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Erasmus+ Programme
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**Activating Women's
Entrepreneurial Mindsets
and Social Change Through
Creativity and Culture in
the Covid-19 Era**



COORDINATOR



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International

***"Build your
business success around
something that you love —
something that is
inherently and endlessly
interesting to you."
Martha Stewart,
businesswoman***

ERASMUS+ KA2 STRATEGIC PARTNERSHIP IN ADULT
EDUCATION



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RATIONALE

Rural women are the driving force for developing rural and marginalised areas in cultural ways and financially. These women even though face underemployment, poverty and lack of access to basic services, they contribute in preserving the traditions, culture and development of the countryside at times of depopulation.



BRIEF DESCRIPTION

The Erasmus+ project ACT4WOMEN aims to empower women living in remote areas and engaged in handicrafts and home-made products, through the creation of a targeted training program with the ultimate goal of gaining business, digital, communications and leadership skills for setting up a small start-up or social enterprise.

PRODUCTS



ACT4WOMEN main products are:

- **Mapping Tool** for presenting Women Entrepreneurs' Achievements at local, Regional, National and EU Level
- **Multimedia Educational Pack for Women Entrepreneurs** for gaining business, digital, communication and leadership skills.
- **AR (Augmented Reality) Learning Tool/Game** to support women in understanding essential steps to be followed when setting up a social enterprise
- **Inclusive Interactive Platform**
- Virtual **One Stop Support Centre** to develop women's skills and to promote their products

AIMS AND OBJECTIVES

The aim is to help women to acquire entrepreneurial, digital, communication and leadership skills in order for them to learn how to promote, distribute, and sell the products by setting up start-ups or social enterprises.

TARGET GROUPS



- Women living in rural, remote, isolated or marginalized areas
- Adult Educators

EXPECTED IMPACT

The project is expected to have a direct impact on women living in rural areas by equipping them with key competencies, skills, and tools enabling them to turn their entrepreneurial ideas into start-ups, with a view of tackling gender discrimination.