

THE WOMEN'S ACADEMY FOR RURAL INNOVATION

Your role as an Ambassador – Campaign guidelines

Dear Shining Star,

Thank you for choosing to be an ambassador of our first Women's Academy for Rural Innovation!

We invite you to share your thoughts and experiences as well as the existing materials for The Women's Academy for Rural Innovation via your own social media channels as well as your online and offline networks.

The European Leadership Academy's social media channels will then help to amplify and promote your valuable role in making this new journey a life-changing experience for women in Europe's rural areas.

What can you do to promote The Women's Academy for Rural Innovation?

- Share the news about the Academy and the application process with all women, institutions and organisations that may be interested.
- Share on your social media – but don't stop there! Contact relevant groups and channels and encourage them to share the news.
- Harness the potential of the already existing ELA community: For example, if you know anyone who wanted to attend the Summer or Winter Schools but wasn't selected, encourage them to apply to this new initiative if their profile seems fitting! Who knows – the Jury might find their candidacies more deserving of this concrete opportunity and they might finally get their chance.
- Reach out to your universities, local organisations, professional and private networks. Take the opportunity to connect with peers you haven't worked with yet, meet new people and create impactful networks. This is also an opportunity for you to position yourself as a change-maker!
- Beside online actions, go out and take action in your environment. Print out the materials and take them where you feel they might be needed. In villages, information can be efficiently distributed in town halls, market squares, cafés, local stores, educational centres, etc. Keep in mind that our target audience is not necessarily on social media, so we really need to make sure that our actions can reach those who truly deserve to benefit from this opportunity.
- Document your actions and results: screenshot, photo and write down summaries and reports, so that you can keep track of your achievements and share them with us. We

will not be able to identify each and every one of your actions, so reading your recaps at the end of the campaign will be what will rank your efforts and fairly determine who should join us in Madrid.

- When promoting the programme on social media you can talk about different things over the course of the campaign. After the initial announcements of the programme, you can use the following weeks to talk about The Women's Academy for Rural Innovation, to revisit what the School meant for you, and what it stands for; and of course, use the last week for the final push for applications, and remind everyone how much time they have left. We still haven't forget that most of you chose to apply the very final day ;)

IMPORTANT! No one should communicate publicly about this initiative until the designated time for the project launch: **Tuesday 6th September, 4 pm CET.** If you can't remember this exact time or you are afraid to post ahead, just **hold everything until you see it officially announced in the ELA accounts.** The announcement posts have been scheduled for this time. **Once you see the Academy announced in ELA, you can go ahead and join the campaign.**

Lastly, please keep in mind that your support will reach women beyond The Women's Academy for Rural Innovation, maximising our collective efforts to support female empowerment, and harnessing the potential of this multiplying effect.

Profiles you can @mention

 @EULEadershipAcademy

 @EULEadershipAcademy

 @EULEadership @HuaweiEU
@Tony_Jin_Yong @Be_Herrero

 **European Leadership Academy / Tony Jin Yong / Berta Herrero Estalayo**

Hashtags you can use

**#NextGenChangeMakers #WomenInTech
#EULEadership #SeedsForTheFuture**

Thank you for your precious time.

Happy Posting!
The European Leadership Academy Team