



WeRLearnin Approach

An **innovative** and **Inclusive Learning Approach** for female students in higher education and graduate aspiring women entrepreneurs.

The purpose of our project is to **target entrepreneurship educators (professors, lecturers, mentors, coaches) and entrepreneurship programmes managers in higher education institutions (HEIs), university incubators**, and in non-academic organisations in charge of promoting and supporting entrepreneurship in the broader regional entrepreneurship ecosystem.

Our consortium performed research to answer the following question:

How can we enhance the inclusivity of regional entrepreneurial ecosystems and embeddedness of female entrepreneurs therein, through the design of more inclusive academic and non-academic entrepreneurship education and support programs?

The expected improvement is the result of learning from the current state of research on women entrepreneurship (with an academic background), gender inclusivity, and inclusive regional entrepreneurial ecosystems. Additionally, the research included gathering existing good practices of inclusive entrepreneurial education and support and finding inspirational female role models.

Entrepreneurship educators at HEIs will directly benefit from the project through the improvement of their skills and knowledge to design a more inclusive entrepreneurship education program, as well as benefit from the regional and international networks established during the project lifetime. Together with the entrepreneurship programme managers who successfully participated in the Capacity Building

Sessions (CBS), they will be able to apply their knowledge and skills in a pilot test with the final users (female students, aspiring female entrepreneurs and female entrepreneurs seeking growth).

The benefits to the final users is morefold. Female students and aspiring female entrepreneurs will benefit from close interaction with female entrepreneurial role models (developing inspiration and motivation, increasing self-efficacy, learning by example what the entrepreneurial journey looks like, learning by support).

This will bridge generations in two ways:

- 01** Experienced entrepreneurs pass on their knowledge and experience to the younger generations in entrepreneurship, and
- 02** One generation of female students and female aspiring entrepreneurs profile the role model women entrepreneurs and another generation of these target groups will use this revised material from the Pilot Tests, delivered later in the project.

The development of the **WeRLearnin Approach** includes:

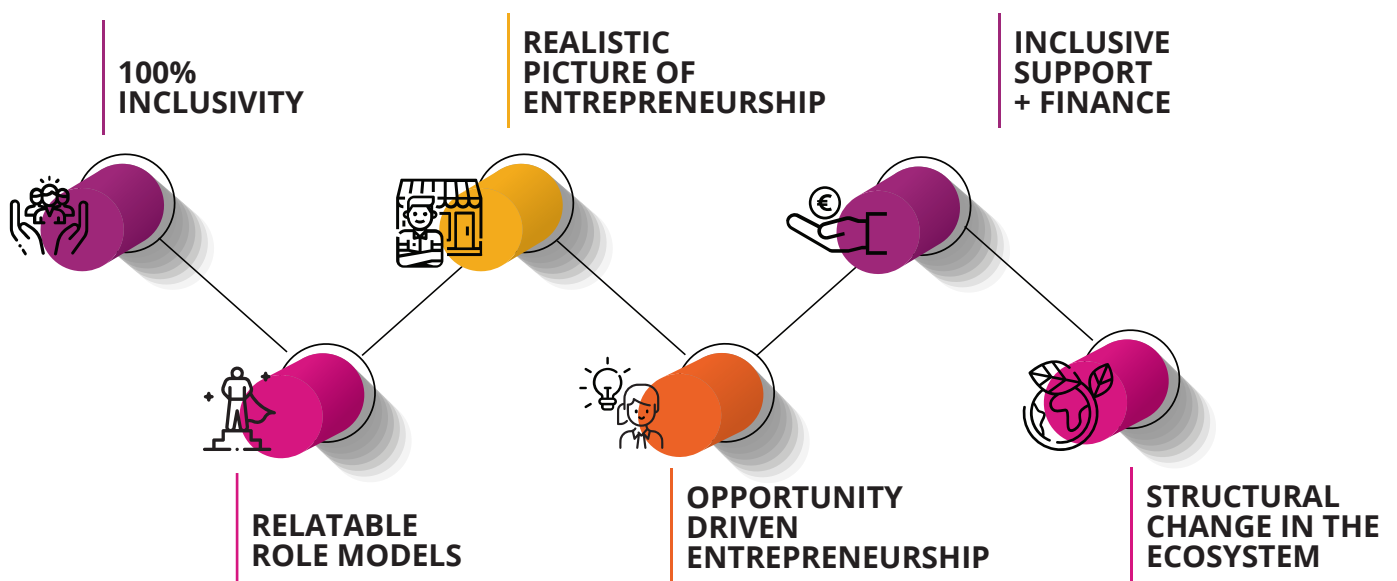
- 01 WeRin Principles
- 02 WeRin Nudges
- 03 WeRin Knowledge Port
- 04 WeRin Toolbox

Based on the research and discussions of different stakeholders in the entrepreneurial ecosystems, we designed and developed an Innovative and Inclusive Learning Approach for Women Entrepreneurship, conceptualised hereafter as the **WeRLearnin Approach**.

01 WeRin Principles

The identification of relevant guiding principles for designing inclusive entrepreneurship education and support programs that foster the embedding of female entrepreneurs into the local ecosystem (WeRin Principles).

Six core principles were identified:



Find out more about our **WeRin Principles** by visiting **PowerPoint Presentation (werinproject.eu)**

02 WeRin Nudges

The design of a set of “Nudges” to encourage female students towards participating in events organised in the entrepreneurship ecosystem, and towards the incubation of their ventures (**WeRin Nudges**). The goal is to create nudges that could influence thinking about entrepreneurship without the usual prejudices and bias.



03 WeRin Knowledge Port

The design and development of the WeRin Knowledge Port to be used for storing Open Access Educational Resources. The **WeRin Knowledge Port** will be used by entrepreneurship educators / mentors / sponsors for the delivery of the pilot testing sessions, as well as being freely available to everyone who wants to use it to improve the entrepreneurial context in their respective systems.

Resources for each principle are grouped according to the following categories:

- 01 Documents and articles
- 02 Workshops / Courses / Online tools / Quizzes
- 03 Networks and Initiatives
- 04 Videos

The final output is an average of 30 resources per principle.



04 WeRin Toolbox

The design and development of a toolbox (hereafter conceptualised as the **WeRin Toolbox**) to support educators and managers to deliver programs in implementing the general WeRLearnin Approach.

The WeRin Toolbox for educators and managers of entrepreneurship programmes in the entrepreneurial ecosystem is composed of the results and outcomes from: the report on the Literature Review, Good Practices Analysis, Role Model Profiles, WeRin Principles and WeRin Nudges and the WeRin Knowledge Port.



What we achieved...

During the lifetime of the project the development and testing of the Toolbox was disseminated firstly through the CBS to the entrepreneurship educators and entrepreneurship programmes managers. They transfer the knowledge acquired in the international CBS and pilot testing stages, to the wider regional community in their entrepreneurial ecosystems at the final local events through regional workshops and CBS, where they will use the project educational resources.

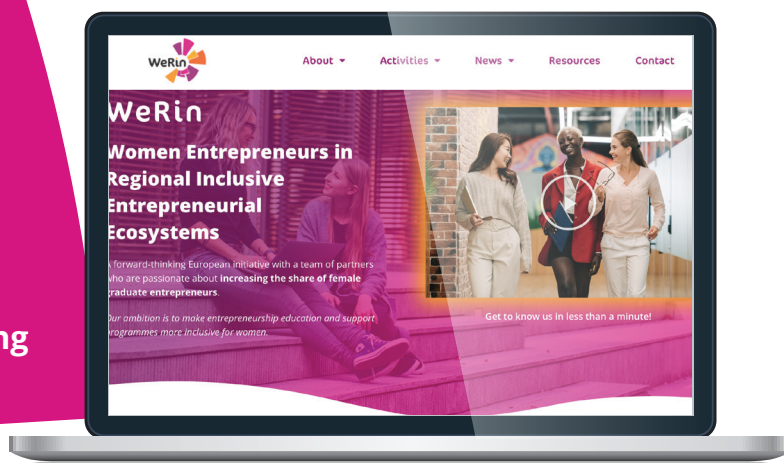
The **Regional Scan reports** explain the current state of entrepreneurship education, female participation in this type of education and within the entrepreneurial community which is then used in our presentations.


CBS presentations are formed according to the core WeRin Principles. They include an analysis of the existing literature on perceived obstacles and biases, as well as a focus on a solution for inclusivity. In addition, the groups at the workshops will analyse the quotes of female entrepreneurs, with the goal to identify recommendations for 100% inclusivity.



Webinar videos present **Good Practices** from every region included in the WeRin project. They include the regional context with an emphasis on the number of entrepreneurs and students, statements from existing entrepreneurs and their perspectives on business, as well as opportunities, obstacles and biases in a particular region. Also included is a testimonial of a good example of learning about entrepreneurship, from the leaders and participants of the selected programs.

Visit the WeRin project website to avail of resources to support educators and managers of supporting programs in implementing this WeRLearnin Approach.



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www.WeRinproject.eu



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