

## GP 4: Female entrepreneur makes school (Unternehmerin macht Schule)

**Owner:** Economic Chambers, FiW - Frau in der Wirtschaft

**Start date:** 01.09.2017

**End date:** on-going

**Scope:** ✓ training needs      ✓ policy measures      other

**Geographical focus:** ✓ local and regional      national      international

In the "Unternehmerin macht Schule" project, female entrepreneurs inspire students to embark on an entrepreneurial career. Using their own example, they report on the opportunities that entrepreneurship opens up and what can be achieved with entrepreneurial spirit and motivate schoolgirls in particular for an independent professional future.

### Aim:

The school can make an important contribution to attracting more people to the adventure of "entrepreneurship" by awakening the courage and desire of young, adolescent people to become entrepreneurs.

### Target group:

- Girls – students
- Successful women entrepreneurs

### About the programme:

The idea of the activity is to send successful female entrepreneurs directly to schools and thus promote the entrepreneurial spirit of the pupils.

With the project, Frau in der Wirtschaft and the Ministry of digital and economic affairs, in cooperation with the Federal Ministry of Education, Science and Research, are bringing the best ambassadors for entrepreneurship to schools: successful female entrepreneurs from all over Austria. The project "Unternehmerin macht Schule" also shows how important entrepreneurship is for our country and how important it is for business and employment.

### The key factors of success:

- Selection of successful role models.
- Direct contact with female entrepreneurs and schools

### Resources needed:

1,500 €/Y

The female entrepreneurs carry out the activities on a voluntary basis.

### Evidence for success:

- ✓ 1500 schoolchildren reached

### Potential for learning or transfer

- organizational model / implementation process
- policy making process



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