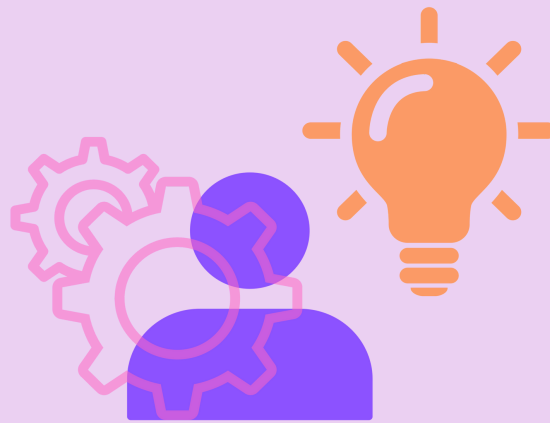




Co-funded by
the European Union



COMPENDIUM OF GOOD PRACTICES



Youngpreneurs

Project n: 2023-1-SE02-KA220-YOU-000159592

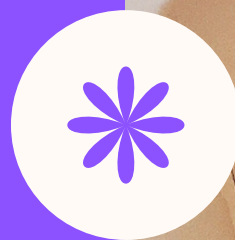




Co-funded by
the European Union

TABLE OF CONTENTS

Introduction	03
Italy	04
Sweden	16
Greece	28
Ireland	40





INTRODUCTION

The creation of a compendium of good practices **aims** to **challenge young women** and **mentors** to broaden and deepen their understanding and knowledge of what is possible in terms of **innovation** and **entrepreneurship**.

The compendium consists of 18 good practices from the 4 partner countries: Greece, Ireland, Italy and Sweden.

Specifically, the compendium:

01

It is part of **WP2** of the project, whose aim is to *investigate how young people and youth institutions* apply the process of *personal branding* and *digital marketing*, *intercultural management* and *leadership skills*

02

Categorise best practices into 5 areas, namely:

1. **Personal brand and digital marketing**
2. **Intercultural management**
3. **Leadership skills**
4. **Government programs promoting women entrepreneurs**
5. **Young Women professionally active in entrepreneurship**

03

It focuses on the **key points** that young women aspiring to be entrepreneurs can undertake and highlights how best practices can be a **good model** for other business women





LUISA SPAGNOLI

CATEGORY: personal brand, leadership skills



DESCRIPTION

Luisa Spagnoli was an important entrepreneur in the fashion industry, co-founding the Perugina company. Her impact in the women's world was significant for several reasons. First, she transformed a modest craft workshop into an internationally renowned company, proving that women could excel in business. She introduced better working conditions for women employed in the textile industry, anticipating regulations to protect workers. In addition to her entrepreneurial efforts, she was an icon of style and elegance, inspiring many women. Her legacy continues to motivate women to pursue their entrepreneurial and professional dreams, proving that talent and determination cross gender boundaries.

IMPACT

Luisa Spagnoli's social impact was evident through her efforts to improve working conditions for women at Perugina, promoting greater gender equality, and highlighting the importance of women's rights in the workplace. Her example inspired other businesses and contributed to broader social change towards greater fairness and justice for women in the workplace.





TARGET GROUPS

Luisa Spagnoli's approach could inspire entrepreneurs and businesswomen seeking to run companies with a focus on employee equity and well-being. Working women might find motivation in her history of improving women's working conditions and action to promote equal opportunity. Women's rights activists might be inspired by her fight for gender equality in the workplace.

KEY TAKEAWAYS



01

Empowerment of Women in the Workplace: Luisa Spagnoli was committed to improving working conditions for women, offering them more reasonable hours, better working conditions, and fairer compensation. This helped increase women's economic independence and promote gender equality in the workplace.



02

Promotion of Professional Opportunities: She proved that women can succeed in business and promoted entrepreneurial opportunities by providing better working conditions for women in the textile industry. Her example has inspired other women to pursue their own entrepreneurial ambitions, contributing to greater female participation in business.





ADDITIONAL TIPS

La figura imprenditoriale di Luisa Spagnoli è caratterizzata da una vasta gamma di competenze e abilità che hanno contribuito al suo successo nel settore della moda. Innanzitutto, la sua creatività e il suo talento nel design hanno dato vita a collezioni di abbigliamento distintive e di alta qualità. La sua capacità di anticipare le tendenze e di tradurle in prodotti desiderabili le ha permesso di mantenere il suo marchio rilevante e competitivo nel mercato della moda. Inoltre, la sua leadership visionaria le ha consentito di gestire con successo un'azienda in crescita, guidando strategie di sviluppo e innovazione. Luisa Spagnoli ha dimostrato anche un forte impegno verso il benessere dei suoi dipendenti, introducendo condizioni di lavoro migliori nel settore tessile e promuovendo l'occupazione femminile.

RESOURCES

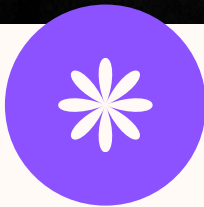
- <https://www.perugina.com/it/mondo-perugina/luisa-spagnoli>
- <https://www.luisaspagnoli.com/it/it/history-page.html>
- <https://www.enciclopediadelledonne.it/edd.nsf/biografie/luisa-sargentini-spagnoli>





MIUCCIA PRADA

CATEGORY: personal brand, intercultural management, leadership skills



IMPACT

Miuccia Prada is a prime example of female empowerment in fashion, revolutionizing Prada into an emblem of innovation and luxury, and challenging gender norms. Her influence extends beyond fashion, promoting discussions on social and cultural themes and acting as a powerful figure for women globally, underscoring the importance of creativity and perseverance in overcoming gender barriers.

DESCRIPTION

Miuccia Prada, born in Milan in 1949, began her journey in the fashion world by taking over the family business, Prada, in 1978. Before entering the fashion industry, Miuccia completed studies in political science and was involved in political theater, experiences that helped shape her aesthetic and innovative approach to fashion. After taking the reins of Prada, she transformed the leather goods brand into one of the most influential names in the luxury sector, introducing innovations such as the line of backpacks and nylon bags and launching Prada's first women's prêt-à-porter collection in the late '80s. Together with her husband Patrizio Bertelli, she expanded Prada internationally and acquired other luxury brands, consolidating Prada's status as a global leader in fashion. Miuccia Prada's story is marked by her ability to combine innovative design, entrepreneurial vision, and a deep sense of cultural and social commitment.





TARGET GROUPS

Miuccia Prada is an icon for female entrepreneurs, especially in the fashion industry, showing that through innovation and determination, it's possible to excel in a competitive field. Her success provides an inspiring model for those aspiring to break stereotypes and positively influence their field.

KEY TAKEAWAYS



01

Innovation in Design: Miuccia Prada transformed the fashion industry by integrating high fashion with pop culture and contemporary art.



02

Female Leadership: She demonstrated the importance and impact of strong female leadership in the fashion sector, inspiring other women to take on leadership roles.





ADDITIONAL TIPS

Miuccia Prada uniquely merged her identity and values with the Prada brand, elevating it to a symbol of innovation and culture in the fashion world. Her distinctive personal branding and avant-garde vision have attracted clientele seeking not just luxury but also meaning and innovation. Simultaneously, her resilience and ability to adapt to changes have ensured that Prada remained at the forefront, overcoming economic challenges and embracing new trends. This balanced approach between tradition and innovation underscores Miuccia Prada's profound impact on the fashion industry, keeping the brand relevant and influential over the years.

RESOURCES

- <https://www.fashionmagazine.it/community/la-stilista-pi-innovativa-della-sua-generazione-miuccia-prada-per-il-new-york-times--tra-i-i-grandi-del-2023-112504>
- <https://www.pradagroup.com/it/group/history.html>
- <https://it.vestiairecollective.com/journal/storia-di-un-brand-prada/>





CHIARA FERRAGNI

CATEGORY: personal branding, marketing digitale, leadership skills



DESCRIPTION

Chiara Ferragni is an Italian entrepreneur and influencer renowned for founding the fashion blog "The Blonde Salad". She transformed her online success into a global brand, launching the "Chiara Ferragni Collection", a fashion line under her name. Ferragni has collaborated with numerous luxury brands, becoming an icon in influencer marketing and promoting values of female empowerment. Her story has also been studied at Harvard Business School, highlighting her impact in digital marketing and entrepreneurship.

IMPACT

Chiara Ferragni has significantly impacted both social causes and the field of innovation, reshaping digital entrepreneurship and influencer marketing. She's inspired women globally, advocating for empowerment and philanthropy, while revolutionizing marketing by blending fashion with technology. Her strategic partnerships and authentic approach underscore the role of social responsibility in business, showcasing innovation as a catalyst for enduring positive change.





TARGET GROUPS

Chiara Ferragni's impact spans young entrepreneurs, influencers, educational organizations, and beyond, emphasizing female empowerment, digital innovation, and cultural contribution. Her success story showcases the effectiveness of passion, determination, and social responsibility in inspiring diverse groups.

KEY TAKEAWAYS



01

Personal Branding: Chiara Ferragni's personal branding stands out for its authenticity, consistency, and storytelling ability. By being genuine and transparent with her audience, Ferragni has created an authentic connection that sets her apart and makes her easily recognizable.



02

Strategic Management of Social Media: She has focused on high-quality content and engaging storytelling while maintaining high interaction with her audience. Its collaborations and partnerships were carefully selected to align with its image and the values of its audience.



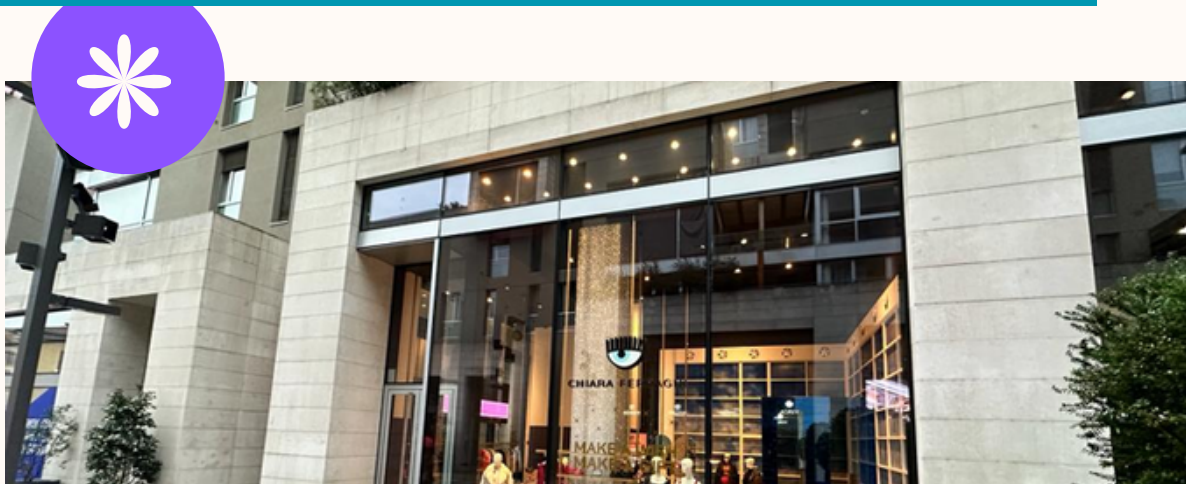


ADDITIONAL TIPS

Chiara Ferragni stands out as an entrepreneurial figure in the digital fashion industry thanks to her strategic vision, bold innovation, and careful risk management. Her extensive network has enabled her to forge advantageous partnerships and access valuable resources. By leading her team with leadership, she has promoted the empowerment of collaborators and maintained strong relationships over time. These skills, combined with her creativity and adaptability, have been fundamental to her entrepreneurial success.

RESOURCES

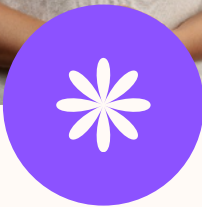
- <https://www.chiaraferragnibrand.com/pages/about-us>
- <https://www.theblondesalad.com/chiara-ferragni/>
- <https://www.web-marketing-training.it/successo-chiara-ferragni/>
- <https://www.lofficielitalia.com/pop-culture/chiara-ferragni-chi-e-vita-privata-patrimonio-tods>





PEGAH MOSHIR POUR

CATEGORY: intercultural management, leadership skills



DESCRIPTION

Pegah Moshir Pour, Iranian by birth but Italian by adoption, is a human and digital rights consultant and activist. She develops contacts and promotes engagement between projects and business realities in order to realize forms of partnership and sponsorship. She deals with issues such as citizenship of third culture kids and digital ethics. In schools she speaks about women's empowerment and digital language. She collaborates with cultural realities and institutions in order to continue working in the world of culture, activating social projects and policies for an inclusive and open future in the territories and in people. Awarded at Palazzo Montecitorio Standout Woman Award was included in StartupItalia's list of 100 innovators who made a difference in 2022.

IMPACT

Pegah has led several international initiatives, fighting strongly for human rights, for justice and equality wherever it is threatened. Her passion and commitment are an example to all who want to make a difference in the world. She has participated in events promoting cultural diversity, demonstrating how it influences and enriches businesses.





TARGET GROUPS

Pegah Moshir Pour focused on human and digital rights, women's empowerment, and digital ethics. She has earned recognition for her work, including awards and inclusions in lists of innovators. Her target audience includes young people, educators and activists, whom she reaches out to by promoting the importance of digital rights and women's empowerment.

KEY TAKEAWAYS



01

Intercultural Management: Consultant at Ernst & Young but also content creator on digital, cultural and social issues. Pegah generates creative ideas and concepts that turn into matching or events that raise awareness about respecting human rights in the the world.



02

Leadership Skills: Pegah Moshir Pour supports initiatives, creates a sense of unity and empower other women encouraging groups of people with a good digital communication proposing conflict resolutions.



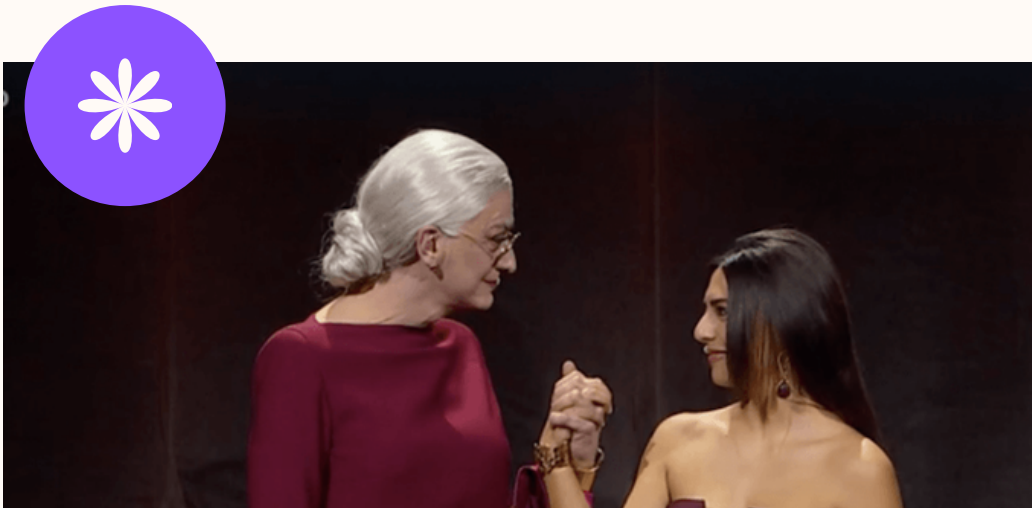


ADDITIONAL TIPS

Pegah Moshir Pour, at only 32 years old, is at the forefront of the fight for human rights and the cause of her home country (Iran) but also for gender equality in Italy. In 2023, Italy heard her speak and repeat the verses of the anthem of the revolution on stage at the Sanremo Festival. In the same year, she participated in the We Woman's Equality Festival, where she told what the words change, leadership, diversity, inclusion, and justice mean to her. Currently collaborates with cultural realities and institutions to activate social projects and policies for an inclusive and open future.

RESOURCES

- <https://www.fondazioneDirittiumani.org/voci/pegah-moshir-pour/>
- <https://elastica.eu/speakers/pegah-moshir-pour/>
- <https://womenximpact.com/speaker/pegah-moshir-pour/>
- <https://boardwalk.it/pmi-e-multiculturalita-al-museo-maga-con-pegah-moshir-pour/>





STOCKHOLM SCALEUP PROGRAM



CATEGORY: Government programs promoting women entrepreneurs



DESCRIPTION

The Stockholm Scaleup Program is specifically designed to support and accelerate the growth of companies. It is a comprehensive initiative that offers a range of services and support mechanisms:

- **Business Advisory and Coaching:** The program provides personalized business advisory and leadership coaching. This includes individual meetings and mentoring sessions with experienced business advisors and coaches.
- **Workshops and Networking:** Participants have access to workshops and networking events. Networking events provide opportunities to connect with other entrepreneurs, potential partners, and investors.
- **Digital Tools and Resources:** Entrepreneurs are provided with digital tools and resources to assist in business scaling.
- **Physical and Digital Meetings:** This hybrid model ensures broader participation and convenience for the entrepreneurs.

IMPACT

Share the impact of the Good Practice. Include any success stories, testimonials, or measurable results. Please ensure to mention the specific impact that this good practice conveys in relation to female empowerment for women, and how this female entrepreneur / female-run business can be a good role model for other women.





TARGET GROUPS

The program targets a diverse group of underrepresented entrepreneurs, including women, non-binary individuals, foreign-born men, and men with a foreign background. It is especially focused on entrepreneurs from vulnerable areas, young people aged 18–23, and individuals with disabilities.

KEY TAKEAWAYS

The Stockholm Scaleup Program empowers underrepresented entrepreneurs in Stockholm with tailored business support. Its hybrid format and bilingual delivery ensure accessibility and comprehensive engagement.



01

Bilingual Approach: The program is conducted in both Swedish and English, catering to a diverse group of entrepreneurs. This inclusive approach ensures that language barriers do not hinder participation and learning. Key Insight: Language accessibility is crucial in diverse societies to ensure equal opportunities for all entrepreneur.



02

Time Management and Hybrid Meeting structure: The program requires a commitment of about 4 hours per week and a combination of physical and digital meetings offers flexibility. This made the course more manageable for entrepreneurs who are also working and managing their businesses.





ADDITIONAL TIPS

Embrace Collaboration: Seek partnerships and networks that offer diverse perspectives and support systems. Collaboration enhances creativity and opens doors to new opportunities.

Comprehensive Business Advisory and Coaching: Tailored business advice and leadership coaching are provided, essential for strategic business growth. Every startup has different challenges and it is important to be comprehensive and personal.

Personal Development: The program also focuses on personal growth, essential for leadership and team management.



Stockholms
stad

RESOURCES

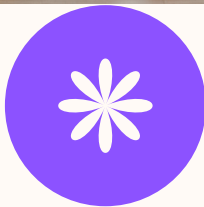
- <https://foretagsservice.stockholm/starta-eget-och-utveckla-foretag/stockholm-scaleup-program/>





TILLVÄXTVERKET

CATEGORY: Government programs promoting women entrepreneurs



IMPACT

The program key figures: 13,200 women participated in 477 business development programs, leading to the creation of 596 new companies and 1,266 new jobs. Additionally, 1,114 companies reported increased profitability, and 1,314 companies saw revenue growth. These results showcase the program's effectiveness in not only boosting female entrepreneurship but also contributing to economic development and job creation.

DESCRIPTION

- The program, targeted female entrepreneurship across Sweden with a holistic strategy to empower women in business. It included:
- Nationwide Business Development: Engaged over 13,200 women in nearly 477 programs, providing counseling, mentorship, and tools for business growth and innovation.
- Specialization in Green Industries: Supported 420 entrepreneurs in green sectors, aiming for profitability and sustainability, with a strong outcome in terms of engagement and projected growth.
- Academic Integration: Involved 5,050 women in entrepreneurship projects at 14 universities and colleges, embedding entrepreneurial skills and thinking into higher education to inspire future female entrepreneurs.





TARGET GROUPS

The primary target group of this best practice example includes young women who are professionally active in entrepreneurship, training organizations and trainers, organizations promoting female employability, local and regional authorities, and potentially other stakeholders interested in fostering female entrepreneurship and leadership.

KEY TAKEAWAYS -

The program demonstrated the importance of comprehensive support, sector-specific initiatives, academic integration, inclusivity, and persistent resource allocation for empowering female entrepreneurs.



01

Collaborating with universities and colleges: integrate entrepreneurship into curricula has far-reaching impacts on female students' career paths. It cultivates an entrepreneurial mindset from an early stage, increasing the likelihood of women pursuing entrepreneurship. This strategic partnership between business support programs and educational institutions lays the groundwork for a more gender-diverse entrepreneurial ecosystem.



02

Comprehensive Support: s Crucial for Female Entrepreneurship: The program's success underscores the importance of providing a holistic support system for women entrepreneurs. By offering personalized coaching, mentorship, and business development tools, it empowered participants to navigate the challenges of entrepreneurship.





ADDITIONAL TIPS

Sector-Specific Programs Enhance Impact: The targeted approach towards green industries demonstrates the effectiveness of sector-specific support. Tailoring programs to specific sectors allows for addressing unique challenges and opportunities, leading to more meaningful outcomes for participants.

Accessibility and Inclusivity Drive Participation: Making the program accessible in terms of language, location, and sector was pivotal in attracting a broad range of participants. Inclusivity in program design ensures that barriers to entry are minimized, enabling a diverse group of entrepreneurs to benefit. Such inclusivity is essential for tapping into the full potential of the entrepreneurial community.



tillväxt
verket

RESOURCES

- tillvaxtverket.se
- https://tillvaxtverket.se/download/18.6855bfcf184896002ff882/1668765470230/info_0589_webb.pdf





SUSAN DAHLBÄCK

CATEGORY: Young Women professionally active in entrepreneurship



IMPACT

Susan's initiative has empowered young women by providing them with opportunities for physical health improvement and leadership development. The success of Healthy Women is evidenced by its growth to 24 members, including volunteers and ambassadors. The inclusive approach adopted by Susan has fostered a sense of belonging and empowerment among women from diverse cultural backgrounds.

DESCRIPTION

Susan Dahlbäck, is a 27-year-old entrepreneur from Sweden, and she is the founder of a growing initiative, Healthy Women. Susan's journey highlights the challenges and strategies related to entrepreneurial endeavors, leadership development, digital marketing, and intercultural management.

Susan identified the importance of continuous learning in entrepreneurship, especially amidst challenges like the COVID-19 pandemic. She emphasized the necessity of adaptability and agility, essential qualities for leaders. Susan's approach to leadership includes letting go of control, focusing on personal strengths, and nurturing leadership skills among young individuals through role modeling and experiential learning.

In terms of digital marketing, Susan acknowledges its power and the need for a balanced approach, leveraging social media while emphasizing face-to-face interactions. However, she recognizes the negative impact of social media on mental health, particularly among young girls, underscoring the importance of responsible digital marketing.

Intercultural management plays a crucial role in Susan's work, as Healthy Women caters to a diverse community. Susan emphasizes inclusivity, understanding, and respecting cultural differences, which is evident in her organization's practices, such as not solely promoting Christmas.





TARGET GROUPS

Young women entrepreneurs

KEY TAKEAWAYS



01

Continuous learning and adaptability: are crucial for entrepreneurial success, especially during challenging times.

02

Effective leadership: It involves letting go of control, identifying personal strengths, and nurturing leadership skills in others.

03

Digital marketing: It should prioritize balanced strategies, considering the impact on mental health, especially among vulnerable groups.

04

Intercultural management, inclusivity, understanding, and respect: for cultural differences are essential for fostering collaboration and community engagement.





ADDITIONAL TIPS

- Prioritize building a strong personal brand aligned with core values to enhance visibility and credibility.
- Actively involve young people in decision-making processes and provide platforms for their contributions, especially in digital marketing initiatives.
- Embrace diversity and inclusion in all aspects of business operations to foster a supportive and empowering environment for women entrepreneurs.



RESOURCES

- <https://www.instagram.com/healthywomen.nu/>
- <https://www.healthywomen.nu/>





NADJA OLSSON

CATEGORY: Young Women professionally active in entrepreneurship



IMPACT

Nadja's insights provide valuable guidance for young female entrepreneurs, offering practical advice on leadership development, digital marketing strategies, personal branding, and intercultural communication. Her success story with Scarp Media serves as a testament to the potential of young women in entrepreneurship, inspiring others to pursue their ventures confidently.

DESCRIPTION

Nadja Olsson, a 24-year-old Swedish entrepreneur, shares insights from her journey with Scarp Media, a successful communication services business. She highlights the importance of learning by doing and seeking mentorship to overcome scaling challenges. Nadja emphasizes leadership qualities like listening and empathy for effective team management and client satisfaction.

In digital marketing, Nadja underscores the impact of social media visibility, especially on platforms like TikTok, and the challenge of time management. She advocates for early education in digital marketing to prepare young individuals for the workforce.

Regarding personal branding, Nadja stresses authenticity and selective sharing on social media, intertwining personal and company brands. She suggests networking events to enhance personal brand visibility while remaining authentic.

In intercultural management, Nadja emphasizes empathy and understanding, highlighting the need to respect diverse perspectives and avoid judgment in communication. She shares experiences of navigating intercultural challenges and underscores the importance of openness.





TARGET GROUPS

Young women entrepreneurs

KEY TAKEAWAYS



01

Embrace learning: through experience and seek mentorship for entrepreneurial growth.

02

Prioritize active listening and empathy: in leadership roles for collaboration and client satisfaction.

03

Utilize platforms: like TikTok for effective digital marketing to younger audiences. Balance selective sharing with professional networking to maintain authenticity in personal branding.

04

Cultivate cultural sensitivity and openness: to diverse perspectives in intercultural management scenarios.





ADDITIONAL TIPS

- Continuously seek opportunities for personal and professional growth, such as leadership training programs.
- Collaborate with peers and industry experts to exchange insights and support each other's entrepreneurial journeys.
- Stay adaptable and responsive to market trends and technological advancements in digital marketing strategies.



RESOURCES

- <https://www.instagram.com/scarpmedia/>
- <https://www.scarpmedia.se/>





THE INNOVATE GREECE

CATEGORY: Personal brand and digital marketing, Leadership Skills



DESCRIPTION

Innovate Greece, led by AIESEC Greece, is a youth-driven initiative aimed at revitalizing Greece's startup ecosystem. It focuses on fostering international connections and promoting innovation within the country's entrepreneurial landscape.

Through workshops, networking events, and practical experiences, participants gain essential skills and insights for navigating entrepreneurship.

The program has facilitated numerous collaborations with Greek startups, involving over 150 young entrepreneurs. It has received recognition for its impact, including the Bravo Sustainability Award in Greece (2018) and being named the best entrepreneurship program by AIESEC globally (2019).

IMPACT

Innovate Greece has significantly boosted opportunities for women entrepreneurs by facilitating collaborations with Greek start-ups and providing access to resources. Over 50 collaborations involving more than 150 young entrepreneurs have offered a platform for women to establish themselves in the competitive entrepreneurial landscape. Female-led start-ups involved in Innovate Greece serve as inspirational role models, encouraging other women to pursue their entrepreneurial ambitions.

This empowerment creates a ripple effect, fostering inclusivity, diversity, and innovation within the entrepreneurial community.

Ultimately, female entrepreneurs emerging from Innovate Greece inspire and pave the way for future generations of women in entrepreneurship.





TARGET GROUPS

The target groups include young entrepreneurs and start-ups in Greece stand to benefit from access to resources, mentorship, and networking opportunities to fuel their ventures' growth and success, as well as students and graduates interested in entrepreneurship represent a pool of aspiring entrepreneurs eager to develop their skills and turn innovative ideas into viable businesses.

KEY TAKEAWAYS



01

Accessible Training: The provision of free training and educational programs not only equips women with essential skills but also removes financial barriers that often deter them from pursuing entrepreneurship.

02

Innovation Support: By offering support for the development of innovative products, the program encourages women to think creatively and differentiate their offerings in the market.

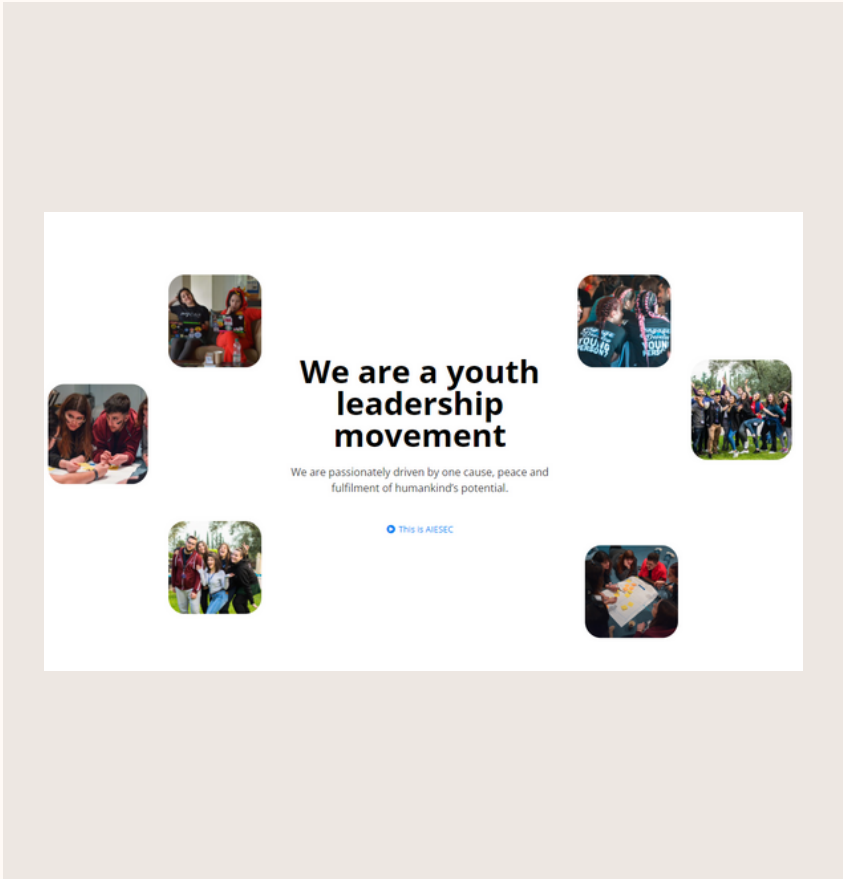
03

Networking Opportunities: Events like innovation competitions provide valuable networking opportunities for female entrepreneurs. In male-dominated sectors like agriculture, networking and collaboration are essential for women to access resources, mentorship, and partnerships.

04

Public-Private Partnership: The program's success highlights the significance of collaboration between the public and private sectors in promoting female entrepreneurship.





RESOURCES

- <https://www.epixeiro.gr/article/126828>
- <https://aiesec.gr/home-page-2/>
- <https://aiesec.gr/>





GREEK ASSOCIATION

CATEGORY: Intercultural management, Leadership skills



DESCRIPTION

The Greek Association of Women Entrepreneurs – S.E.G.E – is a national non-governmental and non-profit organization founded in 1997, and is addressed to women who are active in business in Greece.

The empowerment for the entrepreneurial and interpersonal development of every woman is the central core of the philosophy of the Greek Association of Women Entrepreneurs.

It employs a multifaceted approach to empower women in business through a range of impactful initiatives. Through its Empowerment Activities, S.E.G.E organizes both group sessions and individualized programs designed to cultivate women's leadership skills and equip them with the necessary tools to overcome obstacles in the business world.

Its Education Programs provide members with access to diverse learning opportunities aimed at enriching their knowledge base and honing their entrepreneurial skills, thereby fostering personal and professional development.

IMPACT

Empowerment Through Mentorship:

Countless women entrepreneurs have benefited from S.E.G.E's mentoring and coaching programs, overcoming obstacles and achieving remarkable success in their ventures.

Community Building: S.E.G.E's conferences and events provide platforms for women to network, collaborate, and share experiences.

Skills Development: Training programs and support for young entrepreneurship have equipped numerous women with the skills and resources necessary to launch and grow successful businesses.

Inclusivity and Social Responsibility: S.E.G.E's support for women victims of violence empowers them to rebuild their lives and become agents of change within their communities.





TARGET GROUPS

The target groups encompass a diverse range of individuals and organizations committed to fostering female empowerment and leadership. Aspiring and established female entrepreneurs alike benefit from S.E.G.E's support, whether they are navigating the early stages of business development or seeking avenues for growth and expansion.

KEY TAKEAWAYS



01

Holistic Approach: Adopt a holistic approach to entrepreneurial development by integrating empowerment, education, mentoring, and networking initiatives.

02

Community Support: Cultivate a strong support network of fellow entrepreneurs, mentors, and industry professionals. Leveraging this community facilitates knowledge sharing, collaboration, and collective problem-solving.

03

Continuous Learning and Skill Development: Invest in ongoing education and training to continuously develop your skills and knowledge.

04

Pay It Forward: As you progress in your entrepreneurial journey remember to pay it forward by mentoring and supporting other women entrepreneurs. By sharing your knowledge, experience, and resources, you can contribute to the empowerment and success of future generations of women in entrepreneurship.





RESOURCES

- <https://sege.gr/en/>





STAVROS NIARCHOS

FOUNDATION

CATEGORY: Personal brand and digital marketing



DESCRIPTION

The "New Agriculture for a New Generation" program, initiated with the exclusive support of the Stavros Niarchos Foundation (SNF), is designed to address the pressing need for employment and entrepreneurial opportunities among young people in the Greek agri-food sector. Its purpose is multifaceted: to equip youth with the necessary skills and knowledge to thrive in agricultural entrepreneurship, to foster innovation and sustainability within the sector, and to contribute to the overall economic development of Greece. These programs are facilitated by experts from leading institutions such as Rutgers University, the Agricultural University of Athens, and the American Farm School. Additionally, infrastructure development initiatives are undertaken to enhance the operational capabilities of participants and contribute to the modernization of the agri-food sector in Greece. "New Agriculture for a New Generation" program exemplifies a successful model for empowering youth in agriculture entrepreneurship, driving innovation, and promoting sustainable economic development.

IMPACT

Economic Empowerment: By providing free training and support, the program enables women to overcome barriers to entry and establish themselves as successful entrepreneurs.

Breaking Gender Barriers: the program serves as a catalyst for breaking gender barriers and promoting gender equality.

Role Models for Aspiring Entrepreneurs: Female entrepreneurs who have benefited from the program serve as role models for other aspiring women entrepreneurs. Their stories of resilience, determination, and success inspire others to pursue their entrepreneurial ambitions despite facing challenges and obstacles.





TARGET GROUPS

The target groups for the "New Agriculture for a New Generation" program encompass agricultural educational institutions, local farmers, and entrepreneurs in Greece. Additionally, organizations specifically dedicated to supporting female empowerment in business are integral beneficiaries of this initiative.

KEY TAKEAWAYS

01

Accessible Training: The provision of free training and educational programs not only equips women with essential skills but also removes financial barriers that often deter them from pursuing entrepreneurship. By offering accessible training, the program ensures that women have equal opportunities to enter and excel in the agri-food sector.

02

Innovation Support: By offering support for the development of innovative products, the program encourages women to think creatively and differentiate their offerings in the market. This support fosters a culture of innovation among female entrepreneurs, enabling them to address market needs effectively and compete with established players in the industry.

03

Networking Opportunities: Events like innovation competitions provide valuable networking opportunities for female entrepreneurs. In male-dominated sectors like agriculture, networking and collaboration are essential for women to access resources, mentorship, and partnerships. These events create a supportive ecosystem where women can connect with industry experts, potential investors, and like-minded peers, ultimately enhancing their chances of success.

04

Public-Private Partnership: The program's success highlights the significance of collaboration between the public and private sectors in promoting female entrepreneurship. By leveraging the resources and expertise of both sectors, the program maximizes its impact and scalability. Public-private partnerships facilitate access to funding, infrastructure, and market opportunities, creating an enabling environment for women to thrive as entrepreneurs in the agri-food sector.





RESOURCES

- <https://www.snf.org/en/news-stories/>





Co-funded by
the European Union

JA WORLDWIDE

CATEGORY: Personal brand and digital marketing, Leadership Skills



JA
Worldwide®

IMPACT

Entrepreneurial Skills Development:

Participants consistently report improvements in critical entrepreneurial skills such as problem-solving, decision-making, communication, and financial literacy.

Community Engagement and Social Impact:

JA Greece's program extend beyond the classroom, engaging students, educators, business professionals, and community members in collaborative efforts.

Economic Empowerment: JA Greece's programs contribute to broader economic empowerment by fostering a culture of innovation, creativity, and enterprise among young Greeks.

Female Empowerment and Representation: Through targeted support and mentorship, female participants develop a strong sense of self-efficacy and ambition, challenging traditional gender norms and stereotypes.

DESCRIPTION

Junior Achievement Greece is a nonprofit organization established in November 2005, dedicated to implementing educational programs focused on entrepreneurship in Greece. As a member of Junior Achievement Worldwide, JA Greece aims to help young people create their own job opportunities through experiential and collaborative learning programs.

These programs introduce children to fundamental entrepreneurship concepts from an early age, preparing them for the modern global business arena. Collaborating with educators and corporate professionals, students engage with the business world, expand their horizons, and enhance their skills. It is a comprehensive initiative that offers a range of services and support mechanisms: Educational programs Training of teachers and mentors E-library Learning Labs





TARGET GROUPS

The program targets a diverse range of stakeholders deeply invested in fostering youth entrepreneurship and empowerment in Greece. It engages directly with young students across all educational levels. It collaborates closely with educators and school administrators who seek to enhance entrepreneurship education within their institutions. The program involves business professionals and volunteers eager to mentor and support young entrepreneurs.

KEY TAKEAWAYS



01

Start Early: Encourage entrepreneurship education initiatives from an early age to instill essential skills, mindset, and confidence in young individuals setting them on the path to success in entrepreneurship.

02

Foster Mentorship: Establish mentorship programs that connect aspiring female entrepreneurs with successful women in business who can provide guidance and valuable insights.

03

Build Networks: Actively engage in networking events, workshops, and communities that offer opportunities to connect with likeminded individuals and potential collaborators.

04

Embrace Failure: Emphasize the importance of resilience and learning from failure as integral parts of the entrepreneurial process, encouraging aspiring female entrepreneurs to view setbacks as opportunities for growth and development.





RESOURCES

- <https://jagreece.org/>





Co-funded by
the European Union



FOODCLOUD

CATEGORY: Personal brand and digital marketing, Leadership Skills



DESCRIPTION

FoodCloud, founded in 2012 by Iseult Ward and Aoibheann O'Brien, is a pioneering social enterprise committed to addressing the dual challenges of food waste and food poverty in Ireland. Ward and O'Brien recognised the staggering amount of surplus food generated by businesses and the pressing need to redistribute it to those in need.

With this mission in mind, they developed an innovative digital platform that seamlessly connects food businesses with surplus food to local charities and community groups. This platform enables businesses to easily donate surplus food, while charities and community groups can access these donations to provide nutritious meals to vulnerable individuals and families.

Since its inception, FoodCloud has grown into a leading social enterprise, leveraging technology to streamline the process of food redistribution and maximise impact. With a growing network of partner businesses, charities, and volunteers, FoodCloud continues to expand its reach and make a positive difference in communities across Ireland. Their innovative approach to addressing food waste and food poverty serves as a shining example of the power of entrepreneurship to drive social change and create a more sustainable future for all.

IMPACT

FoodCloud's innovative approach has had a significant impact on reducing food waste and alleviating food poverty in Ireland. By providing a platform for businesses to donate surplus food, FoodCloud has facilitated the redistribution of millions of meals to charities and community groups, helping to feed vulnerable individuals and families across the country. Iseult Ward and Aoibheann O'Brien navigated challenges related to securing funding and support for their social enterprise, breaking into male-dominated industries such as technology and food supply chains, and overcoming perceptions or stereotypes about women's leadership capabilities. Despite these challenges, the resilience, determination, and creativity demonstrated by Ward and O'Brien in founding and growing FoodCloud highlight their ability to overcome barriers and make a significant impact in addressing food waste and food poverty.





TARGET GROUPS

The FoodCloud initiative is targeted towards businesses, charities, and community groups in Ireland. Businesses, particularly those in the food industry, can use the platform to donate surplus food, while charities and community groups benefit from access to free food donations to support their programs and initiatives. Additionally, individuals passionate about addressing food waste and food poverty are key target groups for engagement and support

KEY TAKEAWAYS



01

Innovation: FoodCloud demonstrates the power of innovation and technology in addressing complex social issues such as food waste and food poverty. By leveraging digital platforms, the organisation has created an efficient and scalable solution for surplus food redistribution.

02

Collaboration and Partnerships: FoodCloud's success relies on collaboration and partnerships between businesses, charities, and community groups. The initiative highlights the importance of building strong networks and relationships to create positive social impact.

03

Awareness and Education: FoodCloud's advocacy and educational efforts play a crucial role in raising awareness about food waste and food poverty, encouraging individuals and businesses to take action and adopt more sustainable practices.





ADDITIONAL TIPS

- Continuously seek opportunities for personal and professional growth, such as leadership training programs.
- Collaborate with peers and industry experts to exchange insights and support each other's entrepreneurial journeys.
- Stay adaptable and responsive to market trends and technological advancements in digital marketing strategies.
- Purpose-Driven Entrepreneurship: Embrace the concept of purpose-driven entrepreneurship by identifying pressing social or environmental issues and developing innovative solutions to address them.
- Community Engagement: Engage with local communities and stakeholders to understand their needs and challenges, and involve them in the co-creation of solutions for greater impact.
- Continuous Learning and Adaptation: Stay informed about emerging trends and best practices in social entrepreneurship and sustainability, and be willing to adapt and evolve your approach based on feedback and lessons learned.

RESOURCES

- <https://www.foodcloud.ie/>
- <https://www.linkedin.com/company/foodcloud/>
- <https://www.linkedin.com/in/aoibheann-o-brien-524b8721/>





ANNE HERATY

CATEGORY: Leadership Skills



DESCRIPTION

Anne Heraty is a distinguished entrepreneur whose career has been marked by a remarkable journey of innovation, resilience, and success. After completing her Bachelor of Commerce degree at University College Dublin, Anne embarked on a career in finance, where she honed her business acumen and strategic thinking.

However, her entrepreneurial spirit soon led her to co-found CPL Resources PLC in 1989. Under Anne's visionary leadership, CPL Resources rapidly emerged as a trailblazer in the recruitment industry, transforming the landscape with its innovative approach to staffing solutions.

Anne's dedication to excellence and her unwavering commitment to delivering value to clients and candidates alike propelled CPL Resources to unprecedented heights, establishing the company as a cornerstone of Ireland's business ecosystem. Anne Heraty's entrepreneurial journey is a testament to her resilience, adaptability, and unwavering determination to succeed against all odds. Anne Heraty was honored with the prestigious title of Ireland's Entrepreneur of the Year by Ernst & Young in 2006. Her pioneering spirit and leadership continue to inspire aspiring entrepreneurs, particularly women, to pursue their dreams and make a lasting impact in the world of business.

IMPACT

Anne Heraty's entrepreneurial endeavors have had a profound impact on the business community in Ireland:

- CPL Resources has experienced significant growth and expansion under Anne's leadership, with the company establishing itself as a key player in the recruitment industry both domestically and internationally.
- Anne's innovative approach to business have inspired a new generation of entrepreneurs, particularly women, to pursue their entrepreneurial ambitions.
- She has made a positive impact on the wider community, supporting initiatives focused on education, healthcare, and social welfare.





TARGET GROUPS

Aspiring female entrepreneurs who are seeking inspiration and guidance in their entrepreneurial journey. Individuals interested in the recruitment industry or those studying business management and entrepreneurship could also find value in studying Anne Heraty's career and achievements. Her story serves as a motivational example for anyone looking to navigate the challenges of entrepreneurship and build a successful business.

KEY TAKEAWAYS



01

Vision and Persistence: Anne Heraty's journey from humble beginnings to business success highlights the importance of having a clear vision and unwavering persistence in pursuing entrepreneurial goals.

02

Adaptability and Innovation: Anne's ability to adapt to changing market dynamics and embrace innovation has been instrumental in CPL Resources' growth and longevity.

03

Leadership and Integrity: Anne Heraty's leadership style, characterised by integrity, resilience, and a commitment to excellence, serves as a model for aspiring entrepreneurs striving to build successful businesses with integrity and purpose.





ADDITIONAL TIPS

- **Believe in Your Vision:** Have confidence in your vision and be prepared to overcome obstacles and setbacks along the way.
- **Seek Mentorship:** Surround yourself with mentors and advisors who can offer guidance, support, and valuable insights based on their own experiences.
- **Stay Committed:** Entrepreneurship is a journey filled with challenges and uncertainties, but staying committed to your goals and values will ultimately lead to success.

RESOURCES

- <https://www.cpl.ie/>
- <https://www.linkedin.com/in/anne-heraty-3081577/>





COGS & MARVEL

CATEGORY: Personal brand and digital marketing, Leadership Skills



IMPACT

Cogs & Marvel's innovative approach to event management has made a significant impact on the industry, setting new standards for creativity, client engagement, and experiential marketing. As Ireland's leading event-management company, they have not only elevated the quality of events but also empowered women in entrepreneurship and leadership roles. With an expanding team and global presence, their influence extends beyond national borders, inspiring aspiring entrepreneurs worldwide.

DESCRIPTION

Cogs & Marvel, founded in 2006 by Jane Gallagher and Roisin Callaghan, is Ireland's leading event-management company. Jane's background in hotel management and Roisin's experience in business and French studies, along with her work with American Airlines and an independent TV production company, provided them with valuable insights into the industry's potential for growth.

The company's focus on building a strong reputation among FDI and multinational companies, particularly targeting big US tech firms based in Dublin, set them apart in the market. With a one-stop-shop solution approach, handling all key elements of events in-house, they differentiated themselves and attracted high-profile clients such as Google, Facebook, Uber, Twitter, Dropbox, and LinkedIn.





TARGET GROUPS

Cogs & Marvel's success story serves as inspiration for various target groups, including women aspiring to leadership roles, young female entrepreneurs, and aspiring entrepreneurs in general. Their journey demonstrates the possibilities of success through passion, hard work, and strategic growth, making them role models for individuals seeking to pursue their entrepreneurial dreams.

KEY TAKEAWAYS



01

Cogs & Marvel's success story highlights the power of identifying a specific need within a larger market. Instead of competing with established event planning companies across all industries, they focused on the unique needs of the tech sector. This allowed them to develop specialized knowledge about the tech industry's culture, target audience, and desired event experiences. By catering their services to this niche, they were able to demonstrate a higher level of expertise and build stronger relationships with tech clients. This approach is a valuable lesson for aspiring entrepreneurs. In a competitive landscape, focusing on a specific customer segment with unique needs allows you to develop a deeper understanding of their problems and tailor your solutions accordingly, ultimately leading to a competitive advantage.





ADDITIONAL TIPS

- Stay updated on industry trends.
- Build a strong network of female mentors and peers.
- Establish and uphold core values that guide your business decisions and interactions.
- Stay persistent in pursuing your goals and overcoming obstacles on your entrepreneurial journey

RESOURCES

- <https://www.independent.ie/business/small-business/experience-pays-off-as-cogs-and-marvel-become-main-event/36138982.html>
- <https://www.cogsandmarvel.com/>
- <https://www.linkedin.com/company/cogs-&-marvel/>





ACORNS

CATEGORY: Leadership Skills



IMPACT

ACORNS Ireland has had a significant impact on female entrepreneurship in rural communities:

- Participants have reported increased sales, exports, and job creation, contributing to economic growth in rural areas.
- The programme fosters a supportive network of female entrepreneurs, enabling collaboration, knowledge-sharing, and mutual support.
- ACORNS Ireland helps cultivate a culture of entrepreneurship and innovation in rural communities, driving economic diversification and resilience.

DESCRIPTION

ACORNS Ireland is an initiative focused on empowering early-stage female entrepreneurs living in rural areas across Ireland. It offers a comprehensive six-month part-time programme aimed at providing essential support, mentorship, and resources to help women succeed in their entrepreneurial ventures. The programme is designed to address the unique challenges faced by rural entrepreneurs and equip them with the tools and confidence needed to thrive in their businesses.

Driven by the belief that entrepreneurs learn best from each other, ACORNS Ireland organises interactive roundtable sessions facilitated by experienced female entrepreneurs known as Lead Entrepreneurs. These sessions provide participants with valuable guidance, advice, and support tailored to their specific needs. Additionally, the program offers access to training workshops, networking opportunities, and ongoing support to help participants navigate the complexities of starting and growing a business in rural Ireland.





TARGET GROUPS

ACORNS Ireland is open to early-stage female entrepreneurs residing in rural areas of Ireland. Participants may be starting a new business or in the advanced stages of planning a venture.

KEY TAKEAWAYS



01

Peer Learning: ACORNS Ireland emphasises the importance of learning from experienced entrepreneurs and peers, providing participants with valuable insights and support.

02

Networking Opportunities: The programme facilitates networking events, workshops, and peer support groups, enabling participants to build meaningful connections and collaborations.



03

Skill Development: ACORNS Ireland offers training workshops and resources covering essential business topics, empowering participants with the skills and knowledge needed for entrepreneurial success in rural Ireland.





ADDITIONAL TIPS

- **Stay Resilient:** Entrepreneurship can be challenging, but staying resilient and focused on your goals is essential for success.
- **Build Relationships:** Cultivate meaningful relationships with mentors, peers, and industry stakeholders to support your entrepreneurial journey.
- **Stay Connected:** Stay engaged with the ACORNS Ireland community beyond the programme to continue learning, sharing experiences, and collaborating with fellow entrepreneurs.

RESOURCES

- <https://www.acorns.ie/>
- https://twitter.com/acorns_ie
- <https://www.linkedin.com/company/acorns-ireland>





GOING FOR GROWTH

CATEGORY: Leadership Skills



IMPACT

Going for Growth has had a profound impact on the landscape of female entrepreneurship in Ireland. By fostering peer support networks, the initiative has created a collaborative environment where women entrepreneurs can share experiences, learn from each other, and overcome challenges together. The access to a panel of experienced mentors and advisors has provided participants with invaluable guidance and support, enabling them to make informed decisions and navigate the complexities of scaling their businesses. Going for Growth has equipped women entrepreneurs with essential skills, knowledge, and connections needed to accelerate their growth and expand their business reach.

DESCRIPTION

Going for Growth is the brainchild of Paula Fitzsimons, conceived in response to an initiative on women and entrepreneurship proposed by the NDP Gender Equality Unit in the then Department of Justice, Equality and Law Reform. Paula's mission is to support women in achieving their growth ambitions and cultivate a mindset conducive to expansion.

Paula Fitzsimons, the founder and managing director of Fitzsimons Consulting, specializes in entrepreneurship and growth-related areas. Paula's expertise and dedication have garnered international recognition. The initiative has received accolades from prestigious organizations such as the EU, OECD, and European Institute of Gender Equality, including the European Enterprise Promotion Award for Investing in Entrepreneurial Skills. Paula's extensive experience and leadership in entrepreneurship policy development further underscore the importance of optimizing the number of startups aspiring to and achieving high growth, with a particular focus on harnessing the latent potential of women entrepreneurs.





TARGET GROUPS

Going for Growth targets women entrepreneurs who are committed to growing their businesses and have the potential to scale. Participants typically have established businesses with a turnover of at least €100,000 and a strong desire to accelerate growth. The initiative welcomes women from diverse industries and backgrounds, providing support and resources tailored to their specific needs and aspirations.

KEY TAKEAWAYS



01

Peer Support: Building strong peer support networks is essential for women entrepreneurs to share experiences, learn from each other, and overcome challenges together.

02

Access to Mentors: Having access to experienced mentors and advisors can provide invaluable guidance, feedback, and support to women entrepreneurs as they navigate the complexities of scaling their businesses.

03

Continuous Learning: Investing in training, development, and skills enhancement is crucial for female entrepreneurs to stay competitive and drive business growth.



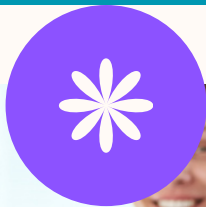


ADDITIONAL TIPS

- **Embrace Collaboration:** Collaborating with other entrepreneurs, organizations, and stakeholders can create new opportunities and accelerate growth.
- **Seek Funding Opportunities:** Explore various funding sources, grants, and investment opportunities available for women entrepreneurs to finance business growth.
- **Stay Resilient:** Entrepreneurship can be challenging, but staying resilient and persevering through setbacks is essential for long-term success.

RESOURCES

- <https://www.goingforgrowth.com/>
- <https://twitter.com/goingforgrowth>
- <https://www.linkedin.com/company/going-for-growth>





TIGERS CHILDCARE

CATEGORY: Personal Brand and Digital Marketing



DESCRIPTION

Tigers Childcare is a leading provider of early childhood education and care services in Ireland. Established in 2003 by Karen Cline, a teacher who identified a need for high-quality childcare for working parents. The company caters to children from as young as 4 months old all the way up to 13 years.

Tigers offers a variety of services, including full-day childcare, after-school care, and early-stage care for infants. Their locations are spread across Dublin and even have one branch in the United Kingdom.

With a focus on stimulating and progressive environments, Tigers Childcare prioritises quality education and experiences tailored to each child's individual needs and learning styles. This approach ensures a more enriching and engaging experience for all children, fostering their development in a nurturing environment. The company recognises the crucial role these early years play in a child's life and works towards helping them reach their full potential.

IMPACT

Karen Cline's vision helped significantly impact the childcare landscape in Ireland. The childcare centre started off as an after-school club in North Dublin with 12 children, and has grown into an international childcare group that is turning over millions of euro a year. Cline received feedback from families that their children attending school were doing better, making new friends, and gaining more confidence, so she was asked to open another centre. Cline exemplifies a successful entrepreneur who identified a need and built a thriving business that invests in the future generation.





TARGET GROUPS

Karen Clinge is an icon for female entrepreneurs, proving that through having a clear vision, and meeting a demand, it's possible to excel in a field you are passionate about. She is also an excellent example of someone who focused on building a strong personal brand, to ensure that parents were aware of her and the companies values. Tigers is actually an acronym that contains all of their core values, which are Teamwork, Integrity, Growth, Excellence, Relationships, Support

KEY TAKEAWAYS



01

Meeting Demand: Karen Clinge understanding the need for high-quality, accessible childcare was central to Tigers Childcare's success. She catered to a growing segment of working parents seeking a nurturing environment for their children.

02



Strong Vision: Clinge clearly defined her philosophy and approach to early childhood education, and communicated the core values of Tigers through an acronym that outlines what the company stands for.





ADDITIONAL TIPS

- Identify a need and build a vision.
- Build a strong team.
- Strategic growth through securing funding, managing growth, and adapting.
- Focus on Quality
- Create a supportive environment

RESOURCES

- <https://tigerschildcare.com/>
- <https://www.irishtimes.com/business/2023/03/22/tigers-childcare-invests-4m-in-expansion-plan/>
- <https://thecurrency.news/articles/119918/often-overlooked-but-critical-to-the-economy-the-story-of-tigers-childcare/>

