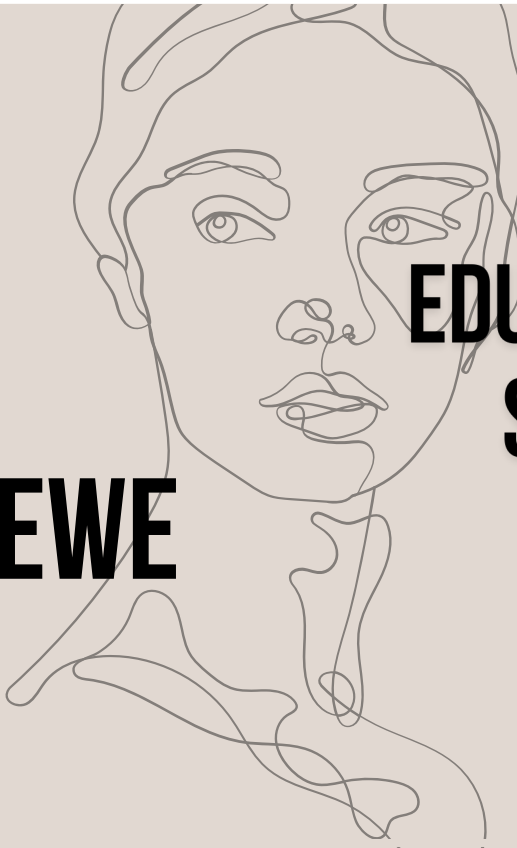


EASEWE



ENTREPRENEURIAL EDUCATION FOR CREATIVE SELF-EMPLOYMENT OF WOMEN



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



**6 organisations from 6 countries working
together for this common goal**

**To encourage self-entrepreneurship of migrant
women in the cultural and creative field**



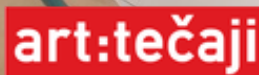
easewe-erasmus.weebly.com



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ENTREPRENEURIAL EDUCATION FOR CREATIVE SELF-EMPLOYMENT OF WOMEN



Overview

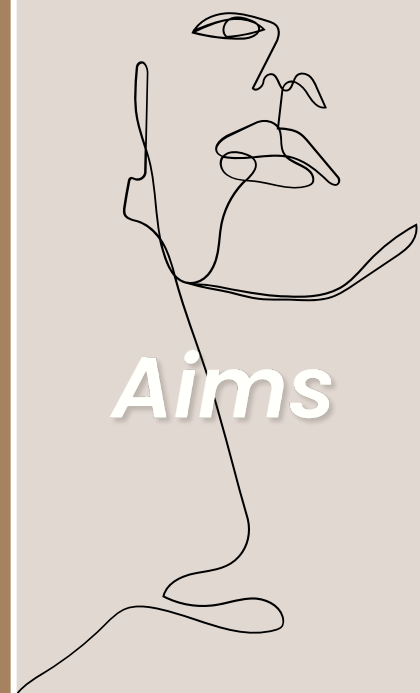
The COVID-19 pandemic produces serious consequences at a socio-economic level, with a stronger impact on targets and fields that are structurally more fragile. The economic crisis and the social distancing measures hit harder on the cultural and creative field, which is made of micro-enterprises, non-profit organizations, and professionals that are more vulnerable to the consequences of the crisis.

“Shecession” (she-recession) is the word created to underline the profound impact of the crisis on women at a socio-economic level, that deepens structural inequalities.

In the “Europe 2020” plan, it has been already stressed the importance of increasing women’s employment in order to encourage an inclusive economic growth. However, it has been highlighted the fact that women are one of the most affected categories by the economic crisis (UN, “The impact of Covid-19 on Women”).

The problem worsens when taking into consideration that the access to the job market is one of the firsts steps to take for immigrants in order to start their integration. Therefore, it is essential to proceed supporting autonomous work for women, that could encourage an entrepreneurship training.

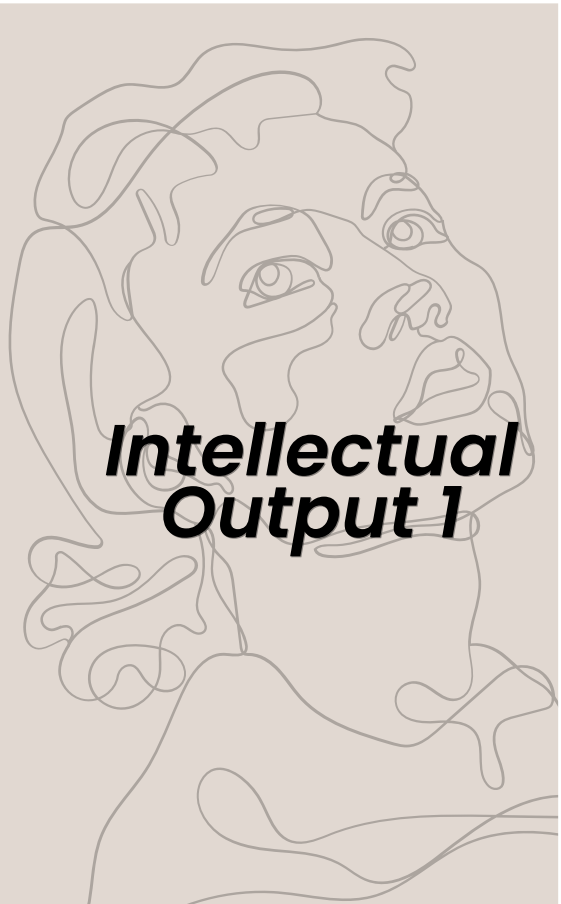
1. To support the work of Adult Educators by developing a process of entrepreneurship education. It should be designed for the cultural and creative field, functional to women’s self-entrepreneurship, supported by the use of informatics tools.
2. To support the discovery of self-entrepreneurship by immigrant low-skilled women and to improve their entrepreneurial spirit.
3. To support the access of immigrant low-skilled women to entrepreneurial and technological trainings, with a specific focus on economics and on developing cross-sectoral skills.
4. To share and spread information and good practices in the entrepreneurial education field and in the field of immigrant women entrepreneurship, to support public and private efforts and to support the innovation of the cultural and creative field in a post-pandemic era.



Aims



Results



Intellectual Output 1 – Blended Training Course on digital and entrepreneurial skills for women with migrant background in the cultural and creative sector.

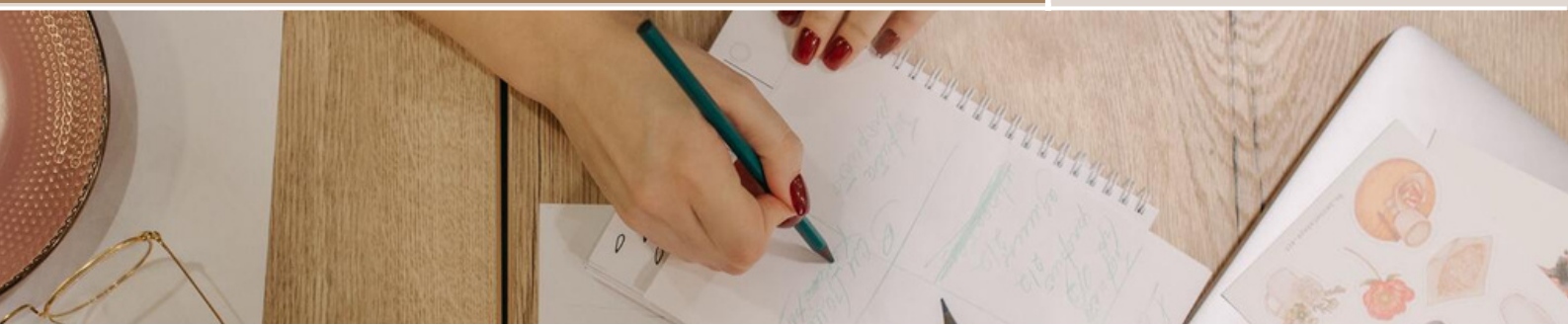
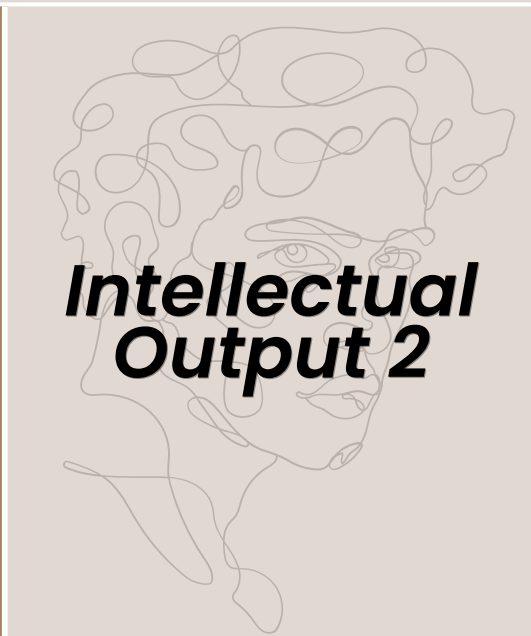
The course provides basic skills in the digital, entrepreneurial, and economy of culture, and tools for empowering women with a migrant background or belonging to ethnic or cultural minorities. The training modules give digital and entrepreneurial tools suitable for developing a business idea in the cultural and creative field, while providing Adult Educators with tools to structure training courses aimed at encouraging and supporting migrant female entrepreneurship in the cultural and creative fields, also in e-learning.

The course uses the "blended training" methodology and includes 40 hours of frontal training + 30 hours of online training with e-learning tools + 20 hours of Project Work (individual development of a business plan).

Intellectual Output 2 - The Digit – toolkit and Entre – toolkit for adult educators.

The Digi-Toolkit and Entre-Toolkit are a series of innovative tools for the facilitation and development of digital and entrepreneurial skills applicable to the cultural and creative sector.

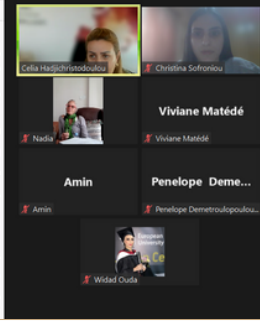
The output is intended for Adult Educators who need a range of tools that they can use when conducting courses that include immigrant women among the learners in general with fewer opportunities.



BUSINESS MODEL VS. BUSINESS PLAN

A **business model** is the foundation for your company and products. It captures the main idea of how your business will generate revenue.

A **business plan** goes into greater detail; it is a document that explains how you will make the business model work. Your business plan will likely include your company's goals, the resources, and methods you will use to achieve those goals, and even your expected timelines and financial performance.



PILOT WORKSHOPS

GrantXpert Consulting

Alfombra Roja



FISE



FUNDEUN



Net In Action





Final Meeting

On the 10th and 11th of January, we organized the final Transnational Meeting of the Project in Budapest, Hungary.

When FUNDEUN presented the EASEWE project to Adult Educators, there has been a great interest in participating and collaborating with the training program. Organisations dealing with entrepreneurs and with entrepreneurs in the cultural and creative industries, institutions for migrant women inclusion, NGOs that promote entrepreneurship, local development agencies, etc... are really pleased with the content and the tools provided by EASEWE project.

Fundación
Empresa
Universidad
de Alicante,
Spain

Alfombra Roja, Sweden

This training has been a great opportunity to obtain the first results and comments from different educators from all over Europe. Thanks to your help and support we have involved more actors in this challenging project that aims to give voice to women with migrant background and wmpower them to the next step: become an entrepreneur.

It has been a pleasure to participate in it! Stay tuned as this is only the beginning!!

Having the idea and the motivation are the first steps, but then it is necessary to go forward writing a business plan, thinking about the marketing strategy and useful digital tools for office work, about the importance of social media to make the business visible, financing instruments on one side and European countries regulations on laws and bureaucratic steps, on the other side. The Training was a great opportunity to involve the Adult Educators in our idea of results and impact!

Net in Action,
Italy

Grantxpert consulting limited, Cyprus

All educators were very knowledgeable and friendly. Their presentations were well prepared and to the point. Loved the whole programme - small number of participants made it easy to ask questions and get feedback with practical applications and numerous examples and tips on how immigrant women can quickly become successful entrepreneurs or enhance their employability skills".

One of the teachings of the programme that impressed me tremendously was the research supporting that soft skills such as communication, problem solving, creativity, empathy, active listening, negotiation skills, time management and others are even more important than hard skills (technical skills) if one wants to become a successful entrepreneur or an ambitious employee enjoying high salary, good prospects of promotion and well-being!