

Project based learning

Summary

This 6-hour project-based activity enables Master Trainers and Trainers to co-create two learner-centred entrepreneurship training modules focused on Mobilising Resources and Mobilising Others. Through collaborative design, trainers apply learner-centred and blended learning principles to create inclusive, empowering, and contextually relevant training materials for women entrepreneurs. The activity models co-creation, reflection, and peer learning, allowing trainers to translate theoretical understanding into practice while fostering collaboration, empathy, and innovation.

By the end of this project-based activity, Master Trainers and Trainers will be able to:

- Design two enterprising training modules (Mobilising Resources and Mobilising Others) using learner-centred and gender-responsive approaches.
- Apply mentoring and facilitation methods that foster engagement, autonomy, and collaboration in women's entrepreneurship training.
- Integrate blended learning and digital tools to enhance accessibility and participation in diverse contexts.
- Co-create inclusive training content that empowers women to manage resources effectively and inspire others in their entrepreneurial journey.

Preparation

Estimate duration: 60 minutes

1. Empathy Mapping Exercise: In small co-creation groups, trainers explore the needs, motivations, and challenges faced by women entrepreneurs using empathy maps (e.g. What do they see? feel? hear? say?). This supports an understanding of learners' realities and how training can respond to them.

2. Research Presentation: Trainers review brief examples of successful women entrepreneurs who effectively mobilised resources or inspired others (e.g., through local initiatives, community leadership, or business growth).

3. Discussion and Debrief: Groups identify common themes emerging from empathy and research, focusing on how to embed trust, collaboration, and empowerment into learning experiences.

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Delivery

Estimated duration: 4 hours

1. Design Sprint – Enterprising Module: Mobilising Resources (2 hrs)

- Define module aims and learning outcomes for women entrepreneurs at EntreComp Foundation to Intermediate levels.
- Co-create one interactive activity, for example, the “Resource Mapping Workshop”: learners identify available material, human, and social resources in their community and brainstorm creative ways to access and use them. The exercise demonstrates how to manage limited resources responsibly and collaboratively.
- Include mentoring prompts such as “Who could help you achieve this goal?” or “What hidden resources have you overlooked?”.

2. Design Sprint – Enterprising Module: Mobilising Others (1.5 hrs)

- Explore the importance of communication, teamwork, and leadership in mobilising others.
- Co-create one experiential learning activity, such as the “Influence in Action Exercise”: participants design and role-play short persuasive pitches to inspire community partners, customers, or team members to join an initiative. This builds confidence and communication skills.

3. Peer Exchange (30 mins)

- Groups present their draft modules and gather peer feedback through guided discussion: are the activities realistic and inclusive? How well do they reflect learner-centred and entrepreneurial principles? How can they be adapted for different learning contexts?
- Feedback can be recorded verbally or on shared digital boards (Padlet, Miro, etc).

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Reflection

Estimated duration: 1 hour

1. Reflection (30 minutes)

Individual reflection journal or short audio note:

- What did I learn about empowering women through learner-centred mentoring?
- How did the co-creation process enhance collaboration and inclusion?

2. Review (30 minutes)

Groups refine and peer-review module prototypes using criteria focused on:

- Clarity of aims and learning outcomes.
- Application of learner-centred principles.
- Gender sensitivity and contextual relevance.
- Practicality and engagement value.

Entrepreneurship Module

Each group produces two enterprising module prototypes (a Mobilising Resources Module and a Mobilising Others Module) each containing a session outline, one core interactive activity and facilitator guidance. Materials can be presented in multiple formats (e.g. infographic, storyboard or digital file) and saved to a shared drive before their review, finalisation and upload to the WEntre Online Learning Platform.

