Title of the activity:	Entrepreneurship
Trainers:	Sara Massini
Duration:	4 h
Objectives of the activity:	What is entrepreneurship Differences among small business- start up- large company- social enterprise What influence entrepreneurship: personal factors and environment
Working methods:	Lecture and reflection
Space requirements for the activity:	Indoor or outdoor
Materials:	Videos like TED talk
Description of the activity (step by step):	Explain the participants the concept of entrepreneurship, the differences among small business, start up, large company, social enterprise with examples, features. Explain them the factors that influence entrepreneurship: personal factors and environment. Make them reflect on which one they can directly improve (personal factors). Show them TED talks about women entrepreneurship and business
Debriefing:	What is entrepreneurship? Capacity to take initiative, understand the contest and create/lead new initiatives Make them reflect on different fields that influence personal factors of entrepreneurship: MATHEMATICAL, SCIENCE, TECHNOLOGY, ENGINEERING • Medicine for cancer/HIV • Space science • Creativity • Innovation • Critical reasoning • Leadership • Integrate social medicine • Communication • Smart teaching • Balanced reasoning MULTILINGUAL • One of the easiest way of communication

- Wider/stronger capacity to shape our way of thinking
- The more languages we know, the more bridges we can build towards other cultures
- Language is the key knowledge to other countries

LITERACY
- Full educated, well-aware of the surrounding
- Eager to learn
- Knowledge
- Understand the mindset of a certain society
- Critical thinking

DIGITAL
- Communication = gain time
- Marketing
- Connection + networking
- Source of power
- Mobility of youth
- Web development + gaming
- Facilitating (work...)

PERSONAL FACTORS:
- Initiative
- Proactivity
- Perseverance
- Problem solving
- Persuasion
- Communication skills (assertiveness)
- Self confidence
- Self critical/?
- Planning

ENVIRONMENT:
- Political
- Legal
- Market
- Economic
- Social condition

WHAT CAN WE DO?
- Try to have educated/trained people in the "power" place
- Training for public servants, how to behave with people on human rights (how to talk and respect law while also respecting people)
- Create an awareness campaign (training activities) for citizen communities to "push" public servants in speaking with respect
- Training women, "do your job because you are a woman"
- Involve men educated on HR
- Educate men to HR
- Raise awareness on educational profiles are both for M/W
- Men are not enemies
- Focus on small groups

- Peer to peer
- One-one approach
- Follow the impact of peers
- Only then eventually seminars/events
- Use other topics to engage people → dance, culture, music, dinner…
- Experts to create informative sessions online/radio

TECHNICAL ASPECT SKILLS
- How bring gender perspective in entrepreneurship/business environment
- Business plan → business model canva, SWOT analysis
- Entrepreneurship and social entrepreneurship
- Strategic planning
- Digital marketing and social media → list of useful/free tools
- Learn basic online platform to create multimedia contents
- Leadership and HR management → exercises on the internet
- Entrepreneurship challenges (how to deal with them)
- Crisis management
- Short videos to get knowledges on those topics to be prepared to inform the target group

PERSONAL FACTORS ATTITUDE
- Interpersonal communication and public speaking → participating in volunteering programs/events
- Problem solving → activities/brain games to develop skills in critical thinking and adaptability
- Self-confidence
- Self-assessment
- Resilience → "30 dogs challenge for a healthy lifestyle"
- Creativity
- Risk taking
- Proactivity

Tips for the trainers:	Ask them questions like: what is entrepreneurship?
	Make them reflect on different fields that influence personal factors of entrepreneurship: MATHEMATICAL, SCIENCE, TECHNOLOGY, ENGINEERING
	MULTILINGUAL AND LITERACY DIGITAL
Outcomes:	The participants know the main concept of entrepreneurship and general features about women entrepreneurs
	The participants are more aware of the personal skills that they can improve for developing entrepreneurship, especially communication, networking, critical reasoning, creativity