

MUMPRENEURSHIP

Entrepreneurial Mindset development for Mother - Startuppers Through Role Models

2020-1-SE01-KA202-0779221



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ABOUT THE PROJECT

On the 7th and 8th of December 2020, after 3 months of work, the Mumpreneurship project had its kick-off meeting, a virtual meeting hosted by the Greek partner (Challedu) and organised in collaboration with the Swedish contractor (IKF). All partners – the project coordinator, Internationella Kvinnoföreningen and the project partners, CHALLEDU-inclusion|games|education from Greece, INOVA CONSULTANCY from the United Kingdom and STANDO LTD from Cyprus, launched Mumpreneurship: Entrepreneurial Mindset development for Mother - Startuppers Through Role Models.

During the virtual kick-off meeting, all of the project partners discussed their previous experience in the topics of entrepreneurship, gender equality and support of mothers and agreed on an agenda that would focus on producing quality results that would assist all stakeholders in the creation of innovative, educational tools and support mothers to start a new career or to create a start-up by breaking all stereotypes against women and disadvantaged mothers in the field of Entrepreneurship.

The project has been successful in the Erasmus+ call in 2020 and consequently co-funded by the Erasmus+ Programme of the European Union for its 2-years' implementation.



MUMPRENEURSHIP RESULTS & IMPACT

Overall, the outcome of the project will be a set of tools and resources embracing the importance of collaboration between men and women and especially mothers, for the development of an environment of equal opportunities in the entrepreneurial world.

The project will produce 4 main results:

- 1 – Role-model education toolkit
- 2 – Advocacy, self-advocacy and public awareness toolkit
- 3 – Entrepreneurship education toolkit
- 4 – Mumpreneurship gamified application

During the project's lifetime, 1 international training event will take place in Greece for 5 days, as well as a series of local events in each of the partner countries.



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