



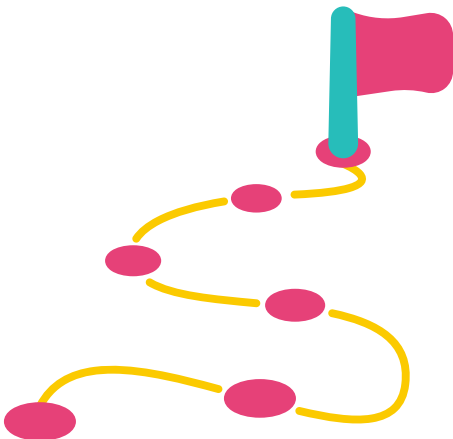
## Embracing Gender Oriented Approach for Entrepreneurial Growth through the Lens of Intersectionality and Applauding the Virtues of Mistakeful Learning

### 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 in terms of unconventional entrepreneurship.

### Main results:

- Pedagogical Guidebook & Podcast series
- Serious Game “HERSTORY LEGENDS”
- e-Learning and Training Platform & Mini DocuSeries



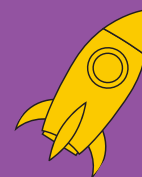
### Entrepreneurial Herstory: A Journey to Remember

As the project reaches its conclusion, we reflect on an inspiring and rewarding two-year journey. Together, we’ve explored new ways of celebrating diversity and unconventionality and empowered underrepresented entrepreneurial voices.

In this last issue, **CATCH UP** on the project’s final news about:

1. **Multiplier Events (MEs)** in all partner countries (Nov-Dec):
  - Final Conference in Cyprus
  - ME in Greece
  - ME in Romania
  - ME in Spain
  - ME in the Netherlands

2. **Final Transnational Partners’ Meeting (TPM)** in Cyprus





# 1. MEs in all partner countries (Nov-Dec '24)

## Final Conference in Cyprus - C.I.P. & CSI

The project's Final Conference was held on **November 13th** at the **University Of Cyprus (UCY)** with great success. The event was co-organized by **C.I.P.** and **CSI**, and was supported by the UNESCO Chair for Gender Equality at UCY, the Postgraduate Programme of Gender Studies at UCY, and the Centre for Entrepreneurship at UCY.

The presentation of the project and its results was followed by a panel discussion with 4 inspiring women entrepreneurs - role models from Cyprus:

- **Dr. Evi Eftychiou**, Founder and Director of Morningside Montessori Elementary - Cyprus
- **Eleni Antoniou**, Creator of the "Mamma Mu podcast"
- **Pavlina Platonos** - Founder of "NatureMe - Handmade cosmetics"
- **Charalampia (Chara) Olympiou** - Founder and Director of «Χαράζω Κέντρο Μάθησης»

The discussion was moderated by **Dr. Alexia Panayiotou**, UNESCO Co-chair in Gender Equality and Associate Professor at the Dept of Business & Public Administration at UCY.

During the panel discussion, women's entrepreneurship was approached through an **intersectional** lens, while our role models told their personal stories and shared with the audience the challenges they encountered in their entrepreneurial journey and how they overcame them, offering **valuable advice and inspiration**.





## ME in Greece - Challedu

In Greece, the project's Final Event was held on December 12th at the new co-work and event space named WHEN Hub, a space created by the organisation "Women on Top". WHEN Hub is a space for women, those identifying as women, and anyone passionate about gender equality to work, find inspiration, and feel empowered.

The event was held with success, with great discussions and participation from the audience. It was a great honor to have as a speaker **Zoe Fragou**, an organisational psychologist and digital creator who shared her story on her entrepreneurial journey.



It was an eye-opening and exciting event where women were able to connect with each other, and network. Participants also had the chance to enter a giveaway featuring prizes related to entrepreneurship, including a printed version of the "HERSTORY LEGENDS" Serious Game.





## ME in Romania - HELIXCONNECT Europe

On **21 November 2024**, the Entrepreneurial Herstory project hosted a Multiplier Event at the iconic **Youth House (Casa Tineretului)** in **Timișoara**, Romania, as part of the 10th edition of the **Youth Projects Gala**.

This annual event celebrates the achievements of Timiș County's youth-focused initiatives, recognising outstanding projects, volunteers, and youth workers. It brought together a diverse audience, including NGOs, student councils, youth groups, and dedicated volunteers.



This multiplier event attracted 31 participants, who engaged with the Entrepreneurial Herstory project stand, open from 18:00 to 20:00, and attended the official presentation at 18:35. The presentation offered insights into the project's innovative outputs, such as the **Serious Game, Pedagogical Guidebook, and the Mini DocuSeries**, highlighting their potential for fostering inclusivity in entrepreneurship education.

The event proved to be a **dynamic platform** for showcasing Herstory's contributions to the entrepreneurial education of underrepresented groups, enhancing its visibility and encouraging future collaborations.

For more details, visit [Youth Projects Gala website](#).



## ME in Spain - Dramblys

On **26 November**, the Entrepreneurial Herstory multiplier event took place in Spain.

Dramblys, the Spanish partner, held at the Water Interpretation Centre in the city of Albacete. About 20 people gathered at 18h in the evening to enter the world of female entrepreneurship through the success and resilience stories of overcoming of 7 women role models recognised locally and nationally for their businesses.

The meeting began with the **presentation of the project** and its results. Dramblys put all the attendees in context and invited them to visit the **website**. In addition to explaining the **guide**, discovering the **podcasts**, the **e-learning platform** and the **docu-series**, the organisation distributed the **Herstory Legends** game to the audience so that they could understand it and discover a tangible result of the consortium's work.

Dramblys also explained to the audience what the term **intersectionality** means and what its relevance is at all levels, due to its transversality. After this introductory part carried out in a dynamic way and with the participation of the attendees, the 7 invited women participated in a round table in which they shared their unique experience. They explained how:

They **connect** their personal identity with professional success.

**They break stereotypes and promote inclusion** in their communities.

They address **intersectionality** in their respective fields and create change.

As an added value, these 7 women are the **role models** of the cards of the game Herstory Legends, so the expectation of the attendees for the results of the project was very high by connecting them with reality.

The meeting ended with a cocktail for speakers and attendees where we could enjoy networking to further engage in discussions about diversity and inclusion.





## ME in the Netherlands - IDM Consulting

On December 16, 2024, the Dutch partner, IDM Consulting, organized the Entrepreneurial Herstory **Multiplier Event** at **Erasmus University Rotterdam**, with the support of the Erasmus Center for Entrepreneurship and the Department of Management.

Around 33 people participated in the project presentation and vibrant discussion.



The event included a presentation of the project and its results, insights of the project **idea** and **methodology**, details on the **guide**, **podcasts**, **docu-series**, the project **website** and **course platform**.

We further elaborated and exchanged ideas and perspectives on **intersectionality**, **stereotypes** and **inclusion**, **unconventional entrepreneurship** and learning from **failures**.

The event was deemed a **success** and an interesting opportunity to promote the Project results among a **vibrant** and **dynamic** target group!



## 2. Final TPM in Cyprus 13-14 November '24

On November 13-14th, the “Entrepreneurial Herstory” project consortium gathered in Nicosia, Cyprus, where **Citizens In Power (C.I.P.)** hosted the Final Transnational Project Meeting at CIP Impact Hub, located in the bustling heart of the city.

During the two-day-long meeting, partners were busy discussing the final pending tasks for the completion of the project at the end of the year.

We also had the chance to make an overview of all project deliverables and results, as well as the impact this initiative has managed to have on the EU entrepreneurial and Youth Education landscapes over the past (almost!) 2 years of implementation.

Finally, partners exchanged views and their plans on achieving the project’s sustained and long-term impact and legacy.

Great work comes with a great team, and **our project can boast of a dream team!**





# Farewell time...

As a collective effort, “Entrepreneurial Herstory” has brought together numerous young people, youth workers and many organisations and individuals from diverse backgrounds across partner countries. The connections made and the stories shared have created a meaningful impact, offering fresh perspectives and entrepreneurial inspiration.

As we wrap up, we are proud of what we’ve achieved and excited for the ongoing journey of those who’ve been part of EH. While the project may be ending, we hope that its outcomes and the community it has built over the past two years will continue to inspire.

Many thanks to everyone who’s been a part of this journey, and here’s to building a more inclusive entrepreneurial landscape!



## Follow us!

 Entrepreneurial Herstory

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 [www.entrepreneurialherstory.eu](http://www.entrepreneurialherstory.eu)



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