

NEWSLETTER

The latest news and updates from MUMPRENEURSHIP PROJECT



IN THIS NEWSLETTER

PARTNERS MULTIPLIER EVENTS

THE PURPOSE OF HOSTING THE MULTIPLIER EVENTS

EACH PARTNER MULTIPLIER EVENT WITH PHOTOS AND TESTIMONIALS



During July 2022 all partners have hosted their multiplier events. The multiplier events covered all the outputs of "Mumpreneurship" project (O1,O2, O3, O4). The main scope of the events were to disseminate the results of the project to a community of mothers, VET trainers, relevant professionals and companies, NGOs and other stakeholders in each partner country.

Their specific objectives were to:

- Bring out the role of mothers in entrepreneurship
- Fight the stereotypes about abilities of mothers
- Provide role models to mothers

During the multiplier events there were talks, presentations and small workshops by the each partner hosting the event.

Testimonials

"Please make more events for mumpreneurs."

"Feeling that other women also have similar needs and inquiries is very relieving. I am not fighting on my own."



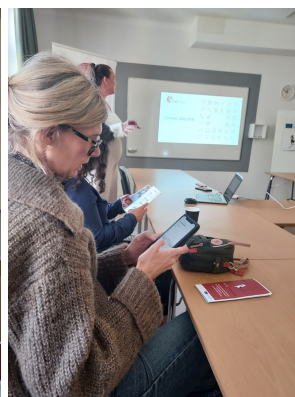


The most appreciated part of the application was the role models section and the possibility of following the example of powerful life stories and the strategies that could be developed out of it.

The Multiplier event of our project brought together institutions, beneficiaries, and operators in the field of social integration of vulnerable women, such as migrant women and mother entrepreneurs facing challenges in navigating the social and economical system of the hosting country.

During the event, the participants learned about the project objectives and tested the application, developed by our consortium. Participants were very enthusiastic and attracted by the idea of offering digital support to entrepreneur mothers.

Among the participants, we had representatives of operators working in the field of integration in the labor market that were inspired to offer the application to their beneficiaries as well.





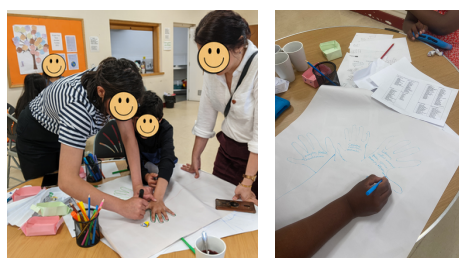
Participants competed against each other and took part in games and activities relating to developing an entrepreneurial mindset.

The Multiplier Event in the UK was held on the 16th of July and it was delivered face to face. We had 17 participants. The event was advertised to Mumpreneurs as well as those interested in entrepreneurship and gender equality.

Due to the summer holidays, we held the event on a Saturday and welcomed people to attend with their children. With this in mind, the event was focused on activities relating to entrepreneurship but which younger and older participants could take part in.

This offered extra impact, since we were not only inspiring more mums to build entrepreneurship skills but also helped the next generation of potential entrepreneurs to also develop their skills in this area!

We received some fantastic feedback and participants really enjoyed themselves.

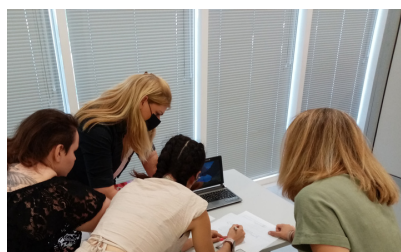




The multiplier event organized by Challedu, was held on Thursday 14th of July, from 17:00 to 20:00 in a hybrid format. The venue of the event was Serafeio, City of Athens.

“Feeling that other women also have similar needs and inquiries is very relieving.

I am not fighting on my own.”



In total 30 participants attended the event face to face whereas 3 participants attended in zoom. Our event was divided in 3 parts. In the first part, Konstantina Iakovou (project manager of Challedu for the Mumpreneurship project) presented the status of Mumpreneurs in participating countries based on the research carried out during the project.

She also presented all the project results and the Mumpreneurship app. After a short break, women – representatives of several organizations active in the field of female entrepreneurship talked about their views on Mumpreneurship and women entrepreneurship, shared their personal stories and presented in shoer their organizations’ relative activities followed by a fruitful discussion among them and participants.

The last part of the event was a networking session in which game-based activities for women entrepreneurship to bond the participants.



The event was a huge success with positive feedback for the initiative of the project to inspire women that want to start their own entrepreneurship journey.

The multiplier event organised by STANDO was held in Nicosia, at STANDO premises. A total of 30 participants attended the event in two sessions due to COVID regulations. The first session was held between 14:00 – 17:00 and the second session between 17:00 and 20:00. Both sessions were held on Tuesday 12th July.

During the event all participants were informed about the project and then various presentations were made by STANDO outlining the project Outputs.

Guest speakers were also invited to talk and motivate women acting as role models, giving real life examples and discussing various difficulties they faced throughout their road to success.

A demonstration of the Mumpreneurship app was also given and the participants downloaded and tried out the app during the session. Some project activities were also introduced and tried out.

