

# ICT SKILLS & DIGITAL WELLBEING

## COMPLETE VIDEO LESSON SCRIPTS

Women Engagement Boost in Technology  
ESF-SI-2023-SKILLS-01-0011



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## Complete Video Lesson Scripts: ICT Skills & Digital Wellbeing

*(Project number: ESF-SI-2023-SKILLS-01-0011, funded by the European Social Fund Agency under the Call ESF-SI-2023-SKILLS-01 – Social Innovations for the Upskilling of Vulnerable Youth, Especially Young People not in Employment, Education, or Training)*

Welcome to the very first module of the **W.E.B. in Tech project – Women Engagement Boost in Technology**. This project is not just a training course: it is a pathway to empowerment, inclusion, and opportunity. It has been designed to respond to the very real challenges that young women and mothers with a migrant background face in today's Europe.

### 1. Context and Background

Across Europe, the digital revolution is reshaping every sector. Technology is now essential for communication, employment, entrepreneurship, and social participation. However, many young women with migrant backgrounds remain excluded from these opportunities. They often carry the double burden of care responsibilities and limited access to training, creating a digital and social gap that reduces their employability and economic independence.

The **W.E.B. in Tech project (Project number: ESF-SI-2023-SKILLS-01-0011)** directly addresses this challenge. Funded by the **European Social Fund Agency**, it seeks to combine social innovation, digital education, and targeted career services to increase the employability of 45 young women aged 23 to 29. These women are mothers or caregivers who want to enter or re-enter the labor market, specifically in the Third Sector and social entrepreneurship.

### 2. Objectives of the Project

The project has three main goals, which shape the design of this training programme:

1. **Tailoring ICT training** offered by the lead partner **SOS Europa** and the partner **Euro Mamme** to better reflect the skills demanded in the Third Sector.
2. **Enhancing accessibility and attractiveness** of ICT training for women with migrant backgrounds, ensuring that the learning process is inclusive, flexible, and motivating.

3. **Engaging 45 women** in a pilot training and career service programme that will not only increase their digital skills but also connect them to real job opportunities and pathways in social enterprises and NGOs.

This module introduces these goals so that you can see the bigger picture of where your learning journey will take you.

## 3. Why Digital Empowerment Matters

Digital empowerment means much more than learning how to use a computer or a smartphone. It means **building confidence, autonomy, and resilience** in a world where ICT is the backbone of both professional and personal life.

For the social sector, digital empowerment has three critical dimensions:

- **Communication:** being able to use digital tools to share messages, advocate for causes, and connect communities.
- **Innovation:** applying digital solutions to solve social challenges.
- **Employability:** developing practical ICT skills that increase career opportunities and access to stable employment.

Without these skills, many women risk being excluded from opportunities in the very sectors that need their voices, perspectives, and talents.

## 4. The European Dimension

The **W.E.B. in Tech project** is part of the broader **Call ESF-SI-2023-SKILLS-01 – Social Innovations for the Upskilling of Vulnerable Youth**, a European initiative that supports vulnerable groups, especially NEETs (young people not in employment, education, or training).

This project contributes directly to the **European Pillar of Social Rights**, particularly:

- **Principle 1:** Everyone has the right to quality and inclusive education.
- **Principle 4:** Equal treatment and opportunities for all.
- **Principle 20:** Access to essential services.

By equipping young migrant women with ICT skills, W.E.B. in Tech strengthens not only individual lives but also the inclusiveness and resilience of European societies.

## 5. Methodology of Training

The training programme you are about to begin has been designed to be **practical, inclusive, and interactive**. It is not a one-way lecture, but a process of mutual learning. The methodology includes:

- **Video lessons:** Accessible and flexible, so participants can learn at their own pace.
- **Interactive exercises:** Small challenges to apply knowledge in real-life scenarios.
- **Focus groups and surveys:** Ensuring continuous feedback so the programme evolves with participants' needs.
- **Experience sharing:** Learning from peers and from the lived realities of women across Europe.
- **Career services:** Personalized support for job search, CV building, and professional networking.

## 6. Expected Results of Module 1

By the end of this introductory module, you should:

- Understand the purpose and scope of the **W.E.B. in Tech project**.
- Recognize the importance of ICT skills for employability in the Third Sector.
- Feel motivated to take part in a programme designed specifically to support you as a woman, as a mother, and as a professional.

## 7. Key Message

Digital empowerment is not only about technology. It is about **opening doors**: to jobs, to opportunities, to personal growth, and to active participation in society.

The **W.E.B. in Tech project (ESF-SI-2023-SKILLS-01-0011)** is your pathway to these opportunities. Together, we will ensure that ICT skills become tools of empowerment, inclusion, and transformation.

✨ *“Technology is powerful, but people are stronger. By learning how to use digital tools wisely, we can shape our future and the future of our communities.”*

## Module 2 – ICT Fundamentals for the Third Sector

*(Project number: ESF-SI-2023-SKILLS-01-0011 – W.E.B. in Tech, funded by the European Social Fund Agency under Call ESF-SI-2023-SKILLS-01: Social Innovations for the Upskilling of Vulnerable Youth, Especially NEETs)*

Welcome to **Module 2** of the W.E.B. in Tech training programme. In the previous lesson, we introduced the goals, values, and European dimension of this project. Now, we begin our real journey into the world of ICT by building the foundations. This module focuses on the **fundamental digital skills** every woman, mother, and future professional in the Third Sector must develop.

## 1. Why ICT Matters in the Third Sector

The **Third Sector**—comprising NGOs, associations, cooperatives, and social enterprises—plays a unique role in European society. Unlike profit-driven businesses, it focuses on **solidarity, inclusion, and public good**. Yet, like any modern sector, it cannot function effectively without **ICT (Information and Communication Technologies)**.

From small local associations supporting migrant women to large international NGOs fighting climate change, digital tools are now essential for:

- communicating missions and values,
- coordinating volunteers and staff,
- managing projects,
- fundraising and accountability,
- connecting with communities and policymakers.

For participants of **W.E.B. in Tech**, mastering ICT is not just a technical step—it is an **entry ticket** into a world of opportunities where social impact meets digital innovation.

## 2. Core Digital Competences

The European Union has defined the **DigComp Framework**, which identifies the key digital skills for citizens. In this module, we focus on those most relevant to the Third Sector:

### a) Information and Data Literacy

- Understanding how to search for reliable information online.
- Using databases and open data for research.
- Evaluating the credibility of online sources (important for NGOs fighting misinformation).

### b) Communication and Collaboration



- Using email professionally.
- Creating and joining online communities (e.g., Slack, Teams, WhatsApp for NGOs).
- Participating in video conferences and online events.

## c) Digital Content Creation

- Using basic software like Microsoft Office or Google Workspace.
- Designing posters, flyers, or presentations with tools like Canva.
- Understanding file formats, storage, and copyright basics.

## d) Safety

- Knowing how to protect personal and organizational data.
- Understanding GDPR in practice for NGOs.
- Safe use of social media, especially when working with vulnerable communities.

## e) Problem Solving

- Identifying technical issues (internet connection, software errors).
- Using online tutorials or peer support to find solutions.
- Developing adaptability in learning new tools quickly.

These five pillars are the foundation of employability in the digital age.

## 3. Tools and Platforms Every NGO Worker Should Know

In the social sector, there are specific platforms and tools widely used:

- **Google Workspace / Microsoft 365:** for collaboration, file sharing, and cloud storage.
- **Zoom, Microsoft Teams, Google Meet:** for online meetings and webinars.
- **Trello, Asana, Notion:** project management and task organization.
- **Canva, Adobe Express:** communication and basic design.
- **Mailchimp, Sendinblue:** email campaigns for donors and communities.

During this training, you will not only learn *what these tools are*, but also *how to apply them practically* in NGO and social enterprise contexts.

## 4. Challenges Faced by Women with Migrant Backgrounds

Surveys and focus groups conducted during the preparation of the **W.E.B. in Tech project** highlighted several barriers:

- Lack of confidence in using ICT compared to native peers.
- Limited access to devices and stable internet.
- Language barriers in understanding software interfaces.
- Fear of making mistakes or being excluded from conversations.

This module aims to **overcome these fears** by providing a safe and inclusive learning environment where no question is too simple and every skill gained is celebrated.

## 5. The European Social Context

The **European Social Fund Agency**, through this project, wants to ensure that women—especially young mothers with migrant backgrounds—are not left behind in the digital transition.

The **Digital Education Action Plan (2021–2027)** underlines that **basic ICT literacy is a right**, not a privilege. This means that acquiring these skills is not only a way to get a job—it is also about exercising citizenship, accessing public services, and participating in democratic life.

By the end of this module, every participant should feel capable of using ICT confidently as part of her daily and professional life.

## 6. Practical Exercises

To translate theory into practice, participants will be guided through:

1. Creating and managing a professional email account.
2. Joining a shared folder in Google Drive.
3. Participating in a short online meeting using Zoom or Teams.
4. Designing a simple poster for an NGO event using Canva.
5. Writing a short text (half a page) using Word or Google Docs and sharing it with peers.



These exercises may seem simple, but they represent the **first step toward empowerment**. Mastery of fundamentals creates the confidence to explore more advanced digital skills in later modules.

## 7. Expected Results of Module 2

By completing this module, participants will:

- Gain **confidence** in using basic digital tools.
- Understand the role of ICT in the Third Sector.
- Develop the ability to create, share, and collaborate digitally.
- Recognize the importance of protecting their data and acting responsibly online.

## 8. Key Message

Technology is not an obstacle. It is a bridge. By learning the fundamentals of ICT, women and mothers with migrant backgrounds can cross into a world of opportunities—where social change, employability, and digital empowerment meet.

The **W.E.B. in Tech project (ESF-SI-2023-SKILLS-01-0011)** ensures that this bridge is not only accessible but also strong enough to carry the dreams and ambitions of every participant.

✨ *“Every click is a step forward. Every new skill is a new door opening. Together, we turn digital tools into instruments of empowerment and inclusion.”*

## Module 3 – Digital Tools for NGOs and Social Enterprises

*(Project number: ESF-SI-2023-SKILLS-01-0011 – W.E.B. in Tech, funded by the European Social Fund Agency under Call ESF-SI-2023-SKILLS-01: Social Innovations for the Upskilling of Vulnerable Youth, Especially NEETs)*

Welcome to **Module 3** of the **W.E.B. in Tech training programme**. Having established the importance of ICT fundamentals in Module 2, we now go deeper into the **specific digital tools** that NGOs, associations, and social enterprises use every day.

This module will give you practical knowledge about the digital platforms that shape how modern organizations communicate, collaborate, manage projects, and create social impact.

## 1. Why Digital Tools Matter for the Third Sector

The Third Sector is about people and communities, but in today's interconnected world, it cannot function without **efficient digital systems**. Digital tools allow NGOs and social enterprises to:

- Reach wider audiences and amplify their messages.
- Collaborate effectively across countries and languages.
- Manage complex projects and track progress.
- Fundraise and report transparently to donors.
- Innovate in delivering services to beneficiaries.

For women and mothers with migrant backgrounds—the **target group of the W.E.B. in Tech project (ESF-SI-2023-SKILLS-01-0011)**—learning these tools is not only about employability. It is about gaining **equal access to the professional world** and being part of Europe's digital future.

## 2. Categories of Digital Tools for NGOs and Social Enterprises

Let us explore the main categories of tools you will encounter in the social and nonprofit sector.

### a) Communication Tools

- **Email Platforms:** Gmail, Outlook.
- **Messaging Apps:** WhatsApp, Signal, Telegram – used for fast internal communication.
- **Video Conferencing:** Zoom, Microsoft Teams, Google Meet – for international meetings and webinars.

### b) Collaboration and Project Management Tools

- **Trello / Asana:** visual task management with boards, cards, and deadlines.
- **Slack:** creating channels for specific projects or teams.

- **Notion:** an all-in-one tool for notes, tasks, databases, and documentation.

## c) Content Creation and Design Tools

- **Canva:** user-friendly platform for posters, presentations, and social media posts.
- **Adobe Express:** simple editing of photos and videos.
- **Google Docs / Slides:** creating and sharing collaborative documents.

## d) Fundraising and Donor Management Tools

- **GoFundMe / Kickstarter:** crowdfunding platforms.
- **GlobalGiving:** international fundraising for NGOs.
- **CRM Tools** (Customer Relationship Management): like Salesforce Nonprofit Cloud.

## e) Data and Survey Tools

- **Google Forms:** creating surveys and collecting feedback.
- **Typeform:** interactive and engaging questionnaires.
- **Excel / Google Sheets:** analyzing and visualizing data.

## 3. Challenges and Opportunities

During focus groups conducted under the **W.E.B. in Tech project**, many women shared that:

- They had never used project management tools like Trello before.
- They were familiar with social media but not with fundraising platforms.
- They feared that digital platforms were “too complicated.”

This module demonstrates that **these tools are accessible, intuitive, and learnable**. With practice, every participant can go from beginner to confident user.

## 4. The European and Global Dimension

Digital tools have allowed NGOs to become **truly international**. A small women’s association in Italy can now collaborate with a social enterprise in Kenya, design a campaign on Canva, manage the project on Trello, and present results on Zoom to stakeholders in Brussels.

The **European Social Fund Agency**, by financing W.E.B. in Tech, wants to ensure that migrant women are not excluded from these global opportunities. By acquiring these digital skills, participants become active contributors to Europe's social innovation ecosystem.

## 5. Practical Exercises

In this module, participants will practice:

1. Creating a Trello board for an NGO event.
2. Designing a social media post on Canva.
3. Hosting a short online meeting on Zoom or Teams.
4. Setting up a simple survey using Google Forms.
5. Writing and sharing a collaborative document on Google Docs.

These exercises simulate real tasks in NGOs and social enterprises, making the training directly relevant to professional contexts.

## 6. Expected Results of Module 3

By completing this module, participants will:

- Know the main categories of digital tools used in the social sector.
- Be able to **use at least one tool per category** (communication, collaboration, design, fundraising, data).
- Gain confidence in adapting to new platforms in the future.
- Understand how digital tools can amplify the impact of NGOs and social enterprises.

## 7. Key Message

Digital tools are not only technical solutions—they are **connectors of people, missions, and ideas**. For women with migrant backgrounds, mastering them means entering a world where borders are less important, and collaboration is global.

The **W.E.B. in Tech project (ESF-SI-2023-SKILLS-01-0011)** ensures that these tools are not intimidating barriers, but empowering bridges to participation, employment, and leadership.

✨ “With the right digital tools, even a small local voice can echo across Europe and beyond.”

## Module 4 – Communication Skills in the Digital Era

*(Project number: ESF-SI-2023-SKILLS-01-0011 – W.E.B. in Tech, funded by the European Social Fund Agency under Call ESF-SI-2023-SKILLS-01: Social Innovations for the Upskilling of Vulnerable Youth, Especially NEETs)*

Welcome to **Module 4** of the **W.E.B. in Tech training programme**. In the previous modules, we explored the foundations of ICT and the tools that NGOs and social enterprises rely on. Now we focus on a skill that is at the very heart of the digital transformation: **communication**.

Digital communication is not only about exchanging information. It is about **building trust, engaging communities, inspiring action, and giving visibility to voices that might otherwise remain unheard**. For women and mothers with migrant backgrounds—the target group of the W.E.B. in Tech project—communication skills are crucial for personal growth, employability, and civic participation.



## 1. Why Digital Communication Matters

In the past, communication in NGOs was mostly face-to-face: community meetings, local events, word of mouth. Today, however, the digital environment has become the main arena where ideas are shared, decisions are influenced, and movements are built.

Communication skills in the digital era mean:

- Writing clear and professional emails.
- Expressing ideas concisely in social media posts.
- Presenting confidently in online meetings or webinars.
- Using storytelling techniques to create empathy and mobilize support.

Without these skills, even the most innovative NGO project can remain invisible. With them, a small initiative can grow into a European movement.

## 2. The Components of Effective Digital Communication

### a) Clarity

Messages must be simple and easy to understand, avoiding jargon. Clear communication builds trust.

### b) Tone and Adaptability

Different platforms require different tones. A formal report is not the same as a Facebook post. Learning to adapt style is key.

### c) Visuals

Images, infographics, and videos often communicate more effectively than words alone. Tools like Canva allow NGOs to create professional visuals without advanced skills.

### d) Storytelling

Facts tell, stories sell. Sharing real-life experiences of beneficiaries creates connection and engagement.

## e) Interactivity

Communication is not a one-way street. Asking questions, inviting comments, and responding to feedback makes communication alive and engaging.

## 3. Barriers Faced by Women with Migrant Backgrounds

During surveys and focus groups conducted for the **W.E.B. in Tech project (ESF-SI-2023-SKILLS-01-0011)**, participants identified several challenges:

- Lack of confidence in expressing themselves in a foreign language.
- Fear of negative judgment when posting online.
- Limited familiarity with professional etiquette in digital communication.
- Difficulties in balancing personal stories with professional identity.

This training is designed to overcome these barriers by creating a **safe space for practice**. Every woman has a voice worth hearing, and digital communication amplifies that voice.

## 4. Practical Tools for Communication in NGOs

- **Email:** Gmail or Outlook for professional exchanges.
- **Social Media:** Facebook, Instagram, LinkedIn, TikTok for outreach and campaigns.
- **Messaging Platforms:** WhatsApp and Telegram for community coordination.
- **Video Platforms:** Zoom and Teams for webinars and presentations.
- **Storytelling Platforms:** Blogs, Medium, YouTube for long-form content.

NGOs often combine these tools into integrated communication strategies. For example, they may use Instagram for awareness, LinkedIn for professional credibility, and email newsletters for donor relations.

## 5. European Perspective

The **European Social Fund Agency**, through projects like W.E.B. in Tech, emphasizes communication as a **civic right and a professional skill**. The European Commission itself invests in

campaigns that rely heavily on social media to promote values such as inclusion, equality, and non-discrimination.

By developing strong communication skills, participants are not only improving their employability—they are also contributing to Europe’s vision of an inclusive digital society.

## 6. Practical Exercises

In this module, participants will practice:

1. Writing a professional email to introduce themselves to an NGO.
2. Preparing a short 200-word story about their personal journey.
3. Creating a social media post with an image and a call to action.
4. Delivering a short online presentation (2–3 minutes) to peers.
5. Giving constructive feedback to colleagues in a supportive manner.

These exercises combine both the **technical** and the **human** sides of communication.

## 7. Expected Results of Module 4

By completing this module, participants will:

- Understand the principles of effective digital communication.
- Gain confidence in expressing themselves online and offline.
- Be able to adapt communication style to different platforms.
- Recognize the role of storytelling in advocacy and community engagement.

## 8. Key Message

Communication is power. In the digital era, it is also opportunity. For women and mothers with migrant backgrounds, developing communication skills means **finding their voice, shaping their narrative, and influencing the world around them.**

The **W.E.B. in Tech project (ESF-SI-2023-SKILLS-01-0011)** ensures that no voice goes unheard, and that every woman learns to communicate with confidence, clarity, and impact.

✨ *“Your voice is your strength. Digital communication is the amplifier. Together, they can change lives and communities.”*

## Module 5 – Social Media Strategies for Nonprofits and Social Entrepreneurs

*(Project number: ESF-SI-2023-SKILLS-01-0011 – W.E.B. in Tech, funded by the European Social Fund Agency)*

Welcome to **Module 5** of the W.E.B. in Tech training programme. Building upon the communication skills we explored in Module 4, this session dives deeper into one of the most powerful tools available to NGOs and social enterprises today: **social media**.

Social media has changed the way organizations connect with communities, raise awareness, fundraise, and advocate for change. For young women and mothers with a migrant background—the heart of our project—mastering social media is not only about personal visibility, but also about **creating pathways to employment, leadership, and community empowerment**.

### 1. The Role of Social Media in the Nonprofit Sector

Nonprofits and social enterprises often face limited budgets, but they have something even more powerful than money: **stories that matter**. Social media allows these stories to reach thousands, even millions, at little to no cost.

Key reasons why social media is essential:

- **Visibility:** Bringing causes into the public eye.

- **Community Building:** Connecting people across borders and cultures.
- **Advocacy:** Influencing decision-makers through campaigns.
- **Fundraising:** Mobilizing financial support through micro-donations and crowdfunding.
- **Recruitment:** Attracting volunteers, staff, and partners.

In the context of **W.E.B. in Tech (ESF-SI-2023-SKILLS-01-0011)**, social media is not just a tool—it is a **bridge** for migrant women to share their voices and join Europe's digital transformation.

## 2. Choosing the Right Platforms

Different platforms serve different purposes. It is crucial for NGOs and social entrepreneurs to understand where their audience is most active.

- **Facebook:** Good for community building, event promotion, and general updates.
- **Instagram:** Ideal for storytelling through images, reels, and short videos.
- **LinkedIn:** Professional networking, showcasing impact reports, and connecting with donors.
- **TikTok:** Growing rapidly, particularly among youth, effective for creative short campaigns.
- **YouTube:** Long-form storytelling, tutorials, training videos.
- **X (formerly Twitter):** Quick updates, advocacy, direct engagement with institutions and journalists.

A **multichannel strategy** allows NGOs to maximize impact, but it is important to adapt tone and content to each platform.

## 3. Content Strategy for Impact

A successful social media presence requires more than posting randomly. It requires a **strategy**.

### a) Define the Goal

Do you want to raise awareness? Attract volunteers? Fundraise? Goals define content.

### b) Know Your Audience

Understanding demographics, interests, and challenges ensures relevant communication.

### c) Plan Content



A content calendar helps balance different types of posts: educational, inspirational, interactive, fundraising, storytelling.

## d) Visual Consistency

Logos, colors, and styles should be coherent across platforms. Consistency builds brand recognition.

## e) Call to Action (CTA)

Every post should invite an action: like, share, comment, donate, sign up, join.

In the W.E.B. in Tech pilot programme, participants will **create their own content strategies** for social media, tailored to the needs of their future NGOs or social enterprises.

## 4. Storytelling in the Digital Age

Storytelling is at the heart of effective social media. For women with migrant backgrounds, sharing personal and collective stories can break stereotypes, create empathy, and mobilize support.

Elements of impactful storytelling:

- **Authenticity:** Real voices, real experiences.
- **Emotion:** Stories that make people care.
- **Structure:** A beginning (the challenge), a middle (the journey), and an end (the solution).
- **Visuals:** Photos and videos increase engagement significantly.

Example: An NGO supporting migrant mothers might share a story of a participant who, through digital training, found employment and inspired others in her community.

## 5. Analytics and Measuring Success

Success on social media is not only about likes. It is about **impact**. NGOs must learn to interpret data to improve their strategies.

Key metrics include:

- **Reach:** How many people saw your content.
- **Engagement:** Likes, comments, shares, reactions.
- **Conversion:** Actions taken (donations, sign-ups, applications).
- **Community Growth:** Number of followers and their level of activity.

Through the W.E.B. in Tech programme, participants will be introduced to free analytics tools available on Facebook, Instagram, LinkedIn, and TikTok.

## 6. Challenges and Ethical Use

While social media offers opportunities, it also carries risks.

- **Cyberbullying and harassment:** Especially targeting women and minorities.
- **Misinformation:** False information can damage reputation.
- **Burnout:** Constant posting without boundaries can be exhausting.

Therefore, ethical guidelines and **digital wellbeing strategies** will be integrated into training.

## 7. Practical Exercises

In this module, learners will:

1. Draft a **social media calendar** for one month.
2. Design a **Facebook post** with a clear call to action.
3. Create a **30-second video** for Instagram or TikTok.
4. Write a **LinkedIn article** about their NGO's mission.
5. Analyze sample analytics data and suggest improvements.

## 8. Expected Results of Module 5

By the end of this module, participants will:

- Understand how to design and implement social media strategies.
- Know how to adapt messages to different platforms.

- Be capable of creating engaging, authentic, and ethical content.
- Gain confidence in using analytics to evaluate success.
- Strengthen their employability in the Third Sector and social entrepreneurship.

## 9. Key Message

Social media is not just entertainment—it is a **platform for change**. By mastering social media strategies, women and mothers with migrant backgrounds can **lead campaigns, amplify their voices, and contribute to building inclusive communities**.

The **W.E.B. in Tech project (ESF-SI-2023-SKILLS-01-0011)** ensures that participants move from being passive consumers of digital content to becoming **active creators of impact**.

✨ *“Social media gives you a stage. Strategy gives you a voice. Together, they give you the power to inspire change.”*

## Module 6 – Digital Storytelling for Advocacy and Inclusion

*(Project number: ESF-SI-2023-SKILLS-01-0011 – W.E.B. in Tech, funded by the European Social Fund Agency)*

Welcome to **Module 6** of the W.E.B. in Tech training programme. In this session, we turn our attention to one of the most powerful tools in today's digital world: **storytelling**.

Storytelling is not just about telling a story—it is about creating a connection, shaping perceptions, and inspiring action. For nonprofits and social enterprises, digital storytelling becomes a means of **advocacy and inclusion**, allowing marginalized voices to be heard and recognized in society. For our project participants—young women and mothers with a migrant background—it offers a way to transform personal and collective experiences into narratives that inspire, inform, and mobilize communities.

### 1. Why Storytelling Matters in Advocacy

Advocacy is about influencing attitudes, behaviors, and policies. But facts alone rarely convince people. Stories, on the other hand, **humanize issues**. They allow others to see challenges through the eyes of those who experience them.

Key reasons why storytelling is critical for advocacy:

- **Emotional Connection:** Stories make issues personal.
- **Clarity:** Narratives simplify complex problems.
- **Persuasion:** Well-crafted stories motivate people to act.
- **Visibility:** Stories amplify the voices of those often unheard.

In the framework of **W.E.B. in Tech (ESF-SI-2023-SKILLS-01-0011)**, storytelling helps participants not only learn digital skills, but also advocate for themselves, their families, and their communities.

## 2. Elements of a Powerful Story

An impactful digital story usually follows a simple structure:

1. **The Protagonist** – Someone the audience can identify with.
2. **The Challenge** – The problem or barrier being faced.
3. **The Journey** – The actions taken to overcome the challenge.
4. **The Resolution** – The outcome or progress achieved.
5. **The Call to Action** – What the audience should do next.

For example:

A young migrant mother struggles to re-enter the workforce due to digital skill gaps. She joins the **W.E.B. in Tech programme**. Through training, she gains ICT and communication skills, eventually securing a job in a nonprofit organization. Her story ends with a call to action: encouraging other women to believe in their potential.

## 3. Storytelling Formats in the Digital World

Different digital platforms allow different ways of storytelling:

- **Written Stories:** Blog posts, LinkedIn articles, newsletters.
- **Visual Stories:** Photo essays, Instagram carousels, infographics.
- **Video Stories:** Short reels, TikTok clips, YouTube mini-documentaries.
- **Audio Stories:** Podcasts, recorded interviews.
- **Interactive Stories:** Social media polls, live Q&A sessions, digital exhibitions.

Participants in W.E.B. in Tech will experiment with several of these formats to find the medium that best fits their voices.

## 4. Inclusion Through Storytelling

Storytelling can also promote **inclusion** by challenging stereotypes and fostering empathy. Migrant women, for example, are often portrayed in media only through narratives of vulnerability. Digital

storytelling allows them to redefine their identities by highlighting resilience, creativity, and leadership.

Key strategies for inclusive storytelling:

- **Authenticity:** Use participants' real voices and perspectives.
- **Diversity:** Showcase multiple stories to reflect varied experiences.
- **Empowerment:** Focus on strengths and achievements, not just struggles.
- **Respect:** Ensure informed consent and protect sensitive information.

In the W.E.B. in Tech project, every story shared will be treated as a **tool for empowerment and social change**.

## 5. Tools for Digital Storytelling

There are many free and accessible tools that participants can use:

- **Canva:** For designing visuals and infographics.
- **Adobe Express:** Quick video editing for storytelling.
- **WeVideo:** Cloud-based video creation.
- **Anchor/Spotify for Podcasters:** Easy podcast creation.
- **StoryMapJS:** For interactive maps and narrative journeys.

These tools allow even beginners to craft professional-looking stories.

## 6. Practical Exercises

Throughout this module, learners will:

1. Write a **personal story** of resilience and adaptation.
2. Record a **90-second video** telling their journey in W.E.B. in Tech.
3. Create a **visual story** with photos and captions representing their aspirations.
4. Practice **interview techniques** to capture others' narratives respectfully.
5. Share their stories with peers for feedback and mutual learning.



## 7. Measuring the Impact of Storytelling

Just like social media campaigns, storytelling should be evaluated. Impact can be measured through:

- **Reach:** How many people engaged with the story.
- **Engagement:** Comments, shares, or feedback received.
- **Action Taken:** Did the story inspire donations, volunteering, or policy changes?
- **Empowerment:** Did the storyteller feel more confident after sharing?

In **W.E.B. in Tech**, the ultimate measure of success is whether storytelling leads to **greater inclusion and employability** for participants.

## 8. Expected Results of Module 6

By the end of this module, participants will:

- Understand the role of storytelling in advocacy and inclusion.
- Be able to structure and craft compelling stories.
- Gain practical skills in using digital storytelling tools.
- Create at least one personal or collective story ready for sharing online.
- Strengthen their ability to advocate for themselves and their communities.

## 9. Key Message

Stories are bridges. They connect experiences, build empathy, and drive change.

Through the **W.E.B. in Tech project (ESF-SI-2023-SKILLS-01-0011)**, participants are not just learning digital skills. They are learning how to tell their own stories in ways that **transform challenges into opportunities, and invisibility into empowerment**.

✨ *“When you tell your story, you reclaim your power. When you share it digitally, you multiply its impact.”*



## Module 7 – Career Services and Pathways to Employment

*(Project number: ESF-SI-2023-SKILLS-01-0011 – W.E.B. in Tech, funded by the European Social Fund Agency)*

Welcome to **Module 7** of the W.E.B. in Tech training programme. Until now, we have focused on digital skills, communication strategies, and storytelling. In this module, we shift our attention to something deeply practical and transformative: **career services and pathways to employment**.

For young women and mothers with a migrant background—the target group of **W.E.B. in Tech**—career services can mean the difference between exclusion from the labor market and the creation of a sustainable, independent future. This module connects everything learned so far with real opportunities for work, entrepreneurship, and long-term professional growth.

### 1. Understanding Career Services

Career services are structured supports designed to help individuals move from education and training into meaningful employment. They include:

- **Career counseling:** Personalized guidance to identify strengths and goals.
- **Job matching:** Connecting participants with employers in the Third Sector and beyond.
- **Internships and placements:** Practical work experiences to gain skills.
- **Workshops:** Sessions on CV writing, interview skills, and job searching.
- **Networking opportunities:** Events that connect participants with professionals and organizations.

In the framework of **ESF-SI-2023-SKILLS-01-0011**, career services are not just an add-on. They are an **integral pillar** of the training, ensuring that ICT and communication skills translate into real employability.

### 2. Barriers Faced by Migrant Women

To understand why career services are so essential, we must first recognize the barriers migrant women and young mothers often face:

- **Limited recognition of qualifications** earned abroad.
- **Language barriers** in interviews or applications.
- **Discrimination and bias** in hiring processes.
- **Interruptions in work history** due to childcare responsibilities.
- **Lack of professional networks** in the host country.

The W.E.B. in Tech project addresses these barriers by combining training with **practical, hands-on career services** tailored to participants' realities.

## 3. Building Employability Skills

Employability is more than having technical knowledge. It includes a mix of transferable skills that employers value:

- **Communication:** Expressing ideas clearly in writing and speaking.
- **Teamwork:** Collaborating effectively across cultures.
- **Problem-solving:** Tackling challenges creatively.
- **Adaptability:** Thriving in changing environments.
- **Digital fluency:** Confident use of ICT tools.

Through workshops and practical exercises, participants in **W.E.B. in Tech** will strengthen these skills and learn how to showcase them in job applications.

## 4. CV and Cover Letter Development

An effective CV and cover letter are often the first step in securing employment. This module includes:

- **How to structure a CV** tailored to the nonprofit and social enterprise sector.
- **Highlighting transferable skills** gained through parenting, volunteering, or informal work.
- **Writing a cover letter** that demonstrates motivation, resilience, and adaptability.
- **Using keywords** from job postings to match employer expectations.

Participants will leave with a **professional CV and cover letter**, reviewed by career counselors and peers.

## 5. Preparing for Job Interviews

Interviews can be intimidating, especially in a foreign cultural context. This module provides practical training:

- **Common interview formats:** one-on-one, panel, online.
- **Typical questions** and how to answer them effectively.
- **The STAR method** (Situation, Task, Action, Result) for structured responses.
- **Non-verbal communication:** body language, tone, and eye contact.
- **Cultural awareness** in professional settings.

Mock interviews will be conducted to boost confidence and provide feedback.

## 6. Exploring Pathways to Employment

Career pathways are not linear—they include different routes, all of which can be empowering:

- **Employment in NGOs and nonprofits:** Project assistants, communication officers, digital coordinators.
- **Social entrepreneurship:** Creating one's own enterprise addressing social challenges.
- **Freelancing in digital services:** Graphic design, content creation, social media management.
- **Public sector roles:** Supporting local administrations and community initiatives.

W.E.B. in Tech participants will be introduced to real employers, social enterprises, and career networks during the project's mutual learning events.

## 7. Career Services in Practice – W.E.B. in Tech

Within the scope of **Project number: ESF-SI-2023-SKILLS-01-0011**, participants will benefit from:

- **Individual career guidance sessions.**
- **Mentorship opportunities** with professionals from the Third Sector.
- **Job fairs and networking events** organized with project partners.
- **Access to digital job-matching platforms.**
- **Support for entrepreneurship**, including guidance on business plans and access to micro-funding.

This ensures that training outcomes directly translate into professional opportunities.

## 8. Practical Exercises

In this module, participants will:

1. Draft their own CV and cover letter.
2. Participate in a mock interview with feedback.
3. Identify three potential career pathways and map out the steps required.
4. Research organizations and employers in the nonprofit sector.
5. Develop a personal action plan for the next six months.

## 9. Expected Results of Module 7

By the end of this module, participants will:

- Have a professional CV and cover letter ready for applications.
- Gain confidence in presenting themselves in interviews.
- Understand different career pathways available in the Third Sector and social entrepreneurship.
- Build stronger professional networks.
- Increase their readiness for immediate employment opportunities.

## 10. Key Message

Career services are not about fitting into a job—they are about building a **pathway to empowerment, independence, and leadership.**



Through the **W.E.B. in Tech project (ESF-SI-2023-SKILLS-01-0011)**, participants are supported not only in learning digital skills but also in **turning those skills into meaningful careers**, shaping brighter futures for themselves and their families.

✨ *“A CV opens the door. Confidence helps you walk through it. W.E.B. in Tech ensures you are prepared for both.”*

## Module 8 – Building Confidence and Leadership in the Digital Era

(Project number: ESF-SI-2023-SKILLS-01-0011 – W.E.B. in Tech, funded by the European Social Fund Agency)

Welcome to **Module 8** of the W.E.B. in Tech training programme. So far, you have learned how to use ICT tools, strengthen your communication, tell stories, and prepare for careers. In this module, we take a step further: **developing confidence and leadership in the digital era**.

For young women and mothers with a migrant background—the focus of this project—confidence is often tested by social barriers, discrimination, or lack of recognition. Leadership may feel distant, something “reserved” for others. But through the **W.E.B. in Tech programme (ESF-SI-2023-SKILLS-01-0011)**, leadership becomes accessible, practical, and inclusive.

## 1. Why Confidence Matters

Confidence is not arrogance—it is the belief in one’s own value, skills, and potential. Without confidence, even the best skills remain hidden. In professional life, confidence is visible through:

- Speaking clearly in meetings.
- Applying for jobs and promotions.
- Sharing ideas publicly.
- Leading initiatives without fear of failure.

For our participants, building confidence is not only about employment—it is about **breaking cycles of exclusion** and stepping into spaces where their voices matter.

## 2. Leadership in the Digital Era

Leadership today is not limited to CEOs or politicians. In the digital era, leadership is **distributed**. Anyone who can mobilize others, share knowledge, and inspire action online is exercising leadership.

Characteristics of modern digital leadership:

- **Inclusivity:** Giving space to diverse voices.
- **Collaboration:** Leading through teamwork, not hierarchy.
- **Adaptability:** Thriving in fast-changing digital environments.
- **Vision:** Communicating a clear, inspiring purpose.

- **Empathy:** Understanding and responding to people's needs.

This type of leadership is particularly relevant in the **Third Sector and social entrepreneurship**, where mission and values drive action.

## 3. Common Barriers to Confidence and Leadership

Migrant women and young mothers often face unique barriers:

- **Internalized stereotypes** (“I am not good enough,” “This is not for me”).
- **Fear of failure** or criticism in public spaces.
- **Balancing multiple roles** (caregiver, worker, learner).
- **Limited exposure** to role models who look like them.

W.E.B. in Tech tackles these barriers with **training, mentoring, and peer support**, creating a safe space where participants can practice and grow.

## 4. Strategies for Building Confidence

Confidence can be cultivated through practice and mindset shifts:

1. **Set achievable goals** – Success in small steps builds self-trust.
2. **Celebrate achievements** – Recognize progress, even small victories.
3. **Practice self-affirmation** – Positive self-talk influences mindset.
4. **Learn continuously** – Skills create confidence; confidence fuels more learning.
5. **Surround yourself with support** – Peer networks strengthen self-belief.

Participants will engage in exercises such as public speaking practice, role-playing, and peer feedback sessions.

## 5. Developing Leadership Skills

Leadership is not about authority—it is about action and influence. Practical leadership skills for our participants include:

- **Facilitating group discussions.**

- **Organizing community events.**
- **Leading online campaigns** for advocacy.
- **Mentoring peers** in digital skills.
- **Problem-solving in teams.**

By practicing leadership in the safe environment of the training, participants will be ready to apply these skills in real-life contexts.

## 6. Digital Tools for Leadership

The digital era provides new platforms for leadership:

- **Zoom/Teams:** Leading virtual meetings.
- **Slack/Trello:** Coordinating collaborative projects.
- **LinkedIn:** Building a professional profile and thought leadership.
- **Social media platforms:** Inspiring and mobilizing communities.

Through W.E.B. in Tech, participants will learn how to use these tools not just as users, but as **digital leaders**.

## 7. Practical Exercises

In this module, learners will:

1. Deliver a **short presentation** on a cause they care about.
2. Lead a **group discussion** in class or online.
3. Create a **personal leadership plan**, identifying strengths and areas for growth.
4. Draft a **LinkedIn profile headline** that reflects confidence and leadership.
5. Practice giving and receiving feedback in peer groups.

## 8. Expected Results of Module 8

By the end of this module, participants will:

- Understand the link between confidence and leadership.
- Recognize their potential as leaders in the digital era.
- Develop practical strategies to strengthen self-confidence.
- Gain first-hand experience in leading peers.
- Increase their readiness to take active roles in nonprofits, social enterprises, and communities.

## 9. Key Message

Leadership begins with confidence. Confidence begins with practice.

Through the **W.E.B. in Tech project (ESF-SI-2023-SKILLS-01-0011)**, young women and mothers with migrant backgrounds are not just learning ICT—they are becoming **confident leaders of tomorrow's digital and social transformation**.

✨ *“Confidence is the foundation. Leadership is the journey. Together, they build a future where every woman's voice matters.”*

## Module 9 – Project Management Basics for NGOs and Social Enterprises

*(Project number: ESF-SI-2023-SKILLS-01-0011 – W.E.B. in Tech, funded by the European Social Fund Agency)*

Welcome to **Module 9** of the W.E.B. in Tech training programme. In this session, we will explore the fundamentals of **project management**, focusing on how they apply to **nonprofits and social enterprises**.

For many young women and mothers with a migrant background, project management skills may feel distant or overly technical. But in reality, they are **essential for everyday success**—from organizing community events, to managing NGO initiatives, to launching social enterprises.

This module will equip participants with the **core principles, tools, and practices** that make projects successful, accessible, and impactful.

## 1. What is Project Management?

Project management is the structured process of **planning, organizing, executing, and evaluating** activities to achieve specific goals within a defined timeframe and budget.

In the nonprofit and social enterprise sectors, project management ensures that limited resources are used efficiently, accountability is maintained, and real social impact is achieved.

As the **W.E.B. in Tech project (ESF-SI-2023-SKILLS-01-0011)** itself demonstrates, effective project management can transform ideas into concrete results that empower communities.

## 2. Key Components of a Project

Every project, regardless of size, has key elements:

- **Objectives:** What do we want to achieve?
- **Scope:** What is included—and excluded—in the project?
- **Timeframe:** When will the project start and end?
- **Resources:** What budget, tools, and staff are available?
- **Stakeholders:** Who is involved, affected, or responsible?
- **Evaluation:** How will success be measured?

Understanding these components allows NGOs and social entrepreneurs to design clear, focused, and achievable projects.

## 3. The Project Life Cycle

Projects follow a life cycle, often broken into four phases:

1. **Initiation** – Identifying a problem or opportunity and defining goals.
2. **Planning** – Developing strategies, timelines, budgets, and responsibilities.

3. **Execution** – Implementing activities and monitoring progress.
4. **Closure and Evaluation** – Completing activities, reviewing outcomes, and documenting lessons learned.

For participants in **W.E.B. in Tech**, this life cycle will be made practical through case studies and group exercises.

## 4. Tools and Methods for NGOs

NGOs and social enterprises often need simple yet effective project management tools. Some widely used methods include:

- **Logical Framework (Logframe):** A matrix for setting goals, indicators, and assumptions.
- **Work Breakdown Structure (WBS):** Breaking down activities into smaller tasks.
- **Gantt Charts:** Visual timelines for scheduling.
- **Agile Methods:** Flexible approaches emphasizing teamwork and adaptation.
- **Kanban Boards (e.g., Trello):** Visual task management.

These tools help organizations stay organized and transparent, even with limited resources.

## 5. Budgeting and Resource Management

Effective project management also involves financial planning:

- **Estimating costs** for each activity.
- **Allocating resources** to avoid shortages.
- **Tracking expenses** against the budget.
- **Reporting transparently** to donors and stakeholders.

For NGOs, accountability is not only a requirement—it is a way to **build trust with funders and communities**.

## 6. Risk Management

Every project faces risks: delays, budget cuts, staff turnover, external crises. Good project managers:

- **Identify risks** early.
- **Assess impact and likelihood.**
- **Plan responses** (prevention, mitigation, or contingency plans).

In W.E.B. in Tech, participants will practice identifying and managing risks in real-world scenarios.

## 7. Communication in Project Management

Communication is the backbone of successful projects. Project managers must:

- Share updates regularly with stakeholders.
- Keep the team motivated and aligned.
- Resolve conflicts constructively.
- Celebrate successes to boost morale.

Strong communication is especially vital in **multicultural and multilingual environments**, as in European projects like W.E.B. in Tech.

## 8. Practical Exercises

During this module, learners will:

1. Design a **mini-project plan** with objectives, activities, and a timeline.
2. Create a simple **Gantt chart** using online tools.
3. Develop a **budget estimate** for a small NGO initiative.
4. Identify **three potential risks** and strategies to address them.
5. Present their project plan to peers for feedback.

## 9. Expected Results of Module 9

By the end of this module, participants will:



- Understand the basics of project management.
- Be able to design simple but effective project plans.
- Gain experience using practical tools like Gantt charts and Kanban boards.
- Recognize the importance of budgeting, accountability, and risk management.
- Strengthen their capacity to lead initiatives within NGOs or social enterprises.

## 10. Key Message

Project management is not about bureaucracy—it is about turning ideas into action.

Through the **W.E.B. in Tech project (ESF-SI-2023-SKILLS-01-0011)**, young women and mothers with migrant backgrounds are gaining the tools to **organize, lead, and deliver impact** in their communities and careers.

✨ *“Every great change starts as a project. With skills, planning, and confidence, your project can become a legacy.”*

## Module 10 – Final Integration and Future Opportunities

*(Project number: ESF-SI-2023-SKILLS-01-0011 – W.E.B. in Tech, funded by the European Social Fund Agency)*

Welcome to **Module 10**, the final session of the **W.E.B. in Tech training programme**. Over the past nine modules, you have journeyed through ICT skills, communication strategies, social media, storytelling, leadership, career services, and project management. Now, in this concluding module, we bring everything together, integrating your learning and exploring **future opportunities** beyond this project.

The aim of Module 10 is twofold:

1. To consolidate the knowledge, skills, and confidence you have gained.
2. To provide guidance on how to sustain your growth, build long-term careers, and continue contributing to your communities and the Third Sector.

## 1. Looking Back – A Recap of the Journey

Before moving forward, let us reflect on what you have achieved:

- **Module 1** introduced you to digital empowerment and the vision of the W.E.B. in Tech project.
- **Modules 2 and 3** built your ICT foundations and digital toolkits for NGOs.
- **Modules 4 and 5** strengthened your communication and social media strategies.
- **Module 6** explored the power of digital storytelling for advocacy and inclusion.
- **Module 7** equipped you with career services and pathways to employment.
- **Module 8** nurtured your confidence and leadership.
- **Module 9** gave you essential project management skills.

Together, these modules form a **comprehensive training programme**, designed to support women with migrant backgrounds in becoming active participants in the digital economy, the nonprofit sector, and social entrepreneurship.

## 2. Integration of Skills

Now it is time to see how these skills connect:

- ICT skills support effective communication and project management.
- Communication skills strengthen storytelling and leadership.
- Social media amplifies advocacy efforts and career visibility.
- Leadership and confidence enable participants to take active roles in NGOs and communities.
- Project management ensures that ideas become tangible actions.

The integration of these skills is what transforms training into **real empowerment**.

## 3. Future Opportunities in the Third Sector and Social Entrepreneurship

The **Third Sector** continues to grow across Europe, offering roles in NGOs, associations, and nonprofit organizations. Social entrepreneurship is also expanding, with opportunities for women to launch businesses that combine profit with purpose.

Potential future opportunities include:

- **Employment** in NGOs as project officers, communication managers, digital coordinators.
- **Freelance work** in ICT, digital content creation, or consultancy for nonprofits.
- **Entrepreneurship**: launching small social enterprises addressing local challenges.
- **Leadership roles** in advocacy, community mobilization, and intercultural dialogue.

The W.E.B. in Tech project (ESF-SI-2023-SKILLS-01-0011) prepares you to pursue these opportunities with confidence and clarity.

## 4. Networking and Lifelong Learning

One of the most valuable assets gained through this project is **the network**:

- Connections with peers—other women with similar challenges and aspirations.
- Mentors and trainers offering long-term support.
- Access to European networks through project partners like **SOS Europa, Euro Mamme, IELI, and Kultur und Art Initiative**.

In addition, **lifelong learning** is key. Digital tools, job markets, and social challenges are constantly evolving. Continuing to learn ensures that your skills remain relevant and competitive.

## 5. Sustaining Motivation and Confidence

As the project moves toward its conclusion, the real challenge begins: **staying motivated in the long term**. Here are some strategies:

- **Set new goals** every six months.
- **Celebrate progress** instead of focusing only on what is missing.
- **Share your knowledge**—teaching others strengthens your own learning.
- **Seek support** from networks when challenges arise.
- **Visualize success** as a journey, not a destination.

Through W.E.B. in Tech, you have proven that you are capable of growth and leadership. The next step is to **carry that confidence forward**.

## 6. Practical Exercises

To close the programme, participants will:

1. Create a **personal development plan** for the next two years.
2. Identify three career or entrepreneurship opportunities they want to pursue.
3. Draft a **networking strategy**, listing organizations, events, or online communities to engage with.
4. Share a **final reflection story** about their journey in W.E.B. in Tech.
5. Present their **vision for the future**, integrating all the skills acquired.

## 7. Expected Results of Module 10

By the end of this final module, participants will:

- Have a clear understanding of how all modules connect.
- Be equipped with a personal action plan for future employment or entrepreneurship.
- Gain clarity on career pathways in the Third Sector and social innovation.
- Strengthen their networks for long-term growth.
- Feel confident in their ability to continue learning, leading, and achieving.

## 8. Key Message

Training is not the end—it is the beginning.

Through the **W.E.B. in Tech project (ESF-SI-2023-SKILLS-01-0011)**, you have taken the first steps toward building a **future of empowerment, independence, and leadership**. The journey continues as you apply your skills, pursue opportunities, and inspire others.

✨ *“The skills you gained are seeds. Plant them with courage, nurture them with confidence, and watch them grow into opportunities that transform not only your life, but also your community.”*