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Enhancement of entrepreneurship skills among women to provide gender equality and employability for citizens of Uzbekistan. (EMPOWER)

Project Number: 101129076 —
EMPOWER—ERASMUS-EDU-2023-CBHE



Dissemination Strategies



TECHNISCHE
UNIVERSITÄT
DRESDEN



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Agenda

- 3 important segments
- Plans

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Information sharing

- a. Transfer: Disseminating best practices, methodologies, and lessons learned from the project to other organizations and stakeholders working in women's entrepreneurship.
- b. Resource Distribution: Sharing educational materials, toolkits, and guides developed during the project with a wider audience, including potential women entrepreneurs and support organizations.
- c. Data Dissemination: Publishing findings, statistics, and trends identified during the project to contribute to the broader understanding of women's entrepreneurship challenges and opportunities.

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Expanding Influence

- a. Network Building: Creating connections between participants, mentors, investors, and other stakeholders to form a supportive ecosystem for women entrepreneurs.
- b. Partnerships: Forging collaborations with our partner universities and initiatives to amplify the project's reach and impact.
- c. Media Engagement: Leveraging our media channels to increase public awareness about women's entrepreneurship and the project's initiatives.

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Showcasing the development

- a. Success Stories: Highlighting individual and collective achievements of project participants through case studies, testimonials, and feature articles (refer to CASE STUDIES).
- b. Progress Tracking: Regularly updating stakeholders on project milestones, key performance indicators, and impact metrics to demonstrate ongoing development.

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What we are planning

- Sharing all the information on social media and on the website.
- Alongside sharing all the updates and the progress of the project, we created a systematic plan of topics/content to post on our social media:
 - A. Updates
 - B. Educational content

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Maximizing engagement and impact

- A. Post consistently: 1-2 posts per week
- B. Using a mix of content formats: short articles infographics, short video content, and interactive polls
- C. Encouraging discussions by ending posts with thought-provoking questions
- D. Providing content on real-world examples and case studies to illustrate business related concepts
- E. Collaborate with partner institutions to share diverse perspectives:
 - a. A specific topic will be chosen/assigned for each week
 - b. Each partner university should prepare a content based on the topic
 - c. Actively share the posts on social media Knowledge
 - d. Publications

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THANK YOU!

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