



## Embracing Gender Oriented Approach for Entrepreneurial Growth through the Lens of Intersectionality and Applauding the Virtues of Mistakeful Learning

### Project Description

The “Entrepreneurial Herstory” project aims to enhance the entrepreneurial mindset among young entrepreneurs by identifying role models away from toxic gendered stereotypes and values. This will be achieved by giving minorities and underrepresented communities a voice to express their stories and unfold their memoirs in terms of unconventional entrepreneurship. The project’s objectives will be met by capacity building of the partner organisations, associated partners and stakeholders.

### Project meeting in Albacete, Spain

The Entrepreneurial Herstory team had its first hybrid meeting during 14, 15 February in Albacete, Spain, where they discussed the progress made and the next steps to be taken for the development of the results. During the meeting the partners had the chance to debate, among other things, about the concepts of unconventional entrepreneurship, diversity and intersectionality and how they will be addressed during the development of the project results. The enriching viewpoints and experience of the participants helped to refine the understanding of the concepts and contributed to future the shaping and development of "Entrepreneurship through the Lens of Intersectionality."





# Entrepreneurial HerStory Visual Identity



The Entrepreneurial Herstory project has already developed its visual identity. It counts with an attention-drawing logo, a website that provides thorough information about the objectives of the project, the profiles of the partner organizations and the upcoming results.

Entrepreneurial Herstory also comes with a Facebook page that shares monthly articles and news about topics such as unconventional entrepreneurship in Europe, intersectional discrimination, success stories of entrepreneurs coming from underrepresented groups, etc.



**UPCOMING PROJECT RESULT:  
Guidebook and Podcasts  
"Entrepreneurship through the Lens  
of Intersectionality. Impact,  
challenges and opportunities."**



The guidebook and podcasts are part of the first result of Entrepreneurial HerStory that is being developed. The partners are currently conducting research on positive representation of minorities on Entrepreneurship education which will be followed with online discussions with experts on entrepreneurship and also with psychologists, sociologists and academics. The main objective of this set of interviews will be to elaborate on how to turn failure into success by shifting one's psychological mindset. The project partnership strongly believes that this approach will serve as great inspiration to all entrepreneurship aspirants and beyond.



**IT'S FINE TO CELEBRATE  
SUCCESS, BUT IT IS MORE  
IMPORTANT TO HEED THE  
LESSONS OF FAILURE**

**Bill Gates**

**I HAVE NOT FAILED, I'VE  
JUST FOUND 10,000 WAYS  
THAT WON'T WORK**

**Thomas Edison**

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