



www.envogue-project.eu

ENVOGUE

Welcome to our third Newsletter!

This is the third newsletter of the *En Vogue* project providing you with highlights of our recent project results, thanks to efforts by project partners, associated partners and pilot test participants. More details about the project are available at www.envogue-project.eu

Gender equality and business

Viviane Reding Vice-President of the European Commission, Speaking at the European Central Bank Diversity Forum, Frankfurt 28th March 2011:

“Ladies and Gentlemen, gender equality is not a ‘women’s issue’. It is a business issue. Studies show positive correlations between diversity in boards and company performance. A McKinsey study of large European companies indicates that the best companies in terms of work environment, innovation, accountability and profits were those with a higher proportion of women on boards. According to their latest report, companies with a gender balanced composition can achieve an operational profit which is 56% higher than that of male only.”

A tailor-made educational programme to provide an attractive stage for young female learners

E. Persson (1917-2002), son of a pork dealer in Västerås (Sweden) decided early to become his own boss but to sell other goods than his father did. At the age of 26 he started the company Ur & Penn in Gothenburg. His first hit was a Christmas star of paper. Four years later he opened a ladies shop, Hennes in Västerås. Only after a visit to the United States where Pearson had seen a whole new kind of clothing store with high turnover and low prices, and the acquisition of Mauritz Widforss in Stockholm, H & M's success story began.

Situated decades ago as a rather male dominated business example, we can find many women nowadays to do alike and discover their entrepreneurial spirit. Some of these we also encountered during the *En Vogue* project and we asked them why and how they did it.

Sylwia Dyczka, owner of 'Deine Schneiderei' ['your tailoring'] housed in Bavaria (Germany), has come a long way from Poland to find her interests lie in fashion. Obstacles such as living in a new culture, learning to speak a foreign language, dealing with IT and administration are only some she mastered well. However, thanks to her commitment and understanding to start small, some intern-ships that helped her find her real strengths and weaknesses and practice things and the help of supporting authorities, she is now at the verge to her studio with her own designs.



For more other case studies, go to the project website www.envoque-project.eu.

'Take what you do seriously', 'Good education is key to success.' or *'Another fundamental aspect is the use of technology; you should know how to take advantage of using it.'* are only few of the key messages our interviewees gave. In the *En Vogue* products we hope to give ideas to provide good stimulus in encouraging

tools increasing confidence in young women's independent learning.

En Vogue Toolbox & Handbook

Based on feedback the partnership collated in pilot activities with teachers, trainers and their students, as well as educational psychologists, further education equal opportunities advisors, careers guidance professionals and many education stakeholders, the main two products of our project have been finalised. The *En Vogue Toolbox* offers practical guidelines and templates in form of 90 tools for the use in a broad variety of class settings and is complemented by the *En Vogue Handbook* that includes information on pedagogical issues. Both products will be available for download from the project's website (www.envoque-project.eu) by summer 2011 in the following languages: German, English, French, Spanish, Italian, Swedish and Turkish.

En Vogue demonstration events

In all partner countries, there have been meetings with experts – ranging from educational psychologists, teacher trainers and career professionals to women working in business and ICT. The response has been positive: the general view seems to be that anything new and innovative to motivate young women in this area is very welcome!

To share these insights with more interested parties, all partners will organise demonstration events in their countries till the end of this project. At these occasions, they will present collated case studies on women's success stories in Europe, demonstrate activities set out under the *En Vogue* approach and discuss implementation issues with interested stakeholders and training providers. More information will be available on the project website soon.

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En Vogue sustainability

It is one of the biggest challenges for EU-projects to ensure that the innovative products and project results find their way to potential users with a long-term effect. Continuous cooperation and interaction between education stakeholders and the project partnership have therefore been initiated in our project during the project's funded lifetime. Hence, for direct and indirect target groups the **En Vogue** partners have organized several activities aiming at the creation of sustainable structures.

Thanks to relevant national organizations that have taken part in workshops embedded in the partner meeting in Germany, France, Spain and Sweden, the project has created a first *Mainstreaming and Multiplication Plan*.

The main objective of this project is to motivate and educate young deprived female learners in ICT and entrepreneurial spirit as in most jobs employers nowadays ask for motivated staff who can contribute actively to the benevolence of their company. However, training providers, teachers and trainers have to offer interested learning offers and this plan will show how to do this.

What's next?

National events in the partner countries will be organized to inform education providers and staff about our project results. In September 2011 the final conference will be hosted in Rome.

The next newsletter will be available in October 2011.

A tailor-made educational programme to provide an attractive stage for young female learners



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BEST Coordinator
BEST Institut für berufsbezogene
Weiterbildung und Personaltraining GmbH
Mariahilfer Straße 8
A-1070 Wien
www.best.at