EMPOWERHER

ENSURING DIGITAL INNOVATION (GAMIFICATION), QUALITY AND RECOGNITION IN YW FOR BETTER GENDER BALANCE IN ENTREPRENEURSHIP EDUCATION

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EMPOWERHER ENTREPRENEURSHIP ACTIVITIES

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EmpowerHER Activity Template

Title of the Activity	**Women entrepreneurs mural**
Partner	WIDE ANDCO
EmpowerHER Competence Framework reference	Introduction to entrepreneurial mindset
Competences	- Entrepreneurial mindset - Self-confidence - Creativity - Self-awareness

Format	Both formats: Online and Offline.
Target Group	Young women aged 16–25 interested in discovering entrepreneurial career paths
Duration	45-90 minutes

Materials & Tools Needed	• 3 sheets or wall support (kraft paper, whiteboard, rigid board, etc.) • Pens, markers, post-its, scissors, glue, magazines for collage • Printed biographical sheets (if time or internet access is limited) • Internet access (if research time is included)

Methodology	This activity is based on collaborative, inquiry-based, and creative learning, designed to inspire participants through the exploration of real women's entrepreneurial journeys. It combines research, teamwork, visual expression, and collective reflection to make role models visible, relatable, and empowering. Importantly, the activity promotes active engagement and ownership of learning. It doesn't just teach about entrepreneurship as it invites participants to identify with the stories, and even imagine their own entrepreneurial future. **Step 1: Icebreaker & Introduction (10 min)** The facilitators begin the activity by asking participants if they can name a woman entrepreneur, and open a discussion. At this point, key figures and inspiring examples can be shared. They then briefly introduce the goal of the workshop. **Step 2: Group Division (5 min)** The facilitator divides participants into groups of 3 to 5 people. Each group works on 1 to 2 women entrepreneurs (depending on time). They can either be assigned historical figures or choose themselves. **Step 3: Research & Info Gathering (10 to 20 min)** Objective: Get to know the selected woman entrepreneur. If no internet is available, use printed bios. **Groups should answer key questions:** • Who is she? • What field did she work in? • What time period? • What were her achievements? • What challenges did she face? • What lesson can we learn today? **Step 4: Mural Creation (15 to 30 min)** Each group prepares a mini-poster to add to the collective mural: • Name, portrait (drawn or printed) • Field of activity • Inspiring quote (if possible) • Key word or associated value • Visuals, colors, creativity! Once completed, groups stick their posters on a wall or panel to create the full mural. **Step 5: Presentation & Sharing (10 to 20 min)** Each group presents their chosen woman entrepreneur to the others. Facilitators then lead a discussion on what participants learned, what inspired them, and what surprised them.

	Suggestions for Mural Layout Facilitators can organise the women entrepreneurs by: • Time period (ancient, modern, contemporary) • Sector (tech, fashion, environment, social, culture...) • Geographical origin **Optional Variations or Extensions** Add a "And Tomorrow?" section where girls imagine their own entrepreneurial project. Invite a local woman entrepreneur for a short testimonial. You can find the full guide of the activity here: https://www.canva.com/design/DAGt-2TKIBU/gIYbU9JIShSEVC19IWZdxg/view?utm_content=DAGt-2TKIBU&utm_campaign=designshare&utm_medium=link2&utm_source=uniquelinks&utlId=hd3d4f39042

Reflection & Evaluation	**Individual reflection**: Which woman entrepreneur inspired you the most, and why? What challenge did she face that you can relate to? What new quality or value do you associate with entrepreneurship now? Has this activity changed the way you see yourself as a potential entrepreneur? If you created your own mural poster, what would it say? **Group debrief:** What patterns or common themes did you notice across different stories? What kind of stereotypes did these women break? Were you surprised by any of the entrepreneurs' backgrounds or fields? What did this activity teach you about *possibility* and *perseverance*?

Resources	**https://la-woman-mag.com/la-reunion-a-mis-en-lumiere-lentrepreneuriat-feminin-avec-une-fresque-collaborative-inedite/** **https://www.fresquedelequite.fr/**

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