

ERASMUS-EDU-2023-VIRT-EXCH

# AFRICAN AND EUROPEAN WOMEN IN ACTION

101139352

2024-2026



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# Executive Summary

## Overview

The associations that make up the partnership have been fighting for years to promote the active role of young people and women as promoters of social change and defenders of human rights and social inclusion.

## General Objective

Promote and strengthen the role of young women in the intercultural dialogue between Europe and Africa, by enhancing the Intangible Cultural Heritage as a powerful tool for sustainable development.

## Specific Objectives



Increase the knowledge, skills, and cross-disciplinary abilities of 330 youth workers regarding intangible heritage as a tool for promoting women for sustainable development.



Promote the sharing of knowledge and traditions related to women within the social fabric among 180 young women from the 6 partnership countries.

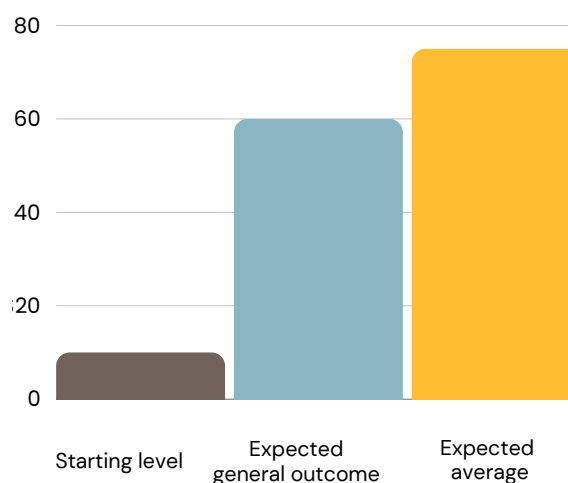


Improve the advocacy and networking skills of 330 women by leveraging digital potential.

## Countries involved and impact

Country	Target	Expected impact
Italy	Youth Worker	55
	Women aged 18-30	55
	Stakeholders	100
Malta	Youth Worker	55
	Women aged 18-30	55
	Stakeholders	100
North Macedonia	Youth Worker	55
	Women aged 18-30	55
	Stakeholders	100
Ghana	Youth Worker	55
	Women aged 18-30	55
	Stakeholders	100
Nigeria	Youth Worker	55
	Women aged 18-30	55
	Stakeholders	100
Kenya	Youth Worker	55
	Women aged 18-30	55
	Stakeholders	100

## Expected increasing of competences



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# 01. Introduction

The six associations forming the partnership have been advocating for years to **promote the active role of young people as drivers of social change and defenders of human rights and social inclusion**. The countries they work in are Italy, Malta, the Republic of North Macedonia, Ghana, Kenya, and Nigeria. On several occasions, these associations have implemented international projects that have centered on the role of young women and promoted their leadership in even the most disadvantaged social contexts. The project consortium shares a vision of a world where, through international cooperation for sustainable development, young people, particularly young women, can more easily enhance their skills to prepare them to become leaders of tomorrow. It is within this framework that the decision was made to work on a project proposal in EU Policy Area P-4-6 "International cooperation and development", aiming to contribute to a stronger role for Europe in the world and to make it more active (Priority 4, Domain D-4-3).

The challenging post-COVID recovery, the climate crisis, and the war in Ukraine are making international cooperation among civil society entities increasingly complex. As highlighted in the recent report "Europe – Africa Relations in a Multi-Crises World" (published by the European Think Tank Group, January 2023), Europe-Africa cooperation is fraught with external obstacles that complicate this crucial process. However, this collective effort must aim to strengthen the bond between the two continents.

**Youth have positioned themselves at the forefront, and there is now a significant responsibility on them regarding peacebuilding, human rights, and protecting the planet.** As emphasized in the report "Together, Tomorrow, Today" published during the Africa-Europe week of February 14-18, 2022, "youth are key actors of change and push for a more active role in global issues".

In this context, the project aims to respond to the Virtual Exchange call priority of "encouraging intercultural dialogue with non-associated third countries to the program and fostering tolerance

through online interpersonal interactions, based on youth-friendly digital technologies". Specifically, the project intends to promote and strengthen the role of young women in intercultural dialogue between Europe and Africa, making them protagonists in virtual interpersonal exchanges where they can freely discuss various topics related to women's role in sustainable development.

Indeed, women still play a too marginal role in dialogue and cooperation between the two continents, as noted in the report "Intergenerational Dialogue: Pathways for the next generation of women leaders". Conversely, during the International Day of Women in Multilateralism, the importance of women's representation in significant decision-making positions to shape and implement multilateral agendas was discussed. Audrey Azoulay, Director-General of UNESCO, highlighted that "building equity through multilateralism involves recognizing the role of women involved in multilateral processes and making them a source of inspiration for all those who desire to be active participants in change".

In this sense, **culture, especially in its manifestation of intangible heritage, can be a powerful tool for dialogue to promote sustainable development and gender equality**. Intangible Cultural Heritage encompasses all elements such as practices, representations, expressions, knowledge, skills - as well as instruments, objects, artifacts, and cultural spaces associated with communities, groups, and in some cases, individuals recognize as part of their cultural heritage. What matters, in particular, is not the individual cultural manifestation itself, but the knowledge and understanding transmitted from generation to generation and recreated by communities and groups in response to their environment, interaction with nature, and their history. Intangible heritage ensures a sense of identity and continuity, encourages respect for cultural diversity, human creativity, sustainable development, as well as mutual respect between communities and the individuals involved (UNESCO Convention 2003).

The Mondialcult event - UNESCO World Conference on Cultural Policies and Sustainable Development, held in Mexico in September 2022, reiterated and emphasized how culture, embodied in the concept of Cultural Heritage in a broad sense (including intangible heritage), is inseparable from the concepts of human dignity and fundamental rights. Being a still relatively unknown field of study, this project aims to leverage the method promoted by UNESCO to explore connections between intangible cultural heritage and the Goals of the Agenda 2030, through the **dissemination of new knowledge and the acquisition of skills and competencies that can help affirm one's identity through acceptance of others' diversity**.

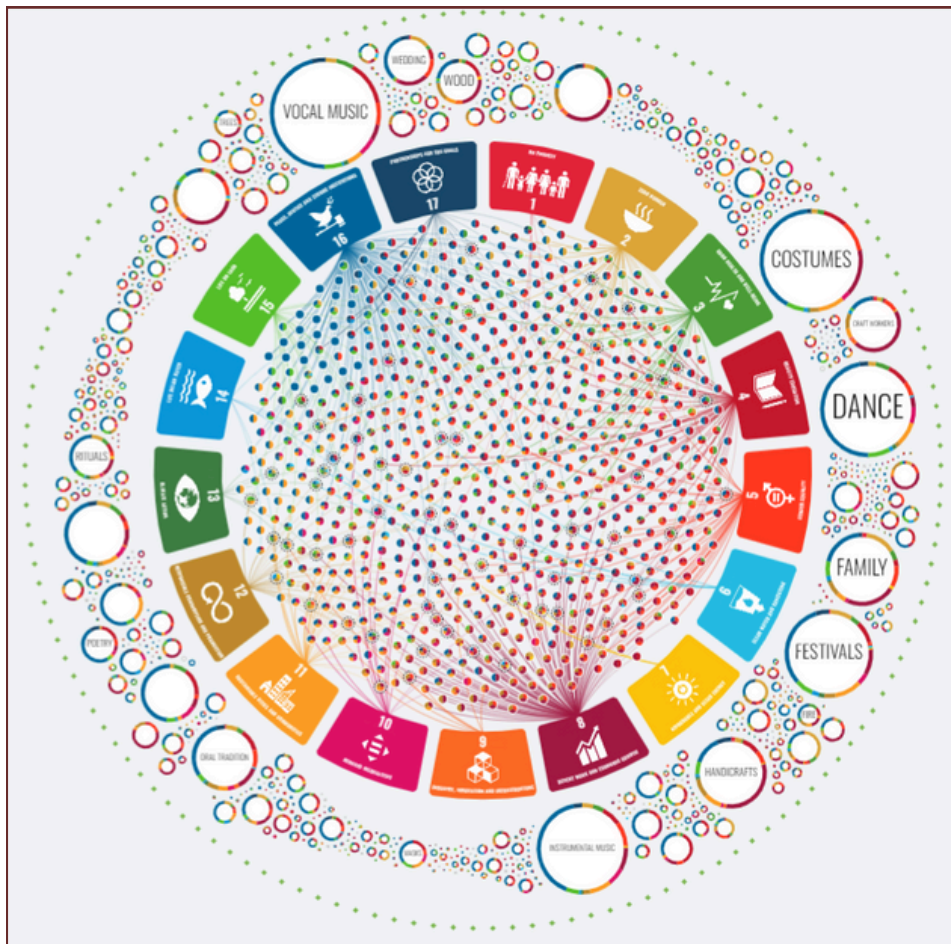
In light of these considerations, there was a felt need to respond to the European priority to intervene and contribute to strengthening cooperation between Europe and Africa. Therefore, the overall objective of the project will be to **promote and strengthen the role of young women in intercultural dialogue between Europe and Africa through the enhancement of intangible heritage**.

## International Dimension

The objective of the Africa-Europe partnership is to create a space of solidarity, security, peace, and sustainable prosperity (<https://www.consilium.europa.eu/en/policies/eu-africa/>). The African continent boasts the youngest and fastest-growing middle class in the world, and investing in youth is a priority for the European Union. Cooperation between the two continents is based on 5 fundamental pillars: green transition, digital transformation, sustainable development and job creation, peace, security, and governance, migration and mobility. The AEWiA project operates within this framework, focusing on Sustainable Development and promoting diversity and intercultural dialogue through the promotion of oral traditions and intangible heritage. In a speech at the beginning of 2021, Borrell emphasized the role of culture as a tool for dialogue, capable of building strong bridges between European and African countries ([https://www.eeas.europa.eu/headquarters/headquarters-homepage/93089/putting-culture-heart-ourdialgoue-africa\\_en](https://www.eeas.europa.eu/headquarters/headquarters-homepage/93089/putting-culture-heart-ourdialgoue-africa_en)).

To quote Borrell, culture must be an integral part of the response to challenges in foreign policy, whether they are health crises, conflicts, or threats related to

climate change. It is therefore essential for culture and cultural exchanges to become an essential component of the partnership between the two continents. For years now, the EU has been committed to promoting and supporting African culture through targeted and specific funding programs, including the Panafrican Film and Television Festival of Ouagadougou (FESPACO), the "Ethical Fashion" program, the Youth Hub platform, and the MAISHA project. Thanks to the Erasmus+ program, since 2014 there have been over 26,000 exchanges between Europe and Africa, and the goal is to enable at least 105,000 African students to benefit from a mobility program by 2027. Another concrete objective is to create, in the near future, "European Houses of Culture", spaces that, like national cultural institutes in partner countries, give voice to both European and host country cultures and encourage dialogue. The AEWiA project aims to make a decisive and concrete contribution in this direction by **creating a space specifically dedicated to cultural exchanges focused on Intangible Cultural Heritage, placing young European and African women at the center of dialogue and giving them a voice**. The expected impact is to provide them with the right tools to become active and influential protagonists of the partnership. The innovative factor of the project is to promote and disseminate the **method and technique developed by UNESCO to establish a direct relationship between the enhancement of intangible heritage, promotion of sustainable development, and recognition of diversity as a tool for intercultural dialogue**. Starting from November 2022, UNESCO promotes the Global Priority Gender Equality, which aims to ensure full and effective participation of women and equal opportunities for leadership at all levels of political, economic, and public life. In the report "Intergenerational Dialogue: Pathways for the next generation of women leaders", published in January 2023, it is noted how women still remain underrepresented globally in the sphere of governance and international cooperation: in 2022, only 1.6% of women were heads of state and only 21.6% have held the position of ambassador. Through the achievement of project objectives, European and African women will have new tools to become ambassadors together for a dialogue of peace and cooperation among peoples and cultures.



*Dive into the ICH platform*

## Resources

- [EUROPE - AFRICA RELATIONS IN A MULTI-CRISES WORLD Turning the page after COVID-19, the EU-AU Summit and the war against Ukraine January 2023](#)
- [Africa-Europe Week 2022](#)
- [INTERGENERATIONAL DIALOGUE Pathways for the next generation of women leaders, UNESCO 2023](#)
- [2003 Convention for the Safeguarding of the Intangible Cultural Heritage, UNESCO 2003](#)
- [UNESCO World Conference on Cultural Policies – Mondiacult 2022 Concept Note for the Regional Consultations, UNESCO 2022](#)
- [UNESCO in Action for GENDER EQUALITY, UNESCO 2022-2023](#)



# 0.2 Needs Analysis

To achieve the general objective of promoting the role of women in intercultural dialogue through culture, the partnering organizations have decided to work together to develop an implementation plan based on the guidelines promoted by the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage (The six associations forming the partnership have been advocating for years to promote the active role of young people as drivers of social change and defenders of human rights and social inclusion. The countries they work in are Italy, Malta, the Republic of North Macedonia, Ghana, Kenya, and Nigeria. On several occasions, these associations have implemented international projects that have centered on the role of young women and promoted their leadership in even the most disadvantaged social contexts. The project consortium shares a vision of a world where, through international cooperation for sustainable development, young people, particularly young women, can more easily enhance their skills to prepare them to become leaders of tomorrow. It is within this framework that the decision was made to work on a project proposal in Policy Area P-4-6 "International cooperation and development", aiming to contribute to a stronger role for Europe in the world and to make it more active (Priority 4, Domain D-4-3).

The challenging post-COVID recovery, the climate crisis, and the war in Ukraine are making international cooperation among civil society entities increasingly complex. As highlighted in the recent report "Europe – Africa Relations in a Multi-Crisis World" (published by the European Think Tank Group, January 2023), Europe-Africa cooperation is fraught with external obstacles that complicate this crucial process. However, this collective effort must aim to strengthen the bond between the two continents.

Youth have positioned themselves at the forefront, and there is now a significant responsibility on them regarding peacebuilding, human rights, and

protecting the planet. As emphasized in the report "Together, Tomorrow, Today" published during the Africa-Europe week of February 14-18, 2022, "youth are key actors of change and push for a more active role in global issues". In this context, the project aims to respond to the Virtual Exchange call priority of "encouraging intercultural dialogue with non-associated third countries to the program and fostering tolerance

). In the convention, Chapter V describes the guidelines for international cooperation, defining it as "the exchange of information and experiences, joint initiatives, and the establishment of assistance mechanisms among the parties for the safeguarding of intangible heritage." The strategy implemented in the AEWiA project is to consider all practices, representations, expressions, knowledge, skills, tools, artifacts, objects, and cultural spaces associated, which women (like communities) recognize as an integral part of their cultural heritage, that is, their identity as individuals within a social group. Following the guidelines, three fundamental steps must be taken to enhance this "heritage":

- Understand the key concepts of "heritage" and its relationship with "sustainable development";
- Identify the elements of one's own individual and collective "heritage";

Produce tools for the dissemination and enhancement of these elements. Therefore, the partnership felt the need to expand its knowledge on the subject and to extend the proposed strategy to as many people as possible within the involved countries (and beyond). The positive experience of the capacity-building projects currently being implemented, which SOS Europa is coordinating (among which the Young Leader project stands out), is highlighting very significant results, demonstrating how young leaders are fundamental figures as drivers of intercultural dialogue. This project arises from the need of SOS Europa to improve its capabilities and expand its geographical impact,



in order to continue its capacity-building activities for the young leaders of the future. Thanks to the historic collaboration between the European associations SOS Europa, PEL, IELI, and the Ghanaian association OSDA, a network of six NGOs sharing the same mission has been created, which

carried out a needs analysis to identify the specific objectives of the project. Below is the table that illustrates the mission of the associations and the common needs that emerged from a comparison among the partners, from which the specific objectives of the project were derived.

NGO	Mission	NGOs' Needs	Project's objectives
SOS Europa	Promote the participation of young people in democratic life in Europe, active citizenship, intercultural dialogue, and solidarity. Increase the international dimension of activities in the youth sector and the role of youth workers and youth organizations as support structures for young people.	<ul style="list-style-type: none"> <li>• Young people, and particularly women, are unaware of and therefore do not utilize the full potential of intangible cultural heritage as a tool for sustainable development.</li> <li>• There is a severe lack of opportunities for meeting, exchanging, and dialoguing on issues concerning women and their role in the social fabric.</li> <li>• Young women are not familiar with digital tools to network and thereby increase their advocacy power.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase women's knowledge, skills, and transversal abilities related to intangible heritage as a tool for sustainable development.</li> <li>• Promote the sharing of knowledge and traditions related to women within the social fabric.</li> <li>• Improve advocacy and networking capabilities by leveraging digital potential.</li> </ul>
PYO	Support and inspire young people, promote their development, and strengthen their role within society to help them achieve their goals.		
IELI	Support educational institutions in the digitalization and internationalization of their activities and educational offerings. Provide students with tutoring and assistance throughout their studies.		
PEL	Improve the conditions of young people and women in all sectors of social life by promoting human rights, volunteering, and European values.		
VACK	Motivate young people and women to become active promoters of development processes by fostering knowledge, skills, and competencies, empowering them, and supporting the implementation of activities and initiatives at the local level.		
OSDA	Help individuals, communities, and small businesses by creating bridges between the demand and supply of knowledge, resources, skills, and connections.		

# 0.3 Partnership

## **SOS Europa - Italy**

Thanks to its extensive experience in managing even complex European projects, SOS Europa will oversee the overall coordination of the project in all its aspects. It will be responsible for implementing WP 1 - Project management and monitoring, with monitoring aspects supported by IELI. Additionally, SOS Europa will manage WP 2 - Implementation, focusing on coordinating individual activities, delivering project milestones, and achieving expected outcomes. The decision to entrust SOS Europa with managing WP 1 and WP 2 stems from its extensive track record as Project Manager, leading teams in managing large and small-scale European projects for over 10 years.

## **International E-Learning Institute Ltd (IELI) - Malta**

An institute that provides professional courses for young adults entering the workforce. Given the project's goals, closely tied to training and enhancing specific skills, IELI is ideally suited to manage all aspects related to monitoring educational activities. Therefore, IELI will organize online monitoring meetings and oversee quality control activities for the entire project.

## **Association for Progress, Education, and Lobbying (PEL) - North Macedonia**

Specializing in non-formal and informal education processes to promote equal opportunities among youth in the labor market, PEL brings extensive experience in European projects. PEL will specifically handle all aspects of internal and external project communications, a role it has successfully performed in previous projects coordinated by SOS Europa.

## **Pinnacle Youth Outreach (PYO) - Nigeria**

Based in Nairobi, PYO conducts seminars, workshops, and training on topics such as the internet and ICT. The organization has also developed a platform for consultations and discussions among young people on issues like juvenile delinquency, sexuality, drug abuse, and social problems. Leveraging this experience, PYO will be responsible for organizing discussion forums (WP 2.2).

## **Volunteer Action for Change Kenya (VACK) - Kenya**

Since its establishment, VACK has focused on organizing and implementing volunteer activities, leadership development, cooperation development, intercultural exchanges, civil service, non-formal education, and empowerment programs. Gender, sexuality, and cultural issues are among its primary focuses. In this capacity, VACK will contribute its expertise to the project, developing key elements of the training process and supporting SOS Europa as an expert facilitator in this field. Specifically, VACK will be responsible for training Youth Workers (WP 2.1).

## **Organisation for Strategic Development in Africa (OSDA) - Ghana**

OSDA boasts a strong territorial network that connects civil society organizations and individuals within the region. With its experience in project implementation and financial management support, OSDA will assist SOS Europa in reporting activities. Moreover, due to its marketing expertise among its members, OSDA will oversee the Advocacy through Digital Technology training (WP 2.3).

# 04. Roadmap of Activities

## Concept and Methodology

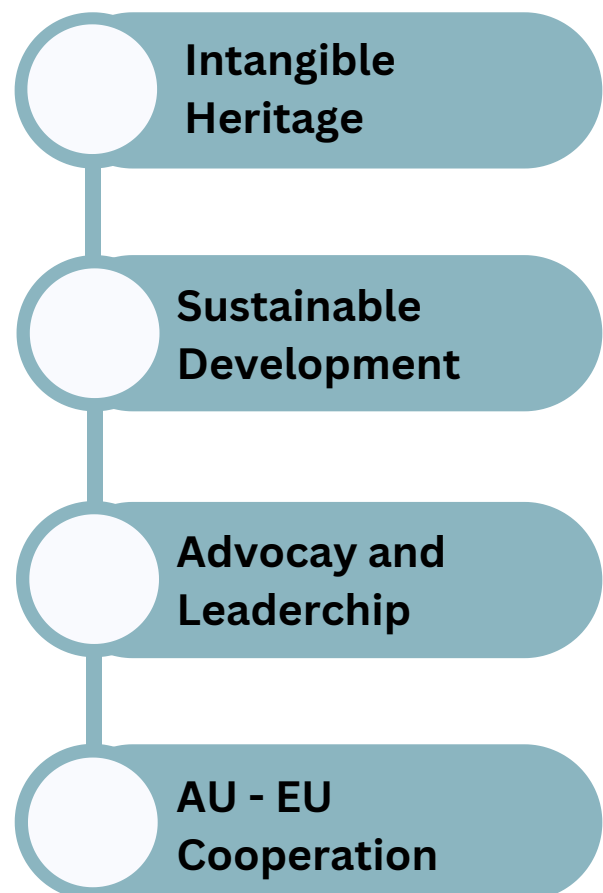
As stated in the Soroptimism International blog, intercultural dialogue, understood as a form of communication among groups and individuals from diverse cultures or identities, based on respect, empathy, and openness towards others, can help promote the power of diversity itself and thus address global challenges such as inequality, divisive political discourses, discrimination, intolerance, migration, and violent extremism. Therefore, the AEWiA project aims to focus on promoting and strengthening international dialogue between Europe and Africa, starting with women and intangible cultural heritage as drivers of Sustainable Development.

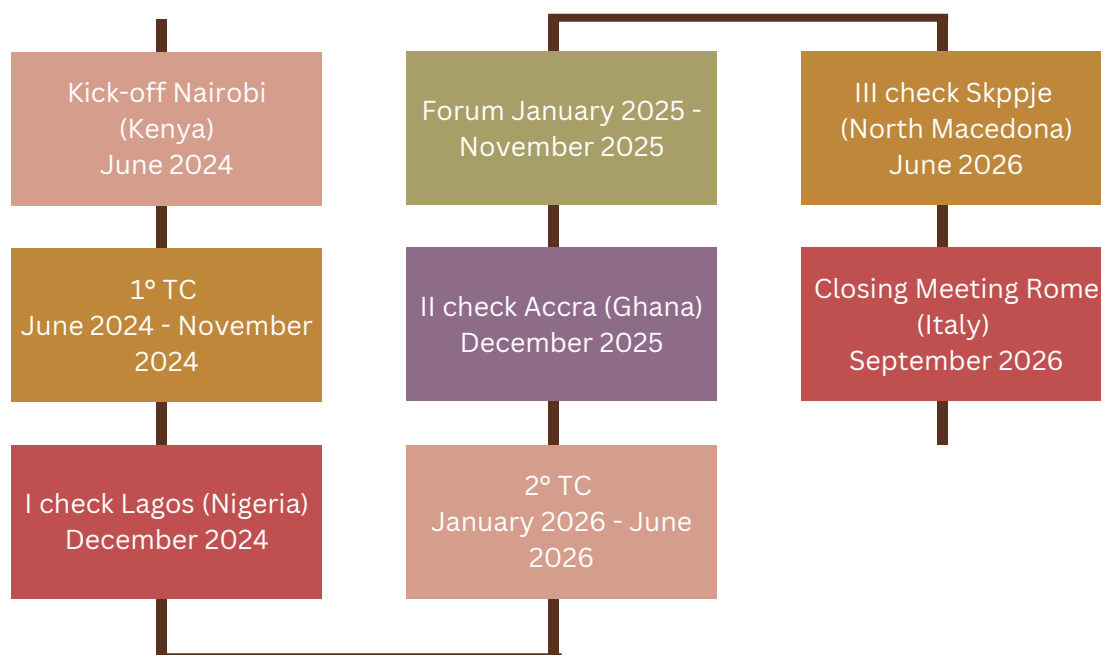
The strategy to achieve the project's specific objectives involves imparting a set of knowledge, skills, and abilities to socio-educational animators and young women from the 6 partnership countries, based on a method developed by UNESCO that links intangible heritage with the Global Goals of the 2030 Agenda. UNESCO's method emphasizes the positive effects that can arise from greater familiarity with the concept of intangible heritage:

- Awareness of one's cultural identity.
- Increased awareness of the environment's importance in preserving one's cultural identity.
- Enhanced sensitivity in understanding, accepting, and embracing diversity.

The report "Intangible Cultural Heritage and Sustainable Development" underscores the inseparable relationship between these two fundamental principles. UNESCO therefore promotes the dissemination of knowledge about intangible heritage and its elements as a means to promote cultural diversity and sustainable development. This awareness highlights the fundamental connection between intangible heritage, multiculturalism as a promotion of cultural diversity, and sustainable development.

The educational activities of the AEWiA project aim to place women at the center, emphasizing the importance of their role, analyzing strengths, and identifying areas where advocacy actions are most urgently needed. Knowledge of appropriate methods and tools ensures strength and effectiveness in advocacy actions. The exchange and sharing of elements that belong to one's cultural identity help stimulate and strengthen bonds among people from different backgrounds. Based on these principles and the recommendations outlined in Chapter V of the UNESCO 2003 Convention, the educational strategy of the AEWiA project will work towards achieving three specific objectives.





## Specific Objective 1

### Increase the knowledge, skills, and cross-cutting abilities of 330 youth workers related to intangible heritage as a tool for promoting women in sustainable development

Achieving Specific Objective 1 will enable youth workers to become familiar with the tools needed to build foundations for dialogue between the two continents. Elements of intangible heritage linked to the female sphere will serve as a catalyst for reflecting on the active role of women in social, environmental, and economic development processes. This objective will be achieved through the implementation of the online training course "Women in Action for Heritage and Sustainable

Development," involving 330 youth workers from the 6 partnership countries (55 participants per country). The course will span a total of 3 months and will be structured with presentations (using Slido, PowerPoint, and internet navigation), team-building activities (involving participant grouping and activities on Miro), and project work (individual tasks assigned during sessions, completed at home, and published on the project's website).

#### Learning outcome

- Sustainable Development, the United Nations Agenda 2030, the African Union Agenda 2063, Intangible Cultural Heritage
- Online platform <https://unstats.un.org/sdgs/indicators/indicators-list/>
- Online platform <https://ich.unesco.org/dive/>
- Website <https://au.int/en/agenda2063/overview>
- Critical thinking regarding the role of women in Sustainable Development processes, enhancement of intangible heritage, intercultural dialogue, and international cooperation.

## Specific Objective 2

### Promote the sharing of knowledge and traditions related to women within the social fabric in the 6 partnership countries

Thanks to the implementation of the online training course "Women in Action for Heritage and Sustainable Development," it will be possible to select a group of 30 youth workers from among the participants who will have received the necessary preparation to conduct the subsequent activity (WP 2.2). The objective is to connect young women from the 6 partnership countries, facilitating dialogue among them and making them protagonists. The dialogue will be based on the exchange of traditions, knowledge, and customs that place women at the

center of family, social, and economic life. Achieving Specific Objective 2 will therefore allow each participant to see themselves through the eyes of others, increasing self-confidence and breaking down barriers that often relegate them to a marginal role. To achieve this objective, the 30 youth workers selected from WP 2.1 activities will conduct closed-number discussion forums aimed at women aged 18 to 30 residing in one of the 6 partnership countries.

## Specific Objective 3

### Enhance the advocacy and networking skills of 330 women leveraging digital capabilities

To achieve the third objective, 400 young people aged between 18 and 30 (including at least 330 new participants) will take part in the training course "Advocacy through Digital Technology." Through a new international community, they will create an advocacy campaign highlighting the importance of

intercultural dialogue among women in addressing present challenges related to Sustainable Development and promoting cultural diversity. The training course will focus on how to conduct advocacy using ICT (Information and Communication Technologies) tools.

#### Learning outcome

- Advocacy and campaigning: what it is and how to build an advocacy plan
- Tools for collecting and communicating data to substantiate proposals
- Advocacy and social media: creating content, fostering debate spaces, disseminating ideas
- Processes, enhancement of intangible heritage, intercultural dialogue, and international cooperation.

# 05. Expected results and impact

The three activities will be dedicated also at the realization of three digital outputs:

- an E-Book illustrating the concepts, case studies and guidelines to support intercultural dialogue through Intangible Cultural Heritage;
- a MOOC illustrating the mapping of cultural heritage elements related to the female world as promoters of Sustainable Development;
- a Community of women for women, to promote the intercultural dialogue between Europe and Africa.

## OUTPUT 1 E-BOOK

Produced at:  
1° Training Course

Expected date:  
November 2024

The collection of materials produced during the training (the description of women in Sustainable Development Agenda documents, the two word clouds, presentations of selected case studies) will be gathered, refined, and published as an E-Book. It will include a glossary with terms and definitions to understand the topics (word clouds), analyzed case studies and best practices, and finally, operational guidelines followed and commented on during the course (also with feedback collected after each session). The goal of the E-Book is to document the process followed during the course and propose an innovative method for building international dialogue based on three pillars: Sustainable Development, Intangible Heritage, and the role of women. This method aligns with the process of understanding the key concepts of "heritage" and its relationship with "sustainable development."

## OUTPUT 2 *MOOC Femal Heritage Globe*

Produced at:  
Forum

Expected date:  
November 2025

A world map of women's heritage that encapsulates all the knowledge and traditions related to women in the 6 partnership countries and generally across Europe and Africa. The elements included can be recognized elements already listed by UNESCO or national lists, or new elements identified by participants as particularly significant. These elements will fall under one of the 5 domains of Intangible Cultural Heritage (oral traditions and expressions, including language as a vehicle of intangible cultural heritage; performing arts; social practices, rituals, and festive events; knowledge and practices concerning nature and the universe; traditional craftsmanship).

All video lessons will be grouped together to form the MOOC. The aim of this output is to widely disseminate everything that participants have identified as representative of their womanhood within society, employing the terms and tools of Intangible Cultural Heritage.



## OUTPUT 3 COMMUNITY

Produced at: 2<sup>o</sup>  
Training Course

Expected date:  
June 2026

A selected group from the course, comprising at least 30 women, will form a dedicated Community page on the project's website. This platform will showcase the advocacy campaigns produced, making them publicly accessible and shareable on project social media channels. The Community will remain open even after the project concludes, entirely managed by the women who established it, and welcoming new girls and boys who share its vision and overarching goal of promoting and strengthening the role of women in intercultural dialogue between Europe and Africa.

In total, the project will involve 780 young people and 330 youth workers from 6 different countries in live virtual exchanges, while the outputs will reach another 420 young people by the end of the project. 150 young women between 18 and 30 will be protagonists of the realization of the outputs.

### Expected Impact

#### Specific Objective 1

330 youth workers from the 6 partnership countries will be better equipped to address issues related to promoting sustainable development through a more robust intercultural dialogue that is sensitive to gender equality. The expectation is that these themes and methods will spread more widely within civil society, as advocated by UNESCO. The e-Book deliverable aims to promote and disseminate this set of knowledge, skills, and competencies. It will be distributed to the 150 individuals participating in the Forum and will remain available and accessible online free of charge.

#### Specific Objective 2

180 individuals, including 30 youth workers and 150

women aged between 18 and 30, from 6 different countries, will have had the opportunity to engage in discussions on the role of women in family, society, and the workplace, always within the context of their own traditions and cultural identity.

These individuals will be ambassadors for these topics and will be able to share this knowledge with the public through the MOOC. This tool aims to educate and inform at least 300 people on these topics by the end of the project. It will remain available even after the project's timeline.

#### Specific Objective 3

At the end of the project, 330 individuals, including over 60% women aged 18 to 30, will be capable of creating effective advocacy campaigns and establishing and managing communities. Specifically, at least 100 of the participants from the training activities will come together to form the Women in Action Community, and by the project's conclusion, they will have expanded the Community to include at least another 120 new members. For the final event, this Community will have launched at least 6 campaigns on the topics discussed during the Forums.

# 06. Communication Strategy

For the drafting of the communication plan, reference was made to the guidelines promoted by #CommsJourney.

## Communication Channels

- Project team chat: Dedicated to real-time communications and quick updates.
- Project mailing list: For official communications and exchange among partners.
- Cloud space: To share photos, videos, images, and texts for project communication and storytelling.
- Website: Serving as the project showcase and digital repository for deliverables. Sections include: home, project objectives, activities and expected outcomes, team, gallery, download our results, attend the MOOC, Community.
- Social networks: Facebook, Instagram, LinkedIn.

## Calendar

According to the project schedule, a general plan of news and key updates has already been outlined.

Month 5 (kick-off meeting): Presentation and approval of the visual identity previously developed by PEL between months 1 and 4 of the project; approval and publication of the website; publication of the call for participants in WP 2 activities (all released together, followed by periodic weekly follow-ups); updates from the in-person meeting in Nairobi.

Month 7: Social media posts and website update for the publication of the official commencement notice.

Month 12: Updates from the in-person meeting in Lagos; notice of the completion of the first training activity.

Month 13: Announcement of the start of National Forums.

Month 18: Updates from the online meeting.

Month 19: Announcement of the start of International Forums.

Month 24: Updates from the meeting in Accra; official launch of the MOOC.

Month 26: Announcement of the start of the final training activity.

Month 31: Notice of the official closure of the implementation phase; updates from the meeting in Skopje.

Month 33: Final event.

Month 35: Updates from the meeting in Rome.

Month 36: Notice of the official project closure.

## Final Event

The culminating event to amplify the results has been organized for the penultimate month of the project as an online conference, open to the public and specifically targeted at young women aged 18 to 30 from the 6 partnership countries who are interested in conducting social advocacy activities on topics related to intercultural dialogue between Europe and Africa. The event will last for a total of 4 hours and will follow the following agenda:

- Project presentation
- Presentation of achieved results
- Invitation to utilize project outcomes
- Presentation of the Manifesto, encapsulating the 6 advocacy plans developed during the activities of WP 2/implementation phase
- Call to action: to join and actively participate in the Community to ensure its continuation even after the project concludes.

# Annex 1

## KPIs

SPECIFIC OBJECTIVES	KIPs	Expected results	Means of verification
SO 1 - Enhance the knowledge, skills, and cross-cutting competencies of 330 youth workers regarding intangible heritage as a tool for promoting women in sustainable development.	N of subscription at the project's mailing list	330	List of new email registered
	The number of youth workers who, at the end of the project, will report having increased their knowledge, skills, and competencies related to the topic.	330	Anonymous self-assessment questionnaire sent to the project mailing list in month 32
	Impact of the E-Book	330	Number of download
	Evaluation of the E-Book by users	4 point on 5, calculated on the average based on the comment leaved by the users	Sentiment analysis submitted to the users
SO 2 - Promote the sharing of knowledge and traditions related to women within the social fabric across the 6 countries of the partnership	N of young women involved	150 women	List of participants at the Forum
	Number of knowledge and traditions to be shared during the activities	18 or more	List of elements included in the MOOC 'The Female Heritage Globe'.
	Quality of the MOOC produced by the Forum activity	4 point on 5, calculated on the average based on the comment leaved by the users	Quality control of the deliverable.
SO 3 - Enhance the advocacy and networking skills of 330 women by leveraging digital capabilities.	Number of people participating in the community	400	List of members enrolled in the community.
	Number of proposals that will be written and presented during the activities	20 or more	List of proposals implemented.

Activity titles	ACTIVITIES	KIPs	Expected results	Means of verification
Women in Action for Heritage and Sustainable Development (WP 2.1).	Virtual training course for 330 socio-educational animators, during which key words and concepts of sustainable development and intangible heritage will be taught, examples and case studies will be presented, and an operational plan and guidelines for subsequent activities will be defined.	Number of trainers participating in the training: youth workers	330	Attendance list for each training session and number of hours attended.
		Number of teaching hours provided	12	Anonymous satisfaction questionnaire.
		Level of skills, knowledge and competencies	60% increase	Skills assessment test (multiple choice, 30 questions in 1 hour, choose one of 4 options).
		Number of participants who will terminate the course	330	Youth Pass
Forum (PW 2.2)	Discussion and peer training forum, during which 180 participants will be able to discuss three pillars of sustainable development: the role of women in the domestic and family context, the role of women in the social context, and the role of female entrepreneurship.	Number of participants	30 youth workers and 150 young women	Attendance list for each meeting and total number of meetings
		Number of meetings held	19	Anonymous satisfaction questionnaire.
		Level of participant satisfaction	4 on 5 points	Skills assessment test (multiple choice, 30 questions in 1 hour, choose one of 4 options).
		Number of participants who will terminate the activity	180	Youth Pass
Advocacy through Digital Technology (WP 2.3)	Virtual training course for 330 women aged 18 to 30 on how to carry out international advocacy activities using digital tools (ICT).	Number of participants	330	Attendance list for each training session and number of hours attended.
		Number of teaching hours provided	12	Anonymous satisfaction questionnaire.
		Level of skills, knowledge and competencies	60% increase	Skills assessment test (multiple choice, 30 questions in 1 hour, choose one of 4 options).
		Number of participants who will terminate the course	330	Youth Pass

Deliverable titles	DELIVERABLES	KIPs	Expected results	Schedule of evaluation
D1.1 - monitoring file	Excel file uploaded to the project cloud and accessible to everyone. All the indicators identified during the planning phase will be included in the file, and it will be updated at the end of each activity.	All KPSs listed in the project proposal are metioned	4 on 5 points	Kick-off, June 2024
		The analysis of data allow effective elaboration of solution and impactful project evaluation	4 on 5 points	Kick-off, June 2024
		The dataflow presented to the partner is clear, easy and shared with the partners	4 on 5 points	Kick-off, June 2024
		Number of KPIs included in the dataflow	4 on 5 points	Kick-off, June 2024
		Completeness of the dataset	4 on 5 points	Kick-off, June 2024
		Clarity of the analysis	4 on 5 points	Kick-off, June 2024
D2.1 – E-Book	PDF uploaded online and available for free download from the project website. It will also be uploaded to the Salto platform, as well as the results platform and the project website. Contents: guidelines, keywords glossary, case studies, operational guidelines (tips and tools).	The number of correctly explained keywords allows for a complete and well-defined understanding.	4 on 5 points	check meeting 1, December 2024
		The described case studies are effective and cover a broad and representative panorama.	4 on 5 points	check meeting 1, December 2024
		The guidelines are clear, well-defined, and effective.	4 on 5 points	check meeting 1, December 2024
		Number of Task 2.2 participants who receive the E-Book and ask questions/comments demonstrating they have actually read it	330	check meeting 1, December 2024
		Number of issues and doubts raised by participants and resolved through the correct use of the E-Book	4 on 5 points	check meeting 1, December 2024
		Number of participants satisfied with the methodology followed	4 on 5 points	check meeting 1, December 2024
		Number of E-Book downloads registered by month 35 of the project	330	check meeting 1, December 2024
		User feedback	4 on 5 points	check meeting 1, December 2024
D2.2 – MOOC The Female Heritage Globe	HTML format, videos in MP3, information uploaded to the project website and accessible for free. There will be free downloadable PDF cards. Virtual repository illustrating key concepts common to European and African traditions regarding the relationship between women, family, society, and female entrepreneurship. The contents will be available both as downloadable documents and in short videos created by participants in the Forum (WP 2.2).	The illustrative materials are clear and easy to understand.	4 on 5 points	check meeting 2, December 2025
		All concepts that emerged during the discussion forum are present and accurately described.	4 on 5 points	check meeting 2, December 2025
		The open questions to the public are clear and allow for dynamic discussion among the participants.	4 on 5 points	check meeting 2, December 2025
		Number of users who will complete the MOOC between month 26 and month 29	330	check meeting 2, December 2025
		Number of comments and responses left by MOOC users between month 26 and month 29	100	check meeting 2, December 2025
		User satisfaction level expressed via a dedicated button available at the end of the MOOC	4 on 5 points	check meeting 2, December 2025
		Number of shares on social media	100	check meeting 2, December 2025
D2.3 – Community	Permanent discussion forum in blog format on the project website. It will remain open even after the project lifecycle ends and will be a space for discussion, exchange of ideas and opinions, public and inclusive.	Joining the Community is easy.	4 on 5 points	check meeting 3, June 2026
		The page is clearly visible on the project website.	4 on 5 points	check meeting 3, June 2026
		The space for presenting and discussing proposals is inclusive and dynamic.	4 on 5 points	check meeting 3, June 2026
		Number of women registered in the community by month 35 of the project	330	check meeting 3, June 2026
		Number of proposals submitted and published by month 35 of the project	40	check meeting 3, June 2026
		Satisfaction level of the project team with the submitted proposals	4 on 5 points	check meeting 3, June 2026
D3.1 – Manifesto African and European Women in Action	PDF document, freely downloadable from all project channels, which will illustrate the achieved results and, above all, highlight the positive impact of these results in the medium and long term. The Manifesto will be officially presented during the final event.	The Manifesto presents all the points addressed during the project activities.	4 on 5 points	final event, September 2026
		The Manifesto perfectly represents my thoughts.	4 on 5 points	final event, September 2026
		Number of participants at the final event, during which the manifesto will be officially presented	330	final event, September 2026
		Number of likes reached by month 35	600	final event, September 2026
		Number of shares by month 35	100	final event, September 2026

# Annex 2

## GANTT

ACTIVITY	YEAR 1				YEAR 2				YEAR 3			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Task 1.1 – Kick-off meeting												
Task 1.2 – PM e monitoraggio												
Task 1.3 – Closing meeting												
Task 2.1 – Formazione per YW												
Task 2.2 – Forum di discussione												
Task 2.3 – Formazione per giovani												
Task 3.1 – Comunicazione												
Task 3.2 – Disseminazione												
Task 3.3 – Valorizzazione												





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# AFRICAN AND EUROPEAN WOMEN IN ACTION - AEWIA

*Project number: 101139352*

Call: ERASMUS-EDU-2023-VIRT-EXCH

Topic: ERASMUS-EDU-2023-VIRT-EXCH

Type of action: ERASMUS Lump Sum Grants

Granting authority: European Education and Culture Executive Agency

Grant managed through EU Funding & Tenders Portal: Yes (eGrants)

Project starting date: fixed date: 1 February 2024

Project end date: 31 January 2027

Project duration: 36 months

Leading organization

SOS Europa

Co-beneficiaries

Pinnacle Youth Outreach – PYO (Nigeria); Volunteer Action for Change Kenya – VACK (Kenya); Organisation for Strategic Development in Africa – OSDA (Ghana); Association for Progress and Lobbying Skopje – NEL (North Macedonia); International E-Learnign Institute LTD – IELI (Malta).

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