

## Newsletter #1

INSPIREYOWUp (Agreement & Project No.: 2013-1-NO1-LEO05-06186 ) is a Leonardo da Vinci Transfer of Innovation project developed with the support of the European Commission EACEA and the Norwegian Centre for International Cooperation in Education (SIU) running from 1.10.2013 to 30.09.2015.

INSPIRE YOWUp is targeting unemployed and inactive young people and women. Our aim is to inspire and empower young people and women to set up, run and grow your own company and increase your employability!

Learn more about the project & JOIN INSPIREYOWUP in Cyprus, Greece, Ireland, Norway, Spain and the Netherlands!

From other countries you are WELCOME TO JOIN OUR VIRTUAL COMMUNITY: twitter, website and e-mail

## What is Inspire YoWup?



INSPIRE YoWup project creates and adapts a set of tools and methodology for the development of entrepreneurial skills for unemployed young and women. The ultimate aim is to inspire and empower these collectives so that they can start, run and grow their own business and jobs.

Other objectives are:

- Identification of the needs of the target groups in each country and adapt the project to the national situation.
- Preparation of a package methodology for developing the skills and knowledge required.
- Disseminate and communicate the project outcomes among participant countries.



## Who are the partners behind Inspire YoWup?

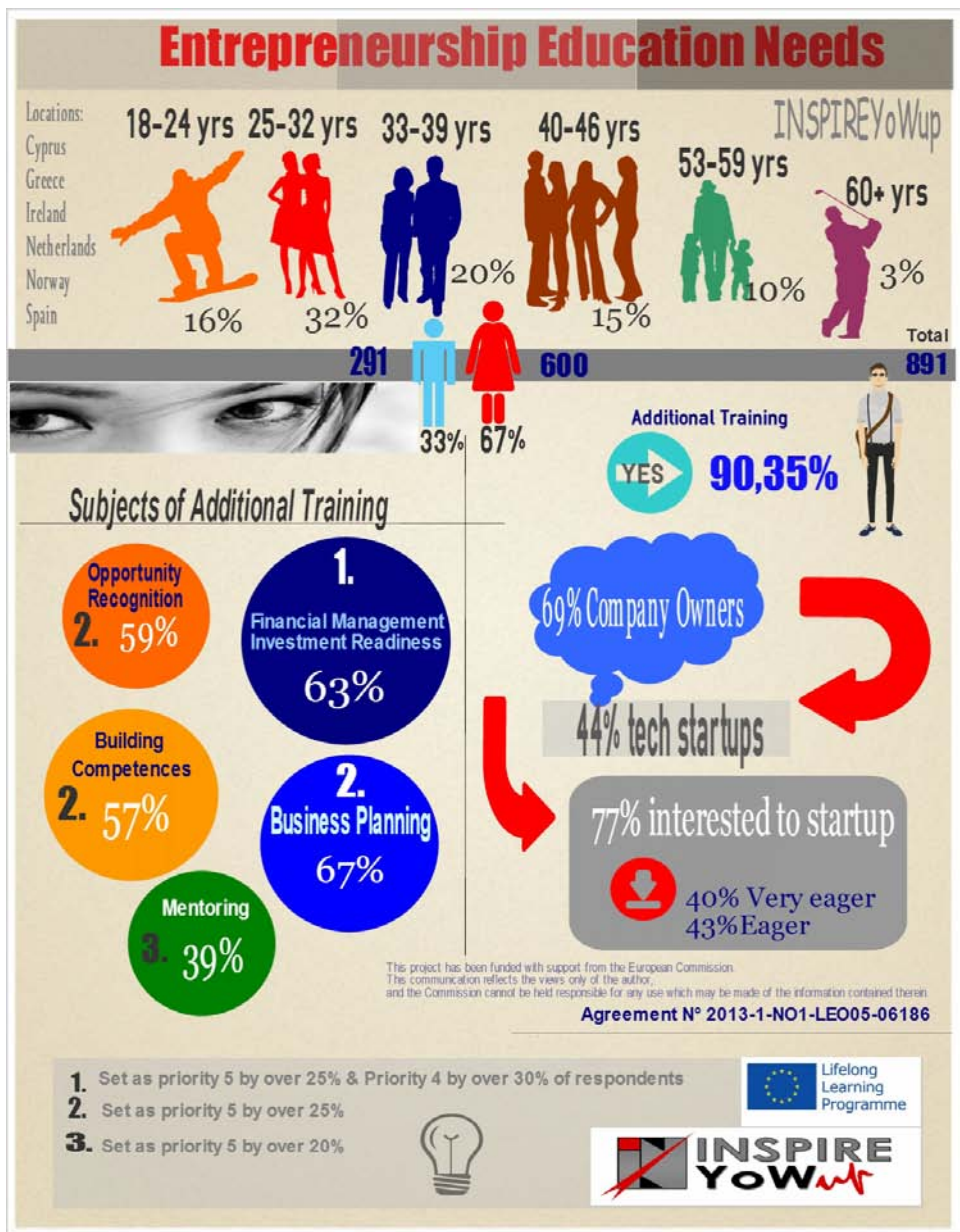
The project is developed by six organizations in different countries:

- European Centre for Women and Technology (ECWT) in Norway
- Democratic Rally (DISY) in Cyprus
- Business Development Friesland (BDF) in The Netherlands
- Militos Consulting S.A. in Greece
- CorkBIC in Ireland
- Centro Europeo de Empresas e Innovación de Burgos (CEEI Burgos) in Spain



## Main findings of the Inspire YoWup survey on "Entrepreneurship Training Needs"

In order to get to know the actual training needs of our targeted audience partners carried out a survey during March - April 2014 in national language in the six involved countries. Here you can graphically appreciate what we found out!



Stavriana Kofteros, Project Manager in Cyprus and responsible for coordinating the survey summarized INSPIRE YoWup experiences:

### **1. Did the outcomes of the survey surprise the partners?**

*"The main findings of the survey are encouraging for the scope of the project and to some extent surprising as well. The majority of the respondents are young women, living in urban areas. Overall, the surveys showed very positive attitudes towards trainings. All country surveys show a clear belief that they will benefit greatly from (more) trainings (91%). A clear majority (61.92%) asserted that having or lacking Initial capital is the largest obstacle for not starting their own business, as expected. To look deeper into the obstacles or enablers of starting a business, the survey inquired on the second reason as well apart from lacking initial capital. The secondary reason for not starting their own business - was stated as having/lacking expertise from experts, and having/lacking business management knowledge, which is a very important finding for the project and entrepreneurship in Europe in general.*

*Very important insight into the training needs of the project's target groups was gathered through the question on what kind of additional training are you most interested to receive, that revealed the following six priorities:*

*67.05 % chose c. Business planning*

*63.44 % chose e. Financial management & investment readiness*

*59.25 % chose k. Opportunity Recognition*

*56.50 % chose a. Building Competences: Cooperating, Presenting, Analysing, How to Pitch, How to awake your creativity –innovative self*

*39.88 % chose g. How to network*

*39.31 % chose Mentoring: techniques on how to mentor and how to give mentoring*

*Contrary to expectation, the topic work-life balance scored relatively low (32.51%), and did not come up as a priority topic in either of the country surveys."*

### **2. Is the partnership happy with the level of participation?**

*"The survey was answered by 891 people in total, while there are high variations in the per national language totals as well as the characteristics of the people that responded. To this we have added important insights in the survey analysis document offering educated reasoning to the national results. The differences in the economic situation in each country is considered to be the main reason for the variabilities. Overall the partners are happy with the level of participation."*

### **3. What are the next steps now that you have a more clear picture about the expectation of almot 1000 people in the six countries?**

"As intended, the partners run the survey in order to get insights in the target groups' needs so that to adopt the training material accordingly, to respond to these needs. In particular, the partners, especially the ones responsible for transferring the training material are currently adopting their training materials to account for the survey insights. Specifically, the work-life balance material that did not rate high in the needs is replaced with building competences training that was identified as an important need. Furthermore though, the partners, all highly experienced in the area of entrepreneurship, startups and entrepreneurship training are applying their knowledge and experience in how the training will be adopted. While the mentoring training was not identified by the target groups as a high need, it is the consortium's belief that this is so because people not in entrepreneurship or not in the process of starting up or running their business, do not really know the value of mentoring. For this reason the partners decided to keep the important mentoring training material and complement it additional training material on topics for example on how to build Boards."

### **Give women credit, Özlem Denizmen at TEDxAthens**

According to Harvard Business Review women invest with 50% less capital and have 20% more return. And yet only 1% of the world assets belong to women. Özmen Denizmen advocates in this TedXAthens presentation for giving women more credit!

Özmen Denizmen is one of the most successful social entrepreneurs in Turkey today. In her highly inspiring TedX Athens talk she advocates for giving women more credit! 'A candle doesn't lose anything from its light, by lighting other candles.'

