

# 1st HILLARY newsletter!



**HILLARY**

SUPPORTING SOCIALLY ENTERPRISING WOMEN

HILLARY is an European project that especially wants to inspire and support female students to develop their creativity through social innovation and help them to grow an entrepreneurial mind-set and attitude.



## THE HILLARY PROJECT

Data shows that the majority of entrepreneurship courses are offered in business and economic studies. The challenge is to make entrepreneurship education accessible to all students. Non-business students have an excellent humanistic and theoretical background and knowledge. They have very strong product ideas but could benefit from more entrepreneurial and business knowledge to transform their challenging ideas into business opportunities.

HILLARY provides a collaborative learning environment to transform ideas into a business opportunities through the support of the community and the online training course with a learning by doing approach.



## 2ND PARTNER MEETING IN MILAN

On the 14th and 15th of May 2018 the second partner meeting took place in Milan. Eurocrea Merchant hosted the meeting in BASE Milano. Base is a place where innovative projects in the cultural and creative enterprise sector are developed and carried out. A space unique designed to foster creativity and concentration. This was very inspirational for the partners.

During the meeting the structure and content of the Hillary course was discussed. The course will be divided into ten blocks: Purpose (Introduction), Customers & Beneficiaries, Market Research, Value Proposition, Revenue Model, Marketing Plan, Key Stakeholders, Key Resources, Implementation and Financial Plan. Each block contains an activity that will result in the Hillary Canvas; a business model to transform an idea into a business opportunity.

The next meeting will take place at the premises of the University of Greenwich in London on the 8th and 9th of November 2018.



## PARTNERS

The consortium consists of seven partners from 7 countries; Babele Create Together SRL from Bucuresti (Romania), Stichting Business Development Friesland from Leeuwarden (The Netherlands), Eurocrea Merchant SRL from Milan (Italy), European Centre for Women and Technology (ECWT) from Oslo (Norway), University of Greenwich from London (United Kingdom), University of Valladolid from Valladolid (Spain) and Vilniaus Kolegija from Vilnius (Lithuania).

Each partner has a specific role according to interest, expertise and excellence in the field of entrepreneurship, coaching and mentoring, social innovation and female entrepreneurship at local and European level.



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## LAUNCHING EVENTS IN SPAIN AND THE UNITED KINGDOM

At the University of Valladolid and the University of Greenwich events were organised to launch the Hillary project. The events attracted university students, teachers, other university employees, incubators, chamber of commerce, social innovators and woman entrepreneurial networks. A general overview of the project was given but also how can this project support would-be social entrepreneurs.



## NEWS FROM OUR PARTNER UNIVERSITY OF GREENWICH

“Over the past 8 years at the University of Greenwich, we have run and built up a very successful Enterprise Challenge. Three years ago introduced a social enterprise strand into this, and this has gone from strength to strength. Most participants come from Health, Social Care and Business. Most are women. We are now actively trying to engage better with students in Arts and Humanities as part of our agenda to improve employability and enterprise skills. We have learnt that digital engagement is critical to success, both in promoting and delivering innovative content. Project Hillary will be a key operational driver in our strategic initiative. We also want participants to be part of a wider, global community who identify and try to solve big challenges together in a creative and collaborative way. We aim to create something very special together in Hillary that lasts well beyond the project.”

## PARTNERS

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