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INTRODUCTION

This initiative organised by NEWKD and funded by the LEADER Rural Development Programme 2014-2020 set out to support female leaders of businesses across North, East and West Kerry to grow their business while meeting like-minded entrepreneurs, farmers and producers.

The participants were given the opportunity to meet, share and learn from their peers (in Kerry and Poland) under the leadership of our content experts who provided support on their journey of growth for both themselves and their business.

A key component to the programme was the creation of a small, trusted group of like-minded women within each cohort and across sectors for collaboration.

Recruitment of three cohorts took place bringing together Female Entrepreneurs, Female Farmers and Female Makers (artists, creators, poets and the like). Each of these groups were then brought together for training specific to their sector and then they spent a week in Ireland, inviting the Polish cohort from the same industry into their

homes, and then a week in Poland staying with their Polish counterparts in their homes while in Poland. The home stay was an integral part to the bonding and sharing that was key to the programme success.

The intention was that they learn from each other throughout the programme and after completion. This group of women will continue to sustain each other as they grow their businesses across Kerry.

Additionally, a documentary is being created as an outcome of the overall project with filming taking place at most events, interviews and more.

This training programme is part funded by the EU under the Rural Development Programme 2014 – 2020.

Tá an tionscadal oiliúna seo mar chuid de mhaoiniú ag an EU faoin gClár Fhorbairt Tuaithe na hÉireann 2014-2020.

This programme was designed and delivered by The Entrepreneurs Academy (Ireland)
www.entrepreneursacademy.ie

WORKSHOPS

The programme launched with a series of virtual workshops allowing the participants to meet each other, learn from content experts and begin to expand their mindset.

22, 23 & 24 June

Noel Davidson and Margaret Hctor hosted workshops over zoom to support participants. *Topics included:*

- What does 'Women Active in Society' look like in Kerry
- Finding inner motivation
- The challenge of imposter syndrome
- Resources and supports
- Networking

19 August

Virtual Workshop

Noel Davidson and Joan Baker hosted a workshop over zoom to support participants. *Topics included:*

- Growing in Self Confidence
- Building Resilience
- Networking

7, 8 & 9 September

In Person Workshops

Nancy Ward and Margaret Hctor facilitated workshops to support participants. *Topics included:*

- Marketing on a shoestring
- Sales techniques and tips
- How to maximise and grow your network
- Preparation for visitors arriving from Poland and plans for travel to Poland



(From top) Margaret Hctor tells her story of going from Corporate to Entrepreneur during the 'Perfect Storm' in her life journey, sharing her knowledge and experience in a relatable way is only part of Margaret's training. Eavan and Caroline are getting to know each other and each other's businesses.



Was so inspired by the women who spoke today and all the women with me on this journey.

POZNAN IN KERRY – ENTREPRENEURS

13 – 16 SEPTEMBER



(From top, Left to right) Meeting each other and learning together in the classroom around resilience with Joan Baker. Visiting the beautiful Kerry coastline. Traveling together to learn from the Irish entrepreneurs across Kerry. Site visit at H&H Design and hearing about their journey in creating a thriving business.

AGENDA

Day 1

- Dublin Airport
- Arrive at NEWKD
- Lunch
- Workshop on Reflection and Growth with Joan Baker
- Dinner in The Brogue Inn

Day 2

- Workshop on Leadership with Joan Baker
- Lunch
- Open afternoon for Polish participants

Day 3

- Workshop on Power of my Network with Joan Baker
- Lunch
- Site visit of Irish Businesses
- H&H Design & Detail site visit
- Nourish by Nature site visit
- Dinner in Croi Restaurant

Day 4

- Departure from Dublin Airport and return to Poland.

“

Joan was wonderful. I found it to be a well-paced workshop with great content. Very engaging and energising with a lot to think about afterwards. Excellent!



(From top) Site visit at The Tavern to learn from Joanne and how they have managed to keep their hospitality business running through the challenging times of COVID. Caroline shares her handmade artwork made from wool with the group.

POZNAN IN KERRY – MAKERS

20-25 SEPTEMBER



(From top, Left to right) Joan Baker talks about growth mindset with the Irish and Polish makers in the NEWKD offices in Tralee. John Loughrey shares his vision for the Women Active in Society programme for both women in Kerry and Poznan. The group visit Maura's Cottage Flowers to see her beautiful garden and hear how her business has grown in recent years. Angela with Nourish with Nature tells how she and her husband have had a successful pivot through the COVID period and share some of their delicious creations.

AGENDA

Day 1

- Dublin Airport
- Arrive at NEWKD
- Lunch
- Workshop with Joan Baker
- Dinner in The Brogue Inn

Day 2

- Workshop with Joan Baker
- Lunch
- Open Afternoon for Polish participants

Day 3

- Workshop with Joan Baker
- Lunch
- Site visit to Irish Businesses
- H&H Design & Detail site visit
- Nourish by Nature site visit
- Maura's Cottage Flowers site visit
- Dinner in Croi Restaurant

Day 4

- Departure from Dublin Airport and return to Poland

“

So empowering and I'm grateful to be on this programme.



(From top) The group visit the beach to take in the natural beauty of Kerry with the Irish hosts. Maura's Cottage Flowers welcome the group for their visit.

KERRY IN POZNAN – ENTREPRENEURS

4-7 OCTOBER



(From top, Left to right) We learned from Magda and her husband on our visit to their Tree Nursery, where they are combining their experiences both having grown up in the industry. Taking in the rich culture of Poland during our visit to their gardens. The design thinking workshop had our participants thinking about their potential customer personas. During the design thinking workshop we got to know each other better, Juli shared how these images spoke to her and related to her journey.

AGENDA

Day 1

- Lawica Airport
- Meeting with Mrs. Grazyna Orpinska from Kobylnica (Farmers Wife Association, handicrafts workshop)
- Visit Botanical Park and Restaurant “Siedem Drzew”
- Dinner in Karczma na Lednicy

Day 2

- Accounting Services and Financial Consulting, Women Active in Society – Polish project film
- Design Thinking workshop with Mrs. Hanna Krol
- Lunch
- Free time with the host

Day 3

- IzaBra, Mrs. Izabela Bartkowiak – Bra-fitting and Breast Cancer Awareness discussion
- Finlandia SPOT, Finhome – Kliny site visit
- Mrs. Krystyna Weber-Bogucka, Bogucki chleb – bread and bakery site visit
- Skansen Dziekanowice – Wielkopolska Ethnographic Park site visit
- Mrs. Magdalena Stępniewska, Tree Nursery site visit
- Dinner and bonfire

Day 4

- Departure from Poznań Ławica and return to Ireland



(From top) We visited three of Poland's oldest trees, one over 1000 years old. The group enjoyed a visit to Poznan to see the sites and learn about the history of the area.

KERRY IN POZNAN – MAKERS

11-14 OCTOBER



(From top, Left to right) The hospitality provided by our Polish hosts was incredible, getting to see each other again in Poland and join together to reunite, reconnecting and getting updates. Learning about the history of the area was a key component to gaining our understanding of each other and the culture in which we work. The ceramics workshop allowed us to see first hand how one can maximise their craft to not only create beautiful works of art but to share that craft with others. Our visit to the Alpaca and Lavendar farm was inspiring and we fell in love with these gorgeous animals.

AGENDA

Day 1

- Ławica Airport
- Lunch
- Jaškowa Dolina - Alpaca and lavender
- Ceramics workshop
- Dinner at the hosts

Day 2

- Visit Art and History Centre in Swarzędz
- Dębski Orchard site visit
- Lunch
- Workshop – Christmas cards
- Free time with the host

Day 3

- Carpenter Site visit – collection of woodworking and carpentry tools
- Obiad Lednickie Wrota site visit
- Open-air Museum site visit
- Workshop – plum preserves
- Dinner and bonfire

Day 4

- Departure from Poznań Ławica and return to Ireland



(From top) The plum preserves workshop was so interesting, highlighting how a traditional art can be made new with the integration of new ingredients. Our evening meal and bonfire complimented with traditional music created a lovely send off for all.

“

The trip has opened my mind to many opportunities that were right in front of me!

POLAND IN KERRY – FARMERS

18-21 OCTOBER



(From top, Left to right) The visit to the farm allowed everyone to experience what Rena and Lisa are creating and sharing with others as they work to educate the greater community. Classroom work on 'Managing it ALL' with Joan Baker. Selecting seeds to take back to Poland. Homemade apple pie for the pleasure of all.

AGENDA

Day 1

- Dublin Airport
- Arrive at NEWKD
- Lunch
- Workshop with Joan Baker
- Visit Cheese shop
- Visit Manna Organic Store
- Dinner in The Brogue Inn

Day 2

- Workshop with Joan Baker
- Ballybunnion Castle site visit
- Barna Way Organic Farm site visit
- Free afternoon

Day 3

- Workshop with Joan Baker
- Visit Ballyseedy Garden Centre
- Visit Quarry Cottage Farm
- Lunch
- Visit Joans Farm in Moyvane
- Farewell Dinner

Day 4

- Departure from Dublin Airport and return to Poland

“

***The resourcefulness of
the talented people we
met was so inspiring!***



(From top) Visit to Ballyseedy Garden Centre. Our visit to Rena's Farm – minding the Birds and the Bees!

KERRY IN POLAND – FARMERS

8-11 NOVEMBER



(From top, Left to right) Beata's Horse Livery and farm, beautiful animals and a thriving business. John Loughrey in awe of the gorgeous homemade bread shared as part of the Pickled Cabbage demonstration. Sampling of homemade cheeses and other delicacies. Celebrating Poland's National Independence Day!

AGENDA

Day 1

- Ławica Airport

Day 2

- Agroplant seed shop site visit
- Visit the farm of Alicja Kaczmarek
- Learn how to properly prune fruit trees
- Dinner on the farm

Day 3

- Visit to the Beata Knopkiewicz's farm to see her extensive garden and horse livery
- Workshop with Arleta Kosmowska
- Lunch in Karczma pod Dębami
- Workshop with Jola Fludra, Śródka – Make traditional Polish pickled cabbage
- Dinner to include different pickles and Polish bigos

Day 4

- Free time with hosts to attend community parades and events in Celebration of Polans National Independence Day
- Workshop in Łopienno with Grażyna Karwańska – baking traditional marciński croissants
- Dinner and evening with music

Day 5

- Bra-fitting workshop – possibility of choosing and buying bras, discussion of breast cancer awareness and the importance of self checks
- Lunch in the city
- Departure from Poznań Ławica and return to Ireland



(From top) Fabulous feast at Ala's home after our tour of her gardens. Ala and Rena looking at the seeds being collected for replanting next year.

“

I am now looking at buying two poly tunnels and it has extended my idea to grow vegetables and fruit. It has been very energising and motivating to see the level of self sufficiency in the country (Poland).

MAKING OF THE DOCUMENTARY

NOVEMBER 7 FILMS

Throughout the programme Daragh Murphy with November 7 Films was by our side capturing the magic in the making as the participants came to know and trust each other. You can watch the documentary here: <https://entrepreneursacademy.ie/wais/>



Website for Participants to Promote their Businesses

A website has been created that we hope will be expanded over time – be sure to visit the website and support the participants of the programme.

womenkerrypoznian.ie | womenkerrypoznian.com



FINAL WORKSHOPS



Helen McNulty talking all things Social Media on 16 February.

2 December

Discussion of Joint Website and Possibility of Indoor Market Initiative

Nancy Ward hosted a virtual session to discuss how we could work together to create a website in promotion of all participant businesses and the development of a plan to initiate an indoor market.

19 January

Market Research Workshop

Margaret Hctor hosted a workshop to support participants in the essential work of Market Research as they further develop their business strategies.

16 February

Social Media Workshop

Helen McNulty hosted a workshop to support participants in the development of their social media and marketing strategies.

7 April

Showcase Event

(post printing of this booklet)

Noel Davidson hosts a Showcase Event and Documentary Premiere:

- Documentary Premiere
- Shared Learnings from the Programme
- Creating Collaborations for the Future
- Ideation Huddles
- Networking

