



YOU WEEN
Young Women Green Entrepreneurs



Co-funded by the
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of the European Union

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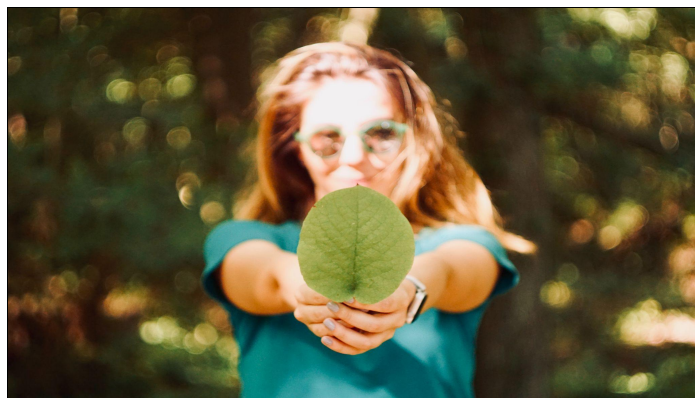
Project Announcement and First Training Day

Young Women Green Entrepreneurs, Press Release No.1

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PROJECT ANNOUNCEMENT

We are pleased to introduce our new project: **Young Women Green Entrepreneurship**, shortened to **YOU WEEN**! YOU WEEN is a 2-year, **Erasmus-funded**, **innovation-focused project** aiming to give **effective tools to young women living in rural areas**, and green urban areas, to increase chances and **opportunities in employment** and increase **socio-educational** and **personal development**.



YOU WEEN promotes **entrepreneurship education** and activities amongst **'green' young women**. It does this through training in **green thinking**, raising awareness of sustainability and **gender equity**, promoting 'green' development in rural/isolated areas or green urban areas, exchanging good practices, and providing expertise and knowledge for young women.

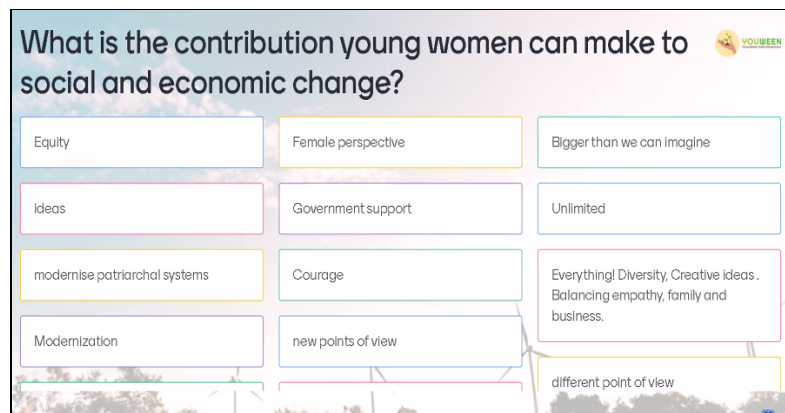
The project is **pan-european** with partners from the [UK](#), [Poland](#), [Lithuania](#), [Spain](#), [Italy](#), [Greece](#), and [North Macedonia](#) collaborating for holistic results. From its beginning in January 2021, partners have been working to develop three **'intellectual outputs'** including a set of **educational videos**, a **virtual interactive network and platform** and an **exploitation roadmap** and **guidelines** for policy influence.

So far, YOU WEEN has kicked-off with online **international meetings** between all partners, the mapping and **collection of best practices** around Europe in sustainable and green entrepreneurship for young women, and as of last week, conducted its **first official training day for youth workers** - which we believe is something to celebrate!

FIRST 'TRAIN the TRAINERS' SESSION

- ★ *What problems affect young women in rural areas?*
- ★ *What limits do women encounter when starting a business?*
- ★ *How can Coaching Circles be used as a training technique in green entrepreneurship?*

These questions were the starting point for our first 'train the trainer' session. The session was held on Friday 28th May 2021 via Zoom, with **+35 participants** from seven EU countries. The training served as the **first of five training days** for youth workers (with the following four days to take place in Poland come September 2021), all with the aim to **provide youth workers with green entrepreneurship training** in order to support young women living in rural areas through local **grass-roots initiatives**.



After warming up with these questions, it came time to practice **Coaching Circles Methodology** as the main purpose of the training. The goal of the Coaching Circles? To generate **emotional peer conversations** and **interactive reflections** based on presented 'cases' of gender in/equity in green entrepreneurship.

Participants were split into smaller working groups, having the chance to experience Coaching Circle Methodology first-hand as a part of the training. **Youth Workers** responded very positively to the circles, stating they felt more **hopeful** and **engaged** than before the training, and thought this methodology is **transferable** to training young women in green entrepreneurship. All in all, the training technique proved **very effective** in identifying needs, experiences and expectations of all those who participated, marking a successful start to the YOU WEEN project.

For More Information on YOU WEEN Project:

Email the YOU WEEN Project team on youween.eu@gmail.com

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