

# ANNUAL REPORT 2025

[when.org.gr](https://when.org.gr)

**WHEN**  
EQUITY • EMPOWERMENT • CHANGE

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 Empowerment of Women | WHEN

Athens 2025

# INTRODUCTION

The WHEN team is measuring our impact and mapping out our plans for the next year!



*If 2025 was a year of change and mature transition for our organisation – a new name, a new space, and all the inspiration and responsibility that come with them – then 2026 will be the year in which we take steady steps into new areas emerging as critical for gender equality in Greece. Our priorities are care, women living in regional areas, economic abuse, and the many ways in which art can fuel social change. We would love you to be part of all this, every step of the way.*

**Stella Kasdagli**

Co-founder, Head of Research  
Programmes and Strategic Partnerships

*As 2025 drew to a close, I went through a major transition that brought me into the world of WHEN – a rare place where our collective work has real social impact. My part in this world, through my fundraising role, is not just about securing resources; it's a way to help the team's ideas take off, get the proper support and eventually become a reality. Next year will be full of creativity and new steps, and I can't wait to see WHEN move forward, forging new relationships of trust and alliances that will sustain its work and growth, so that even more women and femininities can find space, a voice, and the support they need for their next steps, wherever they want to go.*

**Anastasia Efstratoglou**

Fundraising Manager

*2025 was a full year. Full of changes – we've changed our name. Full of stories that you shared with us so generously. Full of new faces; our team has grown a lot. And, of course, full of worries. Whether we would make it. Whether we would be "enough". Whether you would embrace everything we're preparing. Whether you would find meaning in the changes we're making – and in those we want to achieve, all of us together. And thankfully, you were there. Through it all. We'll need you just as much in 2026. Because times are (still) dark. And resistance – in whatever form each and every one of us finds useful or possible – remains essential.*

**Pinelopi Theodorakakou**

Co-founder, Head of Empowerment  
Programmes & Training Interventions

*For me, 2025 was a year of recognition and growth. I learnt a lot, and more than once I paused to take in how far I've come – thanks to the organisation and the opportunities it has given me, to the women who lead it, and to the team: our small community that has shown care, solidarity, trust, and support. This year, I also watched the organisation grow, and our team grow with it. At the same time, the reverse was true: as our team grew, not only in numbers, WHEN evolved along with us. In 2025, we launched so many beautiful initiatives and let go of others that no longer served us. Now we're more than ready to welcome everything the coming year brings.*

**Rosa Vassilatu**

Communications Manager

**2**025 was a year full of experiences, both for me and for the organisation. Through WHEN's initiatives, we drew inspiration, strength and hope for a world where everyone has equal opportunities. We also met women from different parts of Greece and realised that inspiration doesn't come only from those who have made their mark in their area, but from every woman who strives, every day, to become the best version of herself. In 2026, I look forward to even more opportunities to connect with these women, across Greece – and why not, beyond its borders too.

**Antigoni Zachopoulou**, Project Coordinator

**2**025 was a year of new experiences and many surprises. Through the organisation's work, we've opened up meaningful opportunities for women across Greece, shared powerful emotions and further strengthened our wider community. The counselling programme gave me the opportunity to give and receive both remotely and in a warm, welcoming space that embraces us all. For next year, I wish we get even more opportunities to offer support and connect with as many people and places as possible.

**Ioanna Panagaki**, Job Counsellor

**F**or me, 2025 was the year the WHEN Hub moved from being an idea to becoming part of everyday life. In just a few months, we've seen the number of visitors, the events we host, our new partnerships, and the people using our space grow considerably – and with them, our own days have grown fuller and more vibrant. I've felt the space come alive, and with it my own energy, involvement and care for everything that happens here. The connection and appreciation we've built with the people who use the Hub has become so warm that it often moves me – and it always keeps me going. That's why I want 2026 to be the year the Hub continues to grow and evolve – and our team unleashes its full potential.

**Ifigenia Papamikroulea**, WHEN Hub Manager

**S**even months ago, I found myself fulfilling a dream: joining the WHEN team and working in a warm and safe space where I feel like I truly fit in. Although my time here has been short, it's been full of events, journeys, shared experiences, and moving moments. My vision for next year is to open our circle even wider: to meet more 4 WHEN | ANNUAL ACTIVITY REPORT 2025 women, girls, and femininities, to listen and learn more about their real needs, and, through our work, to enhance our collective impact.

**Vassia Aletra**, Project Coordinator

**2**025 was a milestone for me, as I returned to work after a long career break. I feel truly grateful that this restart happened at WHEN – an organization that works, among other things, to offer many more women similar opportunities, and that I became part of this wonderful, special team. In a very short time, I can say I've learnt a lot, not only professionally but on a personal level as well. My dream for next year is for WHEN to grow, evolve, and support even more women and femininities to realise that they can pursue their dreams and turn them into reality.

**Eleftheria Thanassouli**, Communications Assistant

**L**ooking back, I feel we've achieved two things that were far from certain to come together: happy children and truly satisfied parents. That's what keeps me believing in the vision and the wonderful people of the WHEN Hub. As for 2026, I'd love to see the number of children we welcome grow every day, for us to build even deeper expertise, and one day to share that knowledge with similar spaces all across Greece.

**Anna Konstantinou**, WHEN Mini Hub Manager

*I will always remember 2025 as the year my deeply community-minded self found a home in volunteering – and then in a staff role at WHEN. I've been a living example of the organization's holistic work philosophy: listening to its community, training it, and transforming together with it. Reading about WHEN's history, I feel I was lucky with my timing; I joined just after it began to really take off.*

*Being part of WHEN, I work, live, and marvel at this huge leap forward. For next year, I hope to see its steady upward path continue and our firm dedication to our principles, values, and vision made evident by our actions, events, seminars, research activities, and a community that keeps expanding and multiplying its impact.*

**Maria Kotrotsou**, WHEN Hub Assistant Project Coordinator

*For me, 2025 ended on the warmest note: I took my first professional steps within a team and a setting full of 5 WHEN | ANNUAL ACTIVITY REPORT 2025 inspiration and empathy. I feel there are two key elements that make the Hub special. First, a spirit of inclusivity that goes hand in hand with accessibility, allowing a wide range of people to feel at home in our space. Second, women's empowerment – a constant reminder that it concerns all age groups, all of whom can grow within a dynamic, mutually supportive community. For the next year, I hope the Mini Hub will be filled with even more smiles from friends of all ages, the impact of our support for families will grow and spread, and the Hub will embrace even more forms of diversity.*

**Maria Katsarou**, WHEN Mini Hub Assistant



**WHEN** was founded in 2012 as a mentoring network for women. Since then, we have accomplished:

## OUR RESULTS AT A GLANCE

**2.000+**

MENTORING  
COLLABORATIONS

**1.000+**

ACTIVE  
MENTORS  
IN THE NEW  
WHEN PLATFORM

**540+**

MENTORING  
SCHOLARSHIPS

**5.300+**

PARTICIPANTS  
IN PROFESSIONAL  
DEVELOPMENT  
& EMPOWERMENT

**400+**

COLLABORATIONS  
WITH COMPANIES  
& ORGANISATIONS

**14.500+**

TRAINED  
EXECUTIVES

**32**

RESEARCH  
& TOOLS

## OUR COMMUNITY



PAGE

**42.321+**

FOLLOWERS



GROUP

**893+**

MEMBERS



PAGE

**16.907+**

FOLLOWERS



GROUP

**6.137+**

MEMBERS



**13.060+**

FOLLOWERS



**762+**

FOLLOWERS



**567+**

SUBSCRIBERS



**20.803+**

SUBSCRIBERS

# OUR 3 STRATEGIC PRIORITIES

## WOMEN WORK

JOB COUNSELLING

SEXUAL HARASSMENT AT WORK

MENTORING

TRAINING PROGRAMMES

COMMUNITY BUILDING

## CHANGE 4 ALL

COLLABORATIONS WITH COMPANIES & ORGANISATIONS

## WOMEN 4 CHANGE

RESEARCH

TOOLS

AWARENESS-RAISING & ADVOCACY

# WOMEN WORK

We focus on **WOMEN'S PERSONAL EMPOWERMENT** through a combination of **COUNSELLING, TRAINING, MENTORING & COMMUNITY BUILDING**

## JOB COUNSELLING

WHEN's **Ready For Work** Job Counselling programme is now in its third year. Its mission is to empower and support women who are taking their first steps in their careers, looking to return to the job market, or facing difficulties in finding employment.

[LINK TO OUR PAGE](#)

Through the programme, participants will have the opportunity to get informed about vocational training options, strengthen their job-search skills, build a network with potential employers, and/or explore pathways to self-employment or entrepreneurship.

In 2025, with the support of **Papastratos PMI** and within just the first eight months of running this programme, at least **210 women** from all over Greece took part in more than **680** individual **sessions**, both in-person and online, with applications exceeding **335** in **total**. Of these, **120** participants have already successfully completed the programme, while among the **110 unemployed** women who received **counselling**, **30** have **already secured employment** in a variety of sectors.



# JOB COUNSELLING

## EVALUATION

According to the self-assessment form that participants complete before starting and upon completing the sessions:



The **skills** they developed most through the Job Counselling programme were:

(the three most common responses are listed below)



# JOB COUNSELLING

## TESTIMONIALS



*The whole process was excellent! I believe that remote counselling is a very important initiative for women who live in regional areas or have difficulty getting about the city.*

**I.N.**, age group 26–34

*This programme showed me that we need to be honest about our doubts around the choices we make in our careers. I now feel more prepared and confident about my next steps. Whatever comes my way, I will face it with equanimity and confidence.*

**E.K.**, age group 18–25

*I would like to thank you once again for your approach, your support, and the tools you offered through the counselling programme. Honestly, it was one of the most helpful and focused counselling programmes I've ever attended, and I'd like to extend my heartfelt thanks to the entire WHEN team for these opportunities. I'll definitely recommend it to as many women as I can. Wishing you all the very best!*

**M.Z.**, age group 26–34

*I wanted to thank you again for all your help, for the tools, but most of all for the way you treated me – with empathy and kindness. Our sessions were like four deep breaths during those intense days of job seeking.*

**H.M.**, age group 35–45

*I appreciated the overall setting, the counsellor's personalised approach, and the continuous feeling of being genuinely heard, understood and supported. Her assistance and support were thoughtfully structured – combining tools, an action plan, and options with genuine understanding, continuous encouragement and empowerment.*

**K.T.**, age group 45–54

# SEXUAL HARASSMENT AT WORK



ΣΤΡΑΤΗΓΙΚΑ ΕΡΓΑΛΕΙΑ  
για την ΑΝΤΙΜΕΤΩΠΙΣΗ,  
ΑΝΑΓΝΩΡΙΣΗ  
και ΚΑΤΑΠΟΛΕΜΗΣΗ  
της ΣΕΞΟΥΑΛΙΚΗΣ  
ΠΑΡΕΝΟΧΛΗΣΗΣ  
στον ΕΡΓΑΣΙΑΚΟ ΧΩΡΟ

Φορέας Υλοποίησης:

**WHEN**  
ΕΛΛΗΝΙΚΟ ΚΕΝΤΡΟ ΓΙΑ ΤΗΝ ΕΡΓΑΣΙΑΚΗ ΙΣΟΤΗΤΑ

Εταίρος:

**ΕΛΙΑΣΤΟΠ**

Με τη συγχρηματοδότηση:

**ΕΥΡΩΠΑΪΚΗ ΕΝΩΣΗ**

Με τη συγχρηματοδότηση  
της Ευρωπαϊκής Ένωσης

**ΙΔΡΥΜΑ ΜΠΙΛΙΟΓΕΩΡΓΑΚΗ**

**NGO**

WHEN, in collaboration with VIA STOP and as part of the PREVENT programme, is implementing the S.T.A.R.T. project (Strategic Tools for Addressing, Recognising and Tackling Sexual Harassment at Work), which focuses on identifying and combating sexual harassment in the workplace.

As part of this project, we provide free Legal Counselling and Psychosocial Support to sexual harassment survivors and witnesses; we have developed an Awareness-Raising Handbook for lawyers and staff of the Labour Inspectorate, to effectively support victims of sexual harassment in the workplace; and we have carried out informative and awareness-raising seminars for professionals and students, with the aim of strengthening their skills and promoting a work environment based on trust and solidarity. We've also created educational and informative content –including tools, practical guidelines, articles, and digital support resources –at [safeandfair.gr](https://safeandfair.gr), and launched a social media awareness campaign advocating for safe workplaces for all.

[LINK TO OUR PAGE](#)

## Programme results in numbers:

**15** PEOPLE WERE SUPPORTED BY OUR SERVICE

**79** PEOPLE ATTENDED THE WORKSHOPS

**3K** VIEWS OF [SAFEANDFAIR.GR](https://safeandfair.gr)

**444** VIEWS OF THE HANDBOOK

**22** ARTICLES, TOOLS & SCIENTIFIC PUBLICATIONS AT [SAFEANDFAIR.GR](https://safeandfair.gr)

**884K** VIEWS OF THE AWARENESS RAISING CAMPAIGN

# MENTORING

We build and oversee mentoring partnerships, we design and deliver mentoring & coaching programmes that support access to employment and growth of women aged 16 to 65.

[LINK TO OUR PAGE](#)

## OUR ACTION IN 2025

We welcomed **231 new mentors**, into the WHEN network, bringing the total number to over **1,083(!)** active members.

In the WHEN mentoring community, we believe in the power of giving and collaboration. That's why **we've created a new** mutual support initiative: a **network through which mentors offer products and services to one another**, with **16** members of our network already embracing the initiative.

In June, we held our **annual mentors' meeting** at the WHEN Hub, where we welcomed **33** new and existing members, shared experiences, updates and ideas, exchanged best practices, and addressed questions about the mentoring process.

We have more than **325** mentors who can provide **mentoring in English**, supporting mentees who do not speak Greek or feel more comfortable with English.

We've added "inspgirls" to our fields of interest, with the aim of building a network of mentors who are able and willing **to guide teenage girls**. We already have **165** such mentors available!

### WE ESTABLISHED AND OVERSAW:

**84** MENTORING COLLABORATIONS  
launched through individual applications

**29** MENTORING SCHOLARSHIPS  
for women employees of the **Fourlis** Group

**20** MENTORING SCHOLARSHIPS  
for women employees at **Interamerican**

**9** MENTORING SCHOLARSHIPS  
for women employees at **Bayer**

**5** MENTORING SCHOLARSHIPS  
for women employees of the **OPAP** Group

**32** MENTORING SCHOLARSHIPS  
for women participating in the **Women 4 Change** programme

**6** MENTORING SCHOLARSHIPS  
for teenage girls participating in the **Girls 4 Change** programme

# MENTORING

## EVALUATION

### SATISFACTION RATE OF PARTICIPANTS IN RELATION TO:



## TESTIMONIALS



**F**rom the very beginning, my mentor was able to create an atmosphere of trust and honest communication, where I felt safe to explore my goals, challenges, and new possibilities. Under her guidance, I developed greater self-awareness, clarified my professional goals, and learnt to see difficulties as opportunities for growth. Her approach combined professionalism, empathy, and genuine interest – qualities that made our collaboration truly special. I am deeply grateful for her support and for everything I was taught through this process.

E.D., 49 years old

**M**entoring is a very rewarding experience that gives you the opportunity to truly connect with another woman who may be facing similar challenges. It also gives you the satisfaction of knowing you can help her in small or big ways, and also the opportunity to learn a great deal about yourself.

K.G., 49 years old

**I**t was so satisfying for me to see my mentee thrive professionally and shift her way of thinking. In a similar way, this collaboration helped me discover a lot about myself, reconsider my own approaches, and strengthen my ability to lead with empathy. I feel lucky to have had the opportunity to be part of such a rewarding mentoring relationship!

F.K., 33 years old

**M**entoring was an opportunity for me to volunteer my time and support another woman in her job – to reflect, learn, and share my experience and insights, which might be useful to another person. I would definitely recommend it!

A.M., 30 years old

## MENTORING

**M**y work with my mentor was excellent and highly supportive. Her greatest strengths as a mentor were her calm presence, openness, ease, and her dedication in each of our meetings. These qualities allowed me to feel that I was in a safe, trusting environment where I could openly share my thoughts and concerns. Her ability to listen attentively and with genuine interest, combined with her empathy and experience, made our working together deeply beneficial. She shared valuable examples of challenges she had faced in her own career and guided me on how to approach similar situations strategically.

G.S., 47 years old

**I** am truly grateful for the opportunity to work with my mentor. She stood out for her honesty, her generosity in sharing her knowledge and experience, and the way she listened to me and encouraged me every step of the way. This made me feel safe, helped me believe more in my own abilities, and motivated me to pursue my goals. She was both an inspiration and a pillar of support for me, and I feel very lucky to have had her by my side.

A.A., 34 years old

**M**entoring is an experience well worth trying (if you haven't already) because of everything you gain as a mentor. From being invited to describe your own experiences, which helps you reflect on how you've handled situations, to exploring how you feel and how you can truly support another woman who faces challenges and opportunities similar to your own.

M.N., 44 years old

**M**y mentor was a true guiding light during one of the most difficult periods of my life. When I found myself in a state of severe burnout due to professional and personal challenges, her presence was a real turning point for me. With incredible empathy, genuine interest, and unconditional acceptance, she stood by me in a way I never expected. She helped me regain my strength, see things more clearly, and move forward with greater confidence. She was a constant source of support, someone who truly cares and is committed to the growth of the persons she mentors.

I.K., 37 years old

**W**orking with my mentor was one of the most empowering experiences I've had in my professional life. Through our regular meetings, I felt truly supported and guided in depth — not only in terms of skills, but also in terms of encouragement. She helped me build greater self-confidence, see my strengths more clearly, and gain the tools I need to grow both personally and professionally.

I.M., 29 years old

**W**orking with my mentee was a very rewarding experience. I felt that I could genuinely support a woman on her professional path, and I also gained a great deal from the relationship. There was real interaction, growth, and many moments of meaningful connection.

K.M., 31 years old



# MENTORING



The Ask The Mentor column was launched in 2022, in collaboration with LadyLike, to address the questions, concerns, dilemmas and obstacles a woman encounters in her professional life. Readers send in the issues that concern them and a WHEN's mentor answers their questions, drawing on her own experience and everything she has learnt through her own career.

In July 2025, the column came to a close, with a valuable archive of 86 answers.



Shortly before the end of 2024, we launched the Truth & Dare column, featuring simple, everyday, contemporary stories from our network's mentors who share parts of their journey, motivating other women to get to where they want –and can– in life. Through short interviews, readers find out more about the successes, failures, and challenges that WHEN mentors have had to face and overcome, and in doing so, they find inspiration and empowerment, daring to do anything they want.

In 2025, 12 short mentors' interviews were published, bringing the total number of articles in the column to 15.



# TRAINING PROGRAMMES

We design and deliver professional training programmes that build skills in employability, entrepreneurship, leadership and financial resilience for university and post-secondary students, graduates, unemployed and self-employed women, employees, corporate executives, and entrepreneurs.

[LINK TO OUR PAGE](#)

## OUR ACTION IN 2025

**2** SKILLS CAMPS

**38** HOURS OF TRAINING

**407** APPLICATIONS

**13** WORKSHOPS

**180** INDIVIDUAL PARTICIPANTS  
from all over Greece and abroad

**4** INSTRUCTORS / TRAINERS

## EVALUATION

### SATISFACTION RATE OF PARTICIPANTS IN RELATION TO:

THE CONTENT OF THE SKILLS CAMPS

4.1/5

ORGANISATION AND OVERALL INTERACTION WITH WHEN

4.7/5

# TRAINING PROGRAMMES

## TESTIMONIALS



*I was completely satisfied with all the seminars, as the instructors managed to convey valuable knowledge –which I am already applying in my daily life– with clarity, empathy, and a practical approach. The overall experience was extremely positive, with real practical value and a strong element of personal empowerment. Thank you very much for the quality and care that went into the programme.*

**I.F.**

*Since the seminars began, I've become much more aware of my financial habits. I now organise my information systematically, track my budget consistently, and have set realistic savings goals. I now feel more assured when taking financial decisions. I feel more confident when managing my finances. I make my financial decisions more consciously and with purpose. I don't hesitate to make decisions and map out my next steps.*

**I.F.**

*All the instructors were very thorough in explaining the financial concepts and helped me understand everything better. These seminars also gave me more confidence and built on the knowledge I already have. Thanks to them, I've now started taking my first steps.*

**V.T.**

*I feel like I am more in control and no longer leave things to chance. And I'm more mindful when it comes to my expenses.*

**P.M.**

*It was a very helpful and enjoyable experience that helped me understand my finances better, organise my income and expenses, and make more conscious decisions about my budget. The courses are practical and easy to follow, even for those with no prior experience in finance.*

**N.S.**

*The information, topics, and the way they were approached offered variety, focus, and depth. Overall, everything shared in the seminars was very helpful. I have nothing but good things to say.*

**T.E.**

*I wish I had taken these classes sooner!*

**A.K.**

*It's definitely an experience worth living. It helps you identify potential ways to save money and can even give you the push to start thinking of ways to generate income.*

**V.A.**



## COMMUNITY BUILDING

At WHEN, we create vibrant communities that act as hubs of empowerment, networking, and mutual support – spaces where women collaborate, develop skills, understand their role in the wider community, and advocate for change.

With the help of technology, as well as through in-person interaction, we bring together women and women’s organisations from across the country to discover together the knowledge, networks, and tools needed for inclusive recovery and a more equitable future.

### OUR ACTION IN 2025



#### **Empowerment concerns all of us and that’s why we are making it more accessible!**

Since 2022, WHEN has been focusing on local women’s communities, establishing active WHEN Communities in cities across Greece, so that there are always groups that can support any woman in her quest to grow and get where she wants and –and can– in life.

[LINK TO OUR PAGE](#)

# COMMUNITY BUILDING

## WHEN THESS COMMUNITY

Driven by a desire for growth and collaboration, a community of women in Thessaloniki began holding monthly skill-building and experience-sharing meetings in 2022. This community has been growing and evolving ever since.

**495** MEMBERS

**10** MEETINGS

**24** HOURS OF MEETINGS

### COORDINATORS

- [Dimitra Gounari](#) Certified Parent Educator
- [Elena Bliami](#) Accountant/Tax Specialist
- [Fotini Pipina](#) Master's in Human Resources Management  
Experienced Account Manager | Currently an AI Trainer

### TESTIMONIALS



*From the very first meeting, I felt part of the community, supported, and surrounded by a spirit of giving. It's a very valuable community. The coordinators are there for all of us.*

**V.M.**, age group 35-44

*I connected with more open-minded people; I needed a change, some creative fun, and the chance to grow.*

**I.Z.**, age group 45-54

*I was very impressed by WHEN's empowerment work for women, and I believe it is absolutely essential for us. I love the warm welcome and the strong sense of belonging. These meetings are also a great way to focus on your own development and to connect with other women who are going through a similar process. And, of course, these meetings offer synergies through networking!*

**S.M.**, age group 45-54

*It's wonderful, you feel so much better just by knowing that you belong somewhere.*

**D.M.V.**, 36 years old



# COMMUNITY BUILDING

## WHEN LARISSA COMMUNITY

The second WHEN Community was established in Larissa in November 2023. Its aim was to give the local community the space and tools they needed to grow and gain strength, so that every member can turn their professional and entrepreneurial dreams into reality.

**291** MEMBERS

**10** MEETINGS

**20** HOURS  
OF MEETINGS

### COORDINATORS

<u><a href="#">Maria Grigoriadou</a></u>	Special Education Consultant, Education and Health, Labour Consultant, Adult Educator
<u><a href="#">Olga Tsiourva</a></u>	Regional Director of the Public Employment Service
<u><a href="#">Anna Varna</a></u>	MEd in ELT & Educational Technology

### TESTIMONIALS



**M**y experience so far with the WHEN Larissa Community has been excellent; I've met wonderful women who, above all, are a real source of inspiration for me. The most important thing is that they are everyday women – authentic, truthful and, most of all, genuine.

C.M., age group 18-25

**T**he whole atmosphere is really warm and the organisers have shown genuine care and attention.

Th.T., age group 45-54

**I**t's a community that brings together women with different cultures, experiences and backgrounds – and yet you feel safe and connected. You definitely gain confidence and meet new people who each play a small part to your personal development.

A.M., age group 45-54

**S**omething beautiful and powerful – something that we needed in the city of Larissa.

N.N., age group 35-44



# COMMUNITY BUILDING



The Female Founders Hub, WHEN's community for mutual support between women entrepreneurs, was launched in 2023 to offer its members opportunities for training, empowerment and networking, as well as access to funding, mentoring and coaching.

[LINK TO OUR PAGE](#)



In 2025, we designed and launched [HERStartup](#) featuring three parallel networking and empowerment events for women founders and investors, as part of #StartupGreeceWeek — a week of events organized by VCs and startups that bring the tech ecosystem together. In total, more than 120 women were empowered, while networking and exchanging ideas, both through a panel discussion in Athens and through the WHEN Communities in Larissa and Thessaloniki, which created a supportive space for sharing, growth, and collaboration among founders.



That same year, we launched the [Female Founders Hub @ Hospitality](#), a training and networking programme for women-owned businesses in the HORECA (Hotels, Restaurants & Catering) sector, in partnership with Olympic Brewery. As part of this programme, we organised three focus groups with 15 women entrepreneurs from across Greece, in order to better understand the everyday challenges they face, identify their needs, and gather proposals for training solutions that can support their professional empowerment. The study was published on the WHEN website and has garnered more than 352 views.

# WOMEN & GIRLS 4 CHANGE



In 2025, we designed and delivered Women 4 Change and Girls 4 Change, two innovative empowerment programmes for women and girls living in regional areas, with the support of Hellas Gold and funding from the World Gold Council.

[LINK TO OUR PAGE](#)



Through **Women 4 Change**, 28 women from the Municipalities of Aristotelis and the Farsala felt empowered, networked and found inspiration through two three-day trips that included empowerment workshops, experiential activities, visits to local businesses, and open discussions with other women. In the final stage of the programme, participants from both municipalities received a three-month mentoring scholarship, giving them the opportunity to work with a mentor who would support them in overcoming the challenges they face in their professional journeys.

The **Girls 4 Change** programme was aimed at girls aged 14–18 living in the Municipality of Aristotelis, and included a three-day bootcamp featuring experiential workshops and creative writing activities, designed to support their personal growth, help them develop new skills, and give them space to express their needs, hopes, and fears. Each girl then received a three-month mentoring scholarship to be matched with a female professional role model, as well as a small grant to design and implement her own community project.

## AI FOR WOMEN

The underrepresentation of women in the technology sector is a key issue of inequality that we aim to address at WHEN by strengthening women's participation in tech and working towards a more equitable and inclusive ecosystem.

In 2025, the organisation partnered with Founderz and Microsoft, securing a free three-hour online training programme for its community, designed to empower women and provide them with the skills they need to help shape the future of Artificial Intelligence. More than 680 women enrolled in the programme.



## WOMEN IN ART

In 2022, WHEN took its first steps into the art world, looking for ways and channels to empower women in the cultural sector, contribute to a collective effort to increase the representation of female artists, and promote female expression.

Since then, the organisation has supported 8 exhibitions and 3 festivals that placed women's experiences centre stage, showcasing the work of dozens of female artists.



# INSPIRING GIRLS



At WHEN, we want every woman and every girl to be able to pursue her dreams and make them a reality. That's why we are building a dynamic community of girls, implementing targeted initiatives and empowerment programmes tailored to their specific needs and challenges.

For the first time ever, WHEN brought Inspiring Girls to Greece, a global initiative that aims to inspire and empower girls aged 10–17 by boosting their self-confidence and broadening their horizons when it comes to career choices. In this context, WHEN organises activities designed to inspire, inform and foster mutual support:

## MENTORS IN ACTION

Through meetings with female role models from various professional fields, the girls gain valuable insights, information and inspiration; they challenge gender stereotypes and find the motivation to dream and map out their own unique paths. It all began in June 2025, when four girls aged 15–17 from the **Christodouleio Foundation** visited the WHEN Hub. There, they had the opportunity to talk with WHEN mentors, present their career goals, and ask questions about their future paths. More than **160 mentors** have now added the #InspGirls tag to our platform and are ready to mentor teenage girls.

## CAMPAIGN #THISLITTLEGIRLISME

To celebrate the **International Day of the Girl**, we invited our community to join the global awareness campaign **#ThisLittleGirlsMe**, which aims to inspire and empower girls around the world so they feel confident enough to turn their dreams into reality on their own terms. We asked our members to post on social media a childhood photo of their own, along with the advice they would give their younger selves. In the end, we counted more than **120 posts** from women and femininities with significant social reach, who welcomed the initiative through heartfelt advice and thoughtful insights, inspiring hundreds of thousands of girls and women across the country.

# ONE YEAR (and then some) OF WHEN HUB

## WHEN HUB

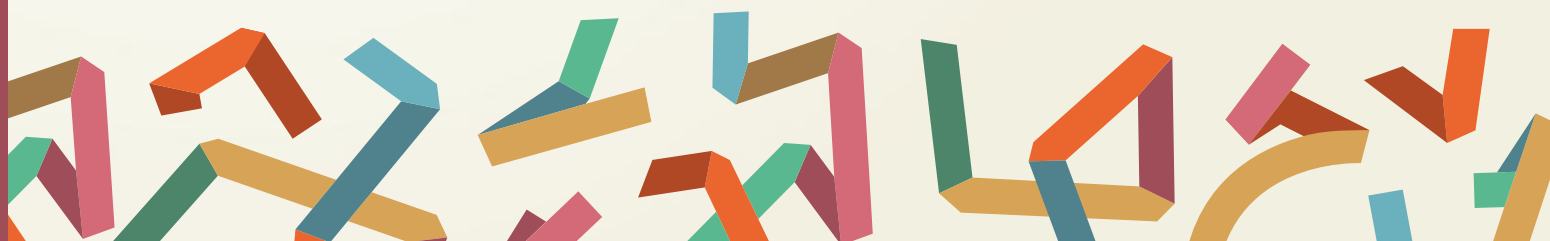
The **WHEN Hub** was created by WHEN as a space where women, femininities, and anyone interested in gender equality can work, grow, start a business, develop new skills, and feel empowered within a dynamic, mutually supportive community.



LINK TO  
OUR PAGE

### OUR BUILDING

The building that houses the Hub was selected to reflect WHEN's philosophy. It is a multi-functional, accessible, and caring space in the heart of Athens, designed to host events, offer a place to work and provide creative activities for children. After years of searching, we found what we were looking for at 29 Sokratous Street in Omonoia: a historic 1920s building, formerly a hotel, which was transformed into the open, bright and highly functional WHEN Hub, thanks to a swift yet thorough renovation overseen by the architect [Lydia Manitsidou](#).



# ONE YEAR (and then some) OF WHEN HUB

## THE HUB'S FIRST 12 MONTHS OF OPERATION IN NUMBERS

### CO-WORKING SPACE

**592**  
TOTAL NUMBER OF USERS  
(84% women)

**4.692**  
TOTAL HOURS  
(paid & free)

### MEETING ROOMS

**518**  
TOTAL NUMBER OF USERS  
(84% women)

**715**  
TOTAL HOURS  
(paid & free)

### PODCAST STUDIO

**29**  
HOURS OF RECORDING  
since April 2025

**23**  
EPISODES RECORDED

### MINI HUB

**127**  
TOTAL NUMBER OF INFANTS/CHILDREN AT THE MINI HUB

**701**  
TOTAL HOURS  
(paid & free)

### EVENT SPACE

**2.781**  
TOTAL NUMBER OF PERSONS WHO HAVE ATTENDED WHEN HUB

**92**  
TOTAL NUMBER OF EVENTS WHO HAVE BEEN HOSTED AT THE WHEN HUB

### WHEN HUB TOTAL

**4.031**  
TOTAL NUMBER OF USERS

**7.780**  
TOTAL HOURS  
(paid & free)

### PRIVATE OFFICE & REGISTERED

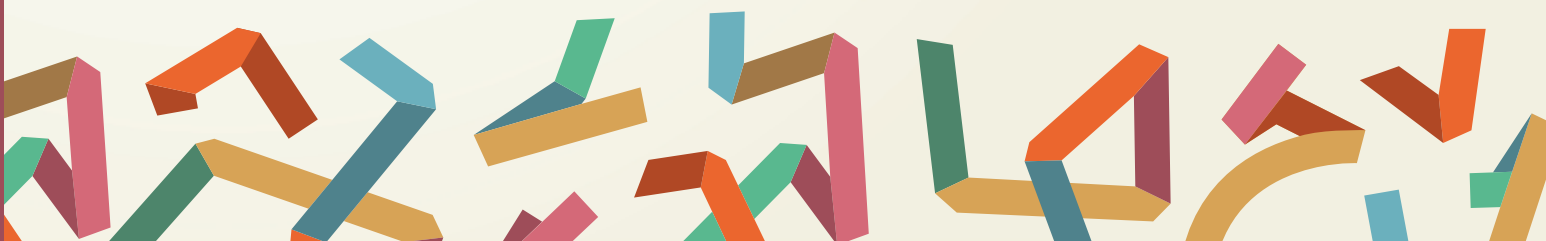
Since February 2024, the WHEN Hub has been hosting the non-profit organisation "Children First" in a permanent office space.

In addition, it provides registered office address services to five organisations and companies.

### SOCIAL MEDIA



**6K+**  
FOLLOWERS  
ACROSS ALL CHANNELS



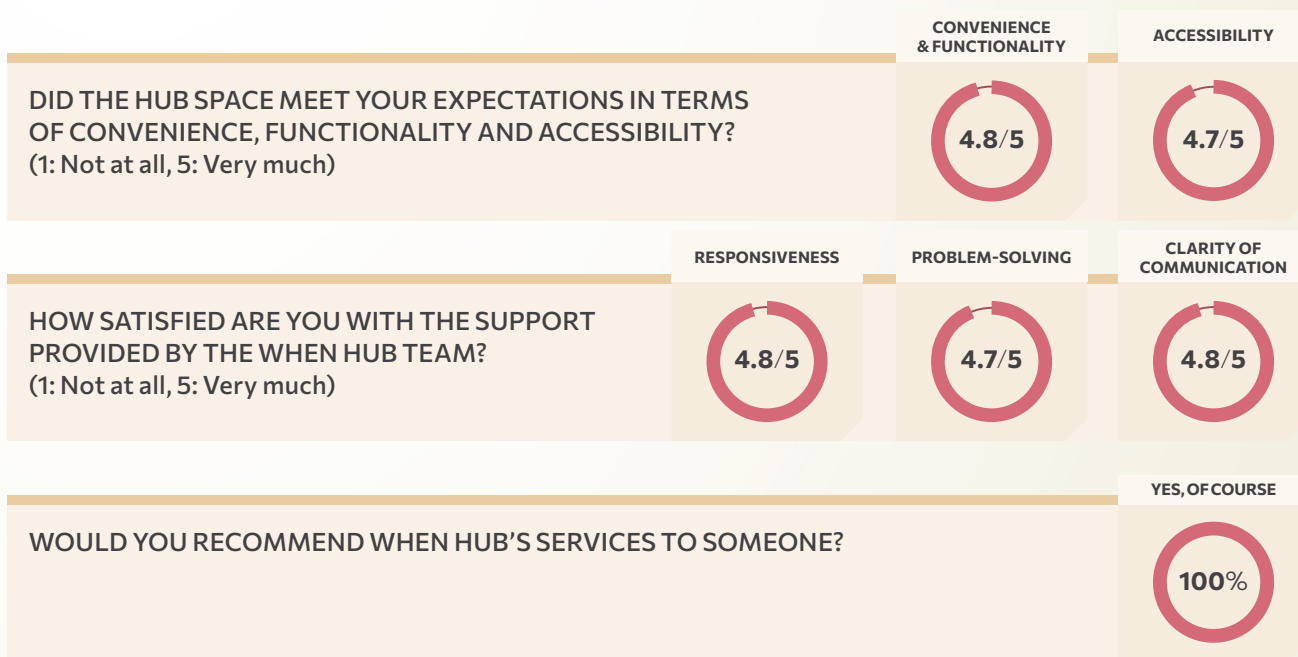
# ONE YEAR (and then some) OF WHEN HUB

## THE SOCIAL IMPACT OF THE HUB

Among the Hub’s beneficiaries, we have supported:



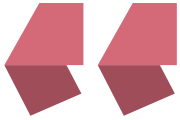
## USERS’ FEEDBACK



# ONE YEAR (and then some) OF WHEN HUB

## TESTIMONIALS FROM VISITORS/USERS

Google Reviews: 5.0 ★ (111 reviews)



**A** place that makes you feel safe and calm. Why should anyone face restrictions on their workplace or their childcare just to be able to work? At WHEN Hub, you can feel right at home, get your work done, and know that your child is playing right next to you.

**I** really love this place in the heart of Athens! The atmosphere is professional yet welcoming, making it an ideal location for focus and productivity. The staff truly goes the extra mile, always eager to help and to make sure everyone feels comfortable and has everything they need.

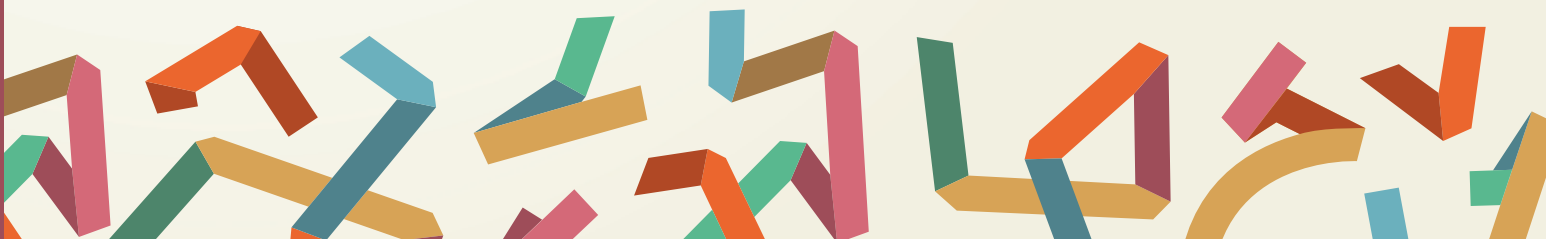
**W**HEN Hub isn't just a workspace — it's a vibrant community.

**I** gave birth to my second child at home with the help of midwives. When I came to the WHEN Hub with my then five-month-old baby, the care never stopped; it was simply shared, from one woman to another.

**I**t's truly rare to walk into a completely new space and immediately feel at home. From the WHEN team itself to the amenities (rooms, convenience, cleanliness, silence, kitchen, Mini Hub, etc.), everything communicates their mission. They want you there. They want to support you. They want to see you thrive. I couldn't speak more highly of it. Ladies, a huge congratulations on everything you've achieved so far and on all that's yet to come (I'm sure there will be plenty of wonderful things).

**A**n inspiring space for innovation and women empowerment! I recently visited the WHEN Hub in Athens and was truly moved by the impact they are making. It's not just a co-working space—it's a thriving community that champions gender equality and supports women in every step of their personal and professional journey. The environment is warm, inclusive, and empowering, with events, workshops, and resources that genuinely make a difference. You can feel the passion and purpose behind everything they do. It's a must-visit for anyone who values meaningful connection, social impact, and progress toward a more equal world. Thank you to the amazing team for creating such a powerful and supportive hub.

Moldova Team



# CHANGE 4 ALL.

Interventions in **SCHOOLS** and **UNIVERSITIES**,  
**RESEARCH PROJECTS**, & **SOCIAL**  
**AWARENESS-RISING CAMPAIGNS**

# RESEARCH

To better understand the different aspects and nature of gender inequality, we carry out research the findings of which gives us the information we need to advocate for meaningful change.

## OUR ACTIVITY IN 2025



Empowering women entrepreneurs in the HORECA sector



The survey is part of the [Female Founders Hub @ Hospitality](#) programme organised by WHEN with the support of Olympic Brewery. It brings together the everyday challenges, needs, enabling factors, and training solutions shared by women entrepreneurs from across Greece who took part in the programme's focus groups.



Women living in Regional Areas



In 2023, WHEN launched a major field study of women from small towns and rural areas in Greece, with the aim of exploring the specific needs, challenges, obstacles and opportunities they face throughout their educational and professional journeys. In 2025, we added to the findings from our research in the [Municipality of Aristotelis in Chalkidiki](#), the [Municipality of Phaistos in Crete](#), and the [Municipalities of Kalamata, Western Mani & Messini](#), the results of our research in Farsala, Ancient Olympia and Drama, and we also visited the islands of Naxos and Kalymnos.



Women living in the Municipality of Farsala



The fourth area we visited was the Municipality of Farsala, where we designed and delivered three two-hour workshops attended by a total of 31 women of all ages. Unemployment, the lack of support for women's entrepreneurship, gender stereotypes and non-existent infrastructure were the main challenges the participants shared, while training and empowerment, strengthening social capital and improving infrastructure emerged as key proposals for improving everyday life and developing their community.

continued >>

<< continued



## Women living in the Municipality of Ancient Olympia

[LINK TO OUR PAGE](#)

The fifth area we visited was the Municipality of Ancient Olympia, where we organised and ran a three-hour workshop and two two-hour workshops, with a total of 33 women taking part. The main challenges reported were a lack of social capital, insufficient infrastructure and opportunities, unemployment, gender inequalities and stereotypes. Participants proposed the enhancement of collective action and skills, the support of entrepreneurship and employment, psychosocial empowerment, and the improvement of infrastructure as key ways to address these challenges.



## Women living in the Municipalities of Kato Nevrokopi & Doxato (Drama)

[LINK TO OUR PAGE](#)

The sixth area we visited was the Municipalities of Kato Nevrokopi and Doxato (in the prefecture of Drama), where we designed and delivered four two-hour workshops attended by 59 women in total. Economic insecurity, isolation and limited opportunities, difficult access to services and gender stereotypes emerged as the main challenges. Empowerment through education and training, strengthening networking and collective initiatives, as well as institutional measures to improve health services, employment support and infrastructure for women's equal participation, were highlighted as essential solutions.

We design tools, gather data, develop methodologies and propose policies that can help businesses, organisations and individuals take the initiative and overcome some of the most persistent challenges in the field of gender equality and inclusion.

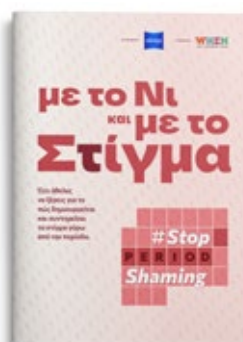
## OUR ACTIVITY IN 2025



A guide to raising awareness among professionals about sexual harassment



This handbook was developed as part of the [S.T.A.R.T.](#) programme, which focuses on identifying, preventing and tackling sexual harassment in the workplace. It serves as a practical tool for effectively supporting victims and witnesses, and is designed to strengthen professionals' empathy and understanding so as to avoid re-victimisation and re-traumatisation.



#StopPeriodShaming Guide



The guide was created as part of the [#StopPeriod Stigma](#) campaign, an initiative aimed at combating the stigma surrounding menstruation. It includes evidence-based information and dispels widespread myths about menses, with the aim of providing practical tools to empower women and girls and to combat stigma.



## Financial literacy guides

In 2025, the financial literacy guides for [female trainees](#) and [trainers](#) were updated for the third cycle of the "[Courses in Finance](#)" programme. New content has been added to the guides, existing sections have been updated, and additional information and tools have been incorporated, based on the needs and experiences gathered through our workshops over the past four years.

# #STORAFI

Μια λέσχη ανάγνωσης από το

**WHEN**

στο,  
ράφι

“Sto Rafi” is a network for connection, learning, mutual support, creativity and real-world impact. Each month, we recommend a book to our club’s members on women’s empowerment and equality in the public sphere.

[LINK TO OUR PAGE](#)

At the end of the month, we meet up to share our thoughts about the book, discuss the issues it touches upon, talk with people involved in its creation or associated with its theme, discover more books together and build a community where our love of reading meets our vision of women and men participating equally in all aspects of life.

**3**

ONLINE  
MEETINGS

**6**

IN-PERSON  
MEETINGS

**180**

PARTICIPATIONS

**24**

BOOK DONATIONS

# AWARENESS RAISING & ADVOCACY

Through our research, we develop recommendations that help influence institutions and gradually reshape the legal, social, political and educational frameworks that perpetuate gender inequality. We also produce articles, studies, events and talks, aimed at building vibrant communities engaged with equality across Greece, and of informing and raising awareness among the wider public about gender-based discrimination.

## OUR ACTIVITY IN 2025

PARTICIPATION  
IN THE CONSULTATIONS  
OF THE EUROPEAN  
PROJECT FAIR PAY,  
PROMOTING PAY  
TRANSPARENCY  
AND CLOSING THE  
GENDER PAY GAP

PARTICIPATION  
IN THE ECONOMIC  
AND SOCIAL COUNCIL  
OF THE UNITED NATIONS

**101**  
ARTICLES  
ON WHEN'S  
BLOG

## ARTICLES



### In 2025, we took a major step forward:

We issued an open call to our community to form a volunteer writing team to cover issues around inclusion and diversity, report on news about gender (in)equality in Greece, Europe, and worldwide, and analyse the latest research and studies on gender equality. Our team now includes 8 columnists, who published a total of 20 articles on the WHEN website over the past year.

## ROUNDTABLE DISCUSSION



### In March 2025, WHEN hosted a closed roundtable discussion at the WHEN Hub,

with the participation of the Secretary General for Equality and Human Rights, and representatives from 14 organisations and institutions working on gender equality issues in Greece. The aim was to foster meaningful dialogue, encourage reflection and shape joint actions to advance equality.

## #STOP PERIOD SHAMING



The aim of the programme was to strengthen the #StopPeriodShaming campaign, an initiative that seeks to challenge the stigma surrounding menstruation.

As part of this, we've created a guide bringing together evidence-based information and common myths about period, which received more than 1,328 views. We also designed the quiz "Myths and Truths About Period", which gathered 189 responses. We also ran two interactive information and awareness-raising workshops for teachers, attended by 35 participants, and provided free period products at the WHEN Hub.

## KNOWLEDGE HUB



### In 2024, we created a dynamic knowledge "tank" on gender equality

by issuing an open call to our wider community to share their bachelor's, postgraduate and doctoral theses on gender-related topics. In doing so, we not only showcased the community's valuable work, but also launched a dedicated space that brings research on gender issues to the fore, helping to spread knowledge, raise awareness and empower the entire community (and those beyond it). In 2025, the Hub hosted 27 papers, with more than 10K views.

## SHE INSPIRES



In March 2025, we took part in the "She Inspires" campaign – a capsule collection of T-shirts featuring designs inspired by women

and their multiple roles, as captured by talented artists through their own distinctive lens. We joined Aiki Diounot's initiative to bring together fashion, art and women's empowerment, creating fashion that is not just about style but also about social impact. All the proceeds from the collection were donated to WHEN Hub.

# SCHOOL OF NO BIAS



In 2025, we announced the third cycle of the “School Of No Bias” programme, called “Media and gender stereotypes”. Its aim is to strengthen pupils’ media literacy, support teachers to pass this knowledge on to their students, and raise awareness among media professionals about the perpetuation of gender stereotypes in media content.

[LINK TO OUR PAGE](#)

As part of this new cycle, WHEN will organise 10 educational visits to schools across Greece to empower students so they can question stereotypes and act as agents of change. In November 2025, when applications opened and an open call was issued throughout Greece, we received 133 applications – clear evidence of both the strong interest and the need for this kind of intervention.

# WHEN ON TOPIC

## WHEN ON TOPIC

'Eva podcast από το WHEN



EMPOWERED BY

Care*di*zo



On WHEN on Topic –our podcast on women’s professional empowerment and workplace equality– we talk about diversity and inclusion, everyday gender discrimination, and the tools we can use to make work one of the best parts of our lives.

[LINK TO OUR PAGE](#)

In 2025, as part of the European CAREdiZO programme, which aims to close the gender gap in unpaid care work, we launched a new series of #WHENonTopic episodes, highlighting caregiving as a core issue of equality and workplace justice. Through in-depth conversations with guests from a range of backgrounds, we explored the challenges faced by people who care for children, older relatives or disabled people, and how they juggle these responsibilities with their professional life. We discussed the extra load of unpaid care work that working mothers take on after their paid jobs and how we can build a culture of sharing care responsibilities equally. We also focused on practical measures that employers can embed in their policies to make it easier –and less exhausting– to balance caring responsibilities with working life.

**7**

EPISODES

**1.348+**

DOWNLOADS

**62K**

VIEWS ON  
SOCIAL MEDIA

# WOMEN 4 CHANGE

We work with **COMPANIES** and **ORGANISATIONS** that actively invest in their people; together, we deliver programmes to improve diversity, inclusion and work/life balance, and to empower women in their workforce.

## OUR ACTION IN 2025

COLLABORATIONS WITH

**50+**

COMPANIES &

**40+**

ORGANISATIONS

**2.400+**

TRAINED EXECUTIVES

**1**

CAREER FAIR

with more than  
180 participants

# SUPPLYHERS



In 2025, we launched SupplyHERS – a networking initiative linking women-owned SMEs with large companies that have made it a strategic priority to broaden and diversify their supply chains, including by bringing more women-owned businesses into their pool of suppliers.

[LINK TO OUR PAGE](#)

20 women entrepreneurs took part at the first SupplyHERS event, which was delivered with the support of Interamerican. Two of them met there for the first time and went on to join forces in [a pioneering partnership](#).

## **WOMEN EMPLOYEES IN THE PPC GROUP**

WHEN ran a series of exploratory workshops with women employees across the PPC Group to capture and understand their daily experiences around key themes

such as work-life balance, gender stereotypes, professional empowerment, and safety at work. Through qualitative, participatory research methods –including group discussions, circle-based reflection and collective note-taking– we gathered rich data that accurately reflects participants’ challenges, perceptions and needs. The workshop findings provided a robust evidence base for the company to design targeted interventions and policies that strengthen equality, inclusion and a culture of care across the organisation.

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## **ECONOMY CLASS AT THE FOURLIS GROUP**

WHEN delivered a series of six financial empowerment seminars for 47 women employees in the Fournalis Group.

Through monthly interactive seminars, participants became familiar with the fundamentals of financial literacy, built confidence in managing their money, and strengthened their ability to make sound financial decisions. They explored practical tools and targeted activities, learned best practices for organising their finances more effectively, and discovered techniques to save in a realistic and sustainable way.

# IN-HOUSE MENTORING PROGRAMMES

## Fourlis Group

The mentoring programme, run in partnership with the Fourlis Group, was designed for 29 women employees with care responsibilities and ran over six months. Through 6 monthly meetings with their mentors, participants were able to advance in their careers, improve their work-life balance and handle workplace challenges more effectively, drawing on their mentors' experience and expertise.



## IN THE WORDS OF THE FOURLIS GROUP



*At the Fourlis Group, we are delighted with our excellent collaboration with WHEN. As part of the Group's Sustainability and Corporate Social Responsibility programmes on Diversity & Inclusion, we are working with WHEN for the third consecutive year, to deliver a six-month mentoring scheme involving 29 women employees of the Group in Greece. The WHEN team, with its experience and enthusiasm, has contributed significantly to the successful delivery of the programme and to advancing our vision of women's empowerment and representation in leadership roles.*

**Sofia Aroni**  
Sustainable Development and CSR Specialist

# IN-HOUSE MENTORING PROGRAMMES

## Interamerican

The mentoring programme, run in partnership with Interamerican, supports 20 women employees over a 6-month period. During this time, each participant has at least 6 monthly meetings with her mentor, receiving guidance and support on both personal and professional development.

 [LINK TO OUR PAGE](#)

## IN THE WORDS OF INTERAMERICAN



*Together with WHEN, we co-designed a mentoring programme that unlocks potential and broadens the horizons of our women leaders, re-defining what leadership looks like: more open, more courageous, more human.*

**Anastasios Berbatis**

Employee Experience, Interamerican

# IN-HOUSE MENTORING PROGRAMMES

## Bayer

Another cycle of the Mentoring programme was completed in 2025, in partnership with Bayer Hellas. In this cycle, nine women employees at Bayer Hellas received a six-month mentoring scholarship, giving them the opportunity to work with a mentor from our network and grow professionally.



## IN THE WORDS OF BAYER HELLAS

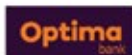
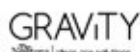
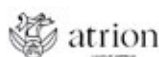


**W**HEN's mentoring programme has empowered our female talent through meaningful connections, skills development and increased confidence. Our employees gained in clarity, expanded their networks and delivered stronger performance through coaching and collaborative growth.

**Nadia Karmiri**

HR Lead, Enabling Functions, East Europe Cluster

# PARTNER COMPANIES



## TESTIMONIALS



**M**y collaboration with WHEN through Career Fair 2025 was an extremely meaningful and inspiring experience. As a mentor, I had the opportunity to work with women who showed real drive, a desire to grow and a genuine commitment to making the most of their potential. The structure of the programme, the team's support and the professionalism with which every step was organised created an environment of trust and open dialogue, where the mentor-mentee relationship could offer true personal growth. This experience allowed me not only to give, but also to learn. Through our conversations, I was reminded how vital it is to create spaces that empower women and support them in shaping their own career paths. I'm delighted to have been part of this initiative and I hope it continues with even greater momentum in the years to come.

**Georgia Charitou**

Senior Product and Commercial Manager,  
Vodafone

**O**ur strong partnership and shared commitment truly reflect our common values: promoting gender equality, making women's voices louder, celebrating diverse perspectives and creating meaningful pathways for women's progression and leadership.

**Analia Kokkoris**

Partner | People & Purpose Leader, Deloitte  
Greece

**O**ur shared commitment to empowering and including women in the workplace –together with the warmth of our interactions with the WHEN team– continues, even years later, to inspire trust.

**Eleni Zarkada**

Talent Development Lead, EY Greece

**O**ur partnership with WHEN has been one of the most meaningful and effective collaborations of recent years. From the outset, the WHEN team approached our needs with a high level of professionalism, deep expertise in equality and inclusion, and a genuinely collaborative spirit. They stood alongside us –informing, guiding and equipping us with all the right tools– so that we could implement a comprehensive corporate policy on diversity, equality and inclusion, and set up our Employee Inclusion Group (DEI Ambassadors). Their methodical and thoughtful approach at every stage made the experience both productive and highly inspiring. The WHEN team didn't simply provide a service; they acted as a strategic partner, with a deep understanding of our working environment and an active role in driving change.

**Katerina Koulouri**

Partner, Head of Wellbeing Grant Thornton

**O**ur collaboration with WHEN –and the trust they placed in us to deliver a project that reflects our shared values and shines a light on women's many roles today– has brought us real joy and significantly strengthened the social dimension of Aiki Diounot.

**Chrysanthi Gourou**

Creative Director and Founder  
of Aiki Diounot

**O**ur collaboration in the Municipality of Aristotelis showed that well-targeted empowerment initiatives can create real impact– supporting the personal and professional development of women in the region, while also helping to build more sustainable and resilient communities.

**Mathieu Vallart**

Director of Sustainable Development,  
Hellas Gold

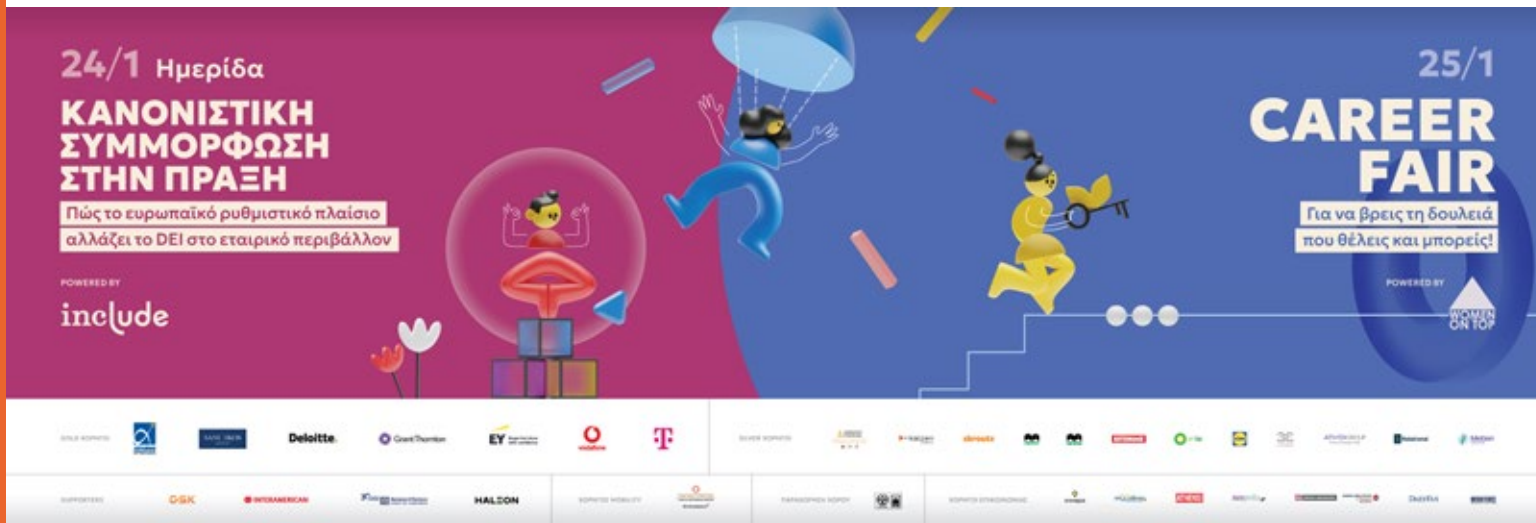
## TESTIMONIALS

**O**ur ongoing collaboration with WHEN now holds a special place in Technopolis' programme, as it breaks away from the sterile boundaries of financial backing. In recent years, members of our team have been able to take part in the wider conversation on women's empowerment and workplace inclusion – sharing their own experiences, mentoring women working in culture, and gaining valuable insights for their own development. We've also had the chance to meet new organisations working on gender equality and inclusion and building new partnerships that have given them the space to grow.

**Katerina Galani**  
Business Development Manager |  
Programme & Events Department



# THE WHEN CAREER FAIR



On 25 January 2025, the WHEN Career Fair returned to Technopolis City of Athens, bigger and full of new energy, to help every woman get ready to achieve her professional and business goals.



Over 10K  
video views  
on social media.

At the 3rd WHEN Career Fair, over 180 women got prepped for a job search through Career Clinics, mock interviews and CV audit from WHEN trainers. They mapped out their next career steps and discussed their professional paths with mentors –women executives from our partner companies– and had a professional headshot taken to use in their work-related profiles. Among them were five women from Crete, Thessaloniki, Larissa, Kavala and Corfu, who were able to attend the event thanks to the Mobility Scholarship that was offered (for the first time!) by WHEN.

Participants also had the chance to take part in short interviews with representatives from 19 companies and organisations, attend workshops on employment rights and professional networking, and pack out the Career Fair's main stage for two in-depth panel discussions on how the younger generation sees –and expects– equality at work. To close the day, they addressed their own questions to HR representatives in the final panel, tabling a wide range of issues that concern all of us.



continued >>

WOMEN 4 CHANGE

# THE WHEN CAREER FAIR

## THE 3<sup>RD</sup> WHEN CAREER FAIR IN NUMBERS

**180+**

PARTICIPANTS

**18**

COMPANIES  
with Interview Stations

**12**

CAREER CLINICS

**3**

PANEL  
discussions

**3**

WORKSHOPS

**34**

INTERVIEWERS

**21**

TRAINERS  
& COACHES

**17**

SPONSORS  
& SUPPORTERS

**16**

MENTORS

**12**

SPEAKERS

**6**

VOLUNTEERS

**1**

HEADSHOT  
PHOTOBOOTH



# OUR FUNDING SOURCES

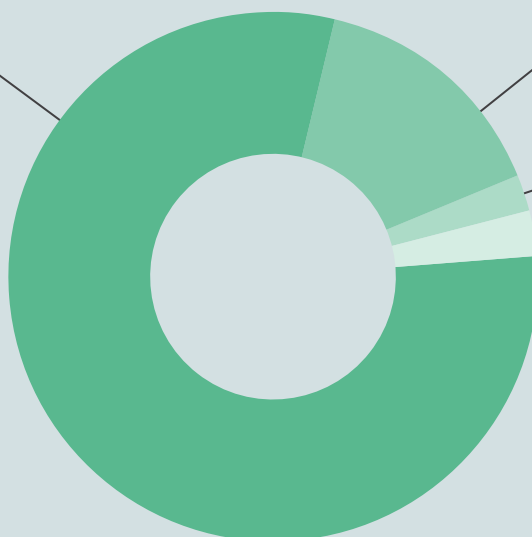
## INCOME 2025

DONATIONS/  
CROWDFUNDING/  
GRANTS  
**80%**

COLLABORATIONS  
WITH COMPANIES  
**15%**

WHEN HUB  
**2%**

MENTORING  
SERVICES  
**3%**

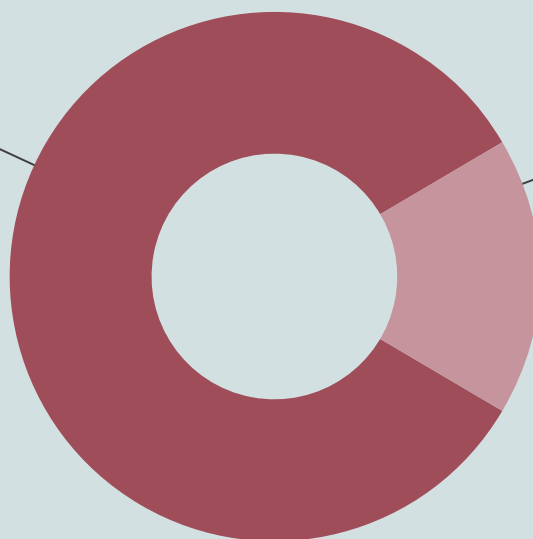


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## EXPENDITURE 2025

PROGRAMME  
IMPLEMENTATION  
COSTS  
**83%**

GENERAL  
OPERATING  
COSTS  
**17%**



# OUR COMMUNICATION PLATFORM

Throughout 2025, we have shared the vision, ideas and the outcomes of our actions with more than 115,000 people via our digital platform, and with more than 13,000 who attended our lectures, seminars and presentations through third-party initiatives.

## CHANNELS



MEMBERS  
& FOLLOWERS  
> **23.044**



FOLLOWERS  
> **13.060**



MEMBERS  
& FOLLOWERS  
> **43.124**



SUBSCRIBERS  
> **15.900**  
211 NEWSLETTERS  
52% OPEN RATE

## ACTIVITIES

**17**

LECTURES

**15**

PANEL  
PARTICIPATIONS

**7**

WORKING  
GROUP  
PARTICIPATIONS

**9**

CONFERENCES

**11**

SEMINARS

**16**

TRAININGS

**3**

APPEARANCES ON TV &  
RADIO SHOWS AND PODCASTS

## PRESS CLIPPINGS

> **347**

REPORTS,  
INTERVIEWS,  
REPOSTS  
AND ARTICLES  
IN THE MEDIA

# AWARDS

## Diversity, Equity & Inclusion Awards 2025



### Gold award

CATEGORY **GENDER**

for the **ECONOMY CLASS** initiative  
Financial Literacy Programme,  
in partnership with Alpha Bank.



### Gold award

CATEGORY **BEST KEY AREA PRACTICES | INITIATIVES**

for the **ECONOMY CLASS** initiative  
Financial Literacy Programme,  
in partnership with Alpha Bank.



### Silver award

CATEGORY **UPSKILLING/RESKILLING FOR WOMEN**

for the **ECONOMY CLASS** initiative  
Financial Literacy Programme,  
in partnership with Alpha Bank.



### Silver award

CATEGORY **EQUAL OPPORTUNITIES/BENEFITS FOR WOMEN**

for the **LIVE A LEGACY** programme, focused on  
women's empowerment in the workplace,  
in partnership with Mastercard.

## OUR SUCCESSES

**In 2025, WHEN was selected as one of 21 organisations** to receive funding from the Alliance for Gender Equality in Europe, under the second round of its **Economic Opportunities Fund**.



This support will translate into additional services at the WHEN Hub and into more initiatives promoting women's financial independence.

**WHEN was also one of just six organisations worldwide** to receive a major grant within the framework of the **Beautiful Forces** programme, from Vital Voices and the Estee Lauder Emerging Leaders Fund.



This funding will enable us to build a community of young and underrepresented women writers in Greece.



# OUR TEAM

Click on the icon to read the bio on our website.

**120 HOURS OF TRAINING  
& EDUCATION FOR  
THE WHEN TEAM**



**Stella  
Kasdagli**

Co-founder,  
Head of Research Programmes  
& Strategic Partnerships



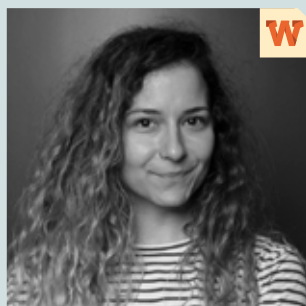
**Pinelopi  
Theodorakakou**

Co-founder  
Head of Empowerment Programmes  
& Training Interventions



**Galini  
Iliopoulou**

Co-founder,  
Occupational Psychologist



**Rosa  
Vassilatu**

Communications Manager



**Anastasia  
Efstratoglou**

Fundraising Manager



**Antigoni  
Zachopoulou**

Project Coordinator



**Vasia  
Aletra**

Project Coordinator



**Ioanna  
Panagaki**

Career  
Consultant



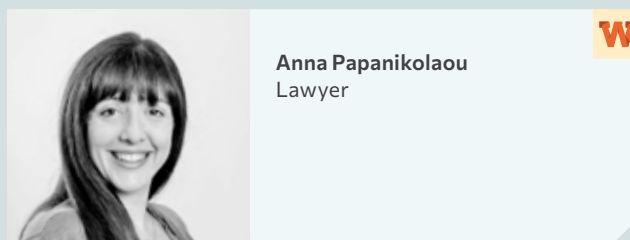
**Eleftheria  
Thanasouli**

Communications  
Assistant

## WHEN IN BUSINESS TEAM

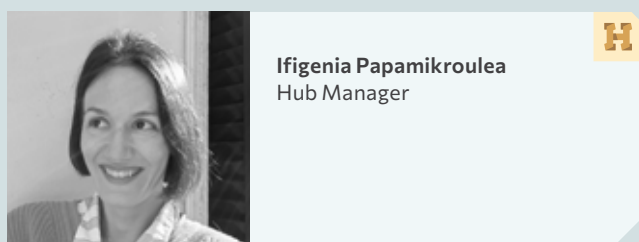


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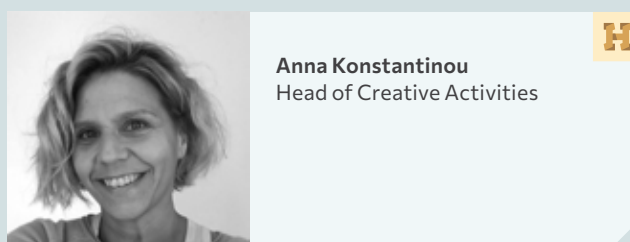


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## WHEN HUB TEAM



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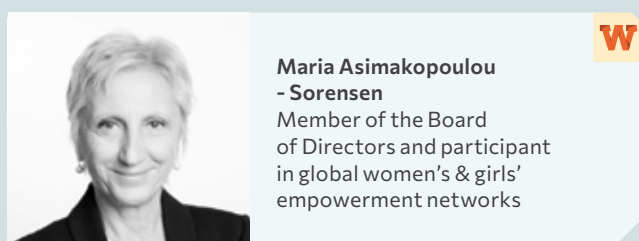


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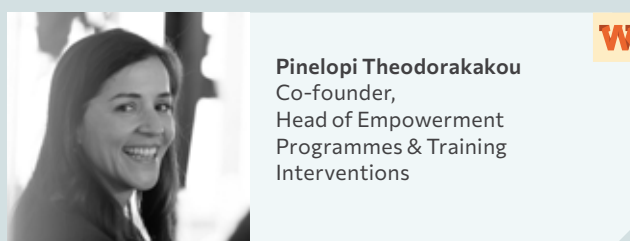


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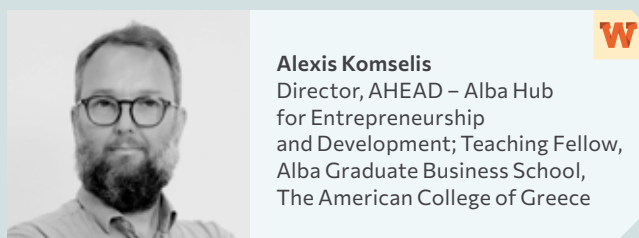
## THE BOARD OF DIRECTORS OF WHEN



W



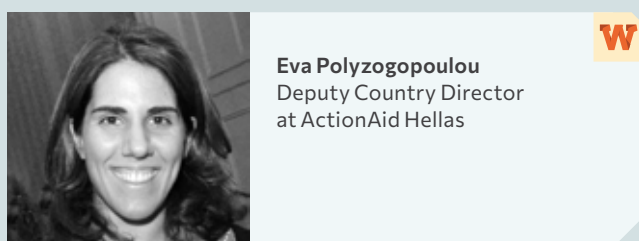
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## VOLUNTEERS



Anastasia Skliva



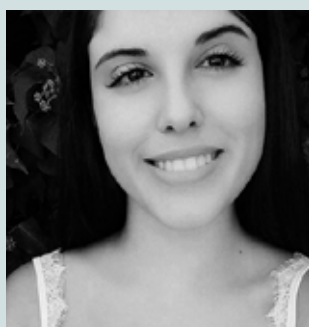
Georgia Kelepouri



Danae Polychronopoulou



Dimitra Noni



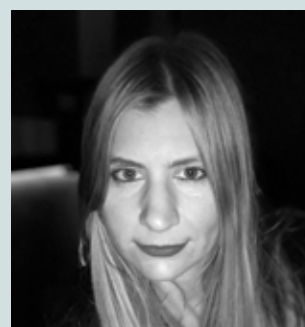
Eirini Neratzouli



Zoe Tziakou



Konstantina Hatzi



Maria Datsika



Maria Matskalidi



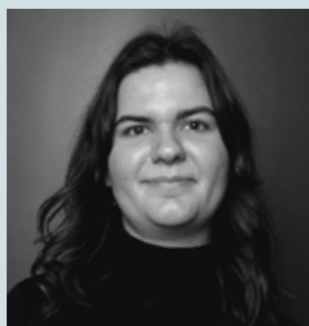
Nota Stavrou



Stella Psaropoulou



Stefania Geraki



Froso Gkatsi



Athina Alexandropoulou  
Gerassimia Vezdrevani  
Georgia Gavgidi  
Glykeria Demonitsa  
Eirini Derou  
Eleni Vassilopoulou  
Elpiniki Panagiotopoulou  
Euphrosyne Vassilopoulou  
Zoe Papadopoulou

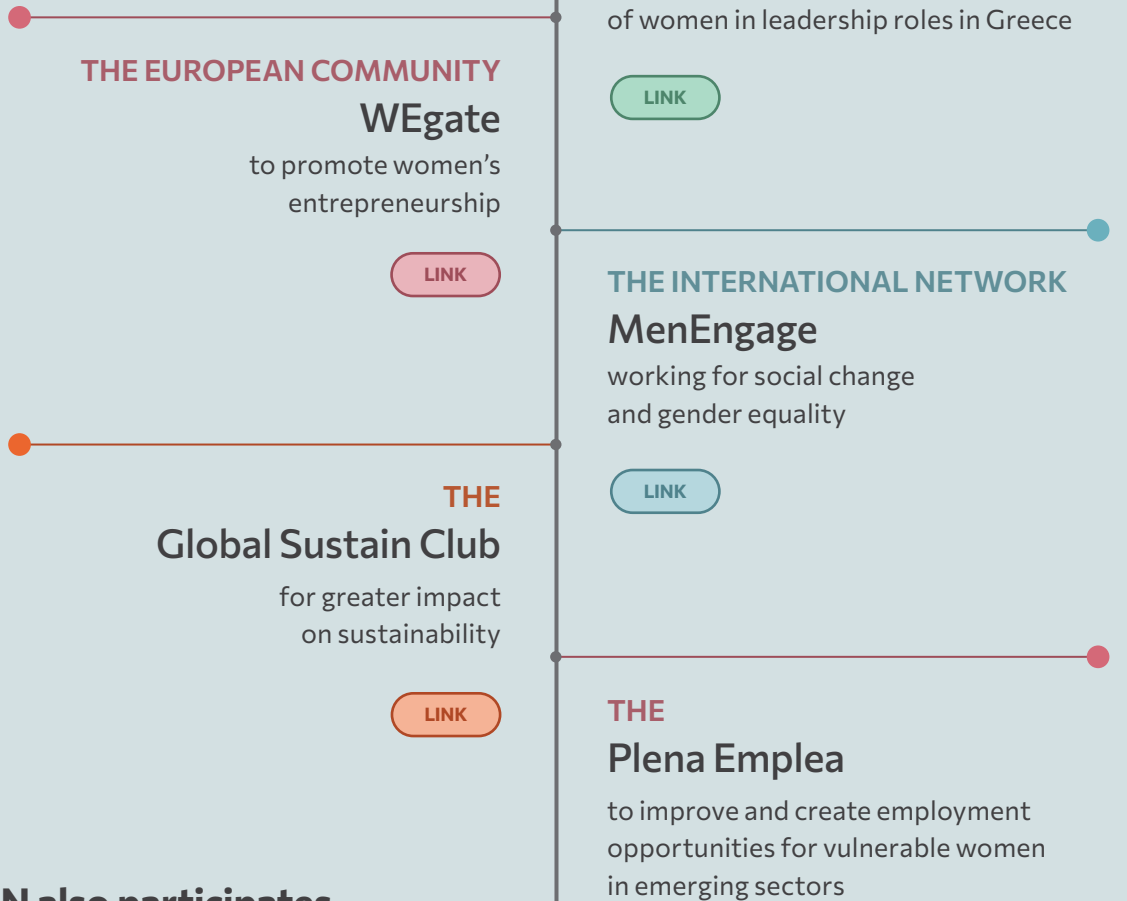
Iro Efstathiadi  
Katerina Poukamisa  
Konstantina Fourli  
Laura Georgopoulou  
Marianna Kaplatzi  
Nikoleta Roussaki  
Sofia Mamali  
Christina Diamanti

# WHEN IN GREECE & ABROAD

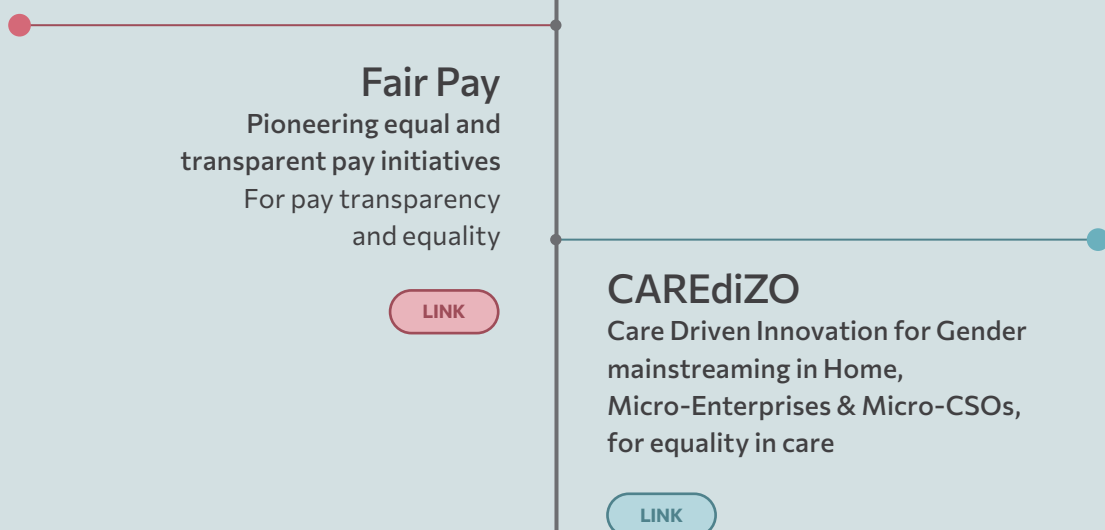
## WHEN in Greece:

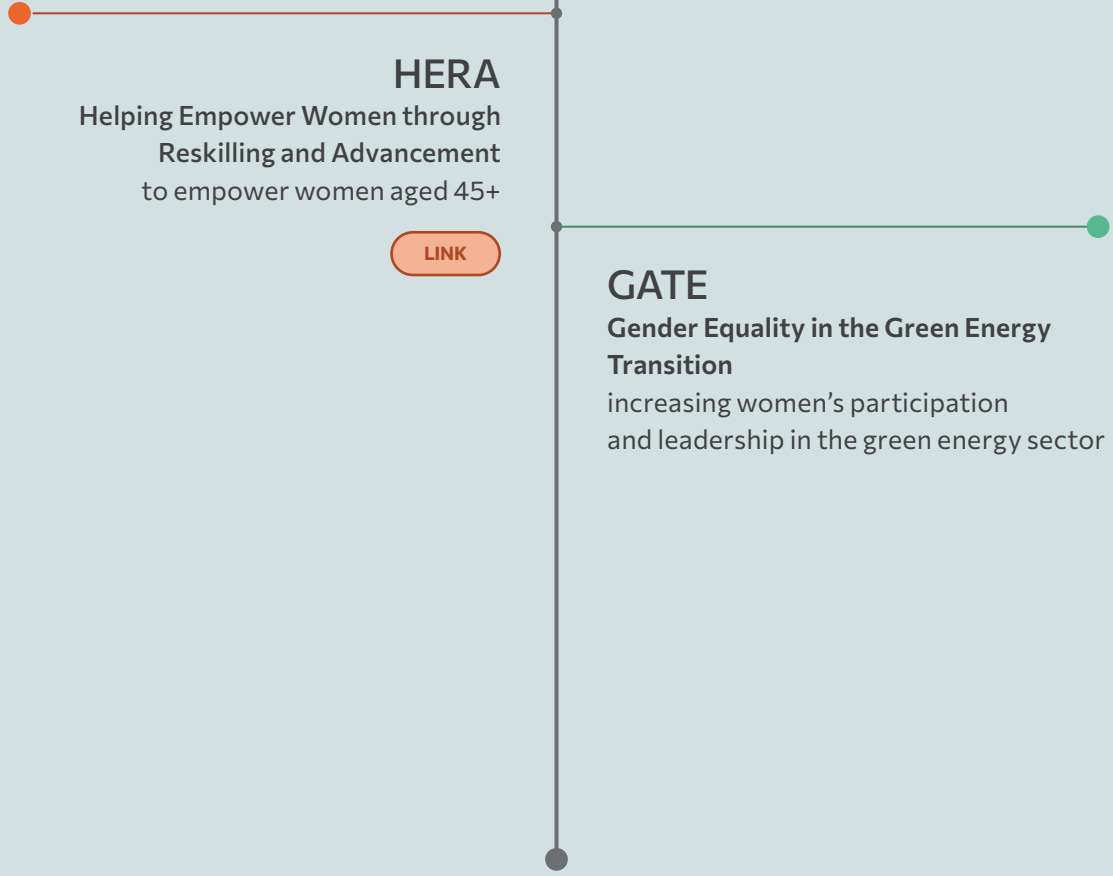


## WHEN abroad is an active member of:



## WHEN also participates as a partner in the following european projects:





# OUR STRATEGIC PARTNERS

To accomplish our objectives and maximise our impact, we rely on partnerships with prestigious organisations and institutions that share and support our vision and values. In 2025, we had the pleasure of working with 60 of them – we are deeply grateful for their support.

**act:onaid**  
για έναν κόσμο πιο δίκαιο



## REVIEWS & TESTIMONIALS

**T**he Alliance for Gender Equality in Europe has proudly supported WHEN for over two years. We are honoured to partner with such a dedicated team that is improving women's access to the labour market and promoting employment policies that deliver meaningful change on gender equality.

**Nadège Lharaig**

Director at the Alliance for Gender Equality in Europe

**I**n 2025, we were pleased to collaborate with WHEN to support the S.T.A.R.T. project through the European PREVENT programme. S.T.A.R.T. aims to tackle sexual harassment in workplaces across Greece. For the Bodossaki Foundation, advancing gender equality in Greece is a top priority, and we are glad to back organisations like WHEN that are helping to achieve this vital goal.

**Bodossaki Foundation**



**WHEN**  
EQUITY · EMPOWERMENT · CHANGE