



## **Help Them shine! Empowering the next generation to shine in the future!**

Knowing that self-esteem is cultivated more effectively at a younger age, the Dove brand in collaboration with AB Vassilopoulos and The Tipping Point aspire to inspire female and male students to discover their own professional “destination” and be able to shine in the future.

Students from 30 schools around Greece will have the opportunity to discuss with successful women from all over the world, through live group sessions, in order to discover their personal and professional interests and broaden their horizons. At the same time, the project aims to empower and inspire young girls to start reflecting themselves in roles they may never have imagined, take action and plan their future with confidence.

The goal of the project is to help students in an experiential way, guiding them to take their next steps more consciously and to make their dreams come true!