



WOMEN IN ENTREPRENEURSHIP



Co-funded by the  
Erasmus+ Programme  
of the European Union

# WOMIN Project

3<sup>rd</sup> Newsletter

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## Priorities of the WOMIN Project

The position of women in society and the labour market requires special work in terms of participation in the labour market and working conditions.

The incentives for women to participate have been issues for labour market.

These factors can be classified mainly as economic and social.

While low prices and lack of social security can be stated as economic factors, social factors can be summarized as inadequate education, gender inequality, lack of leadership skills of women, male-dominated mentality.

WOMIN highlights and works to address these issues.



## WOMIN TEAM CAME TOGETHER IN VIRTUAL ENVIRONMENT BEFORE C1 EVENT ON 19<sup>TH</sup> OF NOVEMBER 2021

The WOMIN Project consortium gathered online to discuss the project progress, especially the C1 event in Romania. The consortium updated about the project results IO1 and IO2. Dissemination and evaluation activities were other topics to talk about. Partners advised that their policy was to follow their national advice regarding travel and that the current advice is not to travel until after the end of 2021. Partners agreed that the alternative would be to hold the C1 event as an online.

## TRAINING MODULES for IO1 WOMIN Entrepreneurship Training Programme For Educators & Trainers

- Communication
- Beneficiary engagement: "Is it for me" module
  - Gamification
  - Critical thinking
  - Networking
- Social Economy Workshops



## Queen of the Roses

The world of roses she has been in since her childhood prepared her to create her own brand.

While successful businesswoman Gülşah Gürkan was producing roses and selling oil and essence as raw materials to perfumers and cosmetics. She noticed the gap in the market and started to produce and sell 'real' rose water in 2011.

After R&D studies, she developed skincare products. As the first Turkish brand to be in Unifree Duty Free, she introduced the brand to the world. 70% of its production is exported and the brand is present in the Far East, USA and European markets.

Most of the laborers working in the production phase are women and they work with nearly 200 women. More than 70 percent of the employees on the office and operations side are also women.

The biggest advice to women is always to do good research first and to thoroughly examine the state's support in their new initiatives and work on the requirements related to it. Apart from this, an entrepreneur should always be a member of associations such as the International Women's in order to access the right role models and the right network.

"Now all our business and the world revolve around digital and e-commerce. That's why I recommend them to take advantage of all the benefits of digitalization to access all markets." she tells.

gülsha



**womih**   
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[www.womineu.com](http://www.womineu.com)

## BOOK SUGGESTIONS

- Rich Dad Poor Dad by Robert KIYOSKI
- Risky Is The New Safe / The Rules Have Changed by Randy GAGE
- Deep Work by Cal NEWPORT
- Entrepreneur Revolution by Daniel PRIESTLEY
- Rework by Jason FRIED

## MOVIE SUGGESTIONS

- Mad Men
- The Startup Kids
- Code Girl
- The Dressmaker
- Joy

## NEWSLETTER NEXT ISSUE

- News from TPM at Plymouth on 26-27 January
- News from the C1 Event (Training of Trainers) In Suceava, Romania
- More stories from entrepreneur women
- And more...

SEE YOU NEXT ISSUE

## WOMIN

Women are In: Skills and Competences for Work and Entrepreneurship

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