

Role models to inspire a new generation of women entrepreneurs

The 100 Mirrors project brought together 100 women as role models – or “mirrors” – to inspire, educate, and encourage other women in the world of work

Technical coordinator Maria Martin talks about the 100 Mirrors project, which invited 100 women to showcase their experiences of work to an audience of young people:

“ This project would have been impossible to carry out without European funding, because of the transnational aspect of the project... The best memories from this project have to do with the transnational meetings, times when work and leisure are hand in hand, helping to know different cultural realities and erase prejudices.”

Many women find themselves facing barriers that stop them developing professionally. The project team found that many young female students feel silenced or ignored, lack motivation, or have a fear of failure. So the idea of 100 Mirrors was to break away from stereotypes by providing women with 100 strong role models as they enter the world of work.

The team produced videos and profiles of women from Greece, Poland, the United Kingdom, France and Spain talking not only about their skills and abilities, but also about the challenges they faced on the road to success. The “mirrors” shared their experiences of how they overcame difficulties, stayed motivated and improved their lives.

Since the initial project, the 100 Mirrors community has flourished. The team have been asked to share their findings with other organisations across Europe and the online community is thriving. Now, partners from another five countries have got involved, and another 100 women are sharing their inspirational stories. Maria says, “we are now working with a 200 mirrors community!”




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Erasmus

Field: Higher Education

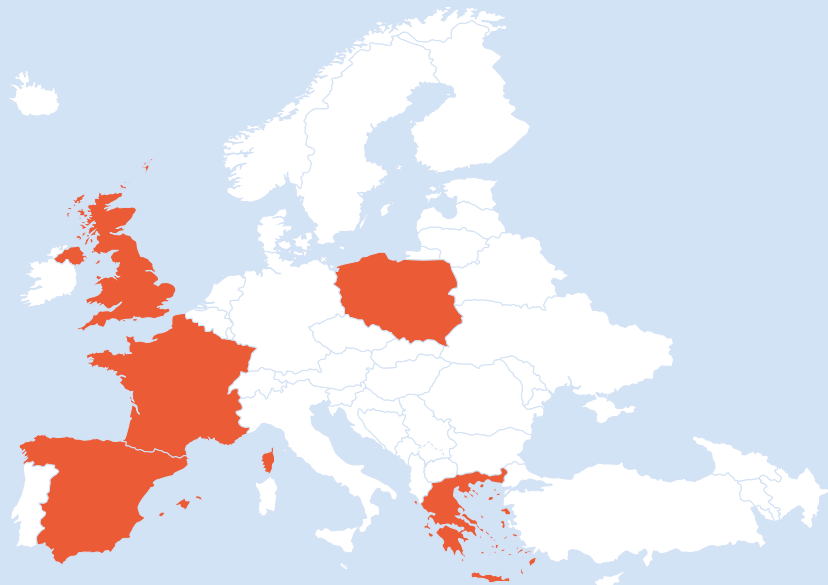
Action: Cooperation between Higher Education Institutions and Enterprises

Key facts and figures

	Participants: 200		Countries: 5
	EU grant: €291,768		Project duration: 2011-2013

Project title

100 MIRRORS, Tools for the motivation of enterprising women



Lead organisation

Name: Universidad de Zaragoza

Location: Zaragoza, Spain

Website: www.unizar.es/EN

Partners

La Maison de l'Initiative Scop, **France**; KSDEO EDRA, **Greece**; Organización de Mujeres Empresarias y Gerencia Activa and Instituto Internacional de la Innovación, el Conocimiento y las Competencias (INDICO), **Spain**; CentrumBiznesu i Rozwoju, **Poland**; CraigmillarOpportunities Trust, **United Kingdom**

More information

Project website:
www.100mirrors.eu

The Erasmus+ Project Results Platform:
<http://ec.europa.eu/programmes/erasmus-plus/projects>