



## **CASE - Team “Different Green Quality Consulting (DGQC)”**

### **STRUCTURE OF THE CASE – collaboration between young women and students through WINnovators Module 2.**

In April 2024, the first WINnovators pilot training began in Serbia with an online introductory (kick-off) meeting. This initial phase engaged 28 young women, including entrepreneurs or those intending to start their business, from rural areas or marginalized groups like Roma population or returnees (rejected asylum seekers) among others. The young women received support from 22 female students, resulting in the establishment of 28 two-member teams. The first phase of the pilot concluded by the end of June 2024.

#### **Context (where, who, how)**

One mentor from Baden, worked individually with teams, guiding them to familiarize themselves with the WINnovators platform and aiding them in executing their tasks or challenges more effectively. The first challenge for each team was to develop their own business plan, focusing the interest of young women and students on courses in creative thinking, project management, idea-to-business development, business plan preparation, etc. The one-on-one approach proved successful; young women closely collaborated with students, and each team received individual mentorship support.

Among the most successful teams was “Different Green Quality Consulting (DGQC)”, consisting of Aleksandra Gajović (a young female entrepreneur) and Marija Petrović, a student. Aleksandra Gajović is PhD in management and business and young entrepreneur in green quality consulting.

#### **Activity description (what, how, why)**

During the pilot 2<sup>nd</sup> period, Aleksandra established agency for business improvement inline with green standards. Her vision is to become leading advisory center for green business strategies. She plan to use personalized education and consulting and provide knowledge and tools for new entrepreneur. Within the agency Aleksandra defined these services:

- improving business in line with the European Green Deal and sustainable education goals
- employee training
- greening strategies
- carbon footprint measurement and suggestions for responsible business
- greening offers and events

#### **Conclusion**

As a result of the activities of the agency "Different Green Quality Consulting (DGQC)", top experts with extensive experience in the field of green business and sustainable development have been gathered.

Project **WINNOVATORS**

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



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