EMPOWERHER

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

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# GUIDELINES AND TEMPLATE FOR DEVELOPING EMPOWERHER ENTREPRENEURSHIP ACTIVITIES

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# EmpowerHER Activity Template

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| **Title of the Activity** | Brands of my daily life |
| **Partner** | ESPLAI SOCIAL |
| **EmpowerHER Competence Framework reference** | 5. Business Model Canvas |
| **Competences** | • Business awareness<br>• Team work<br>• Researching and investigating<br><br>Knowledge:<br>• Learn from existing case studies and industry practices of business model design.<br><br>Skills:<br><br>• Capacity to analyze the feasibility and sustainability of a business model.<br><br>Attitudes:<br>• Increased confidence in entrepreneurial thinking. |

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| **Format** | Both formats: Online and Offline. |
| **Target Group** | Young people<br>Mixed groups<br><br>This activity is designed for a mixed group of young people with minimal technological skills to conduct virtual research.<br><br>The reflection could include an analysis linked to the project's target group (adolescent and young women) on the gender roles promoted by the brands they use in everyday life. |
| **Duration** | 45 minutes |
| **Materials & Tools Needed** | Online: Zoom, Jamboard<br><br>Offline: Electronic devices for research, post-its, Flipchart paper, markers. |
| **Methodology** | Introduction: The session will open by explaining that the objective of the activity is to connect the objective of the Business Model Canvas with the brands we use daily.<br><br>Description of the activity:<br><br>1. Identify a brand you use daily. Think about your daily routine: breakfast, clothing, transportation, school supplies, food, technology, entertainment, sports equipment, etc.<br><br>2. In small groups, choose one brand and brainstorm:<br>• Who is their customer segment?<br>• What value are they offering?<br>• How do they deliver it?<br><br>3. Using electronic devices, try to find information about the 9 blocks of the Business Model Canvas of the chosen brand.<br><br>4. Fill in the 9 blocks of the Business Model Canvas designed on flipcharts using Post-its. |

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| **Reflection & Evaluation** | Why do you use this brand? What makes it work?<br><br>What surprised you about how your favorite brand is structured?<br><br>Can you imagine starting something similar? |
| **Resources** | Business Model Canvas editable:<br><br>• https://www.strategyzer.com/library/the-business-model-canvas<br>• https://docs.google.com/presentation/d/1hoB3WzgCHOlcjvvwJjLFq8ZXPK8VrKtW8T29HEOJ3_Y/edit<br><br>Business Model Canvas Explained:<br>https://youtu.be/QoAOzMTLP5s?feature=shared |

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