

Girl Power – fine-tuned entrepreneurial education for girls aged 15-18 years in Latvia and Estonia (GirlPower)

Programme Priority: P1 Competitive economy

Programme Specific Objective: 1.2. More entrepreneurial youth

Sub-programme: Central Baltic

Duration: 01.11.2020 - 31.12.2022

Total funding: 379.464 EUR

ERDF funding: 307.366 EUR ERDF

Project Summary:

The project is going to address such common Latvian and Estonian territorial challenges, as slow economic growth, insufficiently active business environment, high unemployment among youth and lack of entrepreneurial education for people under 18. Partners will target girls aged 15-18 year, who are enrolled in secondary education as they often face the older generation stereotype according to which a woman should rather focus on getting married and giving birth to children than on making a career or running her own company. Involvement in entrepreneurship is frequently disapproved.

Throughout the project, the partners will develop a multi-functional ICT learning platform and a 30-hour Study module on youth entrepreneurship support, which will be piloted during 16 events. These events are idea-generation workshops “Come with nothing, leave with a goal”, idea assessment workshops “How good are you?”, two-day cross-border hackathons “Make your idea a reality”, cross-border capacity- and team-building events and closing conferences.

In order to ensure the sustainability of outputs and to facilitate knowledge an expertise transfer, the partners will compile Guidelines for relevant beneficiaries, such as secondary schools and other educational institutions, incubators, municipalities and NGOs, as well as they will conduct trainings for them.

In the framework of the project, at least 20 joint cross-border student companies (SCs) will be created in two rounds. They will go through a simulated process of business start-up and development starting from a business idea and ending with a fully elaborated business plan. Each SC will operate for 1 year under supervision of project staff and with a support of mentors and experts.

Map of Partners

Partners

Lead Partner

Latvijas Lauksaimniecības universitāte

Country: LV

www.llu.lv [1]

Partner budget: 230.446 EUR

Amount of ERDF funding: 186.661 EUR ERDF

Project Partners

Tartu Ülikool

Country: EE

www.ut.ee [2]

Partner budget: 149.018 EUR

Amount of ERDF funding: 120.705 EUR ERDF

Results

Expected results

Achieved results

Project result in category - Joint student company

GirlPower developed and piloted entrepreneurship study module for youth

Project developed and piloted entrepreneurship study module which can be used by partner and other organisations for organising entrepreneurship training for youth. Project materials were translated into Latvian and Estonian. Both project partners intend to incorporate the Study module into their regular teaching activities. In addition, ICT platform was developed and guidelines for using the platform prepared to provide online support for young people interested in entrepreneurship. The ICT platform gave an opportunity to find a mentor from another country and get support based on international experience, as well as communicate with participants from another country and discuss with her the possibilities of a common business in future.

During the project implementation, 20 cross-border student companies pitched their business ideas during two hackathons organised by the project. Student companies brought together girls from Latvia and Estonia and went through a simulated process of business start-up and development starting from a business idea and ending with an activity plan.

Cross-border added value of the project is emphasized by the fact that girls from Latvia and Estonia had the opportunity to get acquainted with the trends, characteristics and specific examples of women's entrepreneurship in the neighboring country. Target group also had a great opportunity to communicate with their peers from Latvia and

Estonia, get to know their culture and mentality, understand their problems, and find ways to solve them together.

Project page in database

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At a glance

- entrepreneurship study module and online support ICT platform for youth in Latvia and Estonia were developed
- 20 cross-border student companies established by girls had two hackathons
- girls had the possibility to get familiar of women's entrepreneurship in the neighboring country

Tags

[education and training](#) [4]

[Social inclusion and equal opportunities](#) [5]

Project Visibility

Social media links

[Facebook @GirlPowerCentralBaltic](#) [6]

[Lead partner webpage - project link](#) [7]

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Links

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