



UNIVERSIDAD
DE CELAYA

The SDG Accord

The University and College Sector's Collective Response to the Global Goals

Integration of SDGs in

- ☐ Institutional governance/strategic level
- ☐ SDGs in research
- ☐ SDGs in campus operations
- ☐ SDGs in curriculum development
- ☒ SDGs in student engagement activities
- ☒ SDGs into community activities
- ☐ SDGs at a whole-institution level

Focus on

- ☒ Goal 1 - No poverty
- ☐ Goal 2 - Zero hunger
- ☐ Goal 3 - Good health and wellbeing
- ☒ Goal 4 - Quality education
- ☒ Goal 5 - Gender equality
- ☐ Goal 6 - Clean water and sanitation
- ☐ Goal 7 - Affordable and clean energy
- ☒ Goal 8 - Decent work and economic growth
- ☐ Goal 9 - Industry, innovation and infrastructure
- ☒ Goal 10 - Reduced inequalities
- ☐ Goal 11 - Sustainable cities and communities
- ☐ Goal 12 - Responsible consumption and production
- ☐ Goal 13 - Climate action
- ☐ Goal 14 - Life below water
- ☐ Goal 15 - Life on land
- ☐ Goal 16 - Peace, justice and strong institutions
- ☒ Goal 17 - Partnerships for the goals

SDG Accord Reporting 2022 Case Study

Women entrepreneurs program – University of Celaya

The role that women have played throughout history has allowed us to observe the importance of women in all areas of society. It is necessary to keep working towards investing in the economic empowerment of women, which will allow significant progress towards gender equality, the elimination of poverty in some sectors of the population and inclusive business development.

It is because of this that the University of Celaya has taken the initiative to be an integral part of this process of development and self-realization of Celaya's women. The objective of the Women Entrepreneurs program is to strengthen and develop the entrepreneurial skills of women seeking to start a business.

The first stage of this program began in September 2019, with the participation of 30 women, who participated in sessions led by 5 teachers of the University on topics of Digital Literacy, Costs, Sales, Personal Motivation and Leadership. This continued during 2020 with the participation of 10 mothers.

For the year 2021 it was sought to have a greater impact on society, so the concept of the program was modified, developing conferences and interviews with various key people, experts in entrepreneurship issues with extensive experience in it. These conferences benefited around 60 people among women, students and professors who had the objective of developing as entrepreneurs.

For this year 2022 it is planned to continue with the concept of interviews with experts, aimed at the entire female population who are interested in developing their entrepreneurial skills.

This program has a direct impact on Goal 5 “Achieve gender equality and empower all women and girls” of the Sustainable Development Goals. In particular, it addresses the goal of ensuring women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.

BENEFITS

- The program aims to and has succeeded in bringing a number of benefits to the participating women, some of these being: the creation of businesses with social impact, increasing of customers, better management of money and time, creation of a network of women entrepreneurs, development of leadership competencies & to maintain an innovative mindset when doing business.
- A total of 60 women have been impacted by this program.

CHALLENGES

- Many of the participants have troubles to be able to attend frequently to the sessions. They consistently reported problems in attending the sessions due to transportation, family responsibilities and other issues.
- During the virtual sessions due to COVID-19 lockdown, the participants lacked basic skills in the use of technology and computer literacy, and they also had internet connection problems.
- It was a challenge to achieve the motivation and personal conviction of the women entrepreneurs participating in this program.

CONCLUSIONS

- This program is an initiative by the University of Celaya aimed to enable the development of women's entrepreneurial skills. It was observed that women should start their journey in entrepreneurship by developing their own personal competencies such as empowerment, motivation and leadership. This first step will allow them to develop innovative business ideas that will open doors to get a better income and a better quality of life.

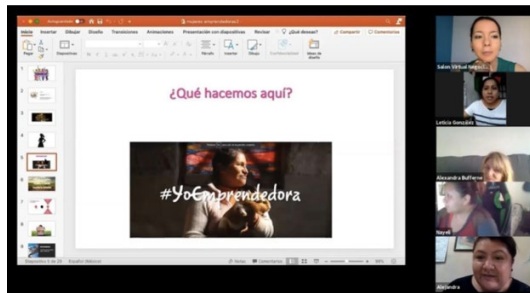


Image description: Official logo of the University of Celaya



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