

**Empower
Innovate
Lead**

Women Entrepreneurs in a Digital Future

WOMEN 5.0



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Women 5.0 Empowers Women Entrepreneurs Across Europe to Thrive in the Digital Economy

BRUSSELS, BELGIUM | The Women 5.0 project is closing the digital gender gap by providing women entrepreneurs across Europe with practical skills, tools, and confidence to succeed in the digital economy. Funded through Erasmus+, the initiative addresses critical barriers women face, including limited financing, lack of role models, and persistent stereotypes.

Three Pillars of Digital Empowerment

Digital Toolkit for Trainers | Comprehensive resources enabling trainers to engage female entrepreneurs with new technologies and practical methods tailored to women's needs.

Free E-Learning Platform | A multilingual platform (English, Spanish, Portuguese, Macedonian) offering micro-learning modules on digital technologies, entrepreneurship, marketing, financial management, and digital safety. Accessible on any device, users simply create an account and start learning.

Awareness Campaign | The Women 5.0 awareness campaign features inspiring content across five thematic series. The journey began with "Breaking Digital Stereotypes," featuring testimonials from six women entrepreneurs. As Anna Cristina shares: "Technology and AI are not here to replace our talent... It's here to amplify it, to become our best ally."

The campaign has now evolved into the Women 5.0 Expert Interview Series, featuring women's entrepreneurship trainers from Portugal, Greece, Austria, and Ireland across three additional themes:

- **Role Models in Digitalisation |** The content creators, courses, and online voices inspiring how experts approach entrepreneurship
- **Technology as a Tool for Female Entrepreneurship |** Trainers share their go-to digital tools, practical tips, and the platforms they love using in their work with women entrepreneurs



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• **Empowering Women Through Digital Skills** | Exploring transformative digital skills, including those that completely change entrepreneurs' ability to reach customers and grow sales, plus free or low-cost tools that rival expensive software

The fifth and final theme, **Women Entrepreneurship at a European Level**, is to be revealed soon, examining the broader landscape of women-led businesses across Europe.

Training of Trainers Programme

In November 2025, Women 5.0 delivered an intensive two-day Training of Trainers programme in Vienna, bringing together 18 entrepreneurship trainers from across Europe, North Macedonia, and Ireland. Participants explored barriers women face, exchanged digital tools and strategies, and deepened knowledge in digital wellbeing, time management, and data analytics.

Piloting Phase: 180+ Women Entrepreneurs

Over the next six months, the 18 trained professionals will pilot the Digital Toolkit and E-Learning Platform with more than 180 women entrepreneurs across Europe, providing tailored entrepreneurial advice whilst fostering confidence and motivation.

Featured trainers include:

- Anne-Marie Swift (Ireland) | Empowers female entrepreneurs with coaching and business development, specialising in women's health in the workplace
- Sandra Couto (Portugal) | Real estate consultant and active member of Mulheres à Obra, building community for women entrepreneurs
- Evangelia Daratsanou (Greece) | Business consultant and mentor specialising in strategy and leadership development
- Claudia Vieira (Portugal) | Business organiser specialising in tools and procedures that streamline operations and improve organisational efficiency



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• Sarah Lechner (Austria) | Works with female leaders to lead themselves and others more authentically, helping them discover and walk their own path towards entrepreneurial journeys

Growing Community Impact

- **Social Media Growth** | Women 5.0's LinkedIn page achieved 191% growth (111 to 323 followers) in the last three months, generating over 10,000 impressions
- **International Events** | Launch at Unicorn Weeks in Lisbon; AI Jam online event exploring AI in business
- **2026 Plans** | Online events across Spain, Portugal, Austria, and Belgium

Breaking Barriers

"Embrace digital tools and try and learn as much as possible... don't be afraid to transition our ways of work," encourages entrepreneur Cynthia Flores. Elizabetha adds: "We must follow the trend... If we want to develop our businesses and operate regionally, nationally and even globally, we must use digital tools."

Women 5.0 is transforming women's beliefs about their digital capabilities, empowering them to see technology as an ally rather than a barrier.

For more information: <https://women5.eu/>

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