



FEM-UP ACADEMY

Open Call for Learners



Co-funded by
the European Union

Table of Contents

Table of Contents.....	1
Introduction to the FEM-Up Project and FEM-Up Academy.....	2
How to participate.....	4
FEM-UP ACADEMY Structure and Content	4
Contact Information	6

Project FEM-Up, Ref. 2023-SI01-KA220-HED-000158578

www.femup.eu

FEM-Up is a 24-month project (October 2023 – September 2025) funded by the Erasmus+ Programme of the European Union with six partners from Slovenia, Italy, Spain, Greece, Turkey and Malta.

Introduction to the FEM-Up Project and FEM-Up Academy

- ❖ **FEM-Up** is an Erasmus + (2023-1-SI01-KA220-HED-000158578) project that addresses a critical issue: the underrepresentation of women in STEAM (Science, Technology, Engineering, Arts and Mathematics) fields and entrepreneurship across Europe.
The FEM-Up project is designed to inspire and empower young women, especially those aged **18 to 30**, to break down these obstacles and realize their full potential. Through a dynamic training program and competitive opportunities, FEM-Up seeks to unlock their creativity and innovation, ultimately contributing to a rise in female entrepreneurship in Europe.
- ❖ Drawing insights from a comprehensive survey of 130 female respondents across all partner states, we identified critical needs and knowledge gaps in technical and soft skills in the business and STEAM fields. Using these findings, we carefully designed and tailored a training program to directly address these challenges, ensuring that it meets the participants' expectations and equips them with the skills and tools necessary to succeed. This program is a direct response to the voices and needs of the women involved, reflecting our commitment to empowering them and fostering growth in their respective fields.
- ❖ A central component of this initiative is the **FEM-Up Academy**. A platform will be used, it is available in both online and offline, offering a unique space for learning, networking, and career development. Participants will have the opportunity to engage with experts and peers, exchanging insights and ideas to foster mutual growth.
Our institutions offer learning spaces with computers for those without internet or laptop access.
The mentoring programme will be conducted in your native language. However, you will have opportunities to interact with your international peers and experts in English language.
- ❖ The platform will enable interactive discussions and provide a supportive environment for comparing experiences and challenges. The academy will focus on building a strong gender perspective, empowering participants to not only enhance their entrepreneurial skills but also to challenge and overcome the barriers they face in the business world.
- ❖ At the end of the FEM-Up Academy program, the culminating event will be the **"FEM-Up Your Idea" contest**. The goal of this contest is to promote innovation and female empowerment by offering women the opportunity to present their business ideas. The contest aims to select innovative ideas with strong growth potential and provide visibility to emerging female entrepreneurs with the support of project partners.

The contest is open to all women (between the ages of 18 and 30) who have completed the FEM-Up Academy mentoring program. Each local partner will select one finalist to represent their country.

Each finalist will be entitled to reimbursement for travel and accommodation expenses to attend the event. During the Award Ceremony, the finalists will pitch their business ideas to a panel of experts, competing for the title of FEM-Up Academy Award winner.

Objectives and requirements of the Call

- ❖ FEM-Up Academy is now looking for motivated and talented learners to join our mentoring program. The main goal of this program is to provide participants with the necessary tools and guidance to transform their entrepreneurial ideas into reality, fostering the growth of female entrepreneurship across Europe.

As part of the selection process, **at least 5 young women** will be chosen from each participating country to join the program. This ensures that each nation is represented by a diverse and dynamic group of aspiring entrepreneurs.

- ❖ Candidates for this program should meet the following criteria:
 - Women aged 18-30, residing in one of the partner countries of the project: Slovenia, Italy, Malta, Greece, Turkey, and Spain.
 - A minimum of **B2 level English**, both written and spoken. (The B2 level of English indicates an intermediate proficiency, where a person can communicate clearly on a wide range of topics, understanding texts and producing speeches and written content.)
 - Candidates should possess an innovative or entrepreneurial idea in STEAM that requires support for its development.
 - A background in STEAM fields can be an advantage but not mandatory.
- ❖ The **selection criteria** of the 5 learners will be based on:
 - Innovativeness, quality and feasibility of your business idea.
 - Curriculum vitae

Applications for participation will be evaluated by the consortium, and a unanimous decision will be made.

This call is open to all women, including those from socially and culturally disadvantaged backgrounds and disabilities. Appropriate support measures will be implemented to ensure full accessibility to all stages of the program, in accordance with the principles of equal opportunities and inclusivity.

How to participate

Candidates are invited to submit:

- A CV with consent for data processing
- The completed application form (available at the following [link](#))

Additionally, in the application form, applicants can provide information about their entrepreneurial idea within the STEAM fields, clearly outlining the reasons why they consider it innovative and the reason why they want to apply to the Academy.

Application Deadline

Applications must be submitted by **January the 10th 2025**.

New deadline January the 17th 2025

FEM-UP ACADEMY Structure and Content

The FEM-Up Academy program is completely **free** and includes the following components:

- An introduction to the goals and values of FEM-Up Academy, with a focus on STEAM and entrepreneurship.
 - This hands-on, self-paced learning experience combines theoretical insights with practical guidance, empowering participants to navigate the entire journey of creating and implementing entrepreneurial ideas. The program features comprehensive modules on design thinking, business planning, and more, ensuring a well-rounded approach to entrepreneurial success.
 - Ongoing support from experienced professionals, who will provide personalized guidance throughout the course.
 - Visit to 2 start-ups per country to understand innovative entrepreneurial methods.
 - Exclusive access to the online **Jobs of the Future event**, where you'll get inspired by successful businesswomen in STEAM and entrepreneurship.
 - At the end of the program, participants will present their business ideas in the **"FEM-Up Your Idea"** contest. Winner will receive free consultations with business experts and a custom visual identity for their business.
- ❖ The FEM-UP Academy will have a duration of **six months** of mentoring, from January to June 2025. Mentees will receive continuous one- to one support through mentoring sessions with trainers and business professionals. It will be focused on business concept development, goal setting, overcoming challenges, and strategic planning.
 - ❖ The program includes **two modules** designed to develop both technical and transversal skills. Each unit consist of practical activities, engaging exercises, and optional individual assignments to ensure that mentees gain hands-on experience. The platform to which learners will have access will provide tools and resources for these activities, while mentors will offer feedback and

reflections. The platform provides an open forum with the scope of facilitate the communication and interaction between mentees and mentors, in case of any problems.

The Academy units will be structured following the below contents:

- Empowering Women in Business: Overcoming Gender Bias and Fostering Inclusivity
 - Communication & Presentation Skills
 - Business Planning & Strategy
 - Quality Assurance & Risk Management
 - Marketing & Innovation Management
 - Networking
 - Financial Management & Funding
 - Leadership & Personal Branding
- ❖ The program is focused on modern entrepreneurship with a specific approach towards female entrepreneurship. Participants will have the opportunity to analyse case studies that will inspire their projects. These cases will also help mentees develop critical thinking and apply what they've learned to hypothetical situations. During all the FEM-Up Academy, mentee will work at the development of the Business Canva model and the pitch, that will be submitted at the end of the training to be evaluated by the mentors.
 - ❖ Regular **webinars at the end of each unit** will be organized on topics such as the future of work, emerging trends in technology, sustainability in business, and more. Experienced professionals will lead these webinars, allowing mentees to stay up to date on evolving sectors and expand their knowledge. These webinars will be organized both by trainers and guest experts in the field.
 - ❖ The "**Jobs of the Future**" event, scheduled for mid- March 2025, is part of the Academy and will bring together industry leaders, mentors, and entrepreneurs to discuss future trends and opportunities in STEAM sectors and entrepreneurship. A key focus will be on presenting female role models who will inspire and guide mentees by sharing their experiences, highlighting professional opportunities, and providing practical advice for navigating the entrepreneurial landscape.
 - ❖ The "FEM-Up Your Idea" Contest in Maribor, Slovenia, marks the final step of the Academy, where one national participant will pitch their idea to an international jury and compete for the grand prize. This culminating event provides mentees the opportunity to showcase their skills, gain valuable feedback, and refine their business presentations. The winners will be awarded consulting sessions with industry professionals and a custom-designed branding package to bring their business ideas to life.

Contact Information

For further details and to submit your application, please contact us:

Slovenia -Doba Business School	Martina Plantak	martina.plantak@doba.si
Italy- JOConsulting	Daniela Florio	projects@jogroup.eu
Spain - CEEIM	Laure Raso	laure.raso@ceeim.es
Greece- iED	Theodora Makri	tmakri@ied.eu
Turkey - Istanbul University	İlhan Doğan	ilhan.dogan@istanbul.edu.tr
Malta - Skills Zone Malta	Dagmara Dabek	Dagmara.skillszonemalta@gmail.com

FEM-UP Partners



This project has received funding from the European Union's Erasmus+ Programme under grant agreement N° 2023-1-SI01-KA220-HED-000158578. The European Union support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the European Union cannot be held responsible for any use which may be made of the information