



25 January 2022

Simon Gifford to grace EDHE's Student Women Economic Empowerment Programme Economic Activation Workshop as speaker

A much-admired and respected entrepreneur, Mr Simon Gifford, will be sharing entrepreneurship insights with members of the Student Women Economic Empowerment Programme (SWEEP) during the SWEEP Economic Activation Workshop on Wednesday, 26 January 2022. Gifford is the Co-Founder and Chief Executive Officer of Mashauri Limited and Adjunct Professor of Strategy and Entrepreneurship at IE Business School in Madrid, Spain.

The SWEEP Economic Activation Workshop will be presented online only in the interest of inclusivity and streamed across Zoom and Facebook over three days, from Tuesday, 25 January to Thursday 27 January 2022.

Launched in the latter part of 2021, SWEEP is an initiative of the Entrepreneurship Development in Higher Education (EDHE) programme. It was inspired by widespread concern over the under-representation of women in entrepreneurship. The intervention is therefore meant to inspire student women to participate in the economy, given South Africa's youth unemployment which has been exacerbated by the global Covid-19 pandemic.

Furthermore, SWEEP is meant to be an empowerment programme in the context of gender-based violence. It aims to provide a safety net of transferable and practical skills and opportunities, backed by a foundation of academic stewardship. Overall, it is a platform for student women to access entrepreneurship opportunities for exposure, learning and mentorship, positioning them for economic participation while studying and after graduation.

Gifford's Mashauri, for its part, is an online entrepreneurial education platform valued for its ground-breaking course offerings that help to accelerate entrepreneurs and aspirants. It operates from beliefs that **a)** graduates with an entrepreneurial mindset can have a massive impact, socially and economically; **b)** entrepreneurship must be taught experientially to build the required skills; and **c)** every university student should have the opportunity to acquire an entrepreneurial mindset.

Mashauri's founding premises align with the core aim of SWEEP as a sisterhood for economic participation of student women across South Africa's public university system. These shared values position Simon Gifford as a fitting mentor for SWEEP, which, among other matters, envisions addressing the barriers to entrepreneurship faced by student women.

SWEEP has been designed as a three-tier model that focuses on **a)** professional and leadership skills and opportunities; **b)** entrepreneurship and economic activation skills and opportunities; and **c)** resilience and sustainability skills and opportunities. This is a pioneering programme backed by volunteer professionals and women who are already firmly entrenched in business and the world of work.



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At the economic activation workshop, SWEEP intends to introduce and pilot its first University Chapter that takes the programme to Nelson Mandela University. The event will introduce a taste of SWEEP's key learning themes and share success stories of exchanges that have taken place between students and professional women in the world of work.

Interactive sessions of the workshop will be facilitated via Zoom for SWEEP members. To become a member, you can register here: [SWEEP Membership Registration - EDHE](#). Some sessions will stream on the EDHE Facebook page (@EDHE Student Entrepreneurship).

To register for the workshop and for more information, please follow the link below: <https://edhe.co.za/sweep/>.

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