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NEWSLETTER

CaredizO

April 2025

CAREdiZO: CARE Driven Innovation for Gender mainstreaming in Home, Micro-Enterprises & Micro-CSOs

Welcome to the CAREdiZO project ! We are thrilled to share with you the latest developments in our mission to make a positive impact in the space of care and work.

What the project is about?

CAREdiZO project aims to tackle the gender care gap by promoting a gender-transformative approach in Home, Micro-enterprises, Micro-civil social organizations (CSOs), as well as raising the awareness of the whole society. The title of the project is inspired by the Greek words “κερδίζω” which means make profit or win and “ζω” which means live (being alive). It symbolizes the great value of CARE which makes profit for all and enables us all to live and create. Through research, game based learning, and advocacy the project fosters a gender-transformative cultural approach that values care work, combats gender stereotypes, and encourages men and women to share unpaid care responsibilities more equally. This project will promote micro-enterprises and micro-CSO, which constitute 93.5% of total EU businesses, to implement family-friendly and work-life balance policies.

In this newsletter you can expect:

- The projects latest news
- The Main Goals
- The Partners
- Update from the Kick Off Meeting
- The projects communicatio n channels
- Whats coming next!

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the main goals

Develop cross-sectoral, cross-border collaborations to share best practices in the field of equal share of informal care and family policies that can boost it

Design new approaches to encourage a dual earner dual carer model through consultations in the community of practice and the co-creation labs



Develop specialized training program to build the capacity of Micro-enterprises and Micro-CSOs (with up to 10 employees) promoting gender mainstreaming and family-friendly policies

Raise awareness of the value of care work and family friendly policies in all types of enterprises especially in Micro-enterprises and Micro-CSOs



Challenge gender stereotypes through a series of podcasts, a serious game, and an e-course

Support, advance, and implement comprehensive policies in Micro-enterprises and Micro-CSOs

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the partners

CHALLEDU's mission is to empower communities and learners by creating impactful innovative educational solutions that raise awareness, inspire action for positive change and create a sustainable, inclusive and equitable world for all. We envision a more sustainable, inclusive, equal and just world where everyone has the opportunity to learn, grow, and become active contributors to a better future in the community and worldwide.
Website: challedu.com

WHEN is an organization that aims to empower women professionally and promote gender equality in the workplace. It focuses on individual empowerment through mentoring, training, community building, career and legal counselling, as well as on bringing about positive change in the social, work and economic environment in which we all grow, learn and work. To this end, it provides consulting and training to companies and organizations, conducts research to better understand the needs of women and the gaps in gender equality in Greece, formulates policy proposals and creates campaigns to raise awareness about the obstacles that women still face today in their equal participation in public life.
Website: when.org.gr/en/

The National Business Development Network (NBDN) is an association of 42 business centres and business incubators established under the JOBS project, with the support of the Ministry of Labour and Social Policy of Bulgaria and the local municipalities.
Its mission is to create a new entrepreneurial culture, to improve the standard of living through various forms of support for the development of small and medium businesses and ensuring greater employment opportunities in the rural and lagging behind areas of Bulgaria.
Website:nbdn-bg.org

The Mediterranean Institute of Gender Studies (MIGS) is a non-profit organization affiliated to the University of Nicosia that promotes and contributes to projects of social, political, and economic themes relating to gender with an emphasis on the Mediterranean region. The Institute recognizes the multi-layered levels of discrimination against women and accepts that this discrimination takes different forms. It is committed to the elimination of this discrimination using a combination of research and analysis from a feminist and gender equality perspective, advocacy and lobbying, as well as trainings, conferences, and other activities.

Women's Issues Information Center (WIIC) is a leading women's non-governmental organization in Lithuania, committed to promoting gender equality and providing support to individuals affected by gender-based violence. WIIC mission encompasses informing and educating society on gender equality issues, reducing gender-based violence, shaping gender policies, and implementing them in Lithuania.
Website:https://lygus.lt/

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CAREDIZO KICK OFF MEETING TEAM

Kick Off Meeting

On February 26 & 27 we completed our **Kick Off Meeting** in Athens, Greece! During the meeting we got to connect with all project partners, exchange ideas, and gain a comprehensive overview of the CAREdiZO project.
The kick-off meeting, held over two days in Athens, was an excellent opportunity to align on objectives, present key activities, and discuss results from the initial project phases. We discussed regarding the project, highlighting its goals, main activities, and expected outcomes.
We reviewed the project plans ensuring all partners were aligned on communication strategies and project monitoring. We discussed in detail the project overview, management plan, strategies for digital communities, as well as the co-creation workshops, and podcast series.
These sessions allowed all partners to contribute ideas and clarify responsibilities for the upcoming months.
We also had the opportunitie to have discussions focused on project management rules, financial oversight and brainstorming sessions for our advocacy campaign. Partners shared best practices and worked collaboratively to define next steps, including the non-discrimination plan. The meeting concluded with reflections on achievements, future priorities, and a strengthened sense of collaboration.
Overall, the kick-off meeting was a great success: it fostered teamwork, encouraged open discussion, and set a strong foundation for the CAREdiZO project. Partners left the sessions motivated, informed, and fully prepared to move forward with the next phases of the project.

Thank you for reading!

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Care Driven Innovation for Gender mainstreaming in Home and Micro-Enterprises CHALLEDU INCLUSION I GAMES I EDUCATION WHEN EQUITY · EMPOWERMENT · CHANGE	**Website:** https://caredizo.eu/ **Facebook Community:** https://www.facebook.com/groups/1129351228949456 NBDN National Business Development Network MEDITERRANEAN INSTITUTE OF GENDER STUDIES WOMEN'S ISSUES INFORMATION CENTRE

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