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W.E.B IN TECH

WOMEN ENGAGEMENT BOOST IN TECHNOLOGY

*Empowering young women in NEET conditions through
digital, communication and professional skills
for a more inclusive and innovative future.*

D2.3 WP 2 PRESS RELEASE



Project ID: 101183056



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



Programme: Erasmus+ (ERASMUS+)



Topic: ERASMUS-EDU-2024-CB-VET



Action Type: ERASMUS Lump Sum Grants



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1. 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: WP2 – Upskilling and skills development – implementation of the training program

Deliverable: D2.3 – Press Release and Official Website

Responsible partner: EURO MAMME ASD

Type: Public (PU)

Language: English

2. Purpose of the Deliverable

This deliverable aims to ensure structured communication, dissemination and visibility of the results achieved under Work Package 2, in line with the obligations set out in the Grant Agreement, particularly regarding:

- Promotion of project activities and results
- Visibility of EU funding
- Dissemination through appropriate communication channels
- Engagement of target groups and stakeholders

As required by Article 17 of the Grant Agreement, all dissemination activities ensure:

- Clear reference to EU funding
- Use of the official disclaimer
- High-quality, accessible and audience-oriented communication

This deliverable builds directly on D1.3 – Press Release and Official Website, ensuring continuity, coherence and scalability of communication activities

3. Deliverable Description

D2.3 includes:

- An official press release focused on WP2 implementation
- A multi-channel dissemination strategy
- Evidence of online publication and promotion
- Alignment with project branding, tone and messaging established in WP1

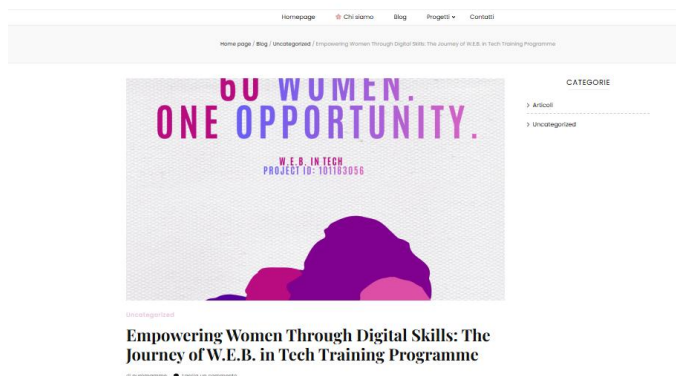
The press release highlights:

- Implementation of the training programme
- Target group engagement
- Impact on employability and inclusion
- Availability of the online course

4. Official Press Release



EuroMamme



<https://www.euromamme.it/2026/04/28/empowering-women-through-digital-skills-the-journey-of-w-e-b-in-tech-training-programme/>

Empowering Women Through Digital Skills: The Journey of W.E.B. in Tech Training Programme

di [euromamme](#) [Lascia un commento](#) su [Empowering Women Through Digital Skills: The Journey of W.E.B. in Tech Training Programme](#)

In today's rapidly evolving digital landscape, access to technology and digital competences is no longer optional—it is essential. However, not everyone has the same opportunities to engage with this transformation. Among the most affected groups are women in NEET conditions (Not in Education, Employment or Training), particularly those facing caregiving responsibilities and socio-economic barriers.

The *W.E.B. in Tech – Women Engagement Boost in Technology* project (Project ID: **101183056**), funded by the Erasmus+ Programme, was created to respond to this challenge. Through a structured and innovative training programme, the project aims to increase the employability of vulnerable women by strengthening their digital and communication skills, while also supporting their personal empowerment and social inclusion.

At the heart of the project lies the implementation of a pilot training programme involving **60 women aged between 23 and 29**, all sharing a common starting point: the desire to change their future.

A Training Programme Designed Around Real Needs

The development of the training programme was not based on assumptions, but on real data and direct engagement with the target group. Through skill gap analysis, focus groups and co-design activities involving participants, trainers and stakeholders, the consortium identified the most urgent needs in terms of digital competences and employability.

This process ensured that the training was not only relevant, but also accessible and adaptable to the realities of the participants' lives.

The programme was designed as a **flexible, online learning pathway**, allowing women with caregiving responsibilities to participate without the constraints of traditional training environments. This approach reflects a broader understanding of inclusion—not just as access, but as the removal of structural barriers.

From Uncertainty to Opportunity

At the beginning of the training, many participants shared similar feelings: uncertainty, fear and lack of confidence.

For some, it had been years since they last engaged in any form of education. Others had never had the opportunity to develop digital skills before. The idea of navigating online platforms, using digital tools or engaging in professional communication was perceived as complex and intimidating.

Yet, behind these fears, there was a strong motivation.

Participants expressed a clear desire to:

- gain independence;
- improve their professional prospects;
- build a better future for themselves and their families.

The training programme became a safe space where these fears could be addressed, not ignored. Through a gradual and supportive learning process, participants were encouraged to take small steps, experiment, make mistakes and grow.

Learning by Doing: A Practical Approach

One of the key strengths of the W.E.B. in Tech training programme is its practical methodology.

Rather than focusing solely on theoretical knowledge, the course is based on a **learning-by-doing approach**, where participants actively engage with tools, platforms and real-life scenarios.

The training covers a wide range of topics, including:

- basic digital literacy and computer use;
- internet navigation and online safety;
- digital communication tools for professional contexts;
- productivity and creativity tools such as document editing and content creation;
- self-learning strategies and use of online resources;
- digital wellbeing and responsible use of technology;
- career guidance and employability skills.

This progressive structure allows participants to move from basic competences to more advanced skills, building confidence at each step.

Importantly, the training does not aim to teach “everything”, but rather to equip participants with the ability to **learn independently**, find resources and adapt to new tools—skills that are essential in today’s labour market.

The Role of Trainers: More Than Teaching

Behind the success of the training programme lies the commitment of the trainers and project staff.

Their role goes far beyond delivering content. They act as facilitators, mentors and support figures, creating an environment where participants feel safe, valued and motivated.

Trainers continuously adapt their approach based on participants’ needs, providing personalised support and encouragement. They understand that learning is not a linear process, especially for individuals who are re-entering education after a long period.

This human dimension is a key factor in maintaining engagement and ensuring that participants do not drop out, despite the challenges they may face in their daily lives.

Measuring Progress: Beyond Numbers

As the training progresses, the results become visible.

Participants who initially struggled with basic digital tasks are now able to:

- navigate online platforms independently;
- communicate effectively through digital tools;
- create and manage digital content;
- organise their time and activities using digital resources.

However, the most significant changes are not always measurable through numbers.

Participants report:

- increased self-confidence;
- greater sense of autonomy;
- renewed motivation to pursue employment or further training;
- improved perception of their own capabilities.

These outcomes highlight an important aspect of the project: **digital empowerment is not only about skills, but about mindset.**

Connecting Training with the Labour Market

A distinctive element of the W.E.B. in Tech programme is its strong connection with the labour market.

The training is not designed in isolation, but in collaboration with stakeholders, including NGOs and organisations in the Third Sector. This ensures that the competences developed are aligned with real professional needs.

In the final phase of the programme, participants engage in:

- career guidance activities (CV writing, interview preparation, networking);
- practical project work;
- tranship experiences with organisations.

These activities allow participants to apply their skills in real contexts, bridging the gap between training and employment.

For many, this represents the first direct contact with a professional environment, providing valuable experience and increasing their chances of entering the labour market.

A Broader Impact: From Individuals to Communities

While the primary focus of the project is on individual participants, its impact extends much further.

By empowering women, the project contributes to:

- stronger families;
- more resilient communities;
- increased social inclusion;
- reduction of inequalities.

Women play a central role in social and family structures. Supporting their development has a multiplier effect, influencing not only their own lives, but also those of the people around them.

Moreover, the project raises awareness among stakeholders and institutions about the importance of inclusive training models and the need to address digital inequalities.

Looking Ahead: A Model for the Future

The W.E.B. in Tech training programme is not intended as a one-time intervention, but as a **pilot model with strong potential for scalability and replication**.

Its key features—flexibility, inclusiveness, practical approach and alignment with labour market needs—make it adaptable to different contexts and target groups.

As digital transformation continues to reshape society, initiatives like this become increasingly important. They demonstrate that it is possible to create learning opportunities that are not only effective, but also accessible and transformative.

Conclusion

The journey of the 60 women participating in the W.E.B. in Tech training programme is still ongoing. Yet, the results achieved so far already show a clear direction.

From uncertainty to confidence, from exclusion to participation, from fear to opportunity—this is the path that the project is helping to build.

Ultimately, the success of W.E.B. in Tech lies in its ability to combine technical training with human empowerment, creating a space where women can rediscover their potential and take concrete steps toward a better future.

Because digital skills are not just tools.

They are opportunities.

5. Communication and Dissemination Strategy

Unlike traditional training programmes, W.E.B. in Tech adopts a holistic empowerment model, where digital skills are not treated as isolated technical competences, but as tools for autonomy, participation and professional activation.

The training programme is built around a clear principle and key message:

digital competence is a gateway to social and economic inclusion.

Through an integrated learning pathway, participants are supported in:

- developing digital and communication competences;
- strengthening self-confidence and self-efficacy;
- acquiring tools for personal organisation and time management;
- understanding labour market dynamics;
- actively planning their professional future.

The programme is accessible online via the official platform:

<https://www.euromamme.it/woman-engagement-boost-in-technology-training-course-online/>

It combines structured modules, practical exercises, self-reflection tools and career-oriented activities.

The program has been launched in the official project article:

<https://www.euromamme.it/2026/04/28/empowering-women-through-digital-skills-the-journey-of-w-e-b-in-tech-training-programme/>

The learning journey enables participants to transform digital challenges into confidence, clarity and opportunity.

Targeting the Most Vulnerable: A Strategic and Inclusive Approach

The project specifically focuses on:

- women aged 23–29;
- in NEET condition (Not in Education, Employment or Training);
- with caregiving responsibilities (mothers or family carers);
- often facing intersecting vulnerabilities (economic, social, cultural).

This target group is particularly affected by:

- limited access to training opportunities;
- reduced availability due to care responsibilities;
- lack of digital skills;
- structural barriers to labour market participation.

By addressing these challenges through flexible, accessible and tailored learning solutions, the project contributes to reducing inequalities and promoting inclusive growth within the European context.

Strategic Communication: Reaching, Engaging and Empowering

A core element of the project's success lies in its multi-channel communication strategy, designed not only to disseminate information but to actively engage and empower the target group.

The communication approach is based on:

- target differentiation
- content adaptation
- emotional engagement
- accessibility and clarity

Each communication channel has been strategically selected and adapted to specific audiences.

Instagram – Empowerment, Identification and Activation

Instagram represents the primary tool for reaching the target group.

Example: <https://www.instagram.com/p/DXrqQ4ECu3x/>

The strategy focuses on:

- visual storytelling and relatable narratives;
- empowerment-oriented messaging;
- clear and direct calls to action;
- informal and accessible language.

This approach helps to:

- reduce psychological barriers;
- build trust;
- create identification with the project;
- encourage active participation.

Instagram functions as a **gateway channel**, transforming awareness into engagement.

Facebook – Stakeholder Engagement and Community Building

Facebook was also used, especially for the initial promotion of the training course:

<https://www.facebook.com/profile.php?id=61559086277788>

<https://www.facebook.com/photo/?fbid=1256233370008961&set=a.397836459181994>

<https://www.facebook.com/photo?fbid=1041812658117701&set=a.397836459181994>

<https://www.facebook.com/photo/?fbid=927067896803323&set=a.109926415184146>

<https://www.facebook.com/photo/?fbid=918575920985854&set=a.109926415184146>

<https://www.facebook.com/photo/?fbid=861280433382070&set=a.109926415184146>

It is used to engage:

- local communities;
- NGOs and Third Sector organisations;
- institutional stakeholders.

The communication style is:

- more structured and informative;
- focused on results, events and updates;
- oriented toward building credibility and partnerships.

This channel supports the creation of a **broader ecosystem around the project**, facilitating collaboration and dissemination.

Website – Centralised Access and Sustainability

The project website:

<https://www.piattaformaprogetti.eu/woman-engagement-boost-in-technology-international/>

acts as:

- the main information hub;
- the access point for the training programme;
- a repository of resources and materials;
- a long-term sustainability tool.

Its user-friendly structure ensures:

- accessibility for participants;
- transparency of activities;
- continuity beyond the project duration.

YouTube – Knowledge Transfer and Scalability

The YouTube channel has been opened:

<https://www.youtube.com/@EuroMamme>

It supports:

- delivery of training content;
- asynchronous learning;
- expansion of educational reach.

Through video-based learning, the project enhances:

- accessibility for diverse learning styles;
- scalability of the training model;
- long-term impact and reuse of materials.

Visibility and Disclaimer

All communication materials include:

- EU emblem
- Funding acknowledgment
- Mandatory disclaimer (as per Grant Agreement and D1.3)

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Dissemination as Participation: Beyond Visibility

The project adopts a dissemination approach that goes beyond communication, aiming to foster:

- active participation;
- stakeholder engagement;
- community involvement;
- knowledge exchange.

Through events, newsletters, outreach activities and networking, W.E.B. in Tech contributes to building a community of practice around digital empowerment and inclusion.

This approach reinforces the idea that dissemination is not only about sharing results, but about creating impact and enabling change.

A Replicable and Scalable European Model

W.E.B. in Tech demonstrates how an integrated approach—combining training, communication and stakeholder engagement—can generate sustainable and transferable results.

The model is:

- replicable, thanks to its modular structure;
- scalable, through digital delivery;
- transferable, across different contexts and target groups;
- aligned with EU priorities, including digital transition and social inclusion.

It provides a concrete example of how European projects can bridge the gap between education and employment, particularly for vulnerable groups.

Conclusion: Digital Empowerment as a Driver of Social Transformation

The W.E.B. in Tech project confirms that digital skills are not only technical competences, but essential tools for:

- empowerment;
- independence;
- participation;
- social inclusion.

By supporting women in NEET conditions to access knowledge, tools and opportunities, the project contributes to building a more inclusive and resilient Europe.

***Digital transformation can only be successful if it is inclusive.
W.E.B. in Tech proves that inclusion is not only possible—but scalable.***



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