



# Platform Manual

For the Resource Tool aimed at developing and sustaining Female Food Entrepreneurs

# Foreword

The main aim of the *Educate to Innovate* project is to develop and support the growth of Female Food Entrepreneurs (FFEs) by equipping Vocational Education and Training (VET) educators with an innovative pedagogy guide and a resource platform; aimed at developing female-focused entrepreneurial training influenced by food entrepreneurs. In summary, Entrepreneurs helping to develop Entrepreneurs.

The main aim of the Resource Tool is of considerable use to VET providers trying to market entrepreneurial courses to potential female food entrepreneurs. In essence, this will be a one-stop resource for FFEs and VETs to learn, seek guidance, collaborate, upskill, network, and overcome any challenges they may be facing. The Resource Tool together with the associated Training Guide will seek to foster and encourage entrepreneurship and innovation in FFEs by providing VET trainers with innovative teaching methods and training resources that are specifically tailored to females in the Agri-Food sector. The resources and case studies outlined in the Resource Tool are designed to develop an entrepreneurial mindset and to foster innovative thinking. The overarching objective of the Resource Tool and the project itself is to enhance the sustainability and longevity of Europe's Agri-Food sector by equipping VET trainers with the skills required to teach and foster FFEs.





## How to navigate the Nurture Her Platform?

## The main page is made up of three sections:

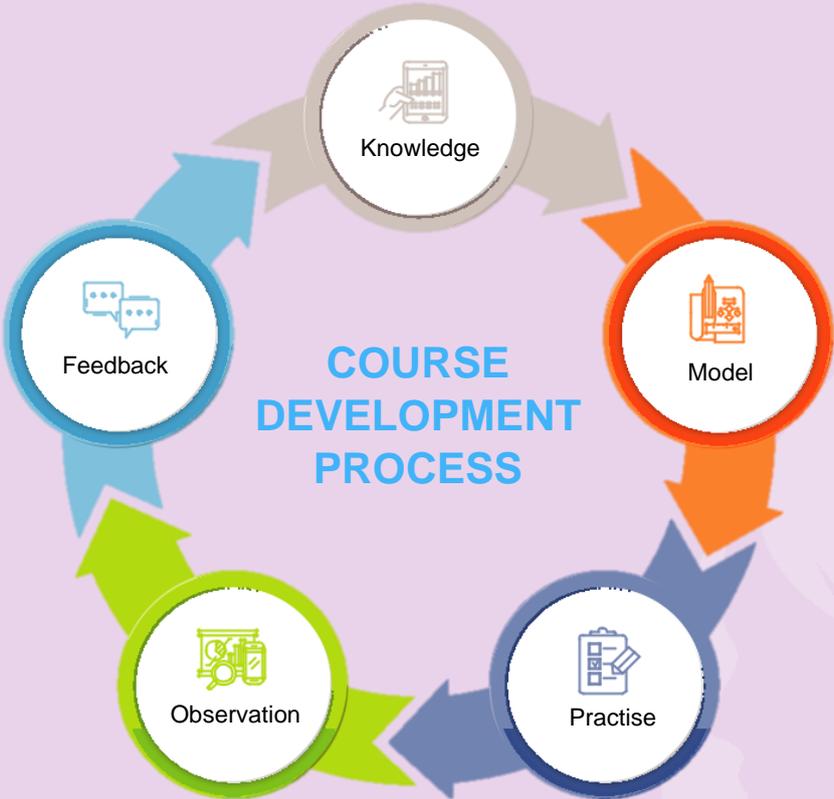
- **First section:**
  - Menu
    - Project
    - Partners
    - Contact
    - Languages (English, Polish, Romanian, Italian, Lithuanian)
  - Platform Manual
  - Digi-tools Range
  - Social Media (project website, Instagram, Twitter, Facebook)
  - Search box
- **Second Section:**
  - Resources
    - Training Guide
    - Digital Tools
    - Food Business Start-up
    - Courses
    - Financing
    - Case Studies
  - FFEs testimonials and quotes
- **Third Section:**
  - Social Media boxes

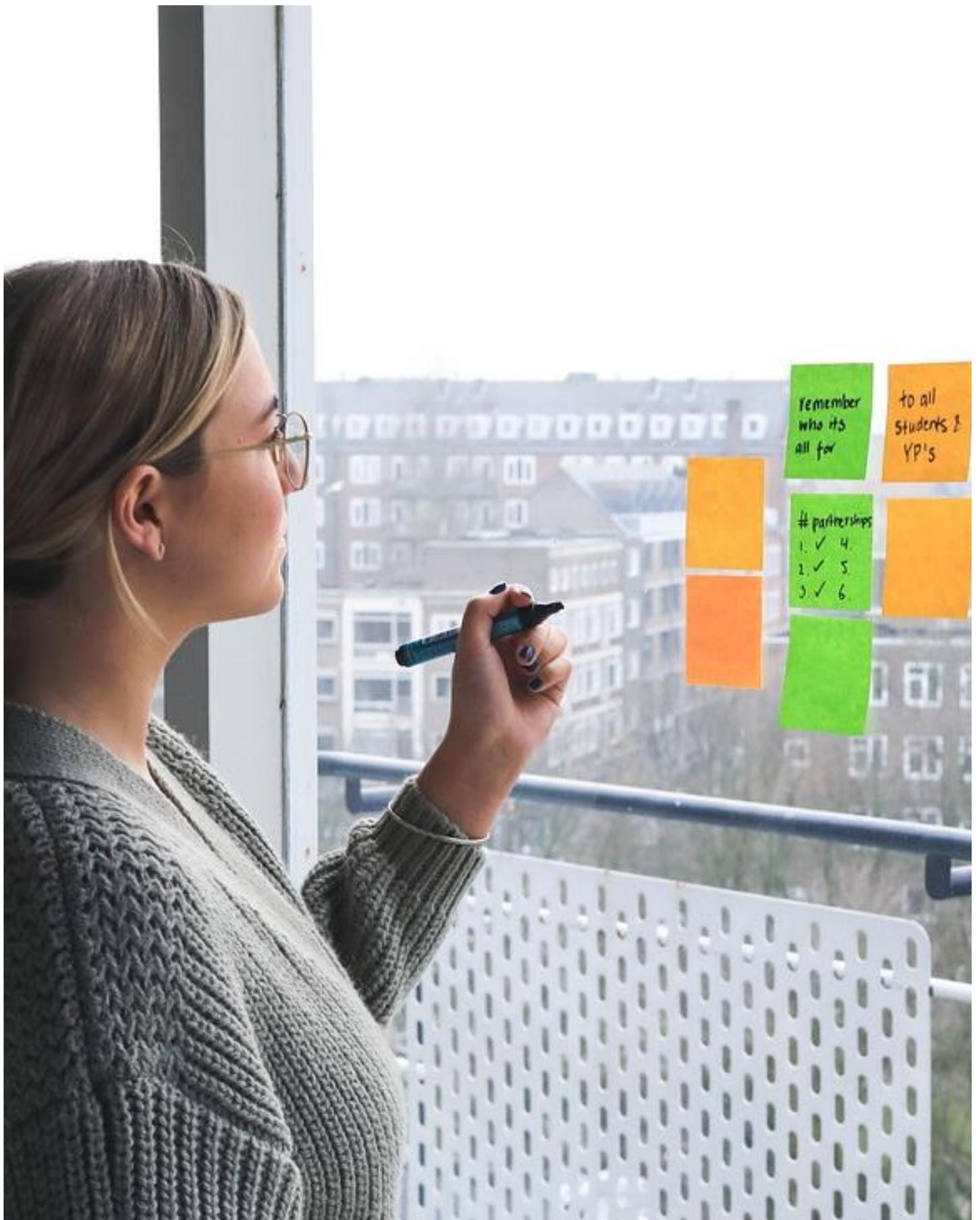


## Using the Training Guide

The **Training Guide** has been developed as a primary output of the Nurture Her project. It will aid VET providers, educators, and trainers in developing a course that will equip FFEs to overcome those difficulties.

The Training Guide together with the associated project outputs will seek to foster and encourage entrepreneurship and innovation in FFEs by providing VET trainers with innovative teaching methods and training resources that are specifically tailored to females in the Agri-Food sector. The resources and methods outlined in the Training Guide have been tested and validated by trainers and FFEs across Europe and are designed to develop an entrepreneurial mind-set and to foster innovative thinking. The overarching objective of the project is to enhance the sustainability and longevity of Europe’s Agri-Food sector by equipping VET trainers with the skills required to teach and foster FFEs.





**How to use the Nurture Her resources?**

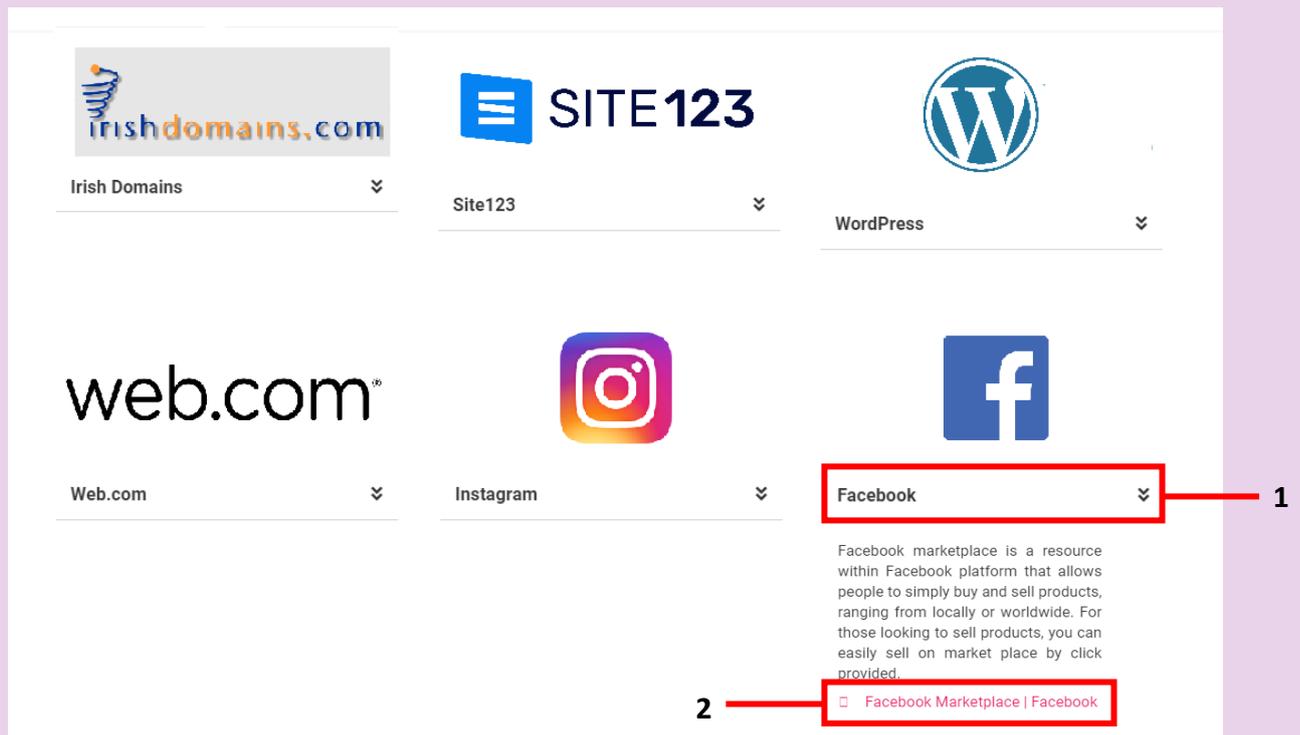
All the materials in the **Resources** section can be used as a base for personal use, workshops, VET training, or conferences. We hope that our Resource Tool will help to enhance the sustainability and longevity of Europe’s Agri-Food sector as a direct result of the participation in the project. Completing the Platform, pursuant to our premises, should trigger an immediate increase in developing and supporting the growth of Female Food Entrepreneurs (FFE). Resources in the Nurture Her project have been developed to help FFEs to access relevant knowledge and information on entrepreneurial courses available, RPL opportunities, networking, and funding streams.

Resources available in this section are Food Business Start-up, Courses and Financing.



**Digital Tools** are a range of tools which might be helpful to the Female Food Entrepreneurs while starting a business or throughout it. The tools that can be found in the bookmark concern graphic design, social media post planning, online selling markets, domain hosting and many more.

All the developed content is free and public; therefore, it can be used to prepare content for workshops, VET training, or conferences.



1. Click on the title to unfold the description.
2. Click on the links below the description to visit the website of the organisation and other useful pages.

**Food Business Start-up** resources can be used to complement the materials gathered in the Training Modules. It is a great approach to make the content of the module even more accessible to acknowledge. Bibliography and webography can be used to point other helpful resources as part of workshops, VET training, or conferences.

All the developed content is free and public; therefore, it can be used to prepare content for workshops, VET training, or conferences.

The screenshot shows the 'Food Business Start Up' page on the NURTURE website. It features a grid of logos and descriptions for various organizations. A red box labeled '1' highlights the title 'Bord Bia Key supports for Small businesses' in the BORD BIA section. A second red box labeled '2' highlights the list of links below the description in the same section.

**1**

**2**

3. Click on the title to unfold the description.
4. Click on the links below the description to visit the website of the organisation and other useful pages.

**Courses** include the most popular and accessible training available in each partner country. Polish, Lithuanian, Romanian, and Irish courses can help how to start a business and what to do to become a successful entrepreneurship in food industry. Every organisation or company can be handy in gaining timely advice, funding, networking opportunities and accurate information when looking for accurate information and reliable sources.

**NURTURE**  
FEMALE FOOD ENTREPRENEURSHIP

IRELAND

**SPRINGBOARD+**  
www.springboardcourses.ie

Certificate in Food Innovation and Entrepreneurship Galway Mayo Institute of Technology and Spring board

**ACORNS**  
Accelerating the Creation Of Rural Nascent Start-ups

ACORNS - funded under the Rural Innovation & Development Fund through the Department of Agriculture, Food and Marine (DAFM).

**DCU RYAN ACADEMY**

Female High Flyers The Ryan Academy, Dublin City University (DCU)

**GOING FOR GROWTH**

Going for Growth Enterprise Ireland KPMG

**Rubicon**

ACORNS - funded unThe EXxcel STEM Enterprise Ireland and The Rubicon Centre, Cork Institute of Technology.der the Rural Innovation & Development Fund through the Department of Agriculture, Food and Marine (DAFM).

Exxcel is a part-time programme funded by Enterprise Ireland. It is for the female entrepreneur who has a new business idea in the science, technology, engineering and maths sectors with ambition to grow a successful business, with strong export sales and growth potential. It will provide female entrepreneurs the opportunity and supports to develop their idea and start a business. Females will meet with experts who share their expertise and experience, primarily on a one-to-one basis and take part in key business topics such as, Business Strategy and Planning, Finance and access to grants and loans for women, Sales, Branding, Digital Marketing and Presentation Skills.

Creating Entrepreneurs in Food (CEF) Project European Erasmus KA2+ funded project

1

2

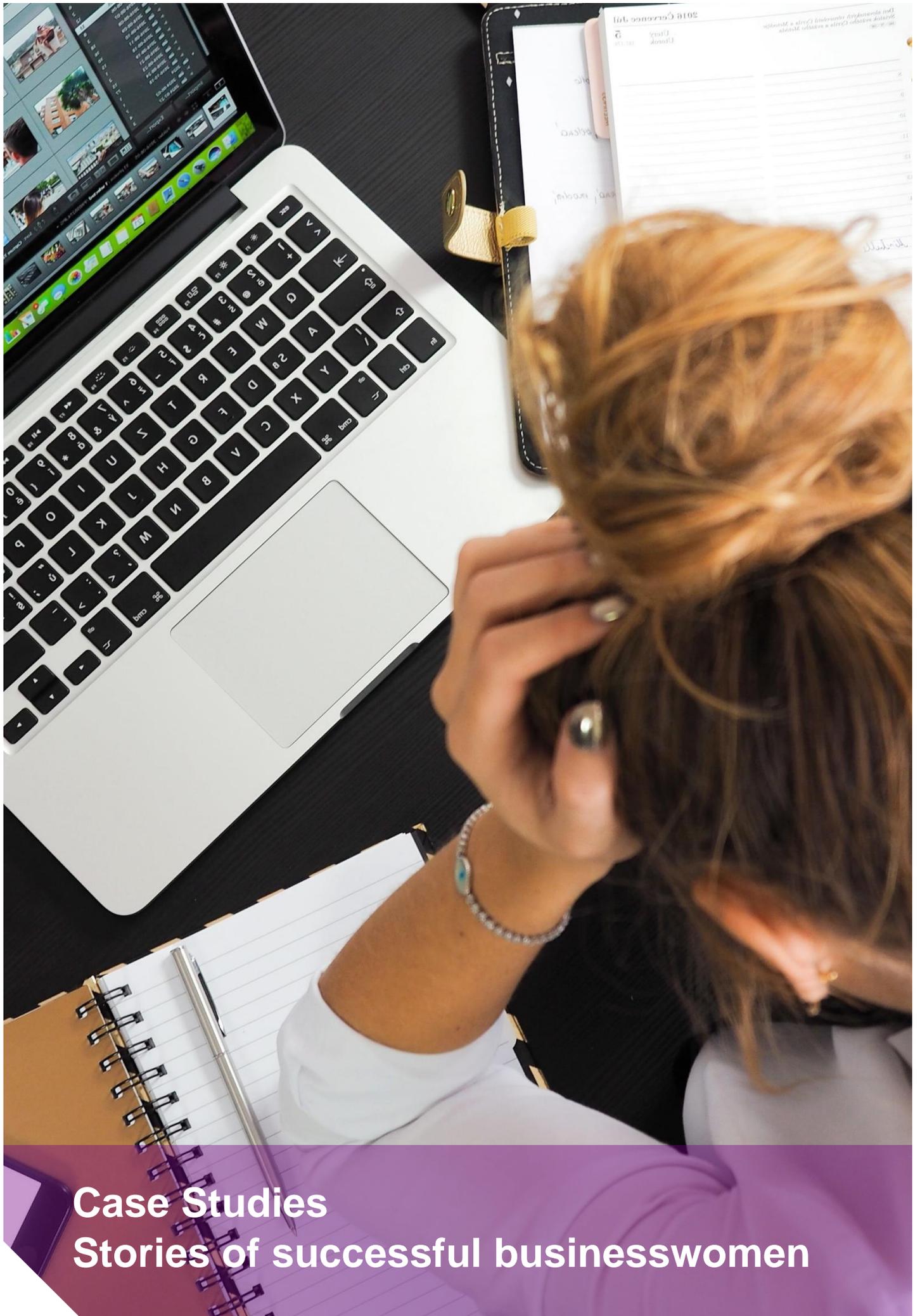
[https://www.rubiconcentre.ie/...](https://www.rubiconcentre.ie/)

1. Click on the title to unfold the description.
2. Click on the links below the description to visit the website of the organisation.

**Financing** contains Polish, Lithuanian, Romanian, Italian, and Irish resources which guarantee free guides, tools and templates developed to help FFEs start their business. In each country bookmark, there are many national, EU and international websites dedicated to entrepreneurs to be found.

The screenshot shows the 'POLAND' section of the NURTURE website. It features a grid of six resource cards. The card for 'Network of entrepreneurial women' is highlighted with a red box and a red arrow labeled '1'. Below its description, a red box labeled '2' highlights the URL <https://siecprzedsiębiorczychkobiet.pl/>.

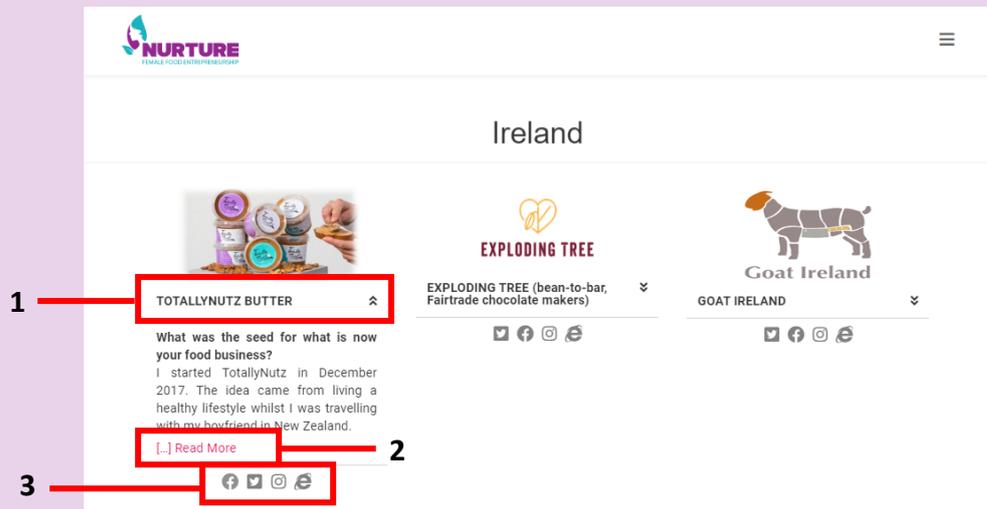
1. Click on the title to unfold the description.
2. Click on the links below the description to visit the website of the organisation.



# Case Studies

## Stories of successful businesswomen

**Case Studies** include Irish, Italian, Lithuanian, Polish, and Romanian stories of successful female entrepreneurs from across Europe who are accomplishing in the Food Industry. Case Studies are interviews with businesswomen describing their life, ups and downs they had to overcome to finally be in the place they are now. There is a wide range of companies from the agri-food sector, eg. chocolate factory, oil production, milk processing, etc.



1. Click on the title to unfold the description.
2. Click on “[...] Read more” to read the full interview.
3. Click on the social media icons to visit organisation’s accounts or website.



# NURTURE

FEMALE FOOD ENTREPRENEURSHIP



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