

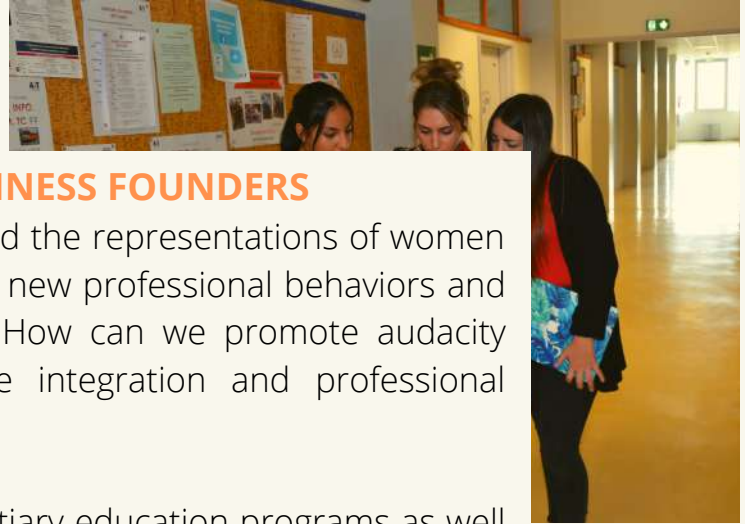
BOOT CAMP - FRANCE 2020 MAY 25 / JUNE 7



IUT LE HAVRE



UNIVERSITÉ LE HAVRE NORMANDIE



FEMALE BUSINESS FOUNDERS

How to fight stereotypes and the representations of women in the workplace to acquire new professional behaviors and promote gender equality? How can we promote audacity and ambition to stimulate integration and professional development?

We'll examine initial and tertiary education programs as well as lifelong learning provisions and the various schemes run by public or private institutions to find out what are the levers, initiatives and programs that help achieve equal opportunities, federate energies, promote job creation, remove obstacles to women's entrepreneurship and ultimately enhance the attractiveness of an entire region.



PROGRAM

MAY 25, 2020 TO JUNE 7, 2020

Monday 25 May

Welcome at Paris Airport

Tuesday 26 May

Opening conference "We want gender equality" but what are French universities doing to get it ?

Participative workshop on overcoming gender stereotypes.

Tour of the Institute of Technology and the University (IUT LE Havre and Université Le Havre Normandie).

Le Havre city Unesco World Heritage guided tour.





Wednesday 27 May

World café with leading female figures and entrepreneurs from local industry and business.

Visit of the Chamber of Commerce and Industry (CCI) & "Femmes & Challenges" (local female entrepreneur's network).

Tour of Le Havre harbor and port by boat.

Thursday 28 May

Class : guidelines for carrying out surveys and interviews.

Workshop : design and creation of a questionnaire targeting women entrepreneurs.

Interviews with women entrepreneurs.

Introduction to sailing at Le Havre marina.



Friday 29 May

Class : visual text analysis.

Case study : "Women at work : there's still work to do", analysis and discussion of how the image of women in the media has evolved.

Visit to Etretat.



Saturday 30 & Sunday 31 May

Week-end in Paris : Eiffel Tower, Champs Élysées, Louvre Museum, Montmartre, Sacré Coeur, "bateau mouche" boat trip, famous shopping streets ...



Monday 1st June (national holiday)

One day in a french family.

Tuesday 2 June

Class : "Women's freedom and marketing : comparison between Etam Live Show and Savage x Fenty x Fenty Show".

Case study : Etam.

Trip to visit Honfleur & Deauville.



Wednesday 3 June

Workshop : data analysis after interviews with female entrepreneurs.

Escape game.

Thursday 4 June

Creative workshop : co-designing a presentation to wrap-up the week, Company visit.

Andre Malraux Modern Art Museum.

Friday 5 June

Final oral presentation and assessment.

Bootcamp graduation.



Saturday 6 June

Visit to the Mont Saint Michel.

Normandy landing beaches.

Caen War Memorial Museum.

Sunday 7 June

Departure to Paris airport ...

