

migrant
liter@cies



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Creativity and Entrepreneurship through ICT

by Solidaridad Sin Fronteras

The workshop took place in February 2019 in the headquarter office of SSF in the municipality of Alcorcón.

Participants were motivated towards entrepreneurship and they acquired IT competences to enhance their skills to participate in social media. At the end of the workshop, participants had learnt new vocabulary and concepts and they designed their own entrepreneurial idea and strategy.



GENERAL DESCRIPTION

SHORT SUMMARY	<p>In this workshop it will be presented a method to work the entrepreneurship in digital literacy groups to empower migrant women.</p> <p>The aims of the workshop are, on the one hand, to motivate women towards the entrepreneurship and, on the other hand, to acquire IT competences to enhance their skills to participate in social media and therefore, making possible the creation of synergies.</p>
TARGET GROUP	<p>Migrant women in working age Up to 20 participants Intermediate literacy and digital literacy level required</p>
TIME	<p>6 Didactic Units (6 steps) Step 1: Regaining stories of migrant women entrepreneur through generations Step 2: Re-signifying the entrepreneurship: appropriation using a gender approach Step 3: Map of entrepreneur experiences of women Step 4: Creating an own project of entrepreneurship Step 5: Advertising our business through social media Step 6: Opening entrepreneur networks Total: 6 hours</p>
FORM	<p>External workshop</p>
SPACE	<p>Room with Wi-Fi</p>
TOPICS COVERED	<p>Entrepreneurship, gender, competences, skills, advertising, social media</p>
TOOLS	<ul style="list-style-type: none">• Computers for each participant• Projector• Paper• Markers• Pen• Tape• Flipchart

OBJECTIVES	<ul style="list-style-type: none"> • Reflection about barriers for migrant women when it comes to entrepreneurship. • Know and analyse experiences of entrepreneur migrant women with a social value added. • To promote the capacity of participants to manage IT tools and social media related to entrepreneurship. • Motivate migrant women to deal with entrepreneurship process. • Self-recognition of competences to work. • Reinforce the active role of migrant women in employment.
LINGUISTIC SKILLS	<ul style="list-style-type: none"> • Concept of entrepreneurship • Vocabulary related to employment and entrepreneurship • Making critical analyse • Identification of personal and professional characteristics (new vocabulary)
DIGITAL/ MEDIA LITERACY REFERENCE	<ul style="list-style-type: none"> • Use of Google Docs • Creation of presentation with Prezi • Creation of an on-line map • Post of Facebook and Twitter • Analyse and contrast of different dissemination formats • Creation of different dissemination formats: blogs, virtual shops, Facebook for enterprises.

STEP BY STEP DESCRIPTION

STEP 1

Time

1 hour and 30 min.

Activity description

Regaining stories of migrant women entrepreneur through generations

Objective

Identification of experiences of entrepreneurship in migrant women, frequently invisible, in participants' environment.

1. Each participant will make a brainstorming about words related to entrepreneurship and entrepreneur person and they will write down in a paper.
2. Creation of a Prezi presentation: 3 circles, each one for a name and description of an entrepreneur migrant woman of participant's environment and from 3 different generation (starting for their grandmother generation).
3. In groups of 4 or 5 people, share their presentation and identify from each generation type of projects of entrepreneurship, characteristics of the migrant women entrepreneur and the support these women had.
4. Individually, add the conclusions from the group to the individual Prezi by creating new frameworks.
5. Share each individual Prezi and discuss about differences among generations, strategies that women from different generation used/use to entrepreneur, past and actual barriers that migrant women entrepreneur had/have to face.

Material

- Paper
- Computer
- Projector

Literacy skills

- Words related to entrepreneurship and entrepreneur person.
- Creation of Prezi presentations.

STEP 2

Time

45 min.

Activity description

*Re-signifying the entrepreneurship:
appropriation using a gender approach*

Objective

- Reflection about gender biases in their own conception of entrepreneurship.
- To modify their concept of entrepreneurship to incorporate their own potentialities.

1. Each participant will receive a paper with the words related to entrepreneurship and entrepreneur person from previous activity (paper different to their own one) and will read to the rest of participants. Write on the flipchart ideas and find a consensus about what is entrepreneurship for participants.
2. Working in a small groups, analyse the difference between the characteristics of the other generations (from the Prezi they made in previous activity) and generate a consensus about a new definition of entrepreneurship.
3. The first group in having a new definition of entrepreneurship will make a post on the private Facebook of the group and the rest of participants will comment with pros and cons.
4. Use the projector to show Facebook comments and participants again have to reach consensus.
5. Appropriation of each participant of what is entrepreneurship at this moment of their lives and share with other participants.

Material

- Paper used in the previous activity
- Computer
- Projector

Literacy skills

- Capacity of self reflection
- Analyse of characteristics
- Sharing ideas
- Communication skills (to request the floor, respect the speaking time, make critics)
- Post on Facebook

STEP 3

Time

1 hour and 15 min.

Activity description

Map of entrepreneur experiences of women

Objective

- To know projects of entrepreneurship of other migrant women and to identify the social added value
- To develop their capacity to project themselves as entrepreneur women.

1. Use the projector to show 4 different projects of entrepreneurship by migrant women.
2. Divide the participants in 5 groups. Each group will analyse a project according to the worksheet (annex 1) and the 5th group will look for a new experience of entrepreneurship by a migrant woman in her territory or the nearest possible.
3. Creation of a on-line map through Google Maps (explanation for its creation) and send to the to their Gmail emails participants (to one person per group it's enough) so each group can work with it.
4. Introduce a mark on the map where the analysed project is place and add a breve description according to the answers from the worksheet.
5. Project the map and each group will share their projects.
6. Ask each participant for which experience they identify the most with and to add some contributions to the projects.

Material

- Computer
- Worksheet (annex 1)

Literacy skills

Geographic locations

- Self-reflection and explanation of own ideas
- Use of Google Maps

STEP 4

Time

50 min.

Activity description

Creating an own project of entrepreneurship

Objective

Creation of a group project related to their experiences and potentialities.

Material

- Paper
- Markers
- Computer
- Projector
- Worksheet 2: Creation for projects (Anexe 2)

Literacy skills

- Self-reflection
- Write ideas
- Use of Google Docs

1. Individually, each participant will answer to the following questions:
 - What do I ask to an entrepreneur project?
 - In which fields/areas I can contribute with my experiences and potentialities to develop an entrepreneur project with a social added values?
2. Creation of groups of entrepreneurship: each participant will paste on the wall the paper with their answers. They will read other participants papers and will join with partners with similar expectations and interests (3 or 4 people in each group).
3. Each group have to design a local project. Participants will discuss and write in Google Docs
4. Each group will present their project (discussion for next activity).

Comments:

Possibility of using Free mind to create conceptual maps (free access)

STEP 5

Time

50 min.

Activity description

Advertising our business through social media

Objective

Identify projects by other migrant women related to their own interest through the use of social media.

1. Working groups: Research on social media (Facebook, twitter) of other projects (at least 2) similar to each working group.
2. Write the own project differences regarding to the others found.
3. Analyse the possibility of establish synergies with those projects found.
4. Sharing conclusions.
5. Discuss about project's disseminations formats found during all the different sessions of the workshop.

Material

- Computer
- Projector

Literacy skills

- Searching on Facebook and Twitter
- Different dissemination formats
- Expose ideas

STEP 6

Time

60 min.

Activity description

Opening entrepreneur networks

Objective

To upskill participants in the use of IT tools applied to the dissemination and advertising of a project.

1. Working groups: Each group will choose a format of dissemination for their project according to their needs and they will developed in 40'. (Examples: company page on Facebook, creation of a blog, creation of a virtual shop...).
2. Each project will be exposed with the projector to contrast the different format of dissemination chosen.
3. Analyse weaknesses and strengths of each format

Material

- Flipchart
- Computer
- Projector

Literacy skills

- Use of Facebook and Twitter
- Creation of Blogs



ANNEX 1:

Map of entrepreneur experiences

Name of the project: _____

Date: _____

Questions to guide:

- Aim of the project
- Who take part of the project
- What is the target
- What is the working strategy
- The social added value.
- Possible barriers found
- Strength of the project and how they use them to face difficulties

ANNEX 2:

Creation of Projects

Name/s: _____

Date: _____

- Aim of the project
- Target group
- Work strategy
- Difficulties and strengths
- Social added value