

02.09.2024

ISSUE 1



**NatAlli**  
Regenerative Alliances

# NatAlli

magazine

**RESEARCH PHASE**

**INSIGHTS**

**THE BIRTH  
OF NATALLI**

**WOMEN'S  
CONVENTION**

[www.natalliproject.eu](http://www.natalliproject.eu)



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**Welcome to the very  
first edition of the NatAlli  
project newsletter!**

*We are excited to embark on this journey together, over **30 months**, **7 partners across Europe** are working together to develop a mentoring programme to support highly educated Ukrainian women.*

Through the Erasmus+ Project NatAlli: Fostering the Renaissance of Societies through Lifelong Learning Mentoring Programmes and Allies, we aim to equip these women with the skills and competencies needed to rebuild and reshape their communities in times of crisis. Our 'train-the-trainer' approach will ensure that mentors are well-prepared to guide and support women in their entrepreneurial endeavours, fostering resilience and innovation.

At the heart of NatAlli is our digital ecosystem, a bridge connecting women for networking and knowledge transfer. This platform will open doors to opportunities for transformation, strengthen cooperation, and broaden the reach of mentors and learners across Europe.

In this newsletter, we will update you on our progress, share insights into our research, and explore the critical topics that will shape our mentoring programme. Together, we can stimulate collaboration, nurture innovation, and empower women to become agents of change in their societies.

**Thank you for joining us  
on this path of discovery.**



## The birth of NatAlli

*In December 2023, seven partners gathered in Münster, Germany to celebrate the first meeting of NatAlli – a mentoring programme to train and accompany highly educated Ukrainian women to act as entrepreneurs and agents of regeneration.*

The project seeks to establish an online community of women who can support and learn from each other, to foster intergenerational learning and knowledge transfer between women at different career stages.

Over the next 30 months, under the leadership of Nelli Scharapow from **FH Münster**, NatAlli will progress through five main activities. The first phase gives strategic foresight to inform the design and development of a mentoring programme. **Impact Hub Amsterdam** will undertake the design, development and delivery of the NatAlli Mentoring Programme supported by Impact Hub Odessa. At the same time, **Momentum** is responsible for the creation of the NatAlli Platform as a virtual ecosystem as well as sharing and promoting the project. **UIIN** will facilitate and host the NatAlli Bootcamp in Amsterdam **with International European University, Ukraine** setting out a NatAlli Sustainability Blueprint to highlight points of adaptation and standardisation of such approaches that can be used in times of crisis or post-crisis.

We're excited to be part of an initiative that will facilitate the development of the next generation of women entrepreneurs and innovators capable of influencing and contributing to the regeneration process of their economies, as well as offer opportunities for HEIs in Ukraine and the European Union to exchange knowledge and educate

Thank you to partners **Reach - Euregio Start-up Center** at the University of Münster for hosting this event and giving us a tour of their inspiring and innovative centre.



# Who benefits?



*“A mentor is someone who allows you to see the hope inside yourself.”*

**Oprah Winfrey**

**Mentors** play an essential role in the Lifelong Learning offerings of higher education institutions (HEIs). They act as multipliers of knowledge and skills and are critical to NatAlli as they provide personalised guidance to female entrepreneurs.

Mentors will be trained in female entrepreneurship, digitalisation, psychology, and crisis management skills. The mentors are but are not limited to operating mentors from hubs with an entrepreneurial focus, women entrepreneurs or company leaders, and

entrepreneurial graduate students with ventures from HEI project partners.

Mentors will receive training and deliver the mentorship programme to our second target group of **Highly Educated Ukrainian Women** who have immigrated to new host countries and either wants to go back to Ukraine to support the rebuilding of their country or stay in the host country and build their career path in the host countries.

# Our Mission



## IDENTIFY & UNDERSTAND

the challenges and opportunities facing highly educated Ukrainian women.



## PINPOINT TOPICS

that need to be taught as part of mentoring to guide and support women in entrepreneurship



## PROMOTE SKILLS

of mentors to replicate this effect and impact on women entrepreneurs.



## STIMULATE COLLABORATION & INNOVATION

by bringing together highly educated Ukrainian women, HEIs, and incubation hubs.



## HARNESS POTENTIAL

through mentoring, networking and providing tools for women to enable them to regenerate their country.

# Action Plan

Over 30 months, NatAlli will undertake an action plan through a series of work packages to realise its mission.

We offer free access to learning materials and educational resources on entrepreneurship, intrapreneurship, and professional development as well as practical tools and guides for starting a business or implementing innovative projects within existing organisations.

## Strategic Foresight

Strategic Foresight establishes the baseline of the mentoring programme for highly educated Ukrainian women, highlights potential challenges and opportunities likely to affect the mentoring programme, and puts forward recommendations for strategies best suited to mentoring the next generation of women entrepreneurs and innovators fully capable of influencing and contributing to the regeneration process of economies and societies during and after a crisis in Europe.

## NatAlli Mentoring Programme

The NatAlli Mentoring Programme delivers the content with a toolkit and modules, building the NatAlli mentoring programme to train mentors and highly educated Ukrainian women.

## NatAlli Platform

The NatAlli Platform is the central location for all the resources, tools and supports that will be freely available to everyone for the development of entrepreneurial knowledge and skills; it will form a virtual ecosystem that will facilitate the rebuilding and reshaping of a post-crisis environment.

## NatAlli Bootcamp

The NatAlli Bootcamp is an international training activity to deliver the project learning resources to mentors through a train-the-trainer approach and a Capacity Building Programme. It will also fully test the programme and bring it to life.

## NatAlli Sustainability Blueprint and Promotion

The NatAlli Sustainability Blueprint and Promotion highlights points of adaptation and standardisation of such approaches that can be used in times of crisis caused by pandemics or economic crises where HEIs can play an important role. NatAlli will be shared and promoted for the duration of the project and beyond.



# Inspiration for NatAlli

By Samantha Carty, *Momentum*

*Nataliia Velychko is a graduate of the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute" in Kyiv, Ukraine. She holds a **Master's degree in Research Engineering**. However, it was her passion for digital marketing that shaped her professional journey for eight years*



**Nataliia Velychko**

**Speaking about her role in NatAlli, Nataliia says,**

*“When I arrived in Germany in March 2022, I probably like most Ukrainians, felt completely lost. I was very lucky to meet the S2B team and their partners, who have been very supportive both professionally and personally. That’s why the NatAlli project is so important because it aims to create a community in which the element of support, co-operation, exchange of ideas and experience will be key. After all, unity is what can withstand injustice, aggression and other destructive processes in the world”.*

Starting her career as a social media manager at Forbes Ukraine, Nataliia connected with audiences and harnessed the power of digital platforms. She then joined the team at mind.ua, a new online business news publication in Ukraine, where she contributed to the publication’s development

But life rapidly changed in March 2022 when Nataliia had to leave Ukraine and move to Germany. In June 2022, Nataliia joined the Science-to-Business Marketing Research Centre (S2BMRC) at FH Münster, Germany where she was tasked with developing a new digital marketing strategy for the research institute and its many projects. Nataliia soon became a valued member of the team at FH Münster, who originated the NatAlli project. Nataliia’s contribution not only influenced the idea but also inspired the team to select her name for the project.

Nataliia's story is at the heart of NatAlli, symbolising the project's goals of support, cooperation, and the exchange of ideas and experiences. Her move to Germany amidst the challenges faced by many Ukrainians, highlights the importance of creating a

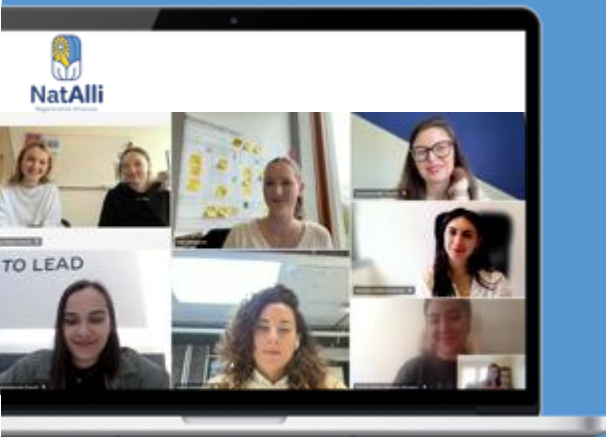
supportive community that nurtures professional and personal growth. The NatAlli project not only acknowledges the hardships faced by individuals like Nataliia but also celebrates their achievements and contributions to their new environments. It's a testament to how unity and collaboration can overcome adversity and lead to innovative solutions and growth.

Nataliia's story is a reminder that with the right mix of education, experience, and community support, overcoming challenges and achieving success is within reach. It also mirrors the NatAlli project’s vision: to create opportunities for growth, innovation, and success for highly educated Ukrainian women in the global entrepreneurial landscape. The NatAlli project is not just about creating successful entrepreneurs; it's about building a community that stands together, shares knowledge and is driven by a spirit of cooperation and mutual support.

# Building Strategic Foresight

*Work package two is all about building **Strategic Foresight**, with our objective being to establish the baseline of the NatAlli mentoring programme for highly educated Ukrainian women.*

*We conducted 32 interviews with these women in several European countries*



These will help highlight potential challenges and opportunities likely to affect the mentoring programme, and through external stakeholder consultations, as well as mentors consultations, put forward recommendations for strategies best suited to mentoring the next generation of women entrepreneurs and innovators fully capable of influencing and contributing to the regeneration process of economies and societies during and after a crisis in Europe.

This research and discovery phase followed a methodology devised by FH Münster with a strategic planning approach that uses systematic and structured methods to anticipate future trends, challenges, and opportunities to establish a mentoring program for highly educated Ukrainian women.

Together with the six other project partners, they are using environmental scanning, horizon scanning, scenario building, visioning and strategy development to contribute to the overall objective of identifying fundamental topics needed to guide and support women in their entrepreneurship /intrapreneurship journey.

**Following critical analysis and reporting, two publications are now available to download from the project website**

**01**

## **Scanning the Horizon of Mentoring under Crisis Situations**

Achieving a better understanding of the challenges and opportunities of highly educated Ukrainian women and the key trends and drivers that could have significant impacts on the future of Europe through focused research and analysis. [Download the report here.](#)

**02**

## **Scenario Planning to Mentoring Highly Educated Ukrainian Women**

Developing a long-term perspective and plan on how mentoring could evolve in the future. [Download the report here.](#)

These results will enable mentors to be proactive rather than reactive and to develop a forward-looking mindset that allows them to address the challenges of highly educated Ukrainian women in an increasingly complex and rapidly changing world rather than simply reacting to short-term changes and challenges. NatAlli would like to sincerely thank everyone who participated in this research for their time and commitment and we look forward to sharing the results soon.



## Empowering Ukrainian Women Migrants: Insights from NatAlli's Initial Research Phase

By Yana Spotar and Manon Klein, Impact Hub Amsterdam

*Together with a consortium of respected partner institutions, we are excited to share early insights from our NatAlli project.*



Our goal is to empower highly educated Ukrainian women to step up as dynamic entrepreneurs and intrapreneurs, fostering the regeneration of their economies and societies through and beyond crises.

Our journey began with an extensive research phase, during which we aimed to set the groundwork for a mentoring programme tailored to the needs of Ukrainian women entrepreneurs. To identify those, in

our first efforts, led by FH Münster, we conducted a series of interviews and consultations with mentors, highly educated Ukrainian women, and external and internal stakeholders to identify challenges, opportunities, and strategic recommendations. The insights we've gathered will serve as a foundation for developing a mentorship programme to train mentors who will support our target group effectively.

## Understanding the Needs of Ukrainian Women Entrepreneurs and Intrapreneurs

Our research revealed several critical needs and challenges faced by highly educated Ukrainian women, particularly in the context of economic crises and forced migration. Women-dominated industries, such as healthcare, education, and the services sector, are often hit hardest during economic downturns. These disruptions exacerbate job insecurity and slow career progression, highlighting the urgent need for flexible working conditions and robust childcare support.

Increased domestic responsibilities, compounded by professional duties, significantly strain women during crises. The mental health implications of managing this dual burden are profound. Comprehensive mental health support, including counseling and stress management programs, are crucial for maintaining their well-being.

Our interviews uncovered diverse scenarios of how Ukrainian women entrepreneurs have adapted to these challenges. Some women paused or shifted their business operations to support the war effort, like establishing **NGOs and fundraising initiatives** to support the war in Ukraine from abroad. Others, adapted their core business activities to produce supplies for the army.

**Maria transformed her fashion footwear brand, Marsala, to produce military boots,** which has showcased remarkable adaptability despite the circumstances.



*However, the loss of tightly-knit networks upon migration presents a significant hurdle. Rebuilding these networks in a new country is daunting, as one entrepreneur described:*

*“The hardest thing of moving abroad was that in Ukraine I had my network, I knew everything and everyone. Here, establishing such a network and finding the right people with similar values and gaining access to the required resources to be productive is one of the biggest challenges.”*



Despite these obstacles, the women we interviewed displayed immense mental strength and determination, continuing to operate their businesses while integrating into new systems and workforces in their host countries.



## Expert Perspectives and Key Lessons

We also consulted experts in female entrepreneurship and experienced mentors to deepen our understanding. One expert on the topic, emphasized the importance of mentors learning how to build local networks and navigate cultural differences in new countries. Mentors should play an active role in opening doors for their mentees through personal introductions and sponsorship, not just financial support.

Effective mentoring also requires understanding the communication styles and values that resonate with women, such as personal stories and connections rather than the typical “hero-journey” narratives. It’s vital to acknowledge the importance of work-life balance and managing parenthood alongside professional careers.

Moreover, mentors should be well-versed in feminine markets and products, recognising the potential biases and challenges in attracting investors. Understanding these nuances will help mentors guide their mentees in establishing solid business cases and effective communication strategies. Based on our research, we’ve identified three overarching themes for the mentoring programme: international mentoring (soft skills), communication and cultural diversity, and entrepreneurial and leadership skills for mentees.

## Looking Ahead: Developing the Mentorship Programme

In the next phase of NatAlli, that will be led by **Impact Hub Amsterdam**, we’ll focus on equipping mentors with the **skills and tools needed to support Ukrainian women entrepreneurs** effectively. Our plan includes

01

### **Design and Development of the Toolkit:**

Creating 20 tools to teach mentors the specific skills and capacities required for effective mentoring.

02

### **Design of Course Modules:**

Developing online course units with teaching methods and materials, such as case studies, discussion topics, individual exercises, and collaborative activities.

03

### **Evaluation and Feedback:**

Collecting feedback from at least 12 mentors using a web-based self-evaluation tool to refine and improve the programme.

We’re excited about the potential impact of this project and look forward to sharing more updates as we continue to develop and implement the mentorship programme. Stay tuned for more insights and progress from NatAlli as we work together to empower Ukrainian female entrepreneurs and drive positive change in their communities and beyond.

# Making Women more Visible

*Project partners have promoted the NatAlli project at events, conferences and festivals since its inception. Here are a few examples.*

*NatAlli's lead partner FH Münster presented the project at the second Women's\* Empowerment Convention on the 23rd of April in Münster, Germany.*



The theme of the event is Equity, Leadership, Career & Entrepreneurship. The convention emphasised the need for strengthening the representation and visibility of women in entrepreneurship, the start-up scene, leadership and innovation and showcasing their achievements and potential for the culture of innovation. It proved the perfect audience to unveil our mentoring project, NatAlli as we aim to empower Ukrainian women to act as entrepreneurs for economic and social regeneration.

The rich and varied programme was kicked off by **Paula Menninghaus, Co-Founder and Head of Marketing & Events at Strong Partners** who highlighted the importance of networking, *"Networking doesn't just mean finding new contacts and engaging in dialogue, but also maintaining contacts"*. This is very relevant to NatAlli who as part of its mentoring programme to train mentors and highly educated Ukrainian women, will form a virtual ecosystem and community platform that will facilitate opportunities for connection, collaboration and interaction between mentors and their mentees.

**Vera Strauch, founder of the Female Leadership Academy**, gave a rousing keynote speech. She is committed to fairer structures in the world of work and takes a critical and constructive look at collaboration,

leadership and organisational development from a feminist perspective. *"For good leadership, we need a form of connection. The centre is the community,"* she says. When it comes to the question of how people want to work together, feminist leadership - characterised, among other things, by respect and the credo *"power with others instead of power over others"* - comes up against a patriarchal understanding, i.e. dominance and competition.

An interesting panel discussion and again hugely relevant to NatAlli was the topic of "How can we shape equal opportunities through systemic and individual change?" to conclude the evening. Commenting on the event, **NatAlli Project Leader, Nelli Scharapow** said, *"I'm delighted to showcase the NatAlli project here as we support women entrepreneurs and innovators with our mentoring programme for highly educated Ukrainian women. We want them to feel invited to gain the skills, knowledge and confidence to become entrepreneurs and realise their potential as they help and learn from each other"*.

The inspiring occasion was organised by the University of Münster and Münster University of Applied Sciences under the umbrella of the **REACH** - EUREGIO Start-up Center who facilitated 250 participants, exchanging ideas and networking.

**Note:** The gender marker (\*) after a word serves as a reference to the constructional nature of "gender." "Women\*," for example, refers to all persons who define themselves, are defined, and/or see themselves made visible under the designation "woman." (Source: FUMA)

## Momentum brings NatAlli to Street Feast



*Our Irish partner, **Momentum**, successfully introduced the NatAlli project at this year's **Street Feast** celebrations in Ireland. The annual day of street parties and community celebrations was held on **Saturday, May 25th, 2024, at the Market Yard Centre in Carrick on Shannon, Leitrim, Ireland**. It encourages people to get together to share food and enjoy some conversation and camaraderie at the start of summer.*

Organised locally by the Leitrim International Community Group, this year's Street Feast saw incredible support from Ukrainian women who volunteered to prepare and organise activities which included food tasting, kids' games, performers, raffles and more.

Lola Gonzalez, Momentum's Inclusion & EU Programme Specialist who attended the feast, said: "*Street Feast is a wonderful event that unites people, offering a chance to meet neighbours, have fun, and celebrate community spirit. It was the perfect occasion to share the community-building element of NatAlli and its aim to empower Ukrainian women with the volunteers*".

Street Feast is an initiative of **Neighbourhood Network**, an Irish not-for-profit organisation which aims to promote social inclusion, tackle loneliness and build supportive and resilient neighbourhoods around Ireland. The Neighbourhood Network team runs Street Feast annually as a flagship national community development project. Celebrating its 14th year, the 2024 event connected over 1,250 communities across Ireland.



# FH Münster University of Applied Sciences

*FH Münster University of Applied Sciences originated the NatAlli project and is the **lead partner** with responsibility for the project management. The team also leads work package 2, **the research phase guiding** the consortium through the early stage activities including interviews with Ukrainian women, external stakeholders and mentors*



FH Münster University of Applied Sciences, founded in 1971 from the merger of eight public and private schools, has grown into one of Germany's leading modern universities. With a student body of approximately 15,000 and a staff of 400, including 250 dedicated teaching professionals, FH Münster offers a diverse range of 50 courses across 12 departments and 3 interdisciplinary institutions. As a forward-thinking institution, it focuses on six key areas of research: Construction/Environment/Resources, Health/Life Sciences, Product and Process Development, Applied Social Sciences, Company and Service Management, and Communication/Information.

Recognised for its entrepreneurial spirit, FH Münster was selected as an EXIST Gründerhochschule, a national program for entrepreneurial universities. At the heart of FH Münster's entrepreneurial and innovative efforts is the Science-to-Business Marketing Research Centre (S2BMRC), a globally acknowledged leader in university-business collaboration. With a team of around 15 researchers, S2BMRC drives innovation in areas such as entrepreneurship, innovation, and technology transfer. The Centre is instrumental in integrating digitalisation into the university's curriculum through various pioneering research projects, including initiatives focused on women's entrepreneurship, social design thinking, and e-leadership skills.

FH Münster is a passionate and experienced project partner, known for its commitment to collaboration, innovative research, and deep expertise in higher education and entrepreneurship. We are thrilled to bring our leadership, expertise and knowledge to the NatAlli project.



**FH MÜNSTER**  
University of Applied Sciences



## Impact Hub Odessa

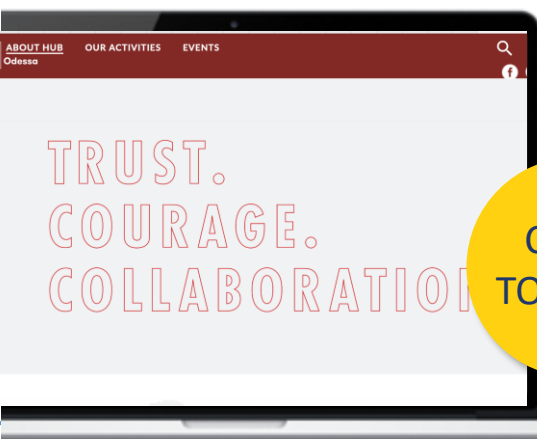
*Impact Hub Odessa, is a vibrant and dynamic community space located in the heart of Odessa, Ukraine. Since it began, this hub has become a cornerstone for social entrepreneurs, innovators, and changemakers who are dedicated to creating positive social impact both locally and globally.*

Impact Hub Odessa's mission is to provide a collaborative environment where individuals and organisations can come together to develop innovative solutions to pressing social, environmental, and economic challenges. The hub envisions a world where communities are empowered to drive change and where sustainable development is at the core of entrepreneurial endeavours.

The community at Impact Hub Odessa is diverse, comprising social entrepreneurs, startups, NGOs, freelancers, and creatives from various industries. This creates a rich environment for collaboration, where members can share ideas, resources, and expertise. The hub regularly hosts events, workshops, and networking sessions designed to facilitate connections and inspire action among its members. One of the key strengths of Impact Hub Odessa is its emphasis on inclusivity and support for local initiatives. The hub actively works to bring together people from different backgrounds and sectors, creating a melting pot of ideas and an environment where innovative solutions can thrive.

Impact Hub Odessa offers a range of programs aimed at supporting entrepreneurs at different stages of their journey. From ideation to scaling, the hub provides resources, mentorship, and access to a global network of impact-driven individuals and organisations. Its services include incubation programmes, workshops and training, networking events and an Impact Academy educational programme. Given its location and network, Impact Hub Odessa is involved in every stage of NatAlli from research and development to community building and implementation of the mentoring programme.

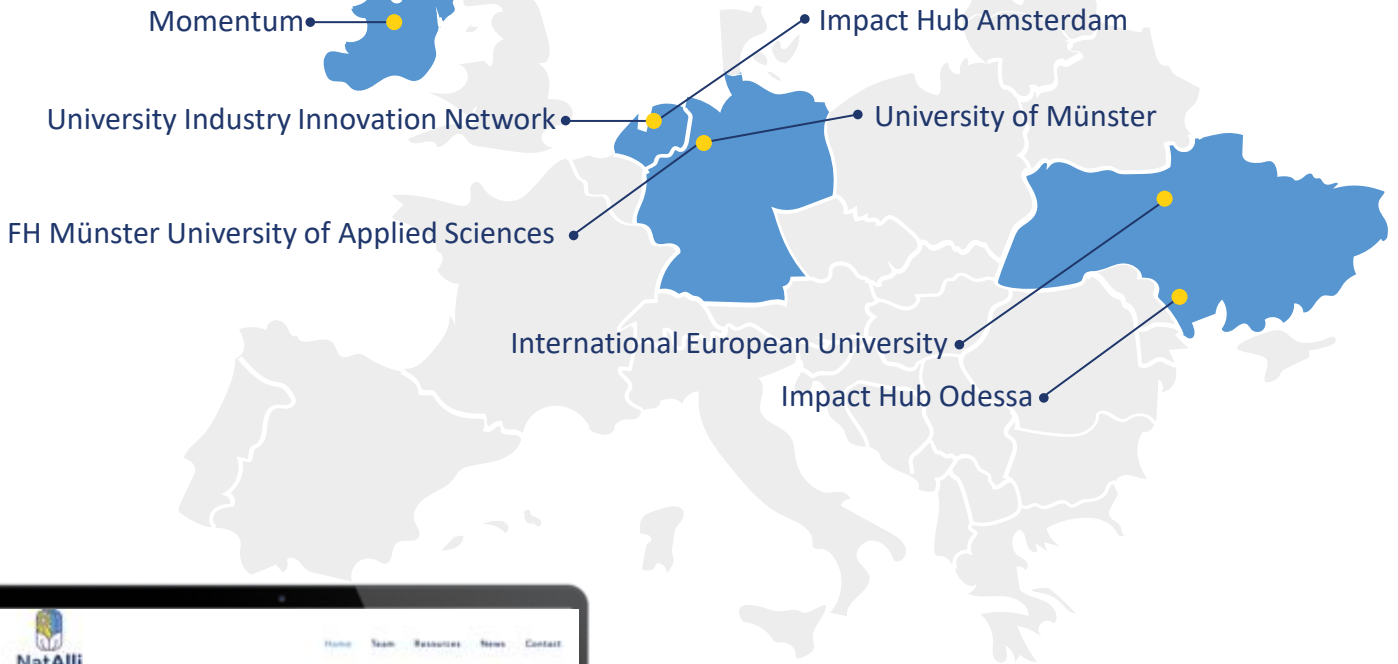
Impact Hub Odessa is a part of the global Impact Hub community. The first Hub was founded in London in 2005. The global network consists of more than 90 Impact Hubs. All the Hubs are united by common values. Impact Hub Odessa benefits from a global reach providing its members with access to resources, international partnerships, and opportunities for cross-border collaboration. Despite this global network, the hub remains deeply committed to addressing local challenges in Odessa and Ukraine, ensuring that the solutions developed are both relevant and sustainable.



# Our Partners



NatAlli led by FH Münster consists of seven partners from four European countries. Our rich and varied partnership consists of three HEIs, a university network, an NGO and two SMEs.



## Follow Our Journey



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