



ELEVATE

EMPOWER WOMEN IN ENTREPRENEURSHIP

2024-2-RO01-KA220-YOU-000280883

ELEVATE

**Empowering Young
Women in
Entrepreneurship**

**Toolkit for
facilitators**



**Co-funded by
the European Union**



Table of Contents

1. Introduction	3
1.1. Purpose of the Toolkit.....	3
1.2. Toolkit Objectives.....	3
1.3. Target Users	4
1.4. How to Use the Toolkit.....	5
2. Toolkit Structure Overview	6
2.1. Framework & Methodology.....	6
2.1.1. The ELEVATE Approach	6
2.1.2. Workshop Methodology	6
2.1.3 Tools for Facilitators	7
2.2. Connecting with Micro-Learning Units.....	7
Mentoring and Network Development.....	8
3. Implementation Guide for Local Actors	10
3.1 Lesson Plans	10
3.1.1. Motivation & Goal Setting	10
3.1.2. Business Idea Development	12
3.1.3. Financial & Resource Planning	14
3.1.4. Marketing & Branding for Sustainable Business	16
3.2 Evaluation and Reporting.....	18
3.2.1. Evaluating Participant Learning Progress	18
3.2.2. Attendance and Documentation Templates	19
3.2.3. Workshop Outcome Report Template	19
3.2.4. Visual Documentation Guidelines	20
4. Mentorship & Networking.....	21
4.1 Designing the Mentorship Programme.....	21
4.1.1. Programme Structure	21
4.1.2. Mentor Selection Criteria	21
4.1.3. Matching Process	21
4.2 Mentorship Activities.....	22
4.2.1. One-to-One Mentoring Structure	22
4.2.2. Speed Mentoring Session.....	22
4.2.3. Group Mentoring / Ask an Expert	22
4.3 Tracking Mentorship Impact	23
5. Conclusion	24

1. Introduction

1.1. Purpose of the Toolkit

The **ELEVATE Toolkit** has been developed to support project partners, educators, trainers, and local stakeholders in delivering structured, practice-oriented activities that reinforce the ELEVATE micro-learning units on sustainable entrepreneurship.

The Toolkit serves a dual function:

- As a **methodological framework** for the design, planning, and delivery of workshops and training sessions.
- As a **practical resource package** providing ready-to-use tools, templates, guidance materials, and illustrative examples.

Its objectives are to:

- Strengthen entrepreneurial education for young women, with a focus on sustainability, innovation, and empowerment.
- Enable local stakeholders to translate micro-learning content into interactive, experience-based workshop formats.
- Facilitate the development of a transnational support network connecting mentors, educators, and emerging women entrepreneurs.
- Provide structured tools to enhance the visibility, dissemination, and promotion of ELEVATE outputs, including micro-learning units, supporting resources, and project results.

1.2. Toolkit Objectives

The ELEVATE Toolkit is guided by five interrelated objectives that frame both its structure and its practical application.

First, it aims to ensure **integration** between the ELEVATE micro-learning content and real-world entrepreneurial practice. The Toolkit is designed to bridge digital learning with experiential activities, enabling participants to apply theoretical concepts through workshops, group exercises, and practical assignments. In doing so, it transforms knowledge acquisition into applied competence.

A second objective is **empowerment**. The Toolkit supports the development of creativity, leadership capacity, initiative, and self-confidence among young women. Through participatory methodologies and hands-on exercises, it encourages participants to explore

their entrepreneurial potential, articulate their ideas, and strengthen their decision-making abilities within a supportive learning environment.

The Toolkit also promotes **collaboration** at both local and transnational levels. It facilitates cooperation among educators, mentors, organisations, and project partners, while encouraging peer learning among participants. By encouraging structured interactions across countries and sectors, it helps build a strong, cohesive network around sustainable entrepreneurship.

Visibility constitutes another key objective. The Toolkit provides practical guidance and communication tools to support the dissemination and promotion of ELEVATE materials and results. This includes enhancing awareness of the micro-learning units, showcasing good practices, and strengthening the public profile of project activities at local, national, and international levels.

Finally, the Toolkit is designed with **sustainability** in mind. Beyond supporting project implementation, it seeks to ensure that the knowledge, partnerships, and networks established through ELEVATE continue to generate impact beyond the formal project period. The methodologies and resources are therefore structured to remain adaptable, transferable, and relevant over time.

1.3. Target Users

The ELEVATE Toolkit is intended for a diverse group of stakeholders involved in entrepreneurship education and support for young women.

It primarily addresses educators and trainers who design and deliver entrepreneurship workshops or training programmes. The Toolkit provides them with methodological guidance, structured activities, and practical tools to facilitate engaging and results-oriented learning experiences.

It also serves local organisations, non-governmental organisations, business incubators, and community-based initiatives that work directly with aspiring or early-stage women entrepreneurs. For these actors, the Toolkit offers adaptable resources that can be integrated into existing programmes or used to develop new initiatives aligned with sustainable entrepreneurship principles.

Mentors and professionals supporting young women throughout their entrepreneurial journeys represent another key audience. The Toolkit equips them with structured approaches

and facilitation tools that can strengthen mentoring processes and promote reflective, goal-oriented guidance.

In addition, the Toolkit supports project partners who coordinate activities at national and transnational levels. It provides a common framework that ensures implementation coherence, facilitates collaboration across countries, and promotes consistent quality standards throughout the project lifecycle.

1.4. How to Use the Toolkit

The Toolkit is organised in a logical sequence that reflects the main stages of project implementation, from methodological preparation and workshop design to evaluation and follow-up. Each section builds on the previous one, offering practical guidance and ready-to-use materials that support structured, effective delivery.

It can be used either as a standalone implementation guide or in direct complement to the ELEVATE micro-learning platform. When used alongside the digital units, the Toolkit enables facilitators to deepen learning outcomes through interactive exercises, group discussions, and applied tasks that reinforce key concepts.

The materials included in the Toolkit are designed to be adaptable to different national, cultural, and organisational contexts. Project partners and local stakeholders are encouraged to tailor the templates, examples, and tools to their specific needs, including translating content or adjusting formats to suit local audiences.

All components of the Toolkit are based on participatory and learner-centred approaches. Rather than promoting passive knowledge transfer, the activities prioritise engagement, reflection, collaboration, and practical application. It ensures that participants are actively involved in the learning process and are supported in translating ideas into concrete entrepreneurial action.

2. Toolkit Structure Overview

The ELEVATE Toolkit has been developed as a structured implementation framework to guide project partners and local stakeholders in delivering practical activities that complement and reinforce the ELEVATE micro-learning platform.

Its primary purpose is to support partners in translating digital learning content into interactive, experience-based workshops and mentoring processes. In addition, the Toolkit outlines the activities required to establish and sustain a transnational support network to strengthen entrepreneurial education for young women. It also provides guidance on promoting and enhancing the visibility of all ELEVATE outputs, while supporting effective coordination of local and cross-border activities to maximise impact for the target group.

The Toolkit is organised into six comprehensive sections. Each section includes background context, a methodological rationale, step-by-step guidance, adaptable templates, and practical examples to ensure coherent, high-quality implementation across countries.

2.1. Framework & Methodology

2.1.1. The ELEVATE Approach

This section introduces the pedagogical and methodological foundations of the Toolkit. The ELEVATE approach is grounded in experiential learning principles, emphasising “learning by doing” and co-creation. Rather than relying solely on theoretical instruction, the methodology prioritises practical engagement, reflection, and peer exchange.

The approach encourages active participation, collaborative problem-solving, creativity, and critical thinking. It is designed to be inclusive and adaptable, ensuring relevance for mixed groups and diverse cultural contexts. Particular attention is given to creating safe and empowering learning environments where young women can build confidence, test ideas, and strengthen their entrepreneurial identity.

The sustainability dimension is integrated throughout the methodology, not as a standalone topic but as a cross-cutting perspective embedded in all stages of learning and facilitation.

2.1.2. Workshop Methodology

Workshops may be delivered in different formats depending on local needs and participant availability. Suggested formats include short sessions of 1.5–2 hours, half-day workshops, or intensive two- or three-day programmes. Flexibility is encouraged, as the duration may vary depending on the beneficiaries' profiles and learning pace.

A recommended structure for workshops includes:

- A focused introduction establishing objectives and context.
- Structured group work or interactive exercises.
- Reflection and peer exchange.
- Feedback and consolidation of learning outcomes.

The methodology integrates several participatory techniques, including:

- **Design thinking** which is particularly relevant for sustainable business idea generation and validation.
- **Peer learning**, facilitating mutual exchange of experiences and collaborative reflection.
- **Scenario-based learning** enables participants to explore real-world sustainability challenges and entrepreneurial responses.

The Toolkit foresees the implementation of at least four structured workshops per target group, though this may be adapted according to national implementation plans.

2.1.3 Tools for Facilitators

During the workshops, we recommend using a practical set of resources for facilitators. These include:

- A structured facilitator checklist covering preparation, delivery, and follow-up stages.
- An activity design template to support coherent session planning.
- Sample agenda formats for short, medium, and extended workshops.
- Icebreakers and energisers designed to foster engagement and group cohesion.
- Printable handouts for participants.
- Evaluation templates tailored both for workshop participants and for mentors involved in follow-up activities.

2.2. Connecting with Micro-Learning Units

The Toolkit's practical activities align with and reinforce the micro-learning modules on the ELEVATE platform. Each micro-learning unit is accompanied by:

- A concise summary of learning objectives.
- Suggested workshop activities linked to the digital content.
- Practical tools and templates.
- Expected learning outcomes.

The alignment ensures coherence between online and offline components, transforming theoretical knowledge into practical competence.

The micro-learning modules addressed include:

- **Understanding sustainable entrepreneurship:** Introducing the principles of sustainability, the circular economy, ESG metrics, sustainable business models, and the triple bottom line (People, Planet, Profit). Practical activities focus on identifying sustainable business opportunities and analysing global challenges such as climate change, inequality, and resource scarcity.
- **Entrepreneurial attitude & mindset:** Supporting the development of creativity, resilience, adaptability, leadership, and communication skills. Elements of the ENTRE-COMP framework may be incorporated to structure competence development.
- **Business idea development:** Guiding participants in generating, refining, and validating sustainable business ideas. Activities may include brainstorming methods, market gap analysis, prototype development, and pitch preparation.
- **Financial & resource planning:** Introducing financial forecasting, sustainability-driven budgeting, and alternative funding sources such as grants, impact investment, and crowdfunding.
- **Marketing & branding for sustainable businesses:** Supporting ethical branding, sustainability storytelling, positioning, and engagement with conscious consumer markets. Activities may include social media strategy design and elevator pitch preparation.
- **Legal & compliance for sustainable businesses:** Providing a basic understanding of business registration processes, relevant regulations, and sustainability certifications, potentially supported through complementary e-learning resources.

Beyond workshops, the Toolkit outlines a structured **mentoring component** designed to strengthen long-term support mechanisms. The mentoring model foresees approximately 10 hours of mentoring per participant over three months. This may include individual sessions, group mentoring, and “speed-dating” formats in which participants engage with multiple mentors in structured, short exchanges. Mentoring activities are supported by dedicated resources for both mentors and mentees, including guidance materials, session templates, and evaluation tools. Feedback mechanisms are included to assess both the quality of mentoring and participant progress.

3. Implementation Guide for Local Actors

This section provides operational guidance for local actors responsible for delivering ELEVATE activities at the national level. It translates the methodological framework into concrete implementation steps and ensures consistency, quality assurance, and effective reporting across partner countries.

The guidance covers lesson plan integration, participant evaluation, documentation standards, and reporting requirements. It is designed to support educators, trainers, and organisations in delivering structured, measurable, and high-quality interventions aligned with ELEVATE objectives.

3.1 Lesson Plans

This subsection contains the lesson plans developed by project partners and aligned with the ELEVATE micro-learning units.

Each lesson plan follows a typical structure to ensure consistency across countries and includes:

- Clear learning objectives
- Defined duration and format options
- Step-by-step activity descriptions
- Required materials and preparation guidance
- Expected outputs
- Reflection and evaluation components

Lesson plans are designed to be adaptable to different group sizes, learning environments, and national contexts. Facilitators are encouraged to tailor examples and case studies to reflect local market realities, while maintaining the sustainability focus embedded in the ELEVATE framework.

3.1.1. Motivation & Goal Setting

Name of the micro-unit	Motivation and goal setting for women entrepreneurs
Target group	Women entrepreneurs at early-stage or idea-stage, including aspiring entrepreneurs facing self-doubt, confidence gaps, or limited support networks
Overview of the micro-unit	This micro-unit supports women entrepreneurs in strengthening their motivation, clarifying their personal and professional goals, and developing confidence in their entrepreneurial journey. It addresses common barriers such as limiting beliefs, fear of failure, and lack of self-confidence, while helping participants align their personal values with their business ambitions.

Learning outcomes	At the end of the micro-unit, participants will be able to: • Identify their personal motivations for entrepreneurship • Recognise and challenge limiting beliefs • Set clear, realistic, and motivating short- and medium-term goals • Strengthen self-confidence and entrepreneurial posture • Translate personal aspirations into actionable objectives
Duration	3 hours (online or face-to-face / depending on the availability of the participants)
Topics	• Motivation and purpose in entrepreneurship • Limiting beliefs and self-confidence • Entrepreneurial posture and leadership • Goal-setting methods (SMART goals, prioritisation)
Preparation	• Book a room with chairs and tables (if face-to-face format) • Ensure sufficient space for breakout sessions and group activities • Prepare a PowerPoint presentation and printed worksheets • Arrange facilitation materials
Equipment & Materials	• Laptop • Projector • PowerPoint presentation • Handouts for participants/pieces of paper • Pens, markers

Lesson plan (face-to-face)			
No.	Activities	Duration	Short description
1	Introduction	20 min	Facilitator welcomes participants, outlines objectives, and establishes a positive, supportive tone. It is followed by a short discussion of personal motivations and entrepreneurial purpose.
2	Warm-up activity	20 min	Group exercise: “Motivation Map” – participants identify their personal “why” for entrepreneurship and share insights in small groups.
3	Activity 1: Brand positioning & ethical storytelling	45 min	Individual reflection and group discussion on personal barriers, fears, and limiting beliefs. The facilitator guides participants in reframing challenges as opportunities.
4	Activity 2: Idea validation & elevator pitch practice	60 min	Participants define short- and medium-term goals using the SMART methodology—through practical exercises on prioritisation and aligning goals with personal values. Participants share and refine goals in pairs or small groups.
5	Conclusion and feedback	15 min	Summarise the session findings and share the QR code for participants to complete the evaluation questionnaire.

Resources	• Motivation map worksheet • Limiting beliefs reflection sheet • SMART goals template • Pens, markers, sticky notes • Flipchart sheets for group sharing
-----------	--

3.1.2. Business Idea Development

Name of the micro-unit	Business idea development and structuring
Target group	Women entrepreneurs at the idea-stage or early-stage who need support to clarify, structure, and strengthen their business idea.
Overview of the micro-unit	This micro-unit helps women entrepreneurs turn an initial idea into a structured, coherent business concept. It focuses on clarity, feasibility, and alignment between the entrepreneur's values, skills, and market needs, while fostering confidence in presenting and developing the idea.
Learning outcomes	At the end of the micro-unit, participants will be able to: • Clearly articulate their business idea and value proposition • Identify target customers and key needs • Structure their idea using simple business tools • Improve confidence when presenting their project • Receive and integrate constructive feedback
Duration	3 hours (online or face-to-face / depending on the availability of the participants)
Topics	• From idea to project • Value proposition and target audience • Problem–solution fit • Testing and refining a business idea • Peer feedback and collective intelligence
Preparation	• Book a room with chairs and tables (if face-to-face format) • Ensure sufficient space for breakout sessions and group activities • Prepare a PowerPoint presentation and printed worksheets • Arrange facilitation materials
Equipment & materials	• Laptop • Projector • PowerPoint presentation • Business model/value proposition canvases • Flipchart • Handouts for participants/pieces of paper • Pens, markers

Lesson plan (face-to-face)			
No.	Activities	Duration	Short description
1	Introduction	20 min	The facilitator introduces the objectives, links the session to previous micro-units, and sets expectations by leading a brief discussion of participants' preliminary business ideas.
2	Warm-up activity	20 min	Participants create a visual map of their business idea, including personal motivation,

			skills, and potential impact. Sharing in small groups to foster peer insights.
3	Activity 1: Brand positioning & ethical storytelling	45 min	Participants use the Value Proposition Canvas to define customer segments, needs, product/service fit, and unique value. The facilitator provides examples and guidance.
4	Activity 2: Idea validation & elevator pitch practice	60 min	Participants present their structured idea to peers in small groups or pairs. Feedback focuses on clarity, feasibility, and alignment with sustainability. Participants adjust and refine ideas based on input.
5	Conclusion and feedback	15 min	Summarise the session findings and share the QR code for participants to complete the evaluation questionnaire.
Resources		• Business Model Canvas / Value Proposition Canvas templates • Idea Mapping Worksheet • Feedback form for peer review • Pens, markers, post-its • Flipchart sheets for group work	

3.1.3. Financial & Resource Planning

Name of the micro-unit	Financial Planning & Budgeting
Target group	Women entrepreneurs at the idea-stage or early-stage who need support to clarify, structure, and strengthen their business idea.
Overview of the micro-unit	This micro-unit assists women entrepreneurs with financial planning, budget allocation, economic performance monitoring, and identifying potential sources of financing for their businesses. This workshop focuses on presenting basic information on financing sources, budget allocation, and financial planning, so participants can manage their businesses profitably.
Learning outcomes	At the end of the micro-unit, participants will be able to: • Define and explain financial planning • Differentiate between financial instruments (Business Plan, Budget, Forecast) • Understand the importance of the budget • Build a complete and realistic budget • Use the budget as a management tool • Integrate sustainability into the budget • Interpret and use financial forecasts • Identify and select sources of financing
Duration	3 hours (online / face-to-face, depending on the availability of the trainer and the participants)

Topics	• What is financial planning? • Business Plan, Budget, Financial Forecast – what is the difference? • Why does having a budget matter? • What steps are included in preparing the budget, and what does the budget include? • Budget – how to use it as a tool for your business? • Budget – how to account for sustainability? • How to use financial forecasts? • How to finance your business?
Preparation	• Book a room with chairs and tables (if face-to-face format) • Ensure sufficient space for breakout sessions and group activities • Prepare a PowerPoint presentation and printed worksheets • Arrange facilitation materials
Equipment & materials	• Laptop • Projector • PowerPoint presentation • Flipchart • Handouts for participants/pieces of paper • Pens, markers

Lesson plan (face-to-face)			
No.	Activities	Duration	Short description
1	Introduction	20 min	The facilitator introduces objectives, explains the role of financial planning in business sustainability, and links the session to previous modules.
2	Warm-up activity: Financial self-assessment	20 min	Participants reflect on their current understanding of budgets, financial planning, and resources. Short discussion to surface expectations and challenges.
3	Activity 1: Budgeting & forecasting	45 min	Using a simple business case, participants prepare a draft budget and financial forecast. Facilitator guides the integration of sustainability costs (e.g., eco-friendly production, ethical sourcing).
4	Activity 2: Financing & resource planning	60 min	Participants explore different financing sources, evaluate their suitability for their business, and plan resource allocation. Includes practical exercises to match funding options to business needs.
5	Conclusion and feedback	15 min	Summarise the session findings and share the QR code for participants to complete the evaluation questionnaire.
Resources		• Budget & Financial Planning Worksheet • Financial Forecast Template • Financing Options Overview (grants, impact investors, crowdfunding) Flipchart sheets for group exercises Pens, markers, post-its	

3.1.4. Marketing & Branding for Sustainable Business

Name of the micro-unit	Marketing, Branding & Validation for Sustainable Businesses
Target group	Women entrepreneurs at the idea-stage or early-stage who need support to clarify, structure, and strengthen their business idea.
Overview of the micro-unit	This micro-unit translates marketing and branding theory into practical application, with a specific focus on sustainability-driven businesses. It introduces participants to responsible marketing strategies, ethical branding principles, sustainability storytelling, and market validation techniques. Participants explore how to position a sustainable business effectively, communicate impact with transparency, connect with conscious consumer markets, and test business ideas before full market entry. The session concludes with practical pitching exercises and structured peer feedback, preparing participants for mentoring and expert engagement. The approach combines strategic reflection with applied exercises, ensuring participants leave with concrete outputs directly linked to their business ideas.
Learning outcomes	By the end of the session, participants will be able to: • Define the core elements of sustainable marketing and ethical branding. • Identify their target audience within sustainable consumer markets. • Develop a clear brand positioning statement aligned with sustainability values. • Craft a concise and persuasive elevator pitch. • Apply basic idea validation techniques to test market assumptions. • Reflect on how mentorship and expert feedback can strengthen their business model.
Duration	3 hours (online / face-to-face, depending on the availability of the trainer and the participants)
Topics	• Marketing for sustainable businesses • Sustainable consumer markets and social media for advocacy • Ethical branding and transparency • Brand positioning and storytelling • Idea validation techniques • Elevator pitch development • Mentorship and expert engagement
Preparation	• Book a room with movable chairs and tables to allow group work. • Ensure sufficient wall space for flipcharts or post-it clustering. • Prepare slides summarising key concepts (sustainable marketing, storytelling, validation methods). • Print handouts (Brand Positioning Canvas, Elevator Pitch Template, Idea Validation Worksheet). • If possible, invite a local sustainable entrepreneur (in person or online) for a short expert input (15–20 minutes).

Equipment & materials	• Laptop • Projector • PowerPoint presentation • Flipcharts • Markers • Post-it notes • Printed handouts • Timer (for pitching exercises)
----------------------------------	--

Lesson plan (face-to-face)			
No.	Activities	Duration	Short description
1	Introduction	20 min	The facilitator introduces the session objectives and briefly connects the workshop to the relevant ELEVATE micro-learning units. Key discussion questions: What makes marketing “sustainable”? Why is transparency critical for sustainable brands? What risks arise when sustainability claims are unclear or exaggerated? Participants briefly present their business idea (1 minute each).
2	Warm-up activity	20 min	Participants work in small groups and define the profile of a “sustainable consumer” relevant to their idea. Each group identifies: values, buying motivations, channels they use (social media, events, communities), and factors influencing trust Groups present their profiles. The facilitator highlights patterns and links them to sustainable market segmentation.
3	Activity 1: Brand positioning & ethical storytelling	45 min	Participants complete a short Brand Positioning Canvas, including: the problem addressed, a sustainable value proposition, the target audience, a unique sustainability impact, and competitive differentiation. Then, participants draft a short brand story (5–7 sentences) answering: Why does this business exist? What impact does it create? How is sustainability integrated into operations? How is transparency ensured? Selected participants share their draft. Group feedback focuses on clarity, credibility, and emotional resonance.
4	Activity 2: Idea validation & elevator pitch practice	60 min	Facilitator introduces simple validation tools: customer interviews, online surveys, landing page testing, prototype feedback, and social media testing. Participants complete an Idea Validation Worksheet, defining: key assumptions, who to test with, how to collect

			feedback, and what success indicators would look like. Participants prepare a 60–90-second elevator pitch that includes: problem, solution, target market, sustainability impact, and a call to action. Participants present in pairs or small groups.
5	Conclusion and feedback	15 min	Summarise the session findings and share the QR code for participants to complete the evaluation questionnaire.
Resources		• Brand Positioning Canvas (template) • Elevator Pitch Template • Idea Validation Worksheet • Selected case examples of ethical sustainable brands • Optional: Short video on greenwashing vs. authentic branding	

3.2 Evaluation and Reporting

Monitoring and evaluation are integral to ensuring learning effectiveness, accountability, and long-term impact. Evaluation within ELEVATE focuses on three dimensions:

1. Participant learning progress
2. Quality of delivery
3. Outcomes and follow-up engagement

3.2.1. Evaluating Participant Learning Progress

Facilitators should assess progress through a combination of:

- Observation of participation and engagement
- Review of practical outputs (business ideas, pitches, validation plans)
- Self-assessment reflection exercises
- Post-workshop feedback forms

Participant Self-Assessment Template

Participants rate the following on a scale from 1 (low) to 5 (high):

- I understand how sustainability applies to my business idea.
- I can clearly describe my value proposition.
- I know how to validate my idea with potential customers.
- I feel confident presenting my idea publicly.
- I understand my next steps.

Open reflection questions:

- What was your key learning takeaway?
- What will you implement immediately?
- What additional support do you need?

3.2.2. Attendance and Documentation Templates

The attendance record should include:

- Name and surname
- Organisation (if applicable)
- Email address
- Signature
- Date and workshop title

This document must be securely stored in compliance with data protection regulations.

3.2.3. Workshop Outcome Report Template

Each local actor submits a short implementation report including:

1. Workshop title and date
2. Number and profile of participants
3. Summary of activities delivered
4. Key learning outcomes observed
5. Examples of participant outputs (brief description)
6. Challenges encountered
7. Recommendations for improvement
8. Follow-up actions (mentoring, networking, referrals)

3.2.4. Visual Documentation Guidelines

Visual documentation enhances the dissemination and visibility of impact. Local actors are encouraged:

- Capture 3–5 high-quality photos per event (with participant consent).
- Collect 2–3 short testimonials (2–4 sentences each).
- Identify at least one potential success story per cycle.

In case of testimonials, it should include:

- Name (or anonymous)
- Background
- What did you gain from ELEVATE?
- How has it influenced your entrepreneurial journey?

All communication materials should reflect authentic sustainability values and avoid exaggerated claims.

4. Mentorship & Networking

Mentorship and networking are central to the ELEVATE model. Beyond workshops, participants receive structured guidance designed to strengthen implementation capacity, confidence, and long-term entrepreneurial development.

Each participant should receive approximately **10 hours of mentoring over a three-month period**. This may include individual sessions, group mentoring, and structured networking activities.

4.1 Designing the Mentorship Programme

4.1.1. Programme Structure

Recommended structure per participant:

- Initial goal-setting session (1.5 hours)
- 3–4 follow-up mentoring sessions (1–1.5 hours each)
- Participation in at least one group mentoring or “Ask an Expert” session
- Final reflection and evaluation session

Mentoring may be delivered face-to-face or online.

4.1.2. Mentor Selection Criteria

Mentors should:

- Have demonstrated entrepreneurial or sector-specific experience
- Show precise alignment with sustainability principles
- Demonstrate availability and commitment
- Possess strong communication and coaching skills
- Be willing to document progress and provide structured feedback

Diversity in sectors, backgrounds, and experience levels is encouraged.

4.1.3. Matching Process

Matching should consider:

- Sector alignment
- Development stage of the business idea
- Specific skill gaps (finance, marketing, legal, impact measurement)
- Personal development goals

Both mentors and mentees should complete a short intake form before matching.

4.2 Mentorship Activities

4.2.1. One-to-One Mentoring Structure

Each session should include:

1. Review of previous actions
2. Discussion of current challenges
3. Strategic guidance
4. Agreed next steps
5. Short written summary (max. 1 page)

Mentoring Session Log Template

- Date
- Key discussion points
- Decisions taken
- Action points
- Deadline
- Mentor signature (optional)

4.2.2. Speed Mentoring Session

At least once during implementation, organise a structured “speed mentoring” session.

Format example:

- 10–15 minute rotations
- 4–6 mentors present
- Focused feedback on pitch or key challenge

This format exposes participants to multiple perspectives and efficiently expands networks.

4.2.3. Group Mentoring / Ask an Expert

Format:

- 60–90 minutes
- Expert presentation (20 minutes)
- Moderated Q&A
- Peer exchange

Topics may include:

- Sustainable financing
- Certification processes
- Scaling impact
- Market access strategies

4.3 Tracking Mentorship Impact

Impact monitoring should focus on both professional and personal development.

Mentor feedback form

- How engaged was the mentee?
- Progress observed (skills, clarity, confidence).
- Main achievements.
- Areas requiring further support.
- Overall assessment (1–5).

Mentee reflection form

- What progress have you made in the past three months?
- What specific competencies have improved?
- Has your confidence increased? How?
- What measurable milestones have you reached?
- What are your following priorities?

Mentorship monitoring sheet

For each participant:

- Number of mentoring hours completed
- Sessions attended
- Key milestones achieved
- Participation in networking events
- Business idea status (concept/prototype / validated/launched)

5. Conclusion

The ELEVATE Toolkit has been developed as a practical and strategic instrument to strengthen entrepreneurial education for young women through structured, sustainability-oriented learning and support mechanisms. It translates the ELEVATE micro-learning content into applied activities, mentoring processes, and collaborative initiatives that foster real-world competence, confidence, and impact.

By combining experiential learning methodologies, structured lesson plans, mentoring frameworks, and evaluation tools, the Toolkit provides local actors with a coherent implementation model. It ensures that workshops are not delivered as isolated events but as part of a broader pathway that connects knowledge acquisition, skills development, professional guidance, and network building.

A central contribution of the Toolkit lies in its emphasis on sustainability as a guiding principle. Environmental responsibility, social awareness, ethical decision-making, and long-term value creation are integrated across all modules and activities. Participants are encouraged not only to develop viable business ideas but to embed sustainability into their strategy, operations, branding, and growth plans.

The mentoring and networking components further strengthen this approach by creating structured opportunities for dialogue, peer exchange, and expert support. Over approximately 10 hours of mentoring over 3 months, complemented by group sessions and networking events, participants benefit from continuous guidance that supports both professional development and personal growth.

Importantly, the Toolkit is designed to extend beyond the formal project duration. Equipping educators, mentors, and organisations with adaptable tools and clear implementation guidance helps establish a sustainable support ecosystem. The transnational network developed through ELEVATE is intended to remain active, facilitating collaboration, knowledge exchange, and visibility for women-led sustainable initiatives across partner countries.

In this way, the ELEVATE Toolkit serves not only as a guide for project implementation, but as a foundation for long-term impact—supporting young women in transforming ideas into sustainable ventures and strengthening the broader culture of responsible entrepreneurship.



ELEVATE

EMPOWER WOMEN IN ENTREPRENEUSHIP



Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. 2024-2-RO01-KA220-YOU-000280883



**Co-funded by
the European Union**