

Dear Applicant,

Fempower Mexico was born on 16 March 2018 from my vision as a social leader and innovator, deeply committed to advancing women's empowerment through entrepreneurship and technology education. Today, that vision has evolved into **Fempower Latam**—with the same purpose at its core, but a newly updated and reconfigured methodology to meet today's challenges and opportunities. While our partnerships have mostly focused on entrepreneurship and digital skills in underserved areas, Fempower was always meant to champion technology education too. We're now prioritising growth in emerging fields like Web 3.0, AI, and blockchain—areas with strong potential to equip women with future-ready skills and bridge the digital divide.

At the heart of Fempower is a simple but powerful belief I have: if we bridge the gender gap, we can unlock food security, economic prosperity, and bend the curve on both the biodiversity and climate crises. Women are not just participants in change, they are the key catalysts for regeneration across our planet, our economies, and our communities. As I often say: *"Give a woman a fish, and you feed her for a day. Teach a woman to fish, and you feed her for a lifetime. Preserve the fish stock, and you feed generations."*

I created Fempower with a vision beyond financial gain. Although I became an entrepreneur out of necessity—working hard and building my path through merit—I eventually became a self-made entrepreneur and leader. But over time, life led me toward a deeper calling: building a purpose-driven entrepreneurship called Fempower. I built it as a global movement and as a social initiative to champion women's empowerment. Over the years, I've advanced this mission in two main ways:

- By working directly with women in rural and peri-urban areas supporting them to build entrepreneurial and digital skills that transform their lives and communities.
- By collaborating with organisations, educators, leaders, and entrepreneurs who share Fempower's vision and are eager to adapt it in their own regions. This second path has proven especially impactful, creating ripple effects across sectors and geographies.

That's why I'm proud to launch the first-ever **FLA – Fempower Leadership Ambassador Programme 2025–2026**, now expanding on a global scale. This programme is designed for educators, entrepreneurs, and changemakers who are committed to advancing women's empowerment in their own countries through their own projects, supported by the values and vision of the Fempower brand, at no cost.

What does this mean for you? As a selected Ambassador, you'll have the opportunity to work with Fempower's newly updated and reconfigured methodology to develop and incubate your own project during the programme—this is the core focus of the FLA experience. Additionally, if you feel called to go further, you'll have the *optional* opportunity to replicate the Fempower model in your country. This means you can create your own independent Fempower Chapter Project, with access to a perpetual, royalty-free licence to deliver Fempower Bootcamps, organise Fempower events, and use our brand to drive local impact. **This offers a pathway to generate your own income using the Fempower brand—without paying any royalties or licence fees—while creating meaningful social change.** You'll be supported by the FLA network, but your project will remain independently led by you, tailored to your community and vision.



With kind regards,
Judith Magdalena Aguilar Castellanos, MSc
Founder Director, Fempower Latam
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About The Programme

At its heart, the **Fempower Leadership Ambassador Programme** is a **training** experience in **entrepreneurship education, rural women's empowerment, and agrifood systems transformation that lasts 3 months of training and 1 month of project preparation and presentation of your project**. It's designed for people who want to become changemakers in rural communities, especially in rural women's empowerment. This year, our focus is on transforming agrifood systems, because empowering rural women goes hand-in-hand with changing the way we grow, share, and consume food. By focusing on agrifood systems, we address real-life challenges that rural women face—while helping build fairer, more sustainable local economies.

Through the programme:

- You'll learn how to educate, lead, and support women to become entrepreneurs and agents of change.
- You'll explore six key areas that connect women's empowerment with food system transformation.
- You'll then develop your own project, choosing the area that matters most to you and your community.

Fempower Leadership Ambassador Programme (FLA) — is a remote skills training and incubation experience designed to support emerging educators, entrepreneurs and changemakers, regardless gender, age, no experience or background, but who are interested in working on women's empowerment and the transformation of agrifood systems. This first international cohort of the **FLA Programme** centres on **Transforming Agrifood System**—from extractive and exploitative models to **regenerative, inclusive, and sustainable approaches**. We are seeking participants working across six key **priority areas for impact**.

1. Empowerment of Rural Women in Agrifood Systems Transformation. This category is for projects that put rural women at the centre—amplifying their leadership, rights, and economic power to reshape local food systems. If you work directly with women in farming, food, or land-based livelihoods, this might be your space.

2. Innovation, Technology, and Entrepreneurship for Agrifood Systems Transformation. If your project is about improving how food is produced, distributed, or consumed—especially through innovative ideas, technology, entrepreneurship, community-based initiatives or new business models—this category is for you. We welcome initiatives focused on regenerative practices, nature-based solutions, biodiversity entrepreneurship, conservation entrepreneurship, among others. The goal is to shift away from extractive systems and drive the transformation of agrifood systems toward more sustainable, inclusive, and regenerative models.

3. Biodiversity Conservation for Regenerative Agrifood Systems. This category is for projects that protect, restore, or enhance biodiversity—whether that's preserving native seeds, reviving pollinator populations, regenerating landscapes, or working with Indigenous ecological knowledge to ensure our food systems are rich in life and resilience.

4. Food Innovation, Entrepreneurship, and Plant-Based Solutions for Regenerative Agrifood Systems. Are you working on healthy, sustainable food? This category is for projects that promote plant-based diets, food justice, or culinary innovation rooted in cultural or ecological wellbeing. It could be a product, a recipe, an education campaign, or a business—what matters is that **how can we feed people without destroying the ecosystems that make food possible?**

5. Creative and Cultural Industries for Systemic Change in Agrifood Systems. This space is for changemakers using artistic expression—art, music, design, or cultural heritage—to inspire new food narratives, shift behaviours, and transform how people relate to food and nature.

6. Educational Toolkits & Learning Strategies for Systemic Change in Agrifood Systems. If your work is about building awareness and knowledge—through digital and physical toolkits, boardgames, workshops, digital platforms, or educational programmes for schools, incubators or ecosystems—this category is for you. Education is a powerful force for change, and we welcome tools that teach, engage, and empower.

Why should I join the FLA Programme and Network?

As a Fempower Leadership Ambassador, you will gain access to a vibrant community of like-minded leaders and receive the tools, mentorship, and support needed to turn bold ideas into action.

Benefits include during the FLA programme:

- Live online training & masterclasses led by global experts
- Personalised 1:1 mentoring in the final month to strengthen your project or idea
- Digital access to the fempower methodology guide
- Present your project on the Graduation Ceremony Demo Day to your potential supporters or allies

Exclusive Benefits for the FLA Alumni Network

1. Join the first FLA global community for continued peer support. You may use the Fempower brand and endorsement to increase the visibility and credibility of your initiative. Gain lifetime access to the first FLA Network, connecting you with peers across the globe to exchange resources, knowledge, and mentorship.

3. Professional Recognition & Opportunities. Gain a Certificate in Leadership and Skills Training from international organisations and universities allies to strengthen your CV and boost your visibility when applying for jobs, fellowships, or further study, awarded upon successful completion of the programme.

5. A Collective Creation: The Fempower Legacy Book. All selected Ambassadors will be featured in the first official *book*, a collective anthology celebrating your story, project, or artwork. Each chapter will showcase your unique vision and impact as part of this inspiring first global cohort.

Application Process


This means that applicants may be strong candidates whether they bring,

- Academic achievements without prior hands-on experience, or
- Practical experience without formal academic qualifications—such as volunteering, grassroots organising, or community leadership.


All applications are assessed based on the potential of the proposed idea or project, as well as the applicant's academic merit or lived leadership experience. We value diverse pathways to impact and are committed to a fair, confidential, and inclusive evaluation process that prioritises substance, purpose, and potential over background or appearance.

Applications are open from 23th June to 23th August 2025 (23:59 hrs UK Time).

 **Open:** 23 June 2025

 **Deadline:** 23 August 2025 (23:59 UK time)

 **Shortlisting Notification Dates:** 23–31 August 2025

-  Shortlisted candidates will be invited to **submit a formal 3-minute video about their project or idea they want to develop through the programme.**

 **Final Selection Notification of selected candidates:**

 Between 1 and 15 September 2025

Fees & Scholarships

Application is 100% free. We are offering 100 fully funded tuition coverage scholarships to exceptional leaders across the Global South and beyond. The Fempower Leadership Ambassador Programme, delivered fully online, has an estimated market value of \$2,00 USD to \$2,200 USD per participant. This reflects the depth of the training, live masterclasses, personalised mentorship, access to high-quality resources, an official skills training certificate. However, thanks to the generous support of Fempower Latam's founder-director and volunteer allies.

We are proud to offer this transformative experience at no cost for tuition to 100 selected applicants. Those awarded a scholarship will only pay a one-time symbolic administrative fee

- **75 Fully Funded Scholarships (Global South Regions):**

Selected participants will receive **100% tuition coverage**. Only a **one-time administrative fee of \$20 USD** will be required after selection. This fee covers the cost of certificate issuance and translated digital training materials.

- **25 Fully Funded Scholarships (Rest of the World / Outside Global South):**

Selected participants will also receive **full tuition coverage**, with a **one-time administrative fee of \$100 USD** payable after selection. This contribution covers certificate issuance and translated digital materials.

Your contribution helps cover delivery costs, expand future scholarships, and ensure inclusive access for the next generation. You will have a window to make this payment between 1st and 30th September 2025. Instructions and options will be shared with selected candidates via email.