



Project ID: 101183056
Programme(s): Erasmus+ (ERASMUS+)
Topic(s): ERASMUS-EDU-2024-CB-VET
Type of action: ERASMUS Lump Sum Grants
Duration: 24 months
Project starting date: 01/01/2025
Project end date: 31/12/2026
Deliverable: D1.3 – Press Release and Official Website



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General Information

Project title: W.E.B. in Tech – Women Engagement Boost in Technology

Project number: 101183056

Programme: Erasmus+ : Capacity Building in the field of Vocational Education and Training (CB-VET)

Project duration: 01/01/2025 – 31/12/2026

Coordinator: EURO MAMME ASD (Italy)

Partners:

- SOS Europa (Italy)
- International E-Learning Institute Ltd – IELI (Malta)
- Education 360 (Ukraine)
- Human Rights Research Center – HRRC (Georgia)
- Institutul de Instruire în Dezvoltare Millenium – MILLENNIUM (Moldova)

Work Package: WP1 – Project Management and Communication

Deliverable: D1.3 – Press Release and Official Website

Responsible partner: EURO MAMME ASD

Type: Public (PU)

Language: English

1. Purpose of the Deliverable

Deliverable **D1.3** aims to ensure the **visibility, transparency, and institutional communication** of the *W.E.B. in Tech* project through the following actions:

- Publication of the **official press release** announcing the project launch;
- **Creation and launch of the project's official website;**
- Activation and interconnection of the **project's digital communication channels** (websites, social media, newsletters);
- Dissemination of the press release and project visibility materials across the partners' networks.

2. Deliverable Description

According to the official description under WP1, this deliverable includes:

- An **official article (press release)** containing:
 - General information about the project, consortium, and expected results;
 - A presentation of the project's objectives and expected impact;
 - A list of all communication channels (websites, social media, newsletter subscriptions).
- **References and links** to related articles and posts published on the partners' websites and social media.
- The inclusion of the **official project website link**, which will be updated throughout the entire project lifecycle.
- Dissemination through **social media posts and newsletters**, coordinated among all partner organisations.

3. Official Press Release

Title:

W.E.B. in Tech: Boosting Digital Skills for Young Women and Mothers in NEET Condition

Publication date:

January 2025

Text:

The Erasmus+ project *W.E.B. in Tech – Women Engagement Boost in Technology* has officially started under the coordination of **EURO MAMME ASD (Italy)**.

Co-funded by the **European Union** within the **Erasmus+ Programme (Action CB-VET)**, the project aims to **increase the employability of young vulnerable women and mothers in NEET condition** by strengthening their **digital and communication skills** for better access to job opportunities in the **Third Sector and social entrepreneurship**.

Over the next 24 months, the international consortium will:

- Design and test an **ICT and communication training path** aligned with the labour market needs of the Third Sector;
- Engage and train **60 young NEET women aged 23–29**, who are mothers or have family-care responsibilities;
- Promote **social inclusion, gender equality, and digital empowerment** through tailored learning and career services.

The partnership brings together organisations from **Italy, Malta, Ukraine, Georgia, and Moldova**, working to make technology a tool for empowerment and professional growth for women.

4. Project Communication Channels

Websites:

- Official project website: <https://www.piattaformaprogetti.eu/woman-engagement-boost-in-technology-international/>
- Euromamme website: <https://www.euromamme.it/woman-engagement-boost-in-technology-training-course-online/>

Social media:

https://www.facebook.com/permalink.php?story_fbid=pfbid022J8yEJ5VsErokuBeUeCrShJaxZWm3Y9TVQGS8Wor1HyGgRuyaGRYdDErbbzgpYHHL&id=61559086277788

https://www.facebook.com/permalink.php?story_fbid=pfbid02FDs8kNhDHWw8WruNhFJ2aDXRHkVc3N3yuaFMneZ68pZcsD9pcWa8fLRdCdyecAMDl&id=61559086277788

https://www.facebook.com/permalink.php?story_fbid=pfbid0YFLuY7uZ34BofvwPyj7vYAWeymfGrvan2K91Ri9jk3JJcrHAKayNsK3yYQxVFrj6l&id=61559086277788

https://www.facebook.com/permalink.php?story_fbid=pfbid0toGEuGiw6hgLqPa1RsR1ACBccHg2Bg8iShdFnGGj1yXkVoBwbavJUCvKreY59BBxl&id=61559086277788

https://www.instagram.com/p/DK_kFDmNAz3/?img_index=4&igsh=MXBpY2owNjFzMWRmcQ==

<https://www.instagram.com/p/DQcLx3yivSB/?igsh=dzVlcnB5enltbnJn>

https://www.instagram.com/p/DQcL4noii_r/?igsh=Y21xZmd5a3ZnNGpp

<https://www.instagram.com/p/DQcMEHSCklv/?igsh=MXVkanRpbXQ3YTVyOA==>

<https://www.instagram.com/p/DGVY35ktv65/?igsh=MXNlbWw1enN1NzR0Zw==>

Cross-publications:

The press release and related articles are published:

- On the official project website;
- On each partner's website;
- On the official social media channels (Facebook, Instagram);
- Through the partners' newsletters and Erasmus+ dissemination networks.

5. Official Website

Purpose

The official project website serves as the main **digital hub for communication, dissemination, and visibility**.

It provides an accessible, multilingual, and regularly updated platform to share information, news, and project outcomes.

Website structure

1. **Homepage:** general presentation, Erasmus+ and EU visibility.
2. **About the Project:** objectives, target group, expected results.
3. **Consortium:** profiles of the six partner organisations.
4. **News & Events:** updates, press releases, announcements.
5. **Resources:** downloadable materials, training outputs, and good practices.
6. **Contact & Social Media:** contact form, links to Facebook, Instagram, and partner websites.

Technical requirements

- Fully responsive and accessible design.
- EU emblem and funding acknowledgment visible on every page.
- Content available in English, with possible translations for local dissemination.

6. Visibility and Disclaimer

All communication and dissemination materials include the **European Union emblem** and the following mandatory statement:

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7. Results Achieved

- Official press release produced and disseminated in English and Italian.
- Official project website created and published.
- Social media channels activated and connected to the project website.

- First newsletter circulated to partners' audiences.
- All materials aligned with Erasmus+ and EU visibility requirements.

8. Responsible Partner

EURO MAMME ASD – Project Coordinator

Responsible for drafting, publishing, and coordinating the press release, developing the official project website, and ensuring communication alignment among partners.