EQUALSEU

EQUALS-EU – Europe's Regional Partnership for Gender Equality in the Digital Age

DELIVERABLE D3.1: REPOSITORY OF TRAINING MATERIALS

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LIST OF ABBREVIATIONS

DoA	Description of Action
GUDC-EU	Global Universal Design Commission Europe AS
WP	Work package

1. INTRODUCTION

This report presents the deliverable 3.1 Repository of training materials. Work package 3 has since June 2022 been running the EQUALS-EU Incubator Program, and as of December 2022, the program is one month away from completion. Initially, the program was set to run for only six months but because of experienced latencies in some of the events in WP2, the program will run until the end of January 2023. This extension ensures that the winning teams from the delayed innovation camps and hackathons from WP2 are given a chance to attend some of the workshops and mentoring sessions in person.
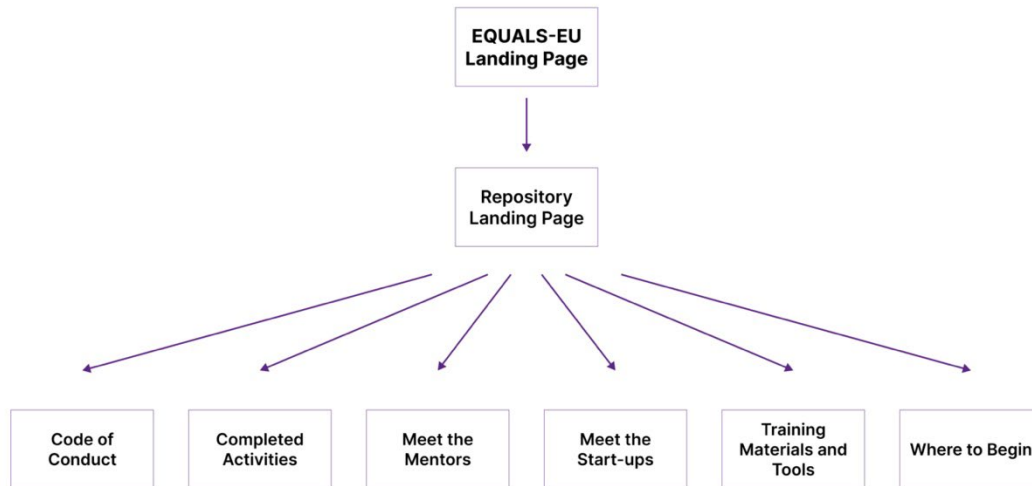
Due to the program's extension, some recordings of the activities will be added to the repository in January 2023. So far, the program has had five workshops and is expected to have one to two workshops in January 2023. Similarly, the program will have some additional mentoring sessions in the first month of the year.

As of December 2022, 71 participants have been introduced to the incubator program by email communications. The 71 participants were spread over 25 teams. Due to other commitments, some of the teams lost over 50% of their members in the transition from the WP2 events to the Incubator Program. This has been the biggest challenge of the Incubator Program. Out of the 70 participants invited, around 45 are currently actively engaged in the program.

The DoA describes the deliverable as follows:

- Provide business development training for at least 72 social entrepreneurs from 24 countries
- Develop strategic opportunities, partnerships, and markets for 24 new start-ups led by women
- Involve expert and peer representatives as active mentors and advocates for the 24 start-ups

2. THE STRUCTURE OF THE REPOSITORY

The repository of the training materials can be accessed via the link below: https://www.inclusivecreation.com/equalseu-incubator-program.

The repository contains all the relevant information that the start-ups were provided throughout the incubator program. The repository consists of the following subsites: "Code of Conduct"; "Completed Activities"; "Meet the Mentors"; "Meet the Start-ups"; "Training Materials and Tools"; and "Where to Begin". By scrolling through the repository landing page, the viewer can navigate the different subpages and find all the materials updated.

In the "Completed Activities" subpage, the viewer can look at how the program was structured in reverse chronological order. In the "Meet our Mentors" subpage, there is an overview of the mentors that have supported the program and the start-ups. Similarly, the subpage "Meet the Start-ups" showcases the start-ups that were a part of the program. The "Training Materials and Tools" presents the viewer with the resources that the workshop hosts shared during their sessions. Lastly, the "Where to begin" page provides recommendations of what the viewer shall do to get started with the program on their own initiative. The next section will present what each subpage contains.

2.1 CODE OF CONDUCT

In the "Code of Conduct," the viewer can see how the program's rules were written. While this subpage does not include any learning materials, it may be of support to others who want to run an incubator program.

2.2 COMPLETED ACTIVITIES

The "Completed Activities" subpage presents all the events the program has held in reverse chronological order. The page showcases both the workshops and the mentoring sessions, and the viewer can get more details about each activity by clicking the "View Event" button that is added next to each activity.

2.2.1 THE WORKSHOPS

All the workshops that have been held as a part of the program have been recorded from start to finish and made available to all participants, except one workshop titled "Design Thinking". The decision was made to create a set of activity videos for this workshop instead of publishing a recording since the session focused on interactive tasks that each participant worked through with their own idea as a baseline. Watching the recording itself would give little value to the audience. The activity videos posted made it possible for the viewers to engage in the same activities the workshop covered. Since the tasks are split into three smaller videos, the end-user can decide if they wish to work through the three videos in one sitting or over a longer period. The workshop area also gives access to the supporting materials presented during the workshop or added as additional resources by the workshop host.

The workshops were set to last for two hours each. Some of the workshops had low attendance rates and thus ended up shorter than anticipated. This was due to the activities taking less time to conduct, and the hosts receiving fewer questions than expected. For example, when ten participants join a session instead of 40 participants, less time is needed to work through the workshop content.

2.2.2 THE MENTORING SESSIONS

Most of the mentoring sessions were structured as question and answer sessions (Q&A) where the start-ups had the opportunity to ask the mentor individual question(s). Since the mentoring sessions are more private than the workshops, the recording of these sessions were only available for a limited time for the participants of the incubator program to rewatch. As soon as the incubator program ended, these sessions were removed from the website.

Although the mentoring sessions were intended to keep to a Q&A structure, a decision was made to host a couple of mentoring sessions that focused on specific topics. These topics were identified during the program as areas the program needed to cover in greater detail to better support the start-ups' progress.

2.3 MEET THE MENTORS

On the "Meet the Mentors" page, the backgrounds and expertise of the mentors that have supported the program is provided. This presents the full range of experience and knowledge shared with the incubator participants to support the development of their start up concept.

2.4 MEET THE START-UPS

On this subpage, all the start-ups are listed with a description of who they are and what they do. The start-ups are invited to share their website or different social media profiles with GUDC-EU, who then update the repository with the new links.

2.5 LEARNING MATERIALS & TOOLS

The "Training Materials and Tools" subpage goes more into detail about the resources that the workshop hosts shared during their sessions. In addition, it includes insights that GUDC-EU has discovered as important learning materials and helpful tools. The resources shared here support the different phases that a start-up goes through to develop their idea into a product or service. In addition, a free universal design course has been added to the site, to provide advice regarding accessibility.

The subpage also provides the start-ups with suggested tools that cover various aspects of running a business, how to manage day-to-day work, and the development of their ideas. Most of the tools have a free option that is optimal for start-ups that are early in their development stage.

The start-ups have used the web application VibrantCreator to develop their business and marketing plan, in accordance with the DOA. VibrantCreator is an online application that gamifies business development to track each team's performance and the development of their innovations and solutions. VibrantCreator splits the various parts of business development into stages, making it easy to use for people without any prior knowledge of business development to get going. On the incubator program website, the viewers are informed about VibrantCreator and how it can support them in the development of their businesses. Therefore, the repository focuses less on traditional business development resources like the business model canvas since the platform include this function.

2.6 WHERE TO BEGIN

During the Incubator Program, the "Where to Begin" subpage was the area where tasks were shared with the start-ups. At the conclusion of the program, it became a road map that provides new users with recommendations on how to begin their journey to building a startup.

3. THE LOCATION OF THE REPOSITORY

The incubator program portal, now called the repository of training materials, is a subpage of GUDC-EUs "inclusivecreation.com" website. Initially, this was decided to overcome the challenge that at the time the site was established, none of the WP3 partners could access the main website (equals-eu.org). Therefore, this was identified as the safest and most efficient solution. In addition, because of GUDC-EUs and the WP3 partners' responsibility for establishing the spin-off network in 2023, hosting the repository outside the EQUALS-EU website facilitates longevity of the repository beyond the conclusion of the EQUALS-EU project. Going forward, it will be easy to update all the content in the repository when the start-ups share new material they wish to include in the repository section "Meet the start-ups".

4. CONCLUSION

Even though the work in WP3 has faced some challenges, the incubator program has led to the continuation of active engagement from 45 participants where 85% of the participants are women entrepreneurs. The aim is to keep the 45 participants engaged through the spin-off network, in addition to reaching new audiences that were not a part of the 22 events in WP2. The incubator program has already been contacted by similar initiatives that wish to take part in the online activities.

When the program concludes in January 2023, the repository will include additional workshops, and mentors, and serve as a good starting point for the new members in the spin-off network.

WWW.EQUALS-EU.ORG