EmpowerAI

WELCOME TO EMPOWERAI ERASMUS+ PROJECT!

Spotlight on the Project

Introduction

We are thrilled to present the second edition of the EmpowerAI project newsletter, where we will keep you updated on the latest developments and achievements of our Erasmus+ project.

Within this issue, we will present you with:
1. The first results of the Empower AI Compendium with entrepreneurs women
2. Details of our transnational meeting in Finland on 18th and 19th September, 2024
3. Next steps, agenda and details of our next partner meeting

Presentation of the Project

EmpowerAI focuses on enhancing digital readiness and capacity among female entrepreneurs and VET teachers, equipping them with the knowledge and tools to leverage AI effectively in their professional endeavours. Our project promotes digital competence, an entrepreneurial mindset, creativity, innovation, and lifelong learning.

Project Objectives

The primary objective of EmpowerAI is to increase awareness and implementation of AI tools among female entrepreneurs and VET teachers in female-dominated sectors. We provide the knowledge, skills, and support necessary to effectively utilize AI tools for entrepreneurial purposes.

Project Results

The results of EmpowerAI include an AI tools compendium, which will serve as a valuable resource for VET teachers teaching entrepreneurship and female entrepreneurs looking to start or grow their businesses. Additionally, we are developing an e-learning course that will empower participants with the necessary skills to exploit AI tools for entrepreneurship.

CASE STUDIES: MAPPING WOMEN ENTREPRENEURS & FIRST RESULTS!

In August and September, 100 female entrepreneurs responded to the survey of for the first phases of the project: the application of the EmpowerAI Compendium - Digital Date Base, an online questionnaire created by p-consulting to collect data from entrepreneurs in sectors dominated by women. The questionnaire focused on collecting information about the use of AI tools in their businesses and was supplemented with 10 personal interviews in the partner countries to collect data at a national level - two per country. The data collected was evaluated, and the most interesting and relevant information was recorded in detail, creating relevant and very important case studies for our project of which we list below in some perspectives. Check them out!

CHALLENGES

Project partners presented an overview of the current state of women's entrepreneurship in their respective countries. While entrepreneurial spirit is growing across Europe, women still face significant barriers. In Italy, the compendium identified that access to funding and cultural norms remain key challenges.

GENDER ROLES

Finland provides strong entrepreneurial support, but women-led businesses are often smaller and sector-specific. Spain is witnessing a rise in women-led startups, especially in innovative fields, but access to finance and networks needs improvement. Greek women entrepreneurs face a difficult economic climate and traditional gender roles, highlighting the importance of support networks.

CAPITAL AND MENTORSHIP

Ireland has a vibrant startup scene, yet women are underrepresented in high-growth areas, underscoring the need for better access to capital and mentorship. The EmpowerAI partnership will soon publish a comprehensive research summary to provide further insights and recommendations for fostering women's entrepreneurship across these diverse European contexts.

SECOND TRANSNATIONAL MEETING OF THE PROJECT

Partners had the pleasure of attending the second Transnational Meeting dedicated to empowering women entrepreneurs and VET teachers in leveraging AI through comprehensive online training. The meeting of the members, who represent European partners from Spain, Italy, Finland, Ireland and Greece - all experts in the field of VET and/or with experience in digital education - happened in Karis, Finland. Over two days, the group discussed results and how female entrepreneurs in the partner countries still face significant challenges in process automation; and exchanged ideas for the development of a training platform to help these women access and optimise AI tools. We're already looking forward to it and are excited to continue empowering women entrepreneurs through AI!

NEXT STEPS & AGENDA

Our next meeting is already scheduled: it will take place from 12 to 15 May 2025, during the Trainer of Trainers week in Castro Urdiales, Basque Country, Spain. The focus of the meeting will be the development of a training platform to help women entrepreneurs access and optimise AI tools.

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PARTNERSHIP

We are proud to introduce the dedicated partners driving the EmpowerAI project forward. Our consortium comprises leading entities with expertise in vocational education and training, entrepreneurship, and AI technologies. Together, we are committed to fostering innovation and empowering individuals in female-dominated sectors through collaborative initiatives and knowledge sharing. Explore our partners' profiles to understand their contributions to the EmpowerAI project and their ongoing commitment to promoting AI in entrepreneurship.

Find out more at our website partners' section:
https://empowerai.eu/partners/

GTI is a leading college of Further Education in Ireland, offering practical courses that prepare students for the workplace or further study. Their Applied Learning approach focuses on real-life situations, such as working in a sound recording studio or beauty salon. By integrating the real world into the classroom, GTI provides an effective and exciting way for students to acquire 21st-century skills. GTI has been awarded Erasmus+ Accreditation and the Excellence Label, acknowledging their commitment to high-quality mobility activities and their significant impact on the college's development. GTI is the project coordinator.

Axxell offers upper secondary vocational and general education, apprenticeship training, and adult education courses. Collaborating with national and international stakeholders, Axxell focuses on modern, innovative pedagogy and develops tools to equip VET students with essential employment skills. The aim is to provide students with positive learning experiences that benefit them post-graduation.
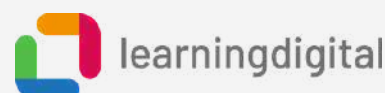
p-consulting.gr is an IT and consulting company founded in 2012 in Patras, Greece. Specialising in web development, online educational platforms, digital educational games, and other digital tools, the company also offers business consultancy services across all economic sectors.
Their training services cater to entrepreneurs, VET teachers, and students. With a robust network in Greece and Europe, p-consulting.gr has extensive transnational cooperation experience and has won seven European best practice awards from Erasmus+ projects. Nationally, they support over 250 organisations and companies with IT and business solutions.

Centro San Viator, founded in 1953 in Biscay, Spain, is dedicated to providing education in a rural area with limited job opportunities. They offer programs from kindergarten to vocational training, focusing on supporting those with fewer opportunities and at risk of social exclusion. Specialized support is provided to students failed by the educational system, including dedicated classrooms for mentally disabled students to help them transition into the workforce. Additionally, they develop customised training courses to improve the employability of excluded groups.

At Learningdigital, "learning comes first." Their mission is to empower individuals and organizations to integrate new technologies into learning and HR management workflows. LD promotes applied research and innovation in digital transition for training, fostering skills ecosystems in collaboration with NGOs, public authorities, corporate organizations, education and training providers, and higher education. They design and implement teaching and learning strategies that incorporate digital tools across various sectors and disciplines.