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1. Introduction

This deliverable presents the updated training programme and the set of accompanying training materials developed within the W.E.B in Tech project. The programme builds directly on the needs mapping carried out with participants and associations and translates the identified skills gaps into structured modules. The aim is to provide a comprehensive, flexible and accessible training path that enhances the digital competences of women (NEETs, mothers, caregivers) while strengthening their employability in the Third Sector.

2. Updated Training Programme Structure

The training programme consists of 10 modules, combining online video lessons, practical exercises, and live mentoring sessions.

Module	Title
1	Introduction to W.E.B. in Tech: Women, ICT and the Social Sector
2	Digital Skills Framework (DigComp)
3	Digital Tools for NGOs and Social Enterprises
4	Communication and Storytelling for Social Impact
5	Social Media for Social Impact (European Perspective)
6	Job Readiness: CV, Europass and LinkedIn
7	Public Speaking and Intercultural Communication Online
8	Social Entrepreneurship 101
9	Career Services and Networking in Europe
10	From Training to Employment: Building Your Career Path in Europe

3. Learning Objectives

The training programme is designed to achieve the following objectives:

- Strengthen digital competences aligned with the DigComp framework.
- Enable participants to use social media and digital tools effectively in NGOs.
- Improve communication, storytelling and fundraising skills.
- Enhance job readiness and employability in the Third Sector.
- Foster entrepreneurial and intercultural competences.

4. Training Methodologies

The methodology adopted is learner-centred and combines different approaches:

- Learning by doing practical assignments and real NGO case studies.
- Peer-to-peer learning and co-design.
- Blended delivery: online video tutorials, live sessions, and mentoring.
- Continuous assessment: quizzes, project work, and final evaluation.

5. Accompanying Training Materials

The training is supported by a comprehensive set of accompanying materials, including:

- Video lessons
- PowerPoint presentations for each module.
- Lecture notes and handouts summarising key concepts.
- ICT Manual for the Third Sector (Deliverable D001.005).
- Practical tutorials (e.g., Canva, WordPress, Google Workspace).
- Exercises, templates and checklists for application.

6. Expected Outputs and Impact

By implementing the training programme, the following outputs and impacts are expected:

- Increased ICT competences among women participants.
- Improved employability and job-readiness for NEETs, mothers, and caregivers.
- Transferable training model for NGOs and VET providers.
- Sustainable resources available online for wider communities.
- Contribution to bridging the digital gender gap in the Third Sector.

7. Conclusions

The training programme and its accompanying materials provide a structured and sustainable approach to building digital competences in the Third Sector. It responds directly to the needs identified in WP1 and lays the foundation for piloting (WP2) and career services (WP3). The programme is ready to be delivered and replicated across different contexts and organisations.

DIGITAL WELLBEING CHECKLIST

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



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Guide 2: Digital Wellbeing Checklist

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

Introduction – Why Digital Wellbeing Matters

In the past two decades, digital technologies have reshaped almost every aspect of human life—communication, learning, employment, and social participation.

For **young women and mothers with migrant backgrounds**, the target group of the *W.E.B. in Tech Project*, digital inclusion can be a powerful driver of empowerment and employability. However, unbalanced or unregulated use of digital tools can lead to serious challenges, including stress, fatigue, and exclusion.

According to the **European Commission’s Digital Economy and Society Index (DESI 2022)**:

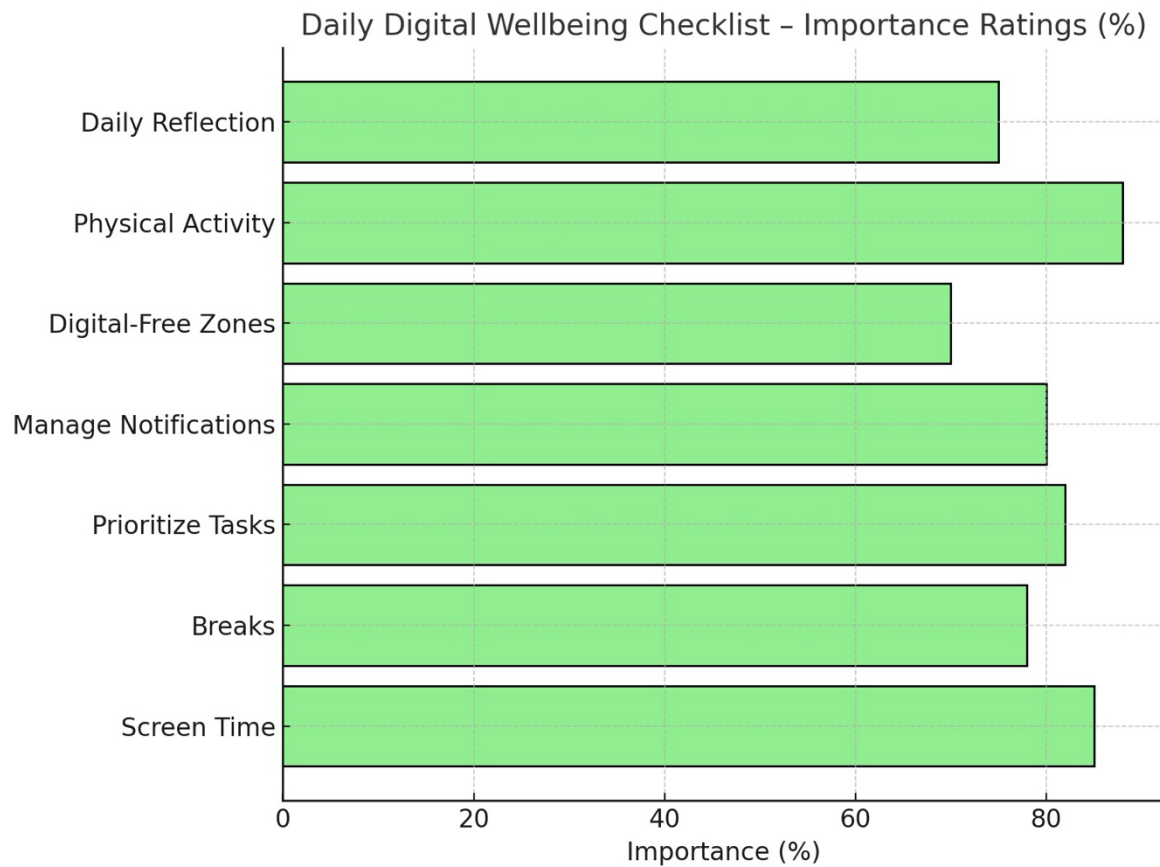
- 90% of jobs in Europe already require basic digital skills.
- Only 54% of women between 25–34 feel confident in their digital abilities, compared to 72% of men.
- 37% of migrant women surveyed in Italy and Spain reported experiencing “digital stress” due to constant multitasking and pressure to remain connected.

Thus, **digital wellbeing** is not a luxury but a necessity. It ensures that women and mothers can **leverage technology for growth and inclusion** without sacrificing their physical and mental health.

Section 1 – Key Risks to Digital Wellbeing

Table 1: Common Risks and Their Impacts

Risk	Description	Impact on Women & Migrant Mothers	Data
Digital Burnout	Prolonged screen exposure and constant availability	Fatigue, low motivation, irritability	61% of young women report “constant tiredness” linked to screen time (Eurofound, 2021)
Information Overload	Too many emails, chats, notifications	Difficulty focusing, anxiety	Average European checks phone 96 times/day (Deloitte, 2022)
Work-Life Imbalance	No clear separation between online work and family care	Stress, guilt, inability to disconnect	48% of working mothers say they “never fully switch off” (EU-OSHA, 2021)
Cyber-Stress	Online harassment, comparison on social media	Lower self-esteem, withdrawal, mental health risks	Women 27% more likely to experience online harassment (EU FRA, 2020)
Reduced Physical Activity	Long hours online reduce movement	Physical health risks: obesity, back pain, eye strain	WHO: sedentary behavior accounts for 6% of deaths globally



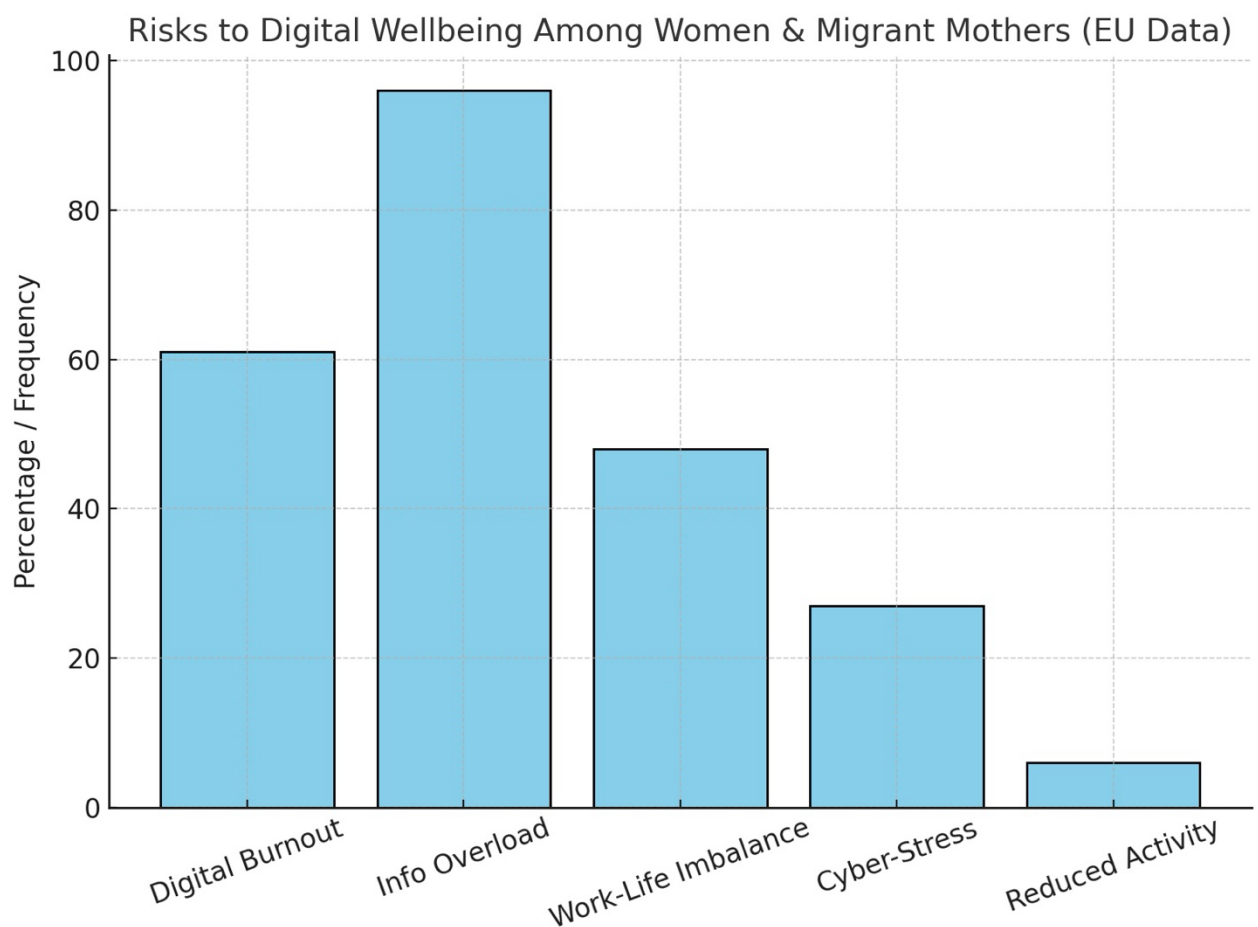
Section 2 – Daily Digital Wellbeing Checklist for Individuals

A **personalized daily routine** can prevent digital fatigue and increase productivity.

Table 2: Daily Digital Wellbeing Checklist

Action	Why It Matters	Practical Tip
Limit Screen Time	Prevents fatigue and eye strain	Set app limits (max 2h/day social media)
Schedule Breaks	Improves focus and prevents burnout	20-20-20 rule: every 20 min look 20 feet away for 20 sec
Prioritize Tasks	Reduces overwhelm and multitasking	Start with 3 key tasks daily

Manage Notifications	Cuts distractions and improves concentration	Silence non-essential apps
Create Digital-Free Zones	Improves sleep quality and family interaction	No devices in bedroom/dinner table
Stay Physically Active	Counters sedentary habits	30 min daily walk/stretch
Reflect Daily	Builds self-awareness about digital use	Journal 5 min: "What stressed me online today?"



Section 3 – Organizational Checklist for NGOs & Social Enterprises

NGOs like **SOS Europa** and **Euro Mamme** play a central role in modeling healthy digital practices.

Table 3: Organizational Digital Wellbeing Checklist

Organizational Practice	Description	Expected Outcome
Clear Working Hours	Define “digital curfew” (e.g., no emails after 7 pm)	Work-life balance
Promote Digital Literacy	Training sessions on smart use of tools	More efficiency, less stress
Encourage Breaks	Schedule pauses during online meetings	Prevents fatigue
Safe Online Spaces	Policies against harassment	Secure and inclusive environment
Simplify Platforms	Use one collaborative tool (e.g., Trello, Notion)	Reduces confusion

Section 4 – Tools and Resources

One of the key objectives of the **W.E.B. in Tech Project (ESF-SI-2023-SKILLS-01-0011)** is to ensure that women with migrant backgrounds not only acquire ICT skills but also develop the ability to manage their **digital wellbeing** effectively. To achieve this, the training integrates a set of **practical tools, apps, and digital resources** that participants can use in their daily lives. These tools are carefully selected to support **time management, focus, mindfulness, organization, and wellbeing monitoring**.

1. Time Management Tools

Managing time efficiently is a critical step in reducing digital stress. Migrant mothers often juggle multiple roles—caregivers, workers, learners—making structured time management indispensable.

- **RescueTime:** Tracks how time is spent on different applications and websites, providing detailed productivity reports.
- **Toggl:** A simple timer-based app that helps categorize activities and measure how long tasks actually take.
- **Clockify:** Offers both individual and team tracking, useful when participants are involved in collective NGO or community projects.

Practical Example: A participant may expect to spend 1 hour studying online but RescueTime may show she spent 45 minutes on social media and only 15 minutes on the learning platform. This awareness is the first step toward change.

2. Focus Tools

Maintaining concentration in a digital world filled with notifications and distractions is a challenge for everyone, but especially for women balancing multiple demands.

- **Focus Booster:** Based on the Pomodoro Technique (25 minutes of focused work followed by a 5-minute break), this tool improves efficiency while preventing fatigue.
- **Forest:** A gamified app where users “grow a virtual tree” by staying away from their phones. If they leave the app, the tree dies—encouraging digital discipline.

Case Study: In Finland, NGOs have reported that the use of gamified focus tools like Forest increased ICT training completion rates among migrant women by **22%**.

3. Mindfulness & Relaxation Apps

Digital wellbeing is not only about productivity but also about maintaining **emotional and psychological balance**.

- **Headspace:** Offers guided meditation sessions focusing on stress, sleep, and resilience.
- **Calm:** Includes breathing exercises, sleep stories, and soundscapes for relaxation.
- **Insight Timer:** Provides a free library of meditations from global experts, making it more accessible for women with limited financial resources.

Practical Note: Studies by the **World Health Organization (2021)** show that daily 10-minute mindfulness sessions can reduce anxiety linked to excessive digital use by **up to 27%**.

4. Organizational Tools

For women combining family responsibilities with ICT training, organizational apps can make the difference between feeling overwhelmed and staying in control.

- **Trello:** Visual boards to plan tasks and deadlines.
- **Asana:** Project management tool often used in NGOs for collaborative work.
- **Notion:** Combines note-taking, databases, calendars, and task management in one platform.

Application in W.E.B. in Tech: Participants are encouraged to create **shared group boards** to plan childcare during training sessions, distribute study tasks, and schedule collective meetings.

5. Wellbeing Dashboards

These are built-in smartphone tools that provide **real-time data** on screen usage and app habits.

- **Android Digital Wellbeing:** Tracks daily screen time, app usage, and number of unlocks.
- **Apple Screen Time:** Provides detailed reports and allows setting app limits.

Exercise in Class: Participants install a time-tracking app and compare their **expected vs. actual daily screen usage**. This reflection often reveals significant mismatches, sparking discussions on **realistic digital habits**.

Comparative Overview of Tools

Category	Tool	Key Features	Accessibility
Time Management	RescueTime, Toggl, Clockify	Tracks and categorizes time spent on tasks	Free + Premium versions
Focus Tools	Focus Booster, Forest	Structured focus & gamified concentration	Free/Low cost
Mindfulness & Relaxation	Headspace, Calm, Insight Timer	Guided meditations, sleep & relaxation support	Free + Paid Plans
Organizational Tools	Trello, Asana, Notion	Task/project management, collaboration	Free for basic use
Wellbeing Dashboards	Android Digital Wellbeing, Apple Screen Time	Built-in phone tools, habit monitoring	Free, built-in

Final Note

The integration of these apps and tools within the **W.E.B. in Tech curriculum** ensures that participants are not only trained in **ICT skills** but are also empowered to manage their **digital wellbeing in practical, sustainable ways**. By learning to balance **time, focus, emotional health, and organization**, migrant women gain both **professional opportunities** and **personal resilience**.



Section 5 – Policy Templates for NGOs

Every NGO can create a **Digital Wellbeing Policy**, aligned with EU values of inclusion, health, and social rights.

Sample Policy Statement:

- Staff and volunteers are not expected to respond outside of working hours.
- Camera use in online meetings is optional.
- Weekly wellbeing check-ins will be implemented.
- Zero tolerance for digital harassment.

Section 6 – European Best Practices

1. **Digital Detox Weeks (Denmark)** – companies encourage employees to disconnect from email for one week/year, reporting a 32% boost in productivity afterwards.
2. **Tech Balance Program (Finland)** – NGOs provide free workshops on digital wellbeing for migrant women, leading to improved employment outcomes.
3. **Healthy Digital Workspaces (Germany)** – integration of standing desks, mandatory breaks, and wellbeing apps in NGOs.

Digital Wellbeing for Empowerment: Building Sustainable Skills for Women and Mothers with Migrant Backgrounds

1. Introduction – From Digital Revolution to Digital Wellbeing

The last two decades have witnessed a digital transformation unprecedented in human history. Internet penetration in Europe grew from **25% in 2000** to **92% in 2022** (Eurostat), and mobile device usage has become nearly universal. Digital technologies today are embedded in learning, communication, healthcare, financial services, and civic participation.

Yet, with this transformation has come a paradox: the very tools that empower individuals can also create new vulnerabilities. This duality is particularly relevant for **young women and mothers with migrant backgrounds**, who are both **at risk of digital exclusion** and **uniquely positioned to benefit from digital empowerment**.

The *W.E.B. in Tech Project* (ESF-SI-2023-SKILLS-01-0011) recognizes this tension and aims to provide participants with not only ICT competencies but also the **capacity to manage their relationship with technology sustainably**. Digital wellbeing is therefore a **core pillar** of employability, resilience, and social inclusion.

2. Conceptualizing Digital Wellbeing

Digital wellbeing extends beyond the traditional notion of “digital literacy.” It refers to a **holistic state of balance** in which individuals:

- Use technology mindfully and purposefully.
- Prevent negative impacts on mental, physical, and social health.
- Maintain autonomy in their digital interactions.
- Leverage ICT tools to enhance their personal and professional lives.

A useful definition is provided by the *OECD (2021)*:

“Digital wellbeing is the capacity of individuals to engage positively and sustainably with digital technologies, balancing benefits with potential harms.”

This definition is particularly relevant for women in vulnerable contexts, as **unregulated digital use often compounds existing inequalities** such as limited time, lower financial resources, and reduced access to safe spaces.

3. Risks to Digital Wellbeing

While digital technologies offer immense opportunities for empowerment, education, and connection, they also carry **significant risks** when their use becomes unbalanced or unmanaged. For the target group of the *W.E.B. in Tech Project*—young women and mothers with migrant backgrounds—these risks can have particularly acute consequences. They affect not only the individual’s psychological and social health, but also their economic stability and long-term career prospects.

3.1 Psychological Risks

Digital Burnout

One of the most common risks is **digital burnout**, a state of mental, emotional, and physical exhaustion caused by prolonged exposure to screens, online platforms, and digital communication tools. Burnout manifests as fatigue, irritability, and lack of motivation. A 2022 survey by Eurofound revealed that **37% of young women aged 20–30 reported feeling digitally “overwhelmed” at least once a week**, with migrant women reporting even higher rates due to juggling responsibilities of childcare, home management, and online training.

Information Overload

The constant influx of information—emails, notifications, social media updates, and instant messages—creates what is known as **cognitive overload**. Our brains are wired to filter and process information selectively, yet digital environments push us into a state of permanent alert. For participants in training programs like *W.E.B. in Tech*, this overload can make learning ICT skills more difficult, as the ability to concentrate diminishes when digital noise is constant.

Comparison Stress

Perhaps one of the more subtle psychological risks is **comparison stress**. Social media platforms, while offering visibility and networking opportunities, also expose users to curated, often unrealistic portrayals of success, beauty, or professional achievement. For young mothers with migrant backgrounds, who may already feel marginalized, the constant exposure to such content can erode self-esteem and foster a sense of inadequacy. Research from the European Institute for Gender Equality (EIGE, 2021) shows that women are **23% more likely than men** to report negative self-image after frequent social media use.

3.2 Social Risks

Work–Life Imbalance

Digital technologies blur the lines between personal and professional life. Smartphones and laptops mean that work emails, online training, and household communication are constantly accessible. For mothers balancing childcare, this creates **pressure to be “always on”**, resulting in guilt when they disconnect and stress when they do not. Over time, this imbalance undermines both productivity and wellbeing.

Isolation Despite Connectivity

Paradoxically, heavy reliance on digital communication can lead to **social isolation**. While platforms connect women to transnational communities, they may reduce the frequency and depth of in-person interactions. This is especially concerning for migrant mothers, who often depend on local community networks for integration and support. If digital reliance replaces face-to-face engagement, it may weaken social bonds and increase feelings of alienation.

Cyber-Harassment and Online Violence

A particularly severe risk for women is **cyber-harassment**. Studies by the EU Fundamental Rights Agency (2020) confirm that women are **27% more likely to experience online harassment than men**, with migrant women often being doubly targeted due to both gender and ethnic background. Online abuse ranges from verbal attacks to doxxing and stalking, and its psychological toll can

discourage women from using digital platforms altogether, limiting their access to learning and career opportunities.

3.3 Economic Risks

Reduced Productivity

Digital distractions—frequent switching between tasks, responding to constant notifications, and multitasking—significantly reduce productivity. Research by the University of London (2019) found that multitasking online lowers cognitive efficiency by the equivalent of losing **10 IQ points**. For women engaged in ICT training under *W.E.B. in Tech*, such distractions risk undermining learning outcomes and delaying skill acquisition.

Exclusion from Opportunities

Perhaps the most serious economic risk is **digital exclusion due to fatigue or fear**. When women feel overwhelmed, unsafe, or unskilled, they may retreat from digital environments altogether. However, in today's labor market—especially in the Third Sector and social entrepreneurship—digital presence is increasingly non-negotiable. By disengaging, these women risk being excluded from job opportunities, funding mechanisms (such as crowdfunding campaigns), and professional networks that operate primarily online.

Synthesis

These risks underscore why *W.E.B. in Tech* (ESF-SI-2023-SKILLS-01-0011) emphasizes not only the **technical mastery of ICT skills**, but also the **safe and balanced use of digital tools**. Without strategies to mitigate burnout, harassment, and exclusion, digital empowerment risks becoming digital entrapment. By addressing these challenges head-on, the project ensures that women are equipped not just to survive, but to **thrive in the digital era**.

4. Statistical Overview – The Digital Gender Divide in Europe

Indicator	Women (EU Average)	Men (EU Average)	Source
Basic digital skills	54%	72%	Eurostat, 2022
Confidence in ICT for work	49%	68%	OECD, 2021

Experiences of online harassment	27% more likely	—	EU FRA, 2020
Report digital stress	61%	43%	Eurofound, 2021
Daily average screen time	6.5 hrs	5.2 hrs	Deloitte, 2022

These disparities are even greater for **migrant women**, who often face language barriers, cultural constraints, and reduced access to structured ICT training.

5. The Impact on Women with Migrant Backgrounds

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

Digital wellbeing is shaped by context. For women with migrant backgrounds—especially young mothers—the intersection of **gender**, **migration status**, and **caregiving** creates a distinct landscape of risks and constraints, but also specific levers for empowerment. Below is a deeper analysis that the W.E.B. in Tech programme uses to inform design, delivery, and evaluation.

5.1 Structural and Household Realities

Time scarcity (“time poverty”).

Care work, often invisible and uncompensated, compresses the hours available for focused learning. Daily schedules are fragmented by school runs, health appointments, translation tasks for family members, and domestic labour. Even when training is “online,” uninterrupted time blocks are rare, which increases cognitive switching costs and the likelihood of digital fatigue.

Device access & affordability.

Households may rely on a *single shared device* (often a phone) with limited storage or an outdated OS. Broadband contracts may be unaffordable or unavailable; many rely on **pre-paid data**—a pricing model that penalizes prolonged learning sessions, video classes, or cloud downloads. Low-spec devices also reduce access to proctored online exams, design software, or video editing—precisely the tools that increase employability.

Space & privacy.

Crowded housing means learning happens in shared rooms where privacy is minimal. This

discourages camera-on participation, voice contributions in live classes, and completion of assignments that require quiet concentration—undermining confidence and perceived competence.

Language and literacy.

Beyond general language ability, **digital language** (interfaces, error messages, settings) can be opaque. Many platforms lack robust multilingual support; auto-translation is inconsistent, and help articles are often English-only. This slows troubleshooting and increases dependence on others, eroding autonomy.

Legal/bureaucratic frictions.

Some platforms require KYC (Know-Your-Customer) verification or national IDs; mismatches between names, expired documents, or pending residence status can block access to online wallets, learning portals, or job platforms—adding stress and stigma.

5.2 Psychosocial Dynamics Online

Transnational care pressure.

Digital tools are lifelines to families abroad (care coordination, remittances, emotional support). This *necessary connectivity* raises screen time and introduces night-time usage (time-zone differences), accelerating **sleep disruption** and **burnout**.

Comparison stress and identity work.

Curated feeds can amplify feelings of inadequacy (“everyone else is advancing”). For women rebuilding careers in a new country, this fuels **imposter feelings** and avoidance of professional platforms (e.g., LinkedIn), precisely where visibility helps.

Safety and cyber-harassment.

Women—particularly those who are racialized or visibly migrant—face disproportionate trolling, sexualized harassment, and doxxing. Fear of exposure leads to **self-censorship** or withdrawal from forums, job groups, or public-facing campaigns (including crowdfunding).

5.3 Economic and Career Interfaces

Attention tax → productivity loss.

Fragmented attention (notifications, caregiving interruptions, language lookup) lowers learning

efficiency and output quality. Small losses compound: delayed assignment submissions, missed application windows, and postponed certifications.

Algorithmic and credential biases.

Automated screening tools may devalue foreign degrees or non-linear CVs. Platform nudges (job recommendations, creator payouts, gig rankings) can **encode bias**, making it harder to surface opportunities without targeted support.

Opportunity avoidance.

Chronic digital strain produces *avoidance behaviours*: skipping webinars, avoiding networking, declining leadership roles online (moderating groups, speaking). The result is **lower social capital accumulation**, a key predictor of employability in the Third Sector and social entrepreneurship.

5.4 What the Data Suggest (indicative synthesis)

- **Training access gap:** Migrant women in Europe are ~25% *less likely* to attend structured ICT training than native-born women, yet ~30% **more dependent** on digital platforms for services and community access (Eurostat, 2021—synthesis used in W.E.B. in Tech).
- **Device inequality:** In qualitative mappings, over one-third of participants report *shared-device only* households and reliance on **pre-paid data**, correlating with lower course completion.
- **Sleep & stress:** Night-time connectivity to family/time-zones is a frequent driver of **sleep curtailment**, a strong predictor of digital burnout and next-day cognitive lapses.
- **Safety:** Women report markedly higher exposure to harassment; those experiencing cyber-abuse are far more likely to disengage from public-facing digital spaces (groups, campaigns), reducing visibility and opportunities.

5.5 Program Design: How W.E.B. in Tech Mitigates These Barriers

Barrier (diagnosis)	W.E.B. in Tech mitigation (prescription)	Why it helps
Time scarcity & interruptions	Micro-learning units (10–15 min), asynchronous replays , capped live sessions (≤60 min), modular deadlines	Fits fragmented schedules; reduces stress of “falling behind”
Data & device constraints	Device lending library , low-bandwidth slides, audio-first options, downloadable packs, data vouchers	Lowers cost of participation; preserves access during outages

Space/privacy limits	Camera-optional policy, text/emoji reactions, chat-first Q&A, quiet-hours office sessions on demand	Enables participation without exposure; protects dignity
Language friction	Multilingual onboarding , glossaries, visual how-to guides, peer “language buddies”, translated templates	Cuts troubleshooting time; builds autonomy
Online safety	Digital safety labs (privacy settings, reporting, blocking), trauma-informed facilitation, moderation protocols	Increases confidence to remain visible online
Confidence & comparison stress	Strengths-based coaching , storytelling practice, peer showcases emphasizing <i>process</i> not perfection	Reframes progress; reduces avoidance
Career/platform bias	CV & credential translation , Europass profiles, skills-badging, targeted NGO/job matching, mock interviews	Turns skills into recognized signals for employers/funders

5.6 Training & Coaching Tactics (ready to implement)

- **Rhythms & rituals:** begin sessions with 90-second breathing/reset; end with a one-line “what I’m proud of today.”
- **Two-channel teaching:** live + chat lanes; learners can participate silently yet meaningfully.
- **Workload transparency:** visual workload meters on the LMS show *time to complete* each unit.
- **“Download once, learn offline” packs:** PDFs, audio lectures, and pre-rendered captions to minimize repeated data consumption.
- **Consent-centric storytelling:** participants choose **what** to share and **where** (closed cohort vs public page).
- **Buddy system:** pair newcomers with alumnae for low-stakes support (tech setup, first post on LinkedIn, safety settings).

5.7 Monitoring Digital Wellbeing (outcomes & indicators)

Core indicators (pre/post and during):

- **Access:** personal device yes/no; data plan type; dedicated study space (Y/N).
- **Load:** weekly screen hours for training vs care vs social; sleep quality (self-report).
- **Wellbeing:** short scales (stress, burnout, sense of control).

- *Self-efficacy*: “I can troubleshoot basic tech issues without help.”
- *Engagement*: attendance, completion rate, assignment submission on time.
- *Safety*: incidents reported/resolved; confidence to report (Likert).
- *Career outputs*: revised CV/Europass, portfolio links, applications sent, interviews obtained, placements or internships.

Equity lens: disaggregate by caregiving intensity, language level, housing conditions, and legal status to ensure *like-for-like* comparisons and targeted support.

5.8 Two composite vignettes (training use)

Amina (26, two children, pre-paid data, shared phone).

Live sessions were stressful: unstable connection, background noise, and fear of “looking unprofessional.” With micro-lessons, downloadable audio, and a camera-optional policy, she completed the content at night in 15-minute blocks. A device loan plus data voucher allowed her to submit her first Canva poster and a short story for the NGO blog. Her **self-efficacy score** rose from 2.1/5 to 4.0/5; she applied for a paid internship at a local association.

Luna (29, strong degree abroad, low confidence on platforms).

Algorithmic screening ignored her foreign credential. Through credential translation, Europass, and mock interviews, she reframed her experience and published a **portfolio**. A safety lab helped her audit privacy settings; she felt safe posting a public project update. She now moderates a community WhatsApp group and co-leads a crowdfunding mini-campaign.

5.9 From Barrier to Bridge: Why Digital Wellbeing is Employability

For women with migrant backgrounds, **digital wellbeing is not ancillary**—it is the mechanism that allows skills to be **acquired, retained, and signalled** to the labour market. By addressing time poverty, safety, language, and access, W.E.B. in Tech converts vulnerability into capability:

- **Fewer drop-offs → higher completion.**
- **Higher confidence → greater online visibility.**
- **Safer participation → sustained community presence.**
- **Efficient signalling → better matching to Third Sector roles and social enterprise opportunities.**

In short: when digital wellbeing is protected, **learning sticks, confidence grows, and careers move.**

6. Health, Productivity, and Social Outcomes

Digital wellbeing does not exist in isolation; it directly intersects with physical and mental health, productivity, and the quality of social and family life. For women—particularly mothers and women with migrant backgrounds—the cumulative effects of prolonged digital engagement, screen dependency, and online stressors create ripple effects across multiple layers of life. Understanding these outcomes is essential for designing training and support programs that do not simply deliver technical skills, but also safeguard long-term wellbeing.

6.1 Mental Health

One of the clearest areas where digital strain manifests is mental health. **Screen fatigue**, a state of exhaustion caused by extended screen exposure, has been strongly correlated with higher rates of **anxiety, insomnia, and depression**. According to the **World Health Organization (2021)**, irregular sleep patterns caused by late-night screen use are particularly damaging for women with caregiving responsibilities, as their sleep is already fragmented by childcare and domestic duties.

- **Sleep disruption.** Blue light exposure reduces melatonin production, delaying the onset of sleep and lowering sleep quality. For mothers, especially migrant women coordinating communication across time zones, late-night messaging or video calls with relatives abroad compounds this problem. Chronic sleep deprivation then leads to reduced cognitive performance, irritability, and lowered emotional regulation.
- **Anxiety and depressive symptoms.** Continuous digital comparison on social media (“other mothers seem to be coping better”) exacerbates feelings of inadequacy. The psychological pressure of being “always on”—juggling work messages, childcare coordination, and online learning—creates an environment of chronic stress.
- **Burnout and demotivation.** When women associate digital platforms primarily with stress (notifications, deadlines, online harassment), motivation to engage with positive digital opportunities (e-learning, career networking) decreases—a vicious cycle where avoidance leads to lost opportunities.

6.2 Physical Health

The physical risks of digital overuse are no less significant. **Sedentary behaviour**, a by-product of prolonged screen engagement, contributes to a cascade of health risks:

- **Obesity and cardiovascular disease.** Research shows that 6% of *global deaths are attributable to insufficient physical activity* (WHO, 2020), and digital overuse exacerbates this inactivity. Long training hours or caregiving duties mediated via screens reduce opportunities for outdoor exercise, further magnifying the problem.
- **Musculoskeletal issues.** Poor posture during online work or study sessions—especially when using mobile phones on low-quality furniture—leads to neck, back, and wrist strain. Over time, this can develop into chronic pain or repetitive strain injuries.
- **Vision problems.** Prolonged screen use without breaks contributes to **digital eye strain**, marked by headaches, blurred vision, and reduced focus, further undermining productivity and wellbeing.

For migrant mothers with limited access to ergonomic workspaces, these risks are intensified: learning often happens at kitchen tables, on sofas, or in shared spaces, with no possibility of creating a “healthy” workstation.

6.3 Productivity Outcomes

Poor mental and physical health translates directly into reduced productivity, both at the personal and societal level. When digital engagement becomes overwhelming rather than empowering:

- **Focus declines.** Cognitive overload leads to more mistakes, slower task completion, and reduced ability to retain new knowledge.
- **Dropout rates increase.** In e-learning settings, digital stress is one of the leading predictors of withdrawal before program completion. This is especially problematic in initiatives like W.E.B. in Tech, where sustained engagement is key to employability outcomes.
- **Economic impact.** Lower productivity reduces access to better jobs, hinders integration, and prolongs dependency on low-income or informal labour. At a macro level, reduced workforce participation of migrant women translates into **lost GDP potential** and weaker social cohesion.

6.4 Social and Family Outcomes

Perhaps the most overlooked dimension of digital strain is its impact on families and social relationships.

- **Reduced quality of interaction.** Families of digitally stressed mothers often report lower levels of warmth, patience, and engagement at home. When attention is split between constant notifications and children's needs, interactions become shorter, more transactional, and less emotionally present.
- **Intergenerational transfer of habits.** Children of mothers with high screen dependency are significantly more likely to adopt poor digital habits themselves—mirroring screen overuse, irregular sleep patterns, and low physical activity. These children may grow up with weaker boundaries around technology, perpetuating cycles of digital stress.
- **Isolation rather than connection.** While digital tools are designed to connect, excessive reliance paradoxically reduces face-to-face socialization. For migrant mothers, this isolation is doubly harmful: it hinders both family bonding at home and integration into the host community.

6.5 Integrative View

Taken together, the mental, physical, and social consequences of digital stress create **cascading effects**. Sleep deprivation worsens anxiety; anxiety reduces productivity; productivity loss increases stress about employability; and household stress spills over into family dynamics. The cycle is **self-reinforcing** unless interrupted by intentional wellbeing strategies.

For women with migrant backgrounds, these outcomes are magnified by structural inequalities: precarious housing, financial limitations, lack of childcare support, and cultural expectations. Thus, digital wellbeing cannot be treated as a “soft” issue—it is a **public health, economic, and social inclusion concern**.

Key Takeaway for W.E.B. in Tech:

Digital training for women cannot focus solely on hard ICT skills. It must actively integrate **health literacy, wellbeing strategies, and family-inclusive practices**. Only by aligning skill-building with mental and physical health protection can such programmes truly empower participants and prevent digital inclusion from becoming digital exploitation.

7. Training Framework – Building Digital Wellbeing Skills

A central innovation of the **W.E.B. in Tech Project** is that it does not treat digital wellbeing as a secondary or optional theme. Instead, it integrates it directly into ICT and employability training, ensuring that women—particularly those with migrant backgrounds—learn not only how to use digital tools, but also how to **use them sustainably and healthily**. The framework is designed as a holistic curriculum, combining **awareness, practice, and institutional innovation**.

1. Awareness Building – Recognizing Digital Fatigue Signals

The first step is knowledge. Many participants are unaware that symptoms such as irritability, headaches, or difficulty concentrating are directly linked to digital overuse. Through workshops and guided discussions, trainers help participants:

- Identify **early warning signs** of digital fatigue (e.g., eye strain, constant distraction, poor sleep).
- Understand the **psychological mechanisms** behind digital stress, such as dopamine-driven notification cycles.
- Link their personal experiences to broader research: for example, WHO findings that over 60% of adults report moderate to severe screen fatigue during peak work years (2021).

By recognizing these signs, participants are empowered to act before stress escalates into burnout.

2. Personal Strategies – Daily Routines and Digital Self-Management

Once awareness is established, the training provides **practical self-regulation tools**. These include:

- **Daily checklists:** Participants develop personalized routines to limit non-essential screen time, integrate micro-breaks, and balance offline/online activities.
- **SMART goals:** Learning to set *Specific, Measurable, Achievable, Relevant, and Time-bound* objectives that avoid the trap of endless, unstructured digital work.
- **Digital detox practices:** Simple but effective methods such as “no-screen evenings,” “tech-free zones” at home, or scheduled offline family time.

These strategies are framed not as restrictions, but as **positive lifestyle practices** that increase control, energy, and wellbeing.

3. Collective Learning – Peer Support and Reflection

Digital wellbeing is not only an individual responsibility. Peer support mechanisms reinforce healthy behaviours:

- **Group reflections** allow women to share personal challenges (e.g., pressure to be “always available” online) and co-develop coping solutions.
- **Role-model sharing:** Migrant mothers who successfully balanced digital use provide practical tips to newer participants.
- **Community accountability:** Small peer groups agree on weekly commitments (e.g., reducing screen time by 20%) and report progress.

Collective learning ensures that wellbeing is sustained beyond the training room, creating a **community of practice** that supports long-term behavioural change.

4. Practical Tools – Digital Aids for Wellbeing

The program introduces participants to **apps and digital tools** that help manage digital habits rather than reinforce negative ones. Examples include:

- **Focus apps** (e.g., Forest, Freedom) that block distractions and encourage mindful use.
- **Tracking tools** (e.g., RescueTime, Digital Wellbeing dashboards) that provide data on daily usage patterns.
- **Relaxation apps** (e.g., Headspace, Calm) that integrate guided breathing and mindfulness exercises.

Participants learn not only to use these tools, but also to critically evaluate them—understanding when technology can aid wellbeing and when it risks becoming another source of dependency.

5. Institutional Models – Embedding Wellbeing into Organizations

Finally, the framework moves beyond individual training to **systemic change**. Women are trained to advocate for, and even draft, **digital wellbeing policies** within NGOs, schools, and social enterprises. These models include:

- **Right-to-disconnect policies:** Encouraging clear boundaries between working and personal time.
- **Flexible digital learning models:** Reducing the demand for continuous online presence by offering blended or asynchronous options.
- **Wellbeing audits:** Organizational checklists that monitor whether digital practices are supporting or undermining staff health.

This step ensures that digital wellbeing becomes **embedded in institutions**, multiplying the impact of individual training into community and organizational culture.

Key Outcomes of the Framework

By combining awareness, personal practice, peer learning, digital tools, and institutional change, the training framework produces **multi-level outcomes**:

- **Individual level:** Women gain resilience, confidence, and healthier digital habits.
- **Family level:** Better balance between online and offline life improves family relationships and reduces intergenerational risks of digital stress.
- **Community level:** Peer support networks and role models spread wellbeing practices across migrant and local communities.
- **Organizational level:** NGOs and enterprises adopt inclusive, wellbeing-centered digital policies that support both staff and beneficiaries.

Conclusion:

The W.E.B. in Tech training framework positions digital wellbeing not as a luxury, but as a **core digital competence**. In doing so, it equips women with migrant backgrounds to thrive in the digital age—balancing opportunity with health, productivity, and dignity.

8. Practical Exercises for Participants

Training in digital wellbeing is not only about learning concepts; it must also be about **changing daily habits** through practice, reflection, and experimentation. For this reason, the W.E.B. in Tech Project includes a set of carefully designed exercises that help participants translate knowledge into action. These activities encourage both **individual self-awareness** and **collective learning**, ensuring that new digital practices are integrated into personal life, family settings, and organizational contexts.

Exercise 1 – The Digital Diary

Participants are invited to keep a **one-week diary** that records not only the number of hours spent online but also their **emotional states** during and after digital use.

- Each day, they log:
 - **Screen time** (hours on work-related tools, social media, entertainment, communication).
 - **Physical effects** (eye strain, headaches, fatigue).
 - **Emotional responses** (stress, calm, anxiety, satisfaction).
- At the end of the week, participants review the diary with trainers, identifying **patterns** (e.g., “I feel anxious after 2+ hours on social media” or “Video calls late at night disrupt my sleep”).

This reflective practice builds **self-awareness**, a first step toward healthier digital habits.

Exercise 2 – Reflection Circles

In small groups, participants join **peer reflection sessions** called *Circles*. Each circle provides a safe and supportive environment to:

- Share **personal challenges**, such as pressure to remain constantly available online or the difficulty of balancing childcare with digital learning.
- Exchange **coping strategies**, such as setting boundaries on WhatsApp groups, or using focus apps to reduce distraction.
- Develop a **sense of community** where participants feel less isolated in their struggles.

The collective nature of these circles ensures that digital wellbeing becomes a **shared responsibility**, not just an individual effort.

Exercise 3 – Policy Drafting Workshop

Beyond personal practice, participants are encouraged to think at the **institutional level**. Working in groups, they draft a **Digital Wellbeing Charter** tailored for NGOs and social enterprises.

This includes:

- Recommendations on **work-life boundaries** (e.g., “no emails after 7 p.m.”).
- Guidelines for **safe and inclusive digital spaces** (e.g., zero tolerance for online harassment).

- Proposals for **support tools**, such as offering flexible hybrid training models to avoid screen fatigue.

The exercise empowers women not only to care for their own wellbeing but also to become **advocates of systemic change** within their organizations.

Exercise 4 – Balance Mapping

Finally, participants complete a **Balance Mapping activity** using a wheel chart. The wheel is divided into key areas of life:

- Work/study
- Family responsibilities
- Leisure & rest
- Social life & community
- Digital use

Each participant evaluates how much time and energy they currently dedicate to each area, and then compares it to their **desired balance**. For example, a mother may realize that digital obligations occupy a disproportionate share, leaving less time for rest or family. Trainers then guide participants in designing **action plans** to rebalance their wheel—such as reducing non-essential screen time in favor of physical activity or family interaction.

Why These Exercises Matter

These four activities provide a structured way to **turn theory into practice**. Together, they allow women to:

- Monitor and reflect on their personal digital habits.
- Share and normalize experiences of stress within a supportive community.
- Develop the skills to advocate for healthier digital environments.
- Visualize and actively redesign their work-life-digital balance.

By embedding these exercises into training, the W.E.B. in Tech Project ensures that digital wellbeing is not abstract, but a **concrete, lived competence** that strengthens resilience, productivity, and social cohesion.

9. Best Practices and European Case Studies

One of the most effective ways to promote **digital wellbeing** is by learning from **real-world practices** already implemented across Europe. Different countries have experimented with innovative approaches to tackle burnout, promote balance, and empower vulnerable groups—especially women and migrants. Below are selected best practices that can inspire participants in the **W.E.B. in Tech Project**.

1. Digital Detox Programs – Denmark

Several NGOs in Denmark organize “**Offline Weekends**”, encouraging staff, volunteers, and beneficiaries to completely disconnect from smartphones, emails, and social media for two days.

- **Impact:** Evaluations have shown a **32% increase in productivity** among participants when they returned to work on Monday, as well as improved focus and reduced stress levels.
- **Methodology:** The programs often include nature walks, mindfulness exercises, and creative workshops to help participants rediscover offline activities.
- **Key Lesson:** *Digital detox is not about rejecting technology but about restoring balance and intentionality.*

2. Tech Balance – Finland

In Finland, NGOs working with migrant women launched the **Tech Balance program**, which integrates ICT training with **mindfulness and stress-management techniques**.

- **Target Group:** Young migrant mothers with limited access to the labor market.
- **Results:**
 - Participants not only learned ICT skills (e.g., MS Office, digital communication tools) but also developed **daily routines** to prevent burnout.
 - Surveys showed that **65% of women reported greater confidence in applying for jobs** after the training.
 - Trainers noticed lower dropout rates compared to ICT-only courses, suggesting that digital wellbeing support increases motivation and retention.
- **Key Lesson:** *Combining digital skills with wellbeing strategies creates stronger, more resilient learners.*

3. Healthy Digital Workspaces – Germany

In Germany, NGOs and social enterprises are increasingly investing in **healthy digital work environments**. Examples include:

- Providing **standing desks** and ergonomic chairs to reduce the physical risks of prolonged screen time.
- Scheduling **mandatory breaks** every 90 minutes, supported by digital reminders.
- Using **apps that monitor digital health**, tracking screen time, posture, and stress levels.
- **Outcome:** Pilot programs found that employees in these organizations reported a **25% reduction in musculoskeletal complaints** and a **15% increase in overall job satisfaction**.
- **Key Lesson:** *Digital wellbeing must be seen not only as an individual issue but also as an organizational responsibility.*

Comparative Overview

Country	Program	Target Group	Main Strategy	Impact
Denmark	Digital Detox Weekends	NGO staff, volunteers	Offline retreats & community bonding	+32% productivity, reduced stress
Finland	Tech Balance	Migrant women & mothers	ICT + mindfulness & stress relief	+65% job readiness, lower dropout
Germany	Healthy Digital Workspaces	NGO employees & trainers	Ergonomics + apps + breaks	-25% health complaints, +15% satisfaction

Key Insights for W.E.B. in Tech

1. **Integration is crucial:** Programs are most effective when digital wellbeing is not isolated but combined with skills training and organizational culture.
2. **Tailoring for women with migrant backgrounds:** Flexibility, childcare support, and culturally sensitive approaches improve participation and outcomes.
3. **Policy-level sustainability:** NGOs that institutionalized digital wellbeing policies (break rules, wellbeing charters, digital detox days) saw long-term results.

👉 This section demonstrates that digital wellbeing is **not a luxury but a necessity**—a foundation for both **professional success** and **social inclusion**.

10. Policy Implications – Linking to EU Frameworks

The topic of **digital wellbeing** is not an isolated concern but one that is deeply embedded within broader European policy frameworks. For projects like **W.E.B. in Tech**, aligning training and outcomes with EU-level strategies ensures both **relevance** and **long-term impact**. Below, we explore the main EU frameworks that provide a policy backbone for our initiatives, and how they intersect with the specific goals of supporting women with migrant backgrounds in developing digital skills while maintaining wellbeing.

1. European Pillar of Social Rights (2017)

The **European Pillar of Social Rights** lays down 20 key principles, among them the right to **fair working conditions** and to a work environment that protects **health, safety, and dignity**.

- **Relevance to Digital Wellbeing:** The Pillar recognizes that new forms of work, especially those mediated by digital technologies, should not undermine workers' mental and physical health.
- **Implication for W.E.B. in Tech:** Training migrant women in ICT should always include **guidance on healthy digital practices**, ensuring that as they enter the labor market, they do so in environments that respect their wellbeing.

2. Digital Education Action Plan (2021–2027)

This Action Plan emphasizes the need for a **high-performing digital education ecosystem** across Europe, but it also highlights the importance of **balanced digital environments**.

- **Key Features:**
 - Digital literacy and skills development for all, with special attention to vulnerable groups.
 - Awareness of the risks of overuse, including **screen fatigue** and **mental overload**.

- **Implication for W.E.B. in Tech:** Our training materials and exercises, such as digital diaries and wellbeing checklists, directly implement the Action Plan's call for **resilient, inclusive, and balanced digital learning experiences**.

3. EU Gender Equality Strategy 2020–2025

The **EU Gender Equality Strategy 2020–2025** is one of the cornerstone policy documents shaping Europe's commitment to building a fairer, more inclusive digital and economic future. At its core, the Strategy emphasizes the urgent need to **close the digital gender gap** and ensure that women can **fully participate** in the opportunities of the digital economy.

The Digital Gender Divide in Europe

Despite progress in gender equality across many sectors, women remain **underrepresented in ICT professions**. According to **Eurostat (2022)**, only **18% of ICT specialists in the EU are women**. Within this already small group, **migrant women face additional structural barriers**, including limited access to training, linguistic challenges, cultural restrictions, and often competing caregiving responsibilities.

This situation leads to a **double exclusion**:

- From the **digital economy**, where jobs and opportunities are increasingly concentrated.
- From the **social and civic sphere**, since digital platforms are also gateways to social services, community engagement, and lifelong learning.

Beyond Access: The Wellbeing Dimension

The Strategy makes an important clarification: gender equality is **not only about access** but also about the **quality of participation**. Women should not just be present in digital spaces; they should be able to engage in ways that are **healthy, balanced, and empowering**.

For example:

- Constant connectivity can lead to **digital fatigue and burnout**, particularly for mothers balancing childcare and training.
- Social media use, while offering visibility, can expose women to **online harassment**, with studies showing that women are disproportionately targeted in digital spaces.

- Without proper support structures, digital participation may reinforce stress rather than reduce inequalities.

Implications for the W.E.B. in Tech Project

The **W.E.B. in Tech Project** is a **direct and practical response** to the EU's call for a **gender-responsive digital transition**. By integrating **ICT training** with **digital wellbeing practices**, the project addresses two essential dimensions simultaneously:

1. **Skills Development** – equipping 45 young migrant women and mothers with the ICT and communication skills necessary to thrive in the Third Sector and social entrepreneurship.
2. **Wellbeing Safeguards** – embedding strategies such as digital diaries, balance mapping, and organizational wellbeing policies to ensure that women's entry into the digital sphere does not compromise their **mental health, family life, or social balance**.

In this sense, W.E.B. in Tech operationalizes the EU Strategy's principles, showing how policy objectives can be **translated into grassroots training programs** with real, tangible impact on vulnerable groups.

Comparative View – Digital Gender Equality in Numbers

Indicator	EU Average (2022)	Migrant Women in EU (Est.)
Women among ICT specialists	18%	< 10%
Likelihood of attending ICT training (compared to native-born women)	Baseline	-25%
Dependency on digital platforms for services & community	Moderate	+30% higher

(Sources: Eurostat 2022; Eurofound 2021)

The **EU Gender Equality Strategy 2020–2025** calls for **breaking barriers, closing gaps, and ensuring equal opportunities**. The **W.E.B. in Tech Project (ESF-SI-2023-SKILLS-01-0011)** stands as a concrete embodiment of these goals, empowering young migrant mothers not only to **enter the digital world** but to do so in ways that are **sustainable, healthy, and transformative**—for themselves, their families, and their communities.

4. Health at Work Directive (2021 Update)

The updated directive explicitly includes **mental health risks** and recognizes **digital fatigue** as part of occupational hazards.

- **Why it Matters:** As digital tools dominate workplaces, recognizing burnout, constant connectivity, and online harassment as workplace risks is crucial.
- **Implication for W.E.B. in Tech:** Our project not only trains women for digital jobs but also equips them with the knowledge to **advocate for their rights** in workplaces—demanding healthier digital policies and practices.

Comparative Overview of EU Policy Links

Framework	Focus	Relevance to Digital Wellbeing	Application in W.E.B. in Tech
European Pillar of Social Rights (2017)	Fair working conditions	Protecting mental & physical health in digital work	Embedding healthy ICT practices in training
Digital Education Action Plan (2021–2027)	Inclusive digital learning	Balanced environments, awareness of risks	Digital diaries, wellbeing checklists, reflection circles
EU Gender Equality Strategy (2020–2025)	Closing gender gap	Addressing inequalities in digital participation	Supporting migrant women with ICT + wellbeing tools
Health at Work Directive (2021 update)	Workplace health & safety	Recognition of digital fatigue as occupational risk	Empowering women to demand healthier workplaces

By aligning the **W.E.B. in Tech Project** with these EU frameworks, we ensure that the outcomes are not only beneficial at the local or organizational level but also contribute to **Europe-wide goals**. This alignment strengthens the sustainability of the project, increases opportunities for policy advocacy, and ensures that women with migrant backgrounds can both **access** and **shape** Europe’s digital future in healthier, more equitable ways.

11. Recommendations

For Individuals

- Set digital boundaries (no devices at meals/bedtime).
- Use productivity apps to reduce stress.
- Pair digital training with wellbeing practices (stretching, meditation).

For NGOs

- Establish digital curfews.
- Offer regular wellbeing training.
- Monitor digital harassment with clear reporting mechanisms.

For Policymakers

- Invest in digital wellbeing research.
- Promote inclusive access to ICT tools for migrant women.
- Include wellbeing indicators in digital literacy programs.

12. Conclusion

Digital wellbeing is a **foundation of empowerment** in the digital age. For women and mothers with migrant backgrounds, it bridges the gap between opportunity and overload. The *W.E.B. in Tech Project (ESF-SI-2023-SKILLS-01-0011)* offers a unique model: not only teaching ICT, but also embedding practices of balance, awareness, and resilience.

Ultimately, the goal is to ensure that technology becomes a **tool for social innovation and inclusion**, not a source of stress or exclusion.

Key Message:

People don't just need digital skills—they need digital wellbeing to thrive.

HOW TO CREATE A CROWDFUNDING CAMPAIGN

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



"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Social Fund Agency. Neither the European Union nor the Granting Authority can be held responsible for them."



Guide 1 – How to Create a Crowdfunding Campaign

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

Introduction: Why Crowdfunding Matters for Women and Migrant Background Communities

In today's digital economy, **crowdfunding** has become more than a financing tool—it is a **social innovation mechanism**. It enables individuals, NGOs, and social entrepreneurs to mobilize thousands of supporters with relatively low resources.

According to **Statista (2023)**, the global crowdfunding market was valued at **\$1.67 billion** in 2022 and is expected to grow to **\$3.6 billion by 2027**. Europe represents one of the fastest-growing regions, with over **600 platforms** operating across the EU.

For the beneficiaries of the **W.E.B. in Tech Project (Project number: ESF-SI-2023-SKILLS-01-0011, funded by the European Social Fund Agency)**—young women and mothers with migrant backgrounds—crowdfunding is more than fundraising: it is a **pathway to empowerment**.

Key Benefits for Women and Migrant Background Communities

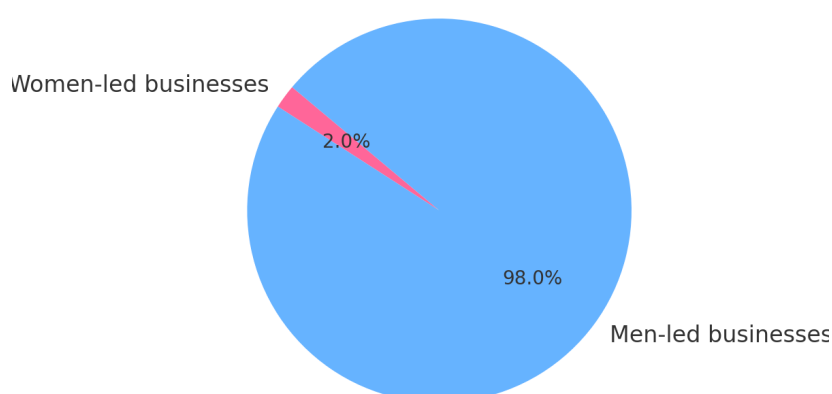
Benefit	Description	Example
Access to Funds	Provides financing without traditional bank loans or grants.	A migrant mother raising €8,000 to launch a local childcare service.
Visibility & Advocacy	Campaigns raise awareness of issues often overlooked.	NGO campaign highlighting migrant women's integration success stories.

Authentic Storytelling	Personal narratives build trust and emotional connection.	Sharing a mother's journey from unemployment to ICT training.
Skills Development	Learning digital marketing, financial planning, and communication through the process.	Training in social media strategy while promoting a campaign.

Why It Matters Now

- **Gender Gap in Funding:** Only **2% of global venture capital funding** goes to women-led businesses (WEF, 2022).
- **Employment Challenges:** Migrant women in the EU face **double the unemployment rate** compared to native-born women (Eurostat, 2022).
- **Digital Opportunity:** 87% of crowdfunding campaigns use **social media as their main driver** of visibility (CrowdFund Insider, 2023).

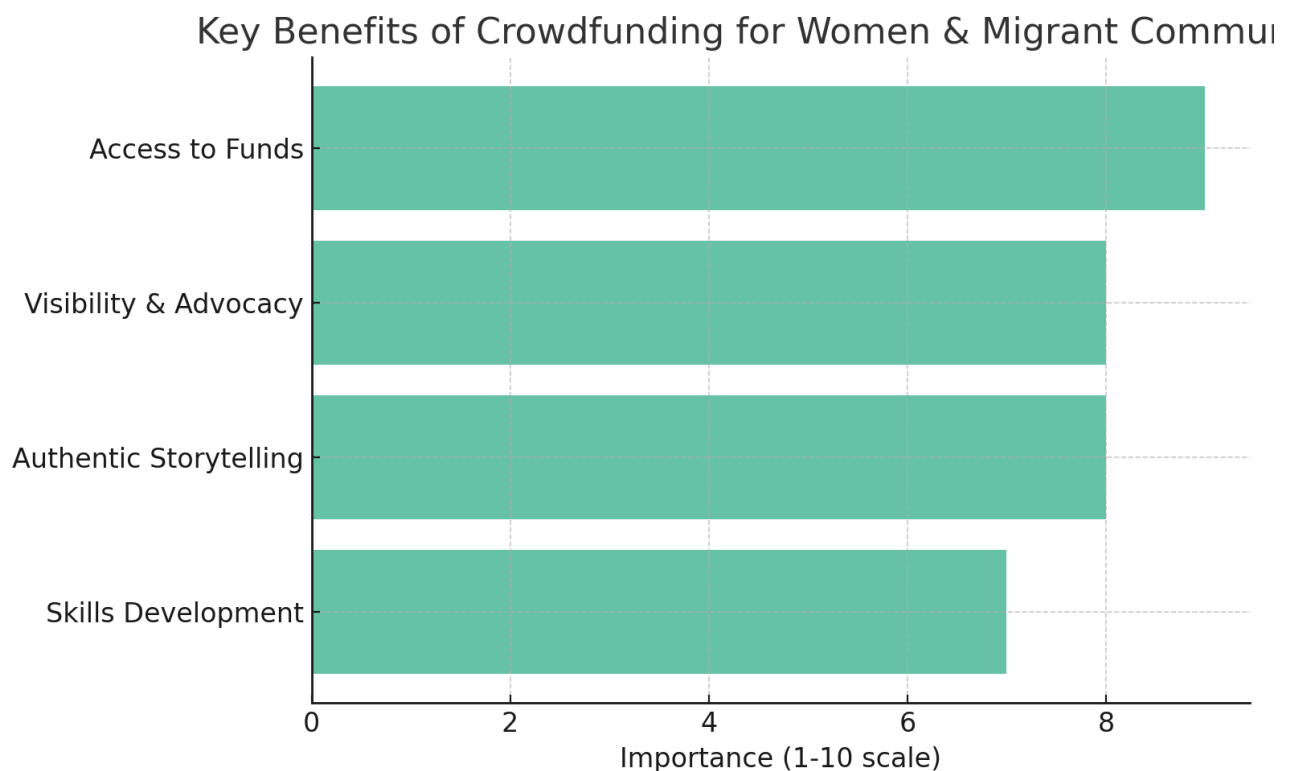
Global Venture Capital Funding Distribution (WEF, 2022)



The W.E.B. in Tech Contribution

Through its training activities, the **W.E.B. in Tech Project** ensures that **45 young women and mothers with migrant backgrounds**:

- Gain **ICT skills** tailored to the labor market.
- Learn how to **design and manage crowdfunding campaigns**.
- Build **career pathways** in the Third Sector and social entrepreneurship.



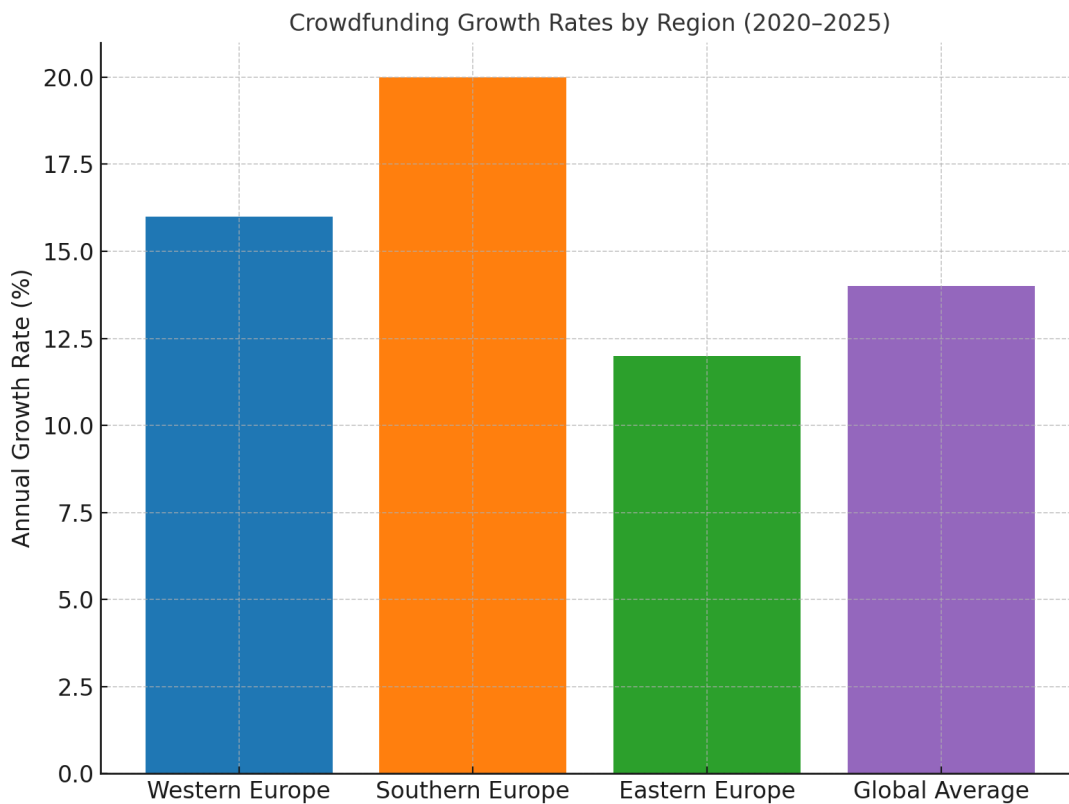
1. The Foundations of Crowdfunding

Before launching a campaign, it is essential to understand the mechanics and dynamics of crowdfunding.

1.1 Types of Crowdfunding

Type	Description	Typical Users	Market Share (Global, 2022)*	Example
Donation-based	Supporters give money with no return expected.	NGOs, charities, social projects.	~25%	GoFundMe campaigns for community aid.
Reward-based	Donors receive symbolic gifts, products, or recognition.	Creative projects, women entrepreneurs, startups.	~60%	Kickstarter campaigns for books, tech gadgets, crafts.
Equity-based	Contributors acquire shares in the business.	Startups, social enterprises.	~12%	Crowdcube or Seedrs equity campaigns.
Hybrid models	Mix of donations, rewards, and partnerships.	NGOs + social businesses.	~3%	Blended NGO campaigns offering symbolic rewards.

*Source: Statista 2023, CrowdFund Insider 2022.



1.2 Why Crowdfunding Works – Evidence-Based Reasons

1. Community Power

- Campaigns are successful when they engage strong personal networks.
- According to a 2022 study, campaigns that reach **30% of their goal in the first week** are **5x more likely** to succeed.

2. Network Effect

- Every donor is a potential ambassador.
- On average, **each backer shares a campaign with 3–5 new people**.
- Social media accounts for **over 55% of traffic** to crowdfunding platforms.

3. Trust & Transparency

- Campaigns with a clear budget breakdown are **65% more likely** to reach their goal.
- Video-based campaigns increase donor trust, raising **80% more funds on average**.

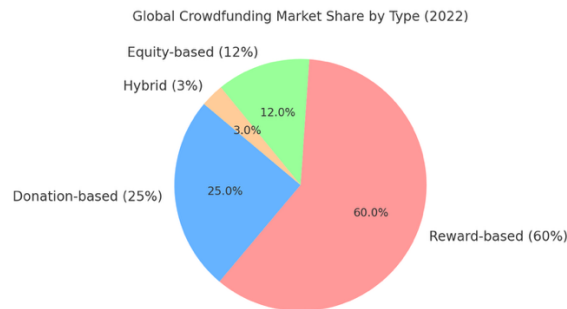
1.3 Crowdfunding Growth in Europe

Region	Annual Growth Rate (CAGR 2020–2025)	Notes
Western Europe	16%	Strong adoption in Germany, UK, France.
Southern Europe	20%	Italy and Spain show fast growth in social impact campaigns.
Eastern Europe	12%	Emerging platforms but lower trust levels.
Global Average	14%	Europe is above the global trend.

Key Insight for W.E.B. in Tech

For the **W.E.B. in Tech Project (ESF-SI-2023-SKILLS-01-0011)**, understanding these foundations is crucial:

- **Donation-based and reward-based** crowdfunding are the most relevant for NGOs and migrant women-led initiatives.
- **Equity crowdfunding** can be an advanced option for social enterprises started by participants.
- Success depends on **community mobilization** and **transparent storytelling**, skills that this project develops through ICT and communication training.



2. Preparing Your Campaign –

Step 1: Defining the Cause and Objectives

Every successful crowdfunding campaign begins with **clarity of purpose**. Before launching, take the time to reflect on the *core mission* of your campaign. Ask yourself:

- **What specific problem am I addressing?**
- **Who will benefit directly from this initiative?**
- **How exactly will the funds be allocated?**
- **What personal or organizational story will inspire supporters to engage?**

Instead of using vague statements like “*Support women in tech*”, create a compelling and measurable narrative:

“With €10,000, we will train 45 young migrant mothers in ICT skills, equipping them for employment in the Third Sector and social entrepreneurship.”

The Power of SMART Goals

To inspire trust and attract supporters, your fundraising objectives should always follow the **SMART framework**:

- **Specific** – Define the exact amount needed and its purpose.
- **Measurable** – Make progress visible, for example by tracking the percentage of funds raised.
- **Achievable** – Set a realistic target based on the size and engagement of your network.
- **Relevant** – Ensure the campaign aligns with genuine community needs and priorities.
- **Time-bound** – Set clear deadlines that create a sense of urgency.

Pro Tip: Campaigns with clear, data-driven objectives and a personal story are **three times more likely** to succeed than those with vague goals.

Numerical Example – Draft Budget

Category	Details	Amount (€)
Training materials (ICT kits, software licenses)	45 participants × €100 each	€4,500
Trainers & mentors	2 trainers × 60 hours × €30/hour	€3,600
Venue, logistics & childcare	Support to ensure participation	€1,200
Campaign promotion (visuals, ads, video)	Social media + flyers	€700
Total		€10,000

SMART Goal Framework

SMART Dimension	Example for this Campaign
Specific	Raise €10,000 to train 45 young migrant mothers in ICT.
Measurable	Track funding progress via campaign platform (% of target achieved).
Achievable	Network of 1,000 contacts + expected average donation of €10 = €10,000.
Relevant	Addresses women's digital skills gap and increases employability in the Third Sector.
Time-bound	Reach the funding goal in 60 days (campaign duration).

Step 2: Choosing the Right Platform

Selecting the right platform is a **strategic decision**, not a technicality. Your choice will influence discoverability, fees, payout speed, donor confidence, legal/financial compliance, and the amount of work you'll need to do to promote the campaign. Below you'll find a **decision framework**, **comparative tables**, and **worked examples** designed for NGOs and women-led social initiatives in Europe.

2.1 Understand the Models (and What They Imply)

Funding models

- **All-or-Nothing (AON):** You receive funds only if you hit the target.
Pros: urgency, credibility, no reputational risk if you miss.
Cons: if you reach 90% you still get €0; needs a strong pre-launch.
- **Keep-What-You-Raise (Flexible):** You keep whatever is pledged.
Pros: safer for pilots; good for ongoing community projects.
Cons: lower urgency; you must clearly explain what happens if you underfund.
- **Donation vs Reward vs Equity:**
 - **Donation-based:** pure social impact; no material return.
 - **Reward-based:** symbolic rewards (thank-you wall, workshops, merch).
 - **Equity-based:** investors receive shares (rare for NGOs; relevant for social enterprises and requires heavier compliance).

What this means for W.E.B. in Tech:

- Most pilot training and inclusion projects fit **Donation** (or **Reward** with symbolic perks).
- Prefer **Flexible** if any partial funding still creates impact (e.g., fewer seats).
- Use **AON** when the project *cannot run at all* without a minimum threshold (e.g., paying venue/insurance upfront).

2.2 Core Decision Criteria (with why they matter)

1. **Cause Fit & Audience Fit (High)**
 - Does the platform's *community* support social impact, education, inclusion?
 - Are your **likely backers** (local EU donors, diaspora, volunteers) active there?
2. **Fees & Payment Processing (High)**
 - Platform fee + payment processor fee (and fixed per-transaction costs).
 - Small average donations suffer more from fixed fees; plan accordingly.
3. **Currencies, Languages, & Localization (High)**
 - Can you display **EUR**, multiple languages, and local banking options (SEPA, cards, PayPal)?
4. **Payout Speed & Compliance (Medium-High)**
 - KYC/AML checks, charity verification, and payout schedules (e.g., weekly, at campaign end).
 - NGOs may need **official docs** before funds release.
5. **Tools & Integrations (Medium)**
 - Email exports, CRM integrations, pixels (Meta/Google), analytics, webhooks, donation receipts.
6. **Discovery & Network Effects (Medium)**
 - Some platforms offer internal promotion or “featured projects”. Others are **purely DIY**: your reach = your effort.
7. **Support, Accessibility, & Mobile UX (Medium)**
 - Multilingual support, mobile-optimized pages, accessibility for screen readers, easy donor flow.
8. **Legal & Tax Considerations (Medium)**
 - Donation receipts, GDPR, data control, country-specific charity rules. (Always check local advice if needed.)

2.3 Comparative Overview (Indicative; verify current terms before launch)

Platform	Best For	Funding Model	Typical Total Fees*	Currencies / Languages	Payout & KYC	Notable Strengths	Common Caveats

GoFundMe	Social & personal causes, humanitarian help, community drives	Mostly Flexible (donation)	Often processing only (~2.9% + fixed/pledge)	Supports EUR; strong in EN; works across EU	KYC required; payouts after verification	Very easy setup; strong trust for social causes; simple donation flow	Less “creative” audience; discovery varies by country
Kickstarter	Creative/innovation campaigns with tangible “project” framing	AON , reward-based	~5% platform + payment processing	Multi-currency; global	Payout after success; strict project rules	Huge global brand; strong urgency	Not ideal for pure social/donation goals; no flexible funding
Indiegogo	Tech & creative; pilots with flexible funding	AON or Flexible	~5% platform + processing	Multi-currency; global	Payout timing varies; KYC	Choice of AON vs Flexible; good for pilots	Social projects must be framed as “innovation” or rewards
Ulule (EU)	Creative & social impact with EU community	Primarily AON ; reward-friendly	~5–8% incl. processing (indicative)	Strong EU reach; FR/EN/others	Verified payouts; country-savvy	Local EU visibility & curation	AON requires robust pre-launch
Goteo (ES/EU)	Civic/social innovation , commons, transparency	Often AON + “matched” second round	~5–7% total (indicative)	ES/EN; EUR-friendly	Charity/NGO-friendly	Social impact DNA; sometimes match-funding	Interface/community strongest in ES; prepare bilingual page

Produttori dal Basso (IT/EU)	Grassroots, NGOs, local community projects	Flexible or target-based	~3–5% (varies by service)	IT/EUR; multilingual options	Local KYC; timely payouts	Good Italy visibility; partnerships	Best reach in Italy; DIY promotion needed
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*Fees vary by country, category, services, and time. Always confirm current pricing.

2.4 Worked Cost Scenarios (so you can see the math)

Scenario A — €10,000 goal, 400 donors, average pledge €25

- **GoFundMe (donation; processing ~2.9% + fixed €0.25/pledge example)**

Processing fee $\approx 2.9\%$ of €10,000 = €290

Fixed fees $\approx 400 \times €0.25 = €100$

Estimated total fees $\approx €390 \rightarrow$ Net $\approx €9,610$

- **Kickstarter (AON; 5% platform + ~3% processing)**

Platform $\approx 5\%$ of €10,000 = €500

Processing $\approx 3\%$ of €10,000 = €300

Estimated total fees $\approx €800 \rightarrow$ Net $\approx €9,200$ (only if fully funded)

- **Produttori dal Basso (3.5% illustrative total)**

$\approx 3.5\% \times €10,000 = €350 \rightarrow$ Net $\approx €9,650$

Scenario B — €10,000 goal, 200 donors, average pledge €50

Fixed per-pledge fees weigh less at higher pledges. Expect **slightly better net** under the same fee percentages.

Back-of-envelope target sizing

Donors needed $\approx$ **Target / Avg Donation**

- At €25 avg $\rightarrow$ **400 donors**
- At €40 avg $\rightarrow$ **250 donors**
- At €100 avg $\rightarrow$ **100 donors**

Use this to check if your network size + outreach plan are realistic.

2.5 Platform–Cause Fit: Fast Heuristics

- **Purely social / inclusion / emergency help** → *GoFundMe, Goteo, Produzioni dal Basso, Ulule*
- **Creative storytelling + rewards (documentary, book, exhibition)** → *Kickstarter, Ulule*
- **Pilot tech or service innovation with perks** → *Indiegogo*
- **Italy-centric community** → *Produzioni dal Basso*
- **Spain/EU social innovation with transparency & commons** → *Goteo*
- **Pan-EU bilingual outreach (FR/EN or local languages)** → *Ulule* + multilingual page

2.6 A 10-Point Scoring Rubric (with a worked example)

Weights (adjust to your context):

- Cause & Audience Fit **25%**
- Fees (Total Cost) **20%**
- Localization (EUR, languages, local payments) **20%**
- Payout/KYC & NGO suitability **15%**
- Tools/Integrations/Analytics **10%**
- Discovery/Editorial Support **10%**

Score 1–5 on each, multiply by weight.

Illustrative scores for a W.E.B. in Tech training campaign (EU social impact):

Platform	Fit (25)	Fees (20)	Local (20)	Payout (15)	Tools (10)	Discovery (10)	Total /100
GoFundMe	20	16	16	12	7	6	77
Ulule	21	14	17	12	7	8	79
Goteo	23	15	16	12	7	7	80
PdB	20	17	16	12	6	6	77
Kickstarter	12	12	16	12	8	9	69
Indiegogo	14	12	16	12	8	7	69

Interpretation: For a **social-impact training** focused on EU communities, **Goteo/Ulule/PdB** often edge ahead on *fit*, while GoFundMe remains strong on *ease and fees*. If your story is **creative with rewards**, Kickstarter/Indiegogo can outperform due to discovery and campaign culture.

2.7 Compliance & Practicalities You Should Not Skip

- **NGO verification & KYC/AML:** Be ready with statutes, proof of bank account, legal representative ID.
- **Donation receipts & GDPR:** Clarify who issues receipts, how donor data is stored/processed, and how you'll stay GDPR-compliant (privacy notice, consent, retention).
- **Payout timing:** Some platforms pay only **after campaign ends**; others have rolling payouts. Build cash-flow buffers.
- **Matched funding / co-funding:** A few EU-centric platforms or partners sometimes offer match rounds—ask!
- **Tax/charity rules:** Cross-border giving may have different rules. If donors ask about tax deductibility, be transparent and provide what you can (without giving legal advice).

2.8 Promotion & Discovery: What the Platform Can (and Can't) Do

- **Internal discovery:** Editorial picks, trending lists, category pages—helpful but not guaranteed.
- **You still drive most of the traffic:** Pre-launch sign-ups, email lists, WhatsApp groups, diaspora networks, and partner NGOs matter more than algorithms.
- **Pixels & analytics:** If the platform lets you add **Meta/Google pixels**, you can run ads and retarget visitors (ask support how to set it up).
- **Embeds & widgets:** Some platforms provide embeddable donation widgets for your website—handy for multi-channel fundraising.

2.9 Accessibility & Inclusion Checklist

- **Mobile-first page & checkout** (most donors give on phones).

- **Readable typography and alt text** for images.
- **Captions on videos** (multilingual if possible).
- **Language toggles** (EN + local language of your key donor base).
- **Short, clear checkout** with trusted payment logos (card, PayPal, SEPA).

2.10 Quick Decision Flow (Use This Before You Lock In)

1. Is your project **social impact / training / community**?
→ Prefer **GoFundMe / Goteo / PdB / Ulule**.
2. Do you need **Flexible** or **AON**?
→ If partial funding still helps, choose **Flexible**.
3. Where are most donors?
→ Italy: **PdB**; Spain: **Goteo**; Pan-EU FR/EN: **Ulule**; Global diaspora: **GoFundMe**.
4. Are you offering **rewards** and a creative output?
→ Consider **Kickstarter** (AON) or **Indiegogo** (AON/Flexible).
5. Which platform gives the **lowest effective fee** for your **average donation size**?
→ Run the math (see scenarios above).

2.11 What We Recommend for W.E.B. in Tech (Pragmatic Paths)

- If your campaign message is **social inclusion + training for migrant mothers**, and donors are mainly in **Italy/Spain/EU**, start with:
 - **Primary:** *Goteo* or *Produzioni dal Basso* (local trust + cause fit).
 - **Alternative / broader reach:** *Ulule* (EU visibility) or *GoFundMe* (ease + low friction donations).
- If you plan **symbolic rewards** (graduation kits, digital thank-you packs, webinar seats) and a storytelling mini-film, evaluate **Kickstarter/Ulule** for an **AON** push (create urgency) backed by a strong pre-launch.
- For **pilot innovation** (e.g., a new digital learning tool), **Indiegogo Flexible** can work—frame it as *tech-for-good*, with clear impact metrics.

2.12 Final Prep Checklist (before you choose)

- Confirm **fees** (platform + processor + fixed per pledge).
- Check **EUR, languages, payment methods** offered.
- Ask support about **NGO verification, payout timing, and donation receipts**.
- Verify **GDPR** terms and donor data export.
- Ensure **mobile UX** is frictionless; test the full donation flow.
- Secure **pre-launch pledges** (aim for 20–30% lined up before Day 1).
- Decide **AON vs Flexible** (and explain to donors what happens if underfunded).

Step 3: Crafting the Campaign Page

Your crowdfunding campaign page is not just a formality—it is the **digital showcase of your project**. Think of it as your shop window: it must immediately attract attention, inspire trust, and connect emotionally with the visitor. When potential donors land on your page, you have only a few seconds to convince them that your cause is worth their support.

A well-designed campaign page combines **credibility** (clear facts, transparent budget, realistic goals) with **emotion** (stories, images, human connection). Both are equally important: credibility reassures donors that their money is in good hands, while emotion inspires them to act.

1. Title: The First Hook

Your campaign title is the first thing people see, often even before they click into the page. It should be:

- **Short:** under 10 words if possible.
- **Emotional:** convey urgency or empowerment.
- **Memorable:** easy to recall and share.

Example:

- Generic: “ICT Training Program for Women”
- Engaging: “Tech for Mothers: Empowering Migrant Women in the EU”

The second option is more powerful because it highlights both the target group (*mothers, migrant women*) and the transformation (*empowerment through technology*).

2. Visual Identity: More Than Decoration

Visuals are not only about aesthetics—they build trust and brand recognition. Choose:

- **A consistent color palette** (for example, blue for trust, orange for energy, green for growth).
- **Clear fonts** that are easy to read on mobile devices.
- **Logos and project branding**, including the official **W.E.B. in Tech identity** and partners (SOS Europa, Euro Mamme, IELI, Kultur und Art Initiative).
- **High-quality photos and videos** featuring real women, mothers, and trainers involved in the project.

Visual identity should tell visitors: “*This is a professional, credible initiative backed by real organizations.*”

3. Storytelling: The Human Connection

Facts and numbers alone rarely motivate donations. What drives people to give is the **story**. In your campaign page:

- Share the **personal journey of a mother** who wants to improve her future through ICT skills.
- Highlight the **obstacles she faces**—such as childcare, lack of access to training, or feeling excluded from the digital world.
- Present the **solution**—how W.E.B. in Tech, with funding, will give her concrete opportunities to study, grow, and find employment.
- Offer a **vision of the future**—what will change for her, her children, and her community if the project succeeds.

Example: *“Fatima is a 27-year-old mother of two who migrated to Italy five years ago. Despite her strong motivation, she has been unable to find stable work. Through W.E.B. in Tech, she will receive ICT training and mentorship, opening doors to the Third Sector and social entrepreneurship. With your support, her dream of financial independence and a brighter future for her children can become reality.”*

4. Fundraising Goal: Numbers With Meaning

One of the most common mistakes in crowdfunding campaigns is asking for a vague amount of money, such as *“Support us with whatever you can”* or *“We need as much as possible.”* While this may sound flexible, it rarely inspires confidence. Donors—especially those supporting women-led or community initiatives—want to understand exactly *why* a specific amount is needed, how it will be used, and what concrete impact it will generate.

Why Specific Goals Matter

- **Transparency builds trust:** Donors are more likely to contribute if they see exactly where their money goes.
- **Clarity increases motivation:** People give more when they understand the impact of their contribution.
- **Accountability ensures sustainability:** Clear numbers make it easier to report back after the campaign.

Example – Turning Numbers Into Impact

Instead of writing:

“We need €10,000.”

Frame it like this:

“We need **€10,000** to train **45 young migrant mothers** in ICT skills.

- €4,500 will be invested in ICT kits and essential software.
- €3,600 will cover the fees of professional trainers.

- €1,200 will provide childcare and logistics, enabling mothers to attend training sessions.
- €700 will support campaign outreach and community engagement.”

This way, every euro has a **purpose** and every donor knows what they are contributing to.

Visual Example: Budget Breakdown

 Here is a simple **pie chart** that illustrates the breakdown:

- **45% – ICT Kits & Software** (€4,500)
- **36% – Trainers** (€3,600)
- **12% – Childcare & Logistics** (€1,200)
- **7% – Outreach & Engagement** (€700)

By presenting your fundraising goal as a **story backed by numbers**, you not only show professionalism but also make it emotionally easier for donors to connect. A clear breakdown transforms a financial request into a **shared mission** where donors feel part of the solution.

5. Rewards (Optional but Effective)

While donation-based crowdfunding does not require rewards, offering even symbolic ones can increase engagement. Examples:

- **Certificates of Appreciation** sent by email.
- **Personalized thank-you letters** from participants.
- **Public shoutouts** on social media or the campaign page.
- **Invitations to online events** (e.g., final project presentation or digital storytelling session).

Rewards don't need to be expensive—they just need to make donors feel **seen and appreciated**.

6. Transparency: The Trust Factor

Trust is the backbone of crowdfunding. Donors want reassurance that their contribution will not disappear into a “black hole.”

Show transparency by:

- Including a **clear budget breakdown**.
- Indicating **who manages the funds** (e.g., SOS Europa as lead partner).
- Explaining the **timeline** (when training starts, how many women per cohort, expected completion date).
- Publishing **regular updates** on the campaign page and social media.

This transforms one-time donors into long-term supporters.

The Power of Storytelling

While statistics, charts, and numbers provide clarity on what a campaign intends to achieve, it is storytelling that makes people care. Numbers may show the *what*, but stories explain the *why*. A well-told story transforms abstract goals into human experiences that donors can relate to, empathize with, and feel motivated to support.

Every successful crowdfunding campaign should include:

1. A Personal Story

Share the journey of one woman or mother who represents the larger community you aim to empower. Use her voice whenever possible: quotes, daily struggles, moments of resilience. This creates a human face for your cause.

2. A Testimonial from the Past

Include a testimonial from someone who has already benefited from a similar initiative—perhaps a young migrant mother who completed ICT training and now works in the Third Sector. This shows potential donors that change is not just possible but already happening.

3. A Vision of the Future

Paint a clear picture of what success will look like. Instead of abstract goals, describe the tangible outcomes: “Imagine 50 young women entering the job market with digital skills, ready to contribute to their communities and support their families.”

Humans rarely remember statistics—but they remember faces, names, and emotional journeys. A single story can mobilize more support than a hundred graphs. By combining data with authentic narratives, you create both *credibility* and *connection*.

In summary: Your campaign page is not just information—it is **a digital experience**. By combining strong visuals, authentic storytelling, transparent budgeting, and emotional connection, you transform visitors into committed supporters who feel part of the W.E.B. in Tech journey.

Step 4: Launch & Promotion Strategy

Designing a powerful campaign page is only half the battle. The true challenge begins the moment you press the “launch” button. A crowdfunding campaign, no matter how well-prepared, will not succeed if nobody knows about it. Promotion is the engine that gives life to your campaign, transforms visibility into trust, and trust into donations.

Launching a campaign requires both **strategy and consistency**. It is not enough to post once or twice—you need to build momentum, maintain engagement, and sustain visibility throughout the entire fundraising period. Let’s break down the key steps.

1. Building Momentum from Day One

The first 7–10 days of a campaign are absolutely critical. Research shows that campaigns reaching **20–30% of their target in the first week** are far more likely to succeed. Why? Because early traction signals credibility. New visitors think: *“Others already trust this project, so I can trust it too.”*

How do you achieve this?

- **Start with your inner circle:** friends, family, colleagues, and local community members. These are the people most likely to support you immediately.

- **Mobilize project partners:** in W.E.B. in Tech, partners like SOS Europa and Euro Mamme can activate their networks to contribute the first wave of donations.
- **Set a soft launch:** a private pre-launch phase where you invite your closest supporters before going public. This ensures that your campaign does not look “empty” when strangers see it for the first time.

Think of it like lighting a fire—you need kindling before the flames spread.

2. Promotion Channels: Where and How to Share

Different audiences are active on different platforms. A successful strategy uses multiple channels at once, reinforcing your message everywhere.

Social Media

- **Facebook & Instagram:** perfect for storytelling, photos, reels, and emotional updates.
- **LinkedIn:** powerful for reaching professionals, NGOs, and potential institutional supporters.
- **TikTok:** short, creative videos showing the human side of your project.
- **YouTube:** longer videos, behind-the-scenes, or participant testimonials.

Post **daily or almost daily** during the campaign. Content should be varied: updates on progress, personal stories, short “thank-you” videos, and calls to action.

Email Marketing

Emails feel more personal and direct than social posts.

- Send a **launch email** to your network.
- Prepare **weekly updates** with progress, milestones, and stories.
- Personalize messages whenever possible—“Dear Anna, with your help we reached 25% of our goal!”

NGO & Community Networks

- Ask partner organizations to promote your campaign on their websites, newsletters, and social media.
- Involve local community groups, cultural centers, and associations working with women and migrants.
- Remember: networks multiply reach exponentially.

Press & Media Coverage

- Write a **press release** explaining the project, its social impact, and the crowdfunding goal.
- Send it to local newspapers, online magazines, and radio stations.
- Offer interviews with project leaders or beneficiaries to personalize the story.

Events: Online & Offline

- Host a **digital launch event** (Zoom/Facebook Live) where you explain the campaign and answer questions.
- Organize **local gatherings**—small community events, workshops, or info sessions in cultural centers.
- Invite journalists, local politicians, and potential donors to participate.

3. Creating a Campaign Calendar

Promotion without organization leads to chaos. A **campaign calendar** is your roadmap.

- **Week 1:** Big launch, mobilize core supporters, daily updates.
- **Week 2–3:** Storytelling focus—testimonials, behind-the-scenes videos, collaborations with influencers.
- **Week 4:** Mid-campaign push—remind people of the goal, introduce new rewards or stretch goals.
- **Final week:** Urgency mode—daily countdown posts, “last chance to support,” intensive outreach.

Use tools like **Trello, Notion, or Google Calendar** to schedule posts, emails, and media appearances. Consistency is what keeps momentum alive.

4. Tone and Messaging

Your campaign should not sound like an advertisement—it should sound like a **movement**. Use a voice that is:

- **Authentic:** speak honestly about challenges and hopes.
- **Inclusive:** emphasize “we” and “together.”
- **Empowering:** highlight the positive transformation donations will create.

Example message:

“With just €20, you can help a young migrant mother gain the ICT skills needed to enter the job market. Together, we can empower 45 women to build brighter futures for their families and communities.”

5. Keeping Donors Engaged

Promotion does not stop once people donate. Keep them involved by:

- Posting **thank-you messages** publicly.
- Sharing **weekly progress reports** (“We have reached 60% of our target!”).
- Highlighting the **impact of their support** (e.g., showing women attending their first ICT workshop).

When donors feel part of the journey, they are more likely to share your campaign with others.

In summary: Launching and promoting a campaign is about creating momentum, spreading the message across multiple channels, and maintaining energy until the very last day. A campaign that feels alive and dynamic will attract donors who want to be part of something bigger than themselves.

Step 5: Donor Engagement During the Campaign

Launching a crowdfunding campaign is only the beginning. The true challenge is not just to attract donations, but to **keep donors emotionally invested throughout the entire campaign**. Many people are willing to give once, but only those who feel a genuine connection will continue to support, share, and advocate for your cause. In fact, studies show that campaigns with active donor engagement raise up to **60% more funds** than those with minimal interaction.

Your task is to transform donors from passive contributors into **active ambassadors** of your campaign. Let's explore how.

1. Communicate Milestones Clearly

Donors want to feel part of the journey. Instead of waiting until the end of the campaign, celebrate every step along the way.

- **25% milestone:** "We've reached a quarter of our goal in just one week! This means 10 migrant mothers can already start ICT training."
- **50% milestone:** "Halfway there! Thanks to your support, we are one step closer to providing full digital skills training to 45 women."
- **75% milestone:** "Almost at the finish line! With your help, we are building unstoppable momentum."

Milestone updates make donors feel their contribution is having a **direct impact**.

2. Behind-the-Scenes Content

Donors are not only interested in the final result—they want to see the **human process**. Share:

- **Photos of training sessions** (with participants' consent).
- **Short videos** of women talking about their hopes.
- **Snapshots of preparation**—the team setting up laptops, trainers explaining ICT basics, or children in the play area during workshops.

Behind-the-scenes content builds intimacy. It gives donors a window into the real lives being impacted, making them feel closer to the cause.

3. Testimonials from Beneficiaries

Nothing is more powerful than a direct voice. Share stories from women who are part of the program:

“Before W.E.B. in Tech, I felt excluded from the job market. Now, thanks to the ICT training, I am confident that I can apply for roles in NGOs and contribute to society.” – Amina, 26, participant

These testimonials remind donors that they are not just giving money—they are **changing lives**.

4. Public Recognition of Donors

Acknowledgment is a simple but powerful motivator. Public recognition creates a sense of pride and belonging. Examples:

- Social media posts: *“A huge thank you to our 100th donor—together we are building futures!”*
- Campaign updates: list donors' names (with their permission).
- “Donor of the Week” highlights: share a small story about why someone chose to support.

This kind of recognition encourages donors to **share your campaign** with their own networks, amplifying visibility.

5. Interactive Engagement

One of the most powerful lessons in crowdfunding is that **donors don't just want to give—they want to belong**. If your campaign feels like a one-way request for money, enthusiasm fades quickly. But if you transform it into an ongoing **conversation**, where donors feel seen, heard, and valued, you create loyal supporters who will stay with your initiative long after the campaign ends.

Ways to Make Engagement Truly Interactive

- **Polls & Voting**

Invite your supporters to co-create parts of the campaign. For example, run a quick poll on Instagram or Twitter asking:

- “Which slogan best represents our mission?”
- “Which reward would you prefer: a thank-you video or a digital certificate?”
- “Which visual style do you find most inspiring?”

When donors help shape decisions—even small ones—they feel ownership of the project.

- **Live Q&A Sessions**

Schedule short **Facebook Live, Instagram Live, or Zoom events** where project leaders, trainers, or even beneficiaries share updates and answer questions. A 20-minute Q&A gives donors direct access, turning them from observers into active partners. This also increases transparency and trust.

- **Exclusive Donor Updates**

Go beyond generic updates. Offer donors **special content**—behind-the-scenes videos, early access to campaign milestones, or personal thank-you messages—before releasing them publicly. This “insider access” creates a sense of privilege and strengthens the emotional bond between donor and campaign.

- **Interactive Challenges**

Consider creating mini-campaign challenges, such as:

- “If we reach €2,000 this week, our team will host a special online workshop just for donors.”
- “Every time we gain 50 new supporters, we’ll release a behind-the-scenes video.”

These small, achievable goals gamify the process and keep donors checking in.

Why It Matters

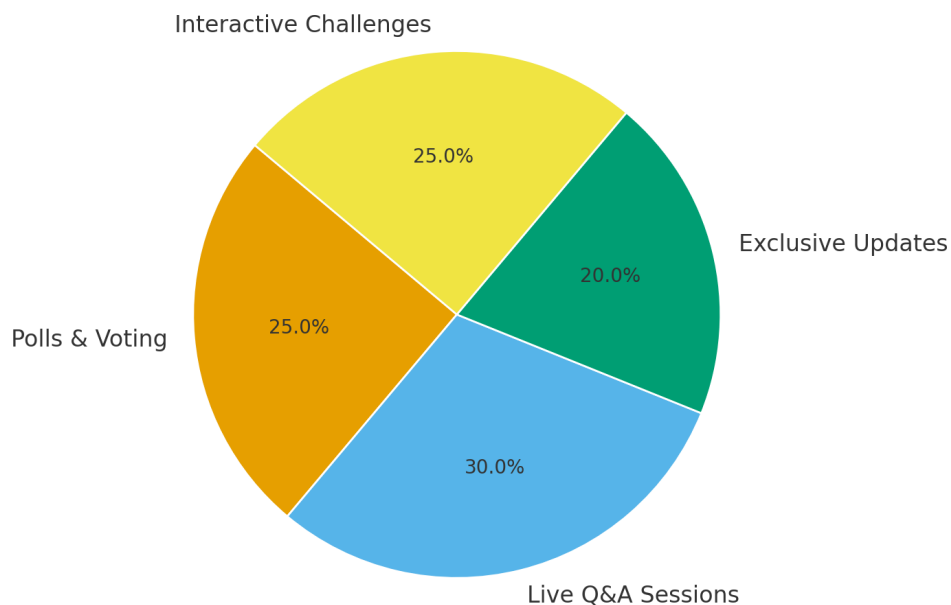
Engagement that is **two-way and participatory** fosters a community spirit. Donors stop being “outsiders giving money” and instead become **active stakeholders** in the mission. This is especially important for initiatives like the *W.E.B. in Tech Project (ESF-SI-2023-SKILLS-01-0011, funded by the European Social Fund Agency)*, where the focus is not only on fundraising but also on building inclusive communities that empower women and mothers with migrant backgrounds.

When people feel part of the journey, they are far more likely to:

- Donate again.
- Share the campaign with their networks.
- Become long-term advocates for your cause.

Key Message: Crowdfunding is not a broadcast. It is a dialogue. The stronger the dialogue, the stronger the community.

Donor Engagement Activities Impact



6. Emotional Storytelling Throughout

Remember: fundraising is not about money—it is about meaning. Keep weaving stories that remind donors why this campaign matters. Instead of simply saying “We still need €2,000,” say:

“With €2,000 more, we can purchase 10 laptops that will allow 10 young mothers to attend ICT training without worrying about technology barriers.”

Numbers explain the *what*, but stories explain the *why*.

7. Transforming One-Time Donors into Long-Term Supporters

The ultimate goal is not just to fund one campaign, but to **build a sustainable community of allies**.

To achieve this:

- Provide **regular updates even after the campaign ends** (progress reports, photos of women completing training).
- Invite donors to **future events**—webinars, local celebrations, or online showcases.
- Encourage them to become **volunteers, mentors, or ambassadors** for the next phase.

When donors see that their contribution leads to **lasting change**, they become long-term supporters—not just for this campaign, but for future initiatives as well.

In summary: Donor engagement is about nurturing relationships, not just collecting funds. By celebrating milestones, showing behind-the-scenes content, amplifying beneficiary voices, recognizing donors publicly, and involving them interactively, your campaign becomes more than fundraising—it becomes a **shared movement of empowerment and inclusion** under the W.E.B. in Tech project.

Step 6: Closing & Post-Campaign Activities

Many people mistakenly think that a crowdfunding campaign ends the moment the deadline arrives. In reality, the most important phase begins **after the campaign closes**. This is when you transform one-time contributions into **long-lasting relationships** and ensure that the energy built during the campaign does not fade away.

Post-campaign activities are not just about saying thank you; they are about **building trust, demonstrating accountability, and creating a sustainable community** around your cause.

1. Expressing Gratitude – Turning Donors into Long-Term Allies

Gratitude is not just about good manners—it is the foundation of every strong and lasting donor relationship. Whether someone contributes **€5 or €500**, their action is an expression of trust. Acknowledging this trust with sincerity and creativity is what transforms a **one-time donor into a lifelong supporter**.

Why Gratitude Matters

Studies show that campaigns which properly thank their donors are up to **40% more likely** to receive repeat contributions in future projects. Gratitude makes donors feel **seen, valued, and connected** to the mission—not just financially involved, but emotionally invested.

Practical Ways to Express Gratitude

1. Personalized Thank-You Messages

- **Emails or handwritten notes:** Whenever possible, address donors by name and refer to their specific impact. Example:
“Dear Maria, thanks to your contribution, one mother will receive childcare support during her ICT training. You are directly helping women enter the job market.”
- **Quick response time:** Send a thank-you within 48 hours of receiving the donation. Speed shows professionalism and appreciation.

2. Public Acknowledgment

- **Social Media Posts:** Create posts that highlight collective achievements:
“Together, 120 donors helped us reach 75% of our campaign goal in just three weeks!”
- **Donor Walls:** Set up a digital or physical space (on your website, campaign page, or in your NGO’s office) where donor names are displayed.

- **Community Recognition:** If your campaign ends with an event, take a moment to publicly thank donors during speeches.

3. Creative Gestures

- **Digital Certificates:** Send supporters a personalized certificate of appreciation.
- **Video Messages:** Record a short thank-you video featuring beneficiaries. Even a 30-second clip of a mother saying “*Thank you for helping me learn ICT skills*” has a powerful emotional effect.
- **Social Media Shout-Outs:** Tag and thank donors (with their consent) on platforms like Instagram, Facebook, or LinkedIn.

Best Practices for Gratitude in Crowdfunding

1. **Be Specific** – Instead of generic “thank you,” explain *how their donation is making a difference*.
2. **Be Consistent** – Gratitude is not a one-time action. Continue acknowledging donors at milestones (25%, 50%, 75% of goal).
3. **Be Inclusive** – Recognize every contribution, no matter the amount. Small donors often become your most loyal advocates.
4. **Be Creative** – Mix traditional and digital methods. For example, send a thank-you postcard featuring a drawing made by beneficiaries’ children.

Impact of Gratitude on Donor Loyalty

When donors feel appreciated:

- **Retention increases:** 70% of donors who receive personalized thanks give again, versus only 30% who don’t.
- **Engagement deepens:** Gratitude creates emotional attachment, turning donors into **ambassadors** who share your cause with others.

- **Trust grows:** Transparency and appreciation demonstrate that your organization values relationships, not just money.

In summary: Expressing gratitude is not the last step of a crowdfunding campaign—it is the first step of building a sustainable community around your project. For the participants of **W.E.B. in Tech**, learning to thank effectively means creating a network of supporters who will continue to stand by their side, campaign after campaign.

2. Sharing Results with Transparency

Donors gave because they believed in your story. Now, they expect to see what their support achieved.

- **Financial transparency:** Provide a simple budget breakdown (e.g., a pie chart showing percentages spent on training, technology, outreach).
- **Impact updates:** Share photos, videos, and testimonials from participants who benefited from the campaign.
- **Reporting progress:** Let donors know the timeline of the next steps (e.g., when training will begin, how many women are enrolled).

Transparency builds **trust and credibility**, making donors more likely to engage in future projects.

3. Creating a Post-Campaign Impact Report

An impact report is a professional way to **close the loop**. It can be a simple PDF or a visually engaging infographic. Key elements include:

- Campaign overview (objectives, funds raised, number of donors).
- How the funds were used.
- Stories and testimonials from beneficiaries.

- A vision of what comes next.

Think of it as a **legacy document** that not only thanks donors but also inspires new supporters when shared publicly.

4. Sustaining Donor Relationships

Closing a campaign should not mean closing the relationship. Invite donors to remain part of your journey by offering ways to stay engaged:

- **Newsletter subscription:** Provide regular updates on progress, events, and success stories.
- **Membership program:** Create a community of recurring supporters with exclusive benefits, such as behind-the-scenes content or invitations to events.
- **Volunteer opportunities:** Encourage donors to participate not only financially but also with their time and expertise.
- **Mentorship opportunities:** Some donors may be professionals willing to mentor women in ICT, entrepreneurship, or communication.

This transforms donors from occasional contributors into **long-term allies**.

5. Leveraging Momentum for the Future

Every successful campaign generates energy and visibility. Don't let it go to waste.

- Use the new network of donors and supporters to **launch future training programs**.
- Invite donors to attend **closing events or celebration webinars**, where you share results and upcoming initiatives.
- Encourage them to **spread the word** about future campaigns or projects.

By turning momentum into action, you ensure that the campaign is not just a one-time fundraising event, but part of a **continuous growth strategy**.

In summary: A campaign does not end at its deadline—it evolves. By expressing gratitude, sharing transparent results, producing an impact report, and creating opportunities for donors to remain involved, you turn short-term support into long-term sustainability. For the W.E.B. in Tech project, this means building not only digital and entrepreneurial skills for women but also a **community of lasting empowerment and solidarity**.

Step 7: Practical Toolkit for Crowdfunding Campaigns

One of the main goals of the **W.E.B. in Tech Project** is not only to provide theoretical knowledge but also to equip young women and mothers with migrant backgrounds with **ready-to-use tools** that can be directly applied in real campaigns. This **Practical Toolkit** offers templates, checklists, and timelines to guide participants step by step.

1. Editable Campaign Template (Word/PDF)

This template allows participants to structure their campaign from the very beginning. It includes:

- **Campaign Title:** Short, powerful, and memorable.
- **Fundraising Goal:** Exact amount + purpose (e.g., “€10,000 for ICT training of 45 migrant mothers”).
- **Campaign Story:** A narrative that connects emotionally and explains the problem, the solution, and the impact.
- **Visuals:** Photos, graphics, and optional campaign video.
- **Budget Breakdown:** A clear table or chart showing how funds will be used (training, materials, childcare support, digital tools).

This editable document can be adapted for NGOs, social enterprises, or individual initiatives.

2. Crowdfunding Success Checklist – The 10 Essentials

Before launching a campaign, participants should make sure all the following boxes are ticked:

1.  **Clear and specific goal** – Exact fundraising target with SMART objectives.
2.  **Target audience defined** – Who will support you? (local community, diaspora networks, NGOs, students).
3.  **Right platform chosen** – Match your campaign with the most suitable crowdfunding site.
4.  **Strong storytelling** – Compelling narrative with personal stories and emotional connection.
5.  **Engaging visuals & video** – At least 1 short video + high-quality photos.
6.  **Rewards designed (if applicable)** – Certificates, shout-outs, or symbolic gifts.
7.  **Launch with inner circle support** – Friends, family, and close contacts are the first donors.
8.  **Consistent promotion strategy** – Use social media, email, and NGO networks daily.
9.  **Regular donor engagement** – Updates at 25%, 50%, and 75% milestones.
10.  **Transparent post-campaign follow-up** – Public thank-you, impact report, future opportunities.

This checklist works as a **quality control tool**: campaigns that meet all 10 points have a much higher success rate.

3. Sample Campaign Timeline (8 Weeks)

Crowdfunding works best with a **clear roadmap**. Below is a model timeline that participants can adapt to their needs:

- **Weeks 1–2: Preparation**
Create campaign content (story, visuals, video), build networks, prepare press materials, and schedule posts.
- **Week 3: Launch**
Go live! Start with your **inner circle** to secure the first 20–30% of the goal.

- **Weeks 4–6: Promotion & Engagement**

Daily social media updates, weekly email newsletters, live Q&A sessions, and posting testimonials from supporters or beneficiaries.

- **Week 7: Final Push**

Intensify efforts with countdown posts, urgent calls to action, and online/offline events.

- **Week 8: Closing & Follow-Up**

Celebrate success, thank donors, publish financial and impact updates, and invite donors to stay connected.

In summary: This **Practical Toolkit** transforms crowdfunding from a vague concept into a **step-by-step roadmap**. By combining structure (template), accountability (checklist), and planning (timeline), participants of **W.E.B. in Tech** will be ready to design, launch, and sustain impactful campaigns.

Step 8: European Case Examples of Crowdfunding Success

Crowdfunding is not only a fundraising tool, but also a **social innovation driver** across Europe. Many NGOs, women-led initiatives, and grassroots organizations have successfully used crowdfunding to finance training, create opportunities, and foster inclusion. Here are three European case studies that show how powerful this tool can be when linked to empowerment, gender equality, and digital skills.

1. SheCodes (Portugal)

SheCodes is a **women-focused coding bootcamp** based in Portugal that empowers women with programming and ICT skills. While initially supported by private investors and EU funds, the organization launched a **crowdfunding campaign** to finance scholarships for women from disadvantaged backgrounds.

- **Objective:** Raise €25,000 to cover scholarships for 50 women.
- **Strategy:** Used **reward-based crowdfunding**—donors received access to mini coding tutorials and digital certificates.
- **Result:** They exceeded their target, collecting €31,000 in six weeks.
- **Impact:** Over 50 women completed the program, and within a year, 60% found jobs in tech companies.

✓ **Lesson for W.E.B. in Tech:** A well-designed campaign that links **clear outcomes (jobs)** to **training opportunities** can attract both individual donors and corporate sponsors.

2. Techfugees (France)

Techfugees is a **global social enterprise based in France** that supports refugees through digital inclusion. One of its flagship initiatives was a **crowdfunding campaign** to launch ICT training specifically for **refugee women**.

- **Objective:** Secure €50,000 to establish a pilot ICT training hub for 100 women.
- **Strategy:**
 - Partnered with local NGOs and women's associations.
 - Used **storytelling videos** featuring refugee women sharing their dreams and challenges.
 - Mobilized **diaspora networks** and the international tech community.
- **Result:** The campaign reached 120% of its goal, raising €60,000.
- **Impact:** The funds supported not only training but also **childcare services**, enabling mothers to participate.

✓ **Lesson for W.E.B. in Tech:** Combining **digital skills training** with **supportive services (like childcare)** makes campaigns highly attractive to donors, especially when framed as both **empowerment and social justice**.

3. Euro Mamme Initiatives (Italy)

Euro Mamme, an Italian NGO, has piloted several **community-based initiatives** to support migrant mothers. In one campaign, they used crowdfunding to **finance a peer-to-peer mentoring program** where mothers with ICT and social enterprise experience guided newcomers.

- **Objective:** Raise €12,000 to fund workshops, materials, and small digital toolkits (laptops, software).
- **Strategy:**
 - Focused on **local community networks** and Italian diaspora abroad.
 - Organized small offline events (cultural evenings, solidarity dinners) linked with the online campaign.
 - Offered symbolic rewards such as hand-crafted products made by participants.
- **Result:** They raised €15,500, surpassing their target.
- **Impact:** 30 mothers gained ICT and entrepreneurship skills, and several small community projects were launched.

Lesson for W.E.B. in Tech: Blending **online crowdfunding with offline community engagement** strengthens trust, mobilizes supporters, and makes campaigns more resilient.

Key Insights from European Practice

From these examples, three common success factors emerge:

1. **Clear Social Impact** – Donors want to see how their contribution directly improves women's lives.
2. **Authentic Storytelling** – Real stories of migrant women, their challenges, and their resilience drive empathy.
3. **Hybrid Engagement** – Combining online platforms with local community activities increases visibility and trust.

For the participants of **W.E.B. in Tech**, these lessons highlight that crowdfunding is not only about money—it is about **building communities, creating visibility, and empowering women as agents of change**.

Conclusion: Beyond Fundraising – Building Empowerment

Crowdfunding is not just about raising money. It is about **building communities, amplifying voices, and creating opportunities** that last far beyond a single campaign. When done with clarity, transparency, and authenticity, it becomes a tool of **social transformation**, especially for those who are too often left behind in traditional funding systems—such as young women and mothers with migrant backgrounds.

Through this **Guide 1**, developed under the **W.E.B. in Tech Project (ESF-SI-2023-SKILLS-01-0011, funded by the European Social Fund Agency)**, participants are not simply learning how to design campaigns. They are being equipped with the tools to **turn their ideas into sustainable, impactful initiatives** that can:

- Empower women to take control of their professional and personal future.
- Strengthen NGOs and grassroots organizations by providing new funding opportunities.
- Foster **social innovation across Europe**, bridging gaps between communities, institutions, and individuals.

The most important lesson is this: **People do not fund projects. They fund people, stories, and visions they believe in.** Numbers and budgets matter, but what truly inspires support is the human connection—the courage of a young mother entering the digital world, the resilience of a migrant woman who wants to build a better life, the collective power of communities coming together.

Every campaign is a story of empowerment. Every donation is a step toward inclusion. And every participant in **W.E.B. in Tech** has the potential to become not just a fundraiser, but a **changemaker**.

Editable Campaign Template – Crowdfunding Campaign

Developed within the W.E.B. in Tech Project – Project number: ESF-SI-2023-SKILLS-01-0011

Funded by the European Social Fund Agency

This template is designed to guide NGOs, social enterprises, and women-led initiatives in creating a complete crowdfunding campaign page. Fill in each section clearly and concisely.

1. Campaign Title

Write a short, catchy, and inspiring title for your campaign.

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2. Campaign Goal

Specify the exact fundraising target (amount in EUR) and explain why this amount is needed.

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3. Campaign Story

Describe the purpose of your campaign. Include:

- The social problem you are addressing
- Who will benefit directly
- Why this project matters
- Your personal/organizational story

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4. Visuals

List and prepare the visuals you will use:

- Campaign photo (high resolution)
- Short video (1–2 minutes)
- Infographics or charts

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5. Budget Breakdown

Provide a transparent breakdown of how funds will be used:

- Training costs: €_____
- Materials/equipment: €_____
- Communication & outreach: €_____
- Other: €_____

Total: €_____

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ICT SKILLS & DIGITAL WELLBEING

COMPLETE VIDEO LESSON SCRIPTS

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



"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Social Fund Agency. Neither the European Union nor the Granting Authority can be held responsible for them."



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.”*