

KA2- EXCHANGE OF GOOD PRACTICES

MODERN LADY TALK

2020-2-HU01-KA205-079053



*24 MONTHS
4 PARTNERS
40+ PODCASTS*

DESCRIPTION:

No country's economy can be viable without successful businesses. Recognizing this, both the European Union and the Hungarian government consider developing entrepreneurial skills and abilities, disseminating entrepreneurial knowledge, and promoting self-employment and entrepreneurship to be of paramount importance. Therefore, one of the aims of the project is the development of entrepreneurial competencies in a non-formal way.

. Another goal of the project is to reduce the gender imbalance by developing among women the competencies needed to become a successful entrepreneur. Modern Lady Podcast aims to show successful businesses, good practices and winner approaches lead by young women.

OBJECTIVES:

- To develop youngsters' autonomy, individual and collective responsibility through entrepreneurship and start-up mind-set
- To foster entrepreneurial skills for youngsters to make them ready to enter the labour market
- To increasing equal opportunities in the labour market

PARTNERS:



ITALY



NETHERLANDS



SPAIN



HUNGARY

WHAT WILL WE EXACTLY DO?

PROJECT ACTIVITIES:

- 1) Management of the online communication between partners:** organizing and coordinating online meetings on a monthly basis, discussing and implementing any changes that may arise
- 2) Designing and making partner agreements with all partner institutions:** if the application is successful, the contracts proposed by the National Agency will be completed and signed
- 3) Assigning the tasks and responsibilities, deadlines and conditions:** for the success of the project, it is imperative that everyone is aware of the responsibilities and deadlines. We must strive to meet the deadlines on time
- 4) Create the plan of project activities:** planning is an important stage in starting a project, as we will move on with that plan during the project
- 5) Organising, Preparing and Realising the meetings and trainings:** trainings and meetings require lengthy organization, so we need to start dealing with them in time

- 6) **Qualitative control of the reports:** in order to achieve effective dissemination, we need to produce qualitatively appropriate reports
- 7) **Dissemination and promotion of the results:** at the beginning of the project, we will create a dissemination and promotion strategy for the application, which will allow it to be communicated as successfully as possible
- 8) **Designing and making website and social media platforms:** we can reach young people most effectively in the online space, so it is very important to be able to produce an online presence that can engage our target group
- 9) **Qualitative and quantitative evaluation:** we evaluate after each project activity, as this is the only way we can ensure that we will achieve the desired results. If we are not satisfied with our feedbacks, we may need to make changes to our project plan.
- 10) **Management of online sharing platforms (Google Drive):** because we operate in different countries, we are also connected by the online space, so to achieve more efficient work, we use online sharing interfaces that all parties can access and see the immediate changes
- 11) **Preparing the schedule of making podcasts:** the outputs of the project are the podcasts, so we have to pay due attention to the technical and the organizational and the implementation preparations.
- 12) **Controlling and making podcast videos**
- 13) **Controlling and making the translation and subtitling of the podcasts from English to local languages**
- 14) **Financial monitoring:** it is also a very important aspect to have a proper financial review of the project after each activity, as regular management of financial expenses can be a great help in the final clearance
- 15) **Monitoring the process:** we must also allow individual interests to be met, as this is the only way we can ensure the possibility of development, but we must constantly monitor that we carry out each activity as required
- 16) **Compliance with the deadline:** adherence to deadlines is also such a key process of the project that if we do not pay enough attention to it, the desired effects may be missed
- 17) **Organize a Women's Circle meeting for the local community** twice during the project in each participating partner country. The partners will reach 20-20 young people from their town local communities, so a total of 80 young people will attend these events. At the meeting, young people will have the opportunity to meet in person famous female entrepreneurs with whom the podcasts were also made. And they can acquire competencies during the conference that will help them become successful entrepreneurs as well.





CHOICE OF PRIORITIES:

1. **Support and development basic skills:** the objective of our project is to create concrete actions aiming to give support to young people, especially young women, who want to become entrepreneur or start a profession as self employed. We want to reach this objectives creating a safe space in which young people, and especially young women, can express their fears and help eachother to fight sessism and stereotypes. In general we want to contribute the good practices dissemination using the "peer to peer education" method. Aiming to this objectives we believe we can:

- support them in the acquisition of new competences and skills;
- support & develop their actual skills and capacities;
- support the acquisition of basic skills in different perspectives: sense of entrepreneurship, sense of initiative, project management, business planning, develop self confidence, entrepreneurial mind-set, multilingual competences, creativity, social and learning to learn competences, digital digital technologies competencies, and gender equality;

2. **Promoting engaging, Connect & empowering:** on this perspective our goal is to promote the engagement of young people to create more active citizens and to give more effective answers to economic and social problem created to an the actual uncertainties of the labour market. We aim to inspire people to go beyond their fears and doubts and make them feel like they are not left alone in this process.

We also aim to create a network where young women can feel comfortable to express their doubt or challenges. We think that a great number of youngsters face many problem starting their "dream" career, but young women may have more challenges while achieving this goal. We want to create a national and international network were good practices and will to share offer a base to achieve better personal goals. As the expression says: unity is strength!

3. **Promoting entrepreneurship education and social entrepreneurship activities among young people:** our main focus for this project is very specific: is about to help to create young entrepreneurs and/or support those who are already following this path and wants to be good example for others. Sometimes young people feel lost and they can face more challenges in achieving their "big dreams", but we want to inspire them and tell them that everything is possible if there is the will to succeed.

TIMELINE:

ID	Activity Type	Starting Period	Description
1	Transnational Projects Meeting	10-2020	Project Manager's meeting
2	Transnational Projects Meeting	09-2021	Mid-term meeting
3	Transnational Projects Meeting	05-2022	Closing Offline Tear Party
4	Short-term joint staff training events	04-2021	Create your business plan!
5	Short-term joint staff training events	12-2020	Making of: video editing & communication techniques
6	Short-term joint staff training events	03-2021	Event promotion & marketing training
7	Short-term joint staff training events	12-2021	Women's empowerment

Please find the updated, detailed timeline attached to this e-mail and in the common Google Drive

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