



THE CASE: A young woman from a rural area who dropped out of Winnovators' educational programme

This case is about a young woman who was born on a high-altitude farm in the northern region of Koroška, where she grew up and familiarised herself with the hard work on a farm. When she met her partner, she moved to the southern part of Slovenia to his farm, where they practise organic farming and produce local organic products (different types of flour and various apple products). Her motivation to participate in the Winnovators project was to acquire new skills, especially in terms of expanding the possibilities of online advertising and thus expanding the customer base. She was very motivated and took part in three different challenges: co-creation in Canva, 360 Virtual Tours and the development of mini-games in Scratch. She was very active and participated in the challenges and regularly submitted weekly tasks. Then we noticed that her activity level started to drop, deadlines were missed or even the weekly work was not completed.

We contacted her to find out the reasons for the decline in activity. She told us that she finds the training and challenges within the Winnovators programme interesting and very useful, but that she still finds it very difficult to find time to work. She gave two main reasons. The first reason was that the trainings take place in the months when there is a lot of work on the farm and that it is therefore difficult for her to find time to work. The second reason was that she was actively involved in organizing protests against government measures in the agricultural sector and, as she said, spent practically all her free time doing so. We have tried to take this into account by trying to accommodate her work, but she has said that she does not want to be involved in something that she cannot fully commit to.

It is unfortunate that we could not keep her in the program, even though we tried to adapt to her unique situation. Although it is impossible to foresee extraordinary events such as government protests, we believe that foreseeable circumstances must be taken into account when organizing training courses. If the target group is young women from rural areas, the best time for training programs is winter, when there is not much work on the farms. This is an important insight that should be taken into account when organizing future implementations.

Project **WINNOVATORS**

“Boosting young women entrepreneurial spirit and skills to become the Women INNOVATORS of the future”



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