

WGB RESEARCH REPORT



**The following Report was elaborated
in the framework of KA2 “The
Women Get Back”, project cofunded
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WGB PARTNERS



WGB RESEARCH REPORT CONTENTS

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INTRODUCTION

WGB Research Report is written in the framework of the KA2 Capacity building project in the field of youth, The Women Get Back – WGB- (589785-EPP-1-2017-1PT-EPPKA2-CBY-ACPALA), and it is the result of an exhaustive analysis of the main barriers and opportunities for the social inclusion of young women in Europe and Latin America, mainly in the partners' countries, with a holistic approach for the training in job skills, women labour market reinsertion and use of ICT in small business.

The document contains all the good practices drafted taking into account the experience and the opinion of all participants in which the consortium identified the best approaches to foster youth skills for promoting young women employability. All the knowledge gained during the implementation of the training course, job shadowing activities as well as an analysis of the current situation which those youths are living in Europe and Latin America regarding the different crisis that affect our society are included in this document.

WGB Research Report ensures the sustainability and improving the achievements made through the project. A list of tips and recommendations collected during the project are added in order to continue improving the work in this field, not only inside their own organisations but for all interested organisation in Europe and Latin America, which are active in the training and inclusion of youth.

Roughly, the document **is divided into four parts**, discussing the use of ICT in female owned small businesses as well as the abilities and skills needed by employers to facilitate women returning to the labour market. We added the recommendations part, where we talk about the possibilities to access the finance programs, training programmes as well as the different ICT programmes designed for women in Europe and Latin America. Last but not least, we presented some examples of good practices from our project and the impact they had on the participants, their outcomes and how such practices contribute to sustainability that leads to positive changes not only in the work environment, but also in society in general both in Europe and Latin America.



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Chapter 1:

Use of ICT in female owned small businesses

In the past few decades, information and communication technologies have provided society with a vast array of new communication capabilities. For example, people can communicate in real-time with others in different countries using technologies such as instant messaging, voice over IP (VoIP), and video-conferencing. Social networking websites like Facebook allow users from all over the world to remain in contact and communicate on a regular basis.

Modern information and communication technologies have created a "global village," in which people can communicate with others across the world as if they were living next door. For this reason, ICT is often studied in the context of how modern communication technologies affect society and business. There are also studies that focus on ICT

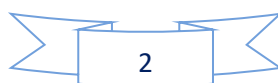
use among women. In this research we focus on ICT in women small business.

ICT is drastically changing the business landscape, especially small business. It has proved its usefulness and influence to different businesses all around the world. Communication became easier and work became more time-efficient. Businesses used ICT to enhance and develop their systems in terms of recording, processing, analysing, and producing different files and data simultaneously. It made a big impact and change on how businesses keep up with the trends and demands of a fast-changing and competitive digital world.

Access to ICTs in the developing world has been framed through the concepts of digital divide and use / non-use. Market liberalization and competition as well as various regulatory and technical solutions are believed to be useful in closing the digital divide and ensuring the universal access to ICTs. The general perception is that people who have access to ICT will benefit from it, and those who don't would not. Benefits include boundless information sharing, connectivity, participation in the global economy.



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The use of mobile phones as part of ICT4D¹ initiatives shows some positive effects in improving access to information and services. For example, the arrival of mobiles brought reduction in the variability of price and the amount of waste in the fishing system along the Kerala coast, India. Another analysis of mobile phone use in developing countries shows that the use of mobile phones improves access to information, helps to address market inefficiencies, and can be used in disaster relief.

There are various initiatives going on in many regions around the World that are helping poor and marginalized people and communities in their lives and business. Possibly the biggest one is *Information and communication technologies for development (ICT4D)*. This initiatives refer to the application of information and communication technologies (ICT) toward social, economic, and political development. It aims to help in international development by bridging the digital divide and providing equitable access to technologies. ICT4D is grounded in the notions of "development", "growth", "progress" and "globalization" and is often

interpreted as the use of technology to deliver a greater good. Another similar term used in the literature is "digital development". ICT4D draws on theories and frameworks from many disciplines, including sociology, economics, development studies, library, information science, and communication studies.



I. ICT in female owned small business

Access to ICT helps women in understanding the importance of their productive and reproductive roles in the society at the local community, government and global level. Women can be

¹ Information and communication technologies for development

empowered as economic, social and political actors by providing new space and opportunity where they can contribute to the community. These opportunities can be in form of advocacy, ICT-based entrepreneurship or other community development activities through ICT.

According to the ITU, the United Nations specialized agency for information and communication technologies, one of their Sustainable Development Goals (SDGs) is focused on gender equality. In 2013, Broadband Commission Working Group on Broadband and Gender released their global report which contained their estimation that there are currently 200 million fewer women online compared to men. The ITU claims that ICT will play an important role in delivering both gender equality to narrow the growing gender gap. Based on their studies, evidence on the benefits that women can gain through ICT, especially with being empowered with information are increasing. "Access to ICTs can enable women to gain a stronger voice in their communities, their government and at the global level." "There is a growing body of evidence on the benefits of ICTs for women's empowerment, through increasing their access to health, nutrition,

education and other human development opportunities, such as political participation." ICT can also provide women new opportunities that involve sustainable livelihood (including ICT-based jobs) and economic empowerment once they get to fully utilize what ICT has to offer. One of ITU's projects that is related to this goal is the Women's Digital Literacy Campaign. ITU partnered up with non-government organization Telecentre.org Foundation for the campaign. They have trained over one million unskilled women to use computers and ICT applications to open more opportunities in education and employment. In the hopes that newly developed skills and knowledge related to ICT will improve their livelihoods. According to ITU's case study... "The Campaign has demonstrated the power of digital literacy training to open the door to other essential skills needed to operate in a broadband environment, including financial literacy skills, as well as ICT-enabled career training. Such training enables women to set up online businesses, or to use broadband services, such as social networking sites, to enhance their ongoing livelihood and economic activity."



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The ITU commitment to close the digital gender gap is installed in the 2030 Agenda, the Addis Ababa Action plan 2015: develop gender-responsive strategies and policies, ensure access and mitigate online threats, build content and services that meet women's needs, promote women in the technology sector in decision-making positions, and establish multi-stakeholder partnerships.

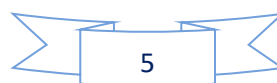


One of the most rapidly expanding categories is that of women owned enterprises (WOEs), which require attention for a number of reasons. The potential of women, who represent half of mankind, is greatly

underdeveloped in many societies. Yet, women clearly play a very important role in many respects, including in the local economy. By forming WOE, women are often able to overcome traditional boundaries. WOE now account for a growing share of all new enterprises in many economies. New technologies and associated societal and organizational changes represent great opportunities. However, barriers remain. The issues confronting women-owned enterprises are not unrelated to those confronting male entrepreneurs or entrepreneurs in general. Still, the emphasis may be different, as may the effective solutions. For instance, while there are limitations in information or reliable statistical data on WOE, female entrepreneurs often represent (or are viewed as associated with) activities in the “informal economy”. They commonly pursue (or are viewed to pursue) low-key businesses with little growth potential. In many instances, they meet with special cultural and economic barriers throughout the registration and start-up process, as well as during later business development. For WOE, there are special issues with respect to opportunities for networking and



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partnering with other firms, and there are managerial and skills issues.

Female entrepreneurs often tend to pursue business in a limited number of sectors, in which women traditionally are economically active. The vast majority of female entrepreneurs, applying to both developed and developing countries, is doing business in the retail and service sectors. Most women-owned businesses are in wholesale and retail trade, hotel and restaurants, and services because of low barriers of entry. Those engaged in manufacturing activities, are often involved in sectors dominated by women, e.g., food processing or some branch of the clothing and textiles sector. In many instances, traditional crafts.

Female businesses are typically smaller in employment and sales than their male counterparts. The mechanisms are partly due to the start-up objectives (flexibility, personal social security, the wish to be independent, family income), partly sectoral features, and partly because of financial and other resource constraints. The majority of women-owned enterprises around the world are micro-enterprises, employing less than 10 people, hence

their generally relatively limited input into total employment.

According to the Global Entrepreneurship Monitor, 10 entrepreneurial activities can be divided into two groups of entrepreneurs. Whereas the first group refers to entrepreneurs who seek to take advantage of unique business opportunities (opportunity-based entrepreneurs), the second group refers to those entrepreneurs who cannot find a job and consequently choose to start a new business in order to survive (necessity-based entrepreneurs).



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Information and communication technology (ICT), which generally refers to a range of communication systems, devices, applications, and services (such as mobile phones, computers, and the internet), offers powerful tools to change and foster new economic opportunities for women. For micro and small enterprises, the use of ICT has led not only to better business performance but also better living conditions. It can also be particularly effective in loosening constraints on women in enterprise development. However, women lag behind men in access to technology and use ICT differently. Understanding why can help leverage ICT to help women's businesses.

Women's participation in the tech sector will provide a boost to the economy and allow for full participation in society. The European commission strives to encourage and empower women to play a more active role in the digital age through many actions and initiatives.

Fewer women are interested in participating in the digital sector, be it higher education, jobs or entrepreneurs. The recent study on Women in the digital age confirms this worrying trend with only

24 out of every 1000 female graduates having an ICT related subject - of which only six go on to work in the digital sector.



II. Women's Digital Literacy Campaign

Reaching out to women and girls at the bottom of the pyramid requires more than merely ensuring access to ICTs and broadband networks. Women need training to become digitally literate. Digital literacy training opens the door to other essential skills needed to operate in a broadband environment, including financial literacy skills, as well as career training and ICT-enabled career training. Such



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training enables women to set up online businesses, or to use broadband services, such as social networking sites, to enhance their ongoing livelihood and economic activity. ITU has developed a range of training materials to promote women's digital literacy and the use of ICTs to promote women's economic activities.

ITU and Telecentre.org have already trained over 1,000,000 women to become digitally literate.

Generally, women suffer from severe discrimination, and it is thought this is heightened due to a lack of access to information. Rural women suffer even more having more troubles accessing resources and public spheres due to socio-cultural restrictions. Information communication and technology (ICT) is a potential tool that can reach rural women and enrich their knowledge. This paper discusses women's empowerment in terms of perceptual change in rural villages in Bangladesh after ICT intervention has been introduced by Non-Government Organizations (NGOs). Since empowerment is a complex phenomenon to measure because of its multidimensional aspects and its

relationship with time as a process, the methodology used in this research was an integration of qualitative and quantitative methods. Using a structured questionnaire, data was collected from women in two different villages where ICT projects have been introduced. The change in women's perception after using ICT was compared with changes in women who did not use ICT. The results indicate that ICT intervention changed women's perception in a positive direction in one village but it did not change in the other village.

III. Role of ICT in the Women's empowerment

Women's empowerment is technological empowerment, which is important as the other interrelated spaces (Lennie, 2002). Shifts in spaces are closely connected to changes in the micro, meso and macro environments, both backwards and forward. For that reason, women's empowerment needs to be measured in all three dimensions and all spaces of women's life.

The mental space of women remains the most critical issue since it has a complex relationship with other



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non-mental spaces. Mental or psychological space consists of the feeling of freedom that allows a person to think and act. For example, it often happens that interventions that expand a woman's economic space with increased income do not empower her if she has no control over the income. Therefore, expansion in economic space alone will not bring about empowerment. If the interventions increase a woman's level of confidence and self-esteem, then a process of empowerment has begun. An expansion of this space implies a change in perception and leads to a feeling of strength. Hence, understanding the link with other spaces will help policy makers to understand why some interventions fail in spite of an increase in physical, economic and political spaces (Ranadive, 2005). Though some ICT interventions are not benefiting rural women economically (Alam, 2006; D.Net, 2007), they are helping to provide required information to rural women, which eventually changes their perceptions and expands their self-esteem as human beings. This issue needs to be investigated; that is, whether ICT can empower rural women with or without economic benefit.

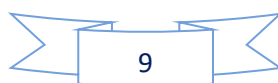


United Nations Entity for Gender Equality
and the Empowerment of Women

Information is noted as a prerequisite for empowerment, while participation drives empowerment by encouraging people to be actively involved in the development process, contribute ideas, take the initiative to articulate needs and problems and assert their autonomy (Obayelu & Ogunlade, 2006). The UN millennium development project (United-Nations, 2005) focused on globalization as well as gender equality and empowerment of women as effective ways to combat poverty in a sustainable way. Women's full and equal access to ICT-based economic and educational activities support women's contribution in business and home-based activities and help women to become more empowered. By accessing information, women can enrich and enhance their quality of life.



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The United Nations Division for the Advancement of Women (UNDAW) focuses on “ICTs and their impact on and use as a tool for the advancement of women” (Marcelle, 2002). Successful case studies from many countries describe the use of ICT as a tool for the economic empowerment of women (Prasad & Sreedevi, 2007), participation in public life (Lennie, 2002), and enhancing women's skills and capabilities in society (Mitchell & Gillis, 2007). When used effectively, ICT can create better opportunities for women to exchange information, gain access to on-line education and to engage in e-commerce activities (Marcelle, 2002).

IV. Women in Digital Scoreboard

The European Commission has launched an annual scoreboard to monitor women's participation in the digital economy, on the occasion of the birthday of Ada Lovelace, considered as the world's first computer programmer. The Women in Digital Scoreboard (WiD) is one of the actions to assess women's inclusion in digital jobs, careers and entrepreneurship initiated by Mariya Gabriel, Commissioner for Digital Economy and Society. The Scoreboard assesses EU countries' performance in

the areas of internet use and internet user skills, as well as specialist skills and employment, based on 13 indicators.



The WiD scoreboard is one of the actions put in place to assess women's inclusion in digital jobs, careers and entrepreneurship, initiated by the Commissioner for Digital Economy and Society, Mariya Gabriel. The scoreboard assesses Member States' performance in the areas of Internet use, Internet user skills as well as specialist skills and employment based on 13 indicators.

The index allows four main types of analysis:

- General performance assessment: to obtain a general characterisation of the performance of individual Member States by observing their overall index score and the scores of the main index dimensions.
- Zooming-in: to pinpoint the areas where Member State performance could be improved by analysing individual indicators.
- Follow-up: to assess whether there is progress over time.
- Comparative analysis: to compare countries in similar stages of digital development so as to flag the need for improvement in relevant policy areas.

Although the digital sector is rapidly growing, creating hundreds of thousands of new jobs every year, the share of women in this sector is decreasing. Despite an increasing demand for ICT related skills and the soaring unemployment – the EU is projected to have a high shortage of digital skills by 2020.

To promote use of ICT among female entrepreneurs EU has created many initiatives that may help women in future, for example:

- Digital4Her Project
- We Hubs Network – to help female entrepreneurs
- European Network for Women in Digital
- Digital opportunity traineeships
- EU prize for Women Innovators



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Chapter 2:

Abilities and skills needed by employers to facilitate women returning to the labour market

Study after study shows that women are underrepresented at every level of the workforce and women returning to the workforce face systemic barriers. Many programs offer a structured approach that enables women to return to the workforce after the period of unemployment.

Going from one reality to another frequently presents challenges. Women returning to work after an absence, experience a unique set of challenges. Finding an avenue back into the workplace after taking an extended period of time away from it can be challenging for a multitude of reasons – difficult working hours and stigma being just two of them. But in fact, if companies hired and promoted women at the same rate as in some countries like Norway, the economy can grow by 8 percent, according to

S&P Global. Simply said: an investment in women is an investment in us all.

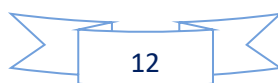
I. Return to Work Syndrome

Return to Work Syndrome is a culmination of the fear, worry, shame, low self-esteem, confidence loss, and trepidation women experience when returning to work after a prolonged absence. The most common absence women experience is one resulting from childbirth and motherhood. However, Return to Work Syndrome isn't specific to mothers. It also applies those returning to work after absences stemming from job loss, chronic illness or family medical leave, active duty service, extended bereavement, and a change of personal or professional direction.

A good way to frame Return to Work Syndrome is to begin with re-entry. Re-entry is defined as “a second or new entry.” Often, we think of re-entry as a major event or transition between one reality and another. Some women may consider returning to work life after motherhood as parallel very challenging. Major life transitions like returning to life that was once familiar can bring about anxiety, fear, apprehension,



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dread, and unease. Women who re-enter the workforce after an absence experience the same.

The most important thing is that returning back to work isn't an event but it's process which is driven by the length of the break, social and personal circumstances, the level of education or training or the reason for wanting back to work.

We can read articles like women are paid less than men, Women are less likely to be entrepreneurs and face more disadvantages starting businesses, women bear disproportionate responsibility for unpaid care and domestic work or women are constrained from achieving the highest leadership positions. This all is big pressure for women.



Women who returning to the workforce are likely to move into lower-skilled or lower-paid roles, experiencing an immediate earnings reduction of up to a third. The typical situation is that the income-earning works very full-time on job, but she needs to pay not only for family basics.

II. Problems Women face when returning back to work

In addition to general anxiety over the transition, women are also challenged with a general lack of confidence in the skills and abilities not used during their absence — or they may not have used their skills and abilities in the same way while away from the work force. It may even feel as if they've lost their edge while pursuing other things.

What's worse, those fears are evident when women look for work and negotiate their salary. It's not just fears either, the corporate environment in many countries pays women less than men, mothers less than fathers, and mothers less than women who don't bear children. Equal pay day is the symbolic day dedicated to raising awareness of the gender pay



gap. This date symbolizes how far into the year women must work to earn what men earned in the previous year, the exact day differs both by year and by country.

Many researches study the gender and parents' earnings gap and the results are staggering. The earnings gap is one of the harsh realities women face and it's where the Syndrome part of returning to work comes in. Women still have difficulty in balancing family with work. Here is still trend of society role, the fact that society still believe on women assuming responsibility for caring for the family, especially with young children. And men are seen even today as the traditional breadwinner in the family. For the women is difficult have a family and holding down a job, both require a high degree of flexibility, organisation and attention. This is the one of main reasons why women give up job within one to three years of going back to work. They're seen as unambitious dinosaurs – having “chosen” to be mothers or careers, rather than scale the corporate pipeline.

A recent study explored two additional circumstances that compound the place mothers

come from when preparing to re-enter the workforce. The first is “skill deterioration theory,” which argues that those with a break in employment aren't as valuable others who were continuously employed because those absent for a period weren't actively utilizing their skills, which deteriorate (or even become obsolete) from lack of use. The fear for employers is those without recent experience will require additional training.



The one of the biggest misconceptions about gender equality is that it only benefits women, but the data shows that this is not true. The data makes it clear that gender equality is the engine for the global workforce. Greater women participation in the workforce can make a greater impact on the



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economy. In fact, the more that women who are educated can push their potential in the workplace, the more we can increase the growth and get the economy going. When people have more to spend, everyone benefits. Then, there's the inclusion part, when women and men work together, studies show that they actually come up with better solutions, which is the basic premise of diversity in the workplace. Innovation comes from friction and the interactivity from people from all different backgrounds: male, female, introvert, extrovert, different ethnicities, generations and so on.

The most significant statistic here is how much of a boost we'd see if women in the workforce were hired or promoted at the rate that women in countries like Norway are.

III. Career Re-entry Programs

Career re-entry programs, also called returnships, offer women and men an opportunity to try out the big transition back into the workforce. Workers that have taken years, or even decades off from full-time work, either to raise children, help with elderly

relatives, or deal with personal health issues, have been able to gradually return to successful careers at companies like IBM, Goldman Sachs, General Motors and others.

Extended time away from a career means employees miss out on training and market developments, but it also means they're gaining other skills and bringing some needed diversity to the existing workforce. That is why more and more company nowadays invest into returnship, which helps adults who have taken time away from their careers and are interested in re-entering the workforce. It usually lasts a few weeks to a few months, typically offers payment that's commensurate with an individual's level of experience, and provides extra training and mentorship, helping folks reacquaint themselves with the culture and pace of today's work environment and improve skills that may have become rusty. If a woman has a gap in her resume does not mean she forgot how to work or lost any of her skills. If anything, she will be even more determined, because now she has more mouths to feed.



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Today, there are more than 160 companies worldwide investing in such programs after recognizing that not everyone has a traditional career path. There's actually a very large number of women out there who are returning to the workforce, but don't know how to go about it. Deloitte, for example, introduced Encore Program, considering such group of people as an untapped pool of talent of qualified, diverse people who, with the right programs and approach, could definitely supplement the talent pool. Professionals who voluntarily leave the workforce can find that going back to work is daunting. Encore Program is structured to enable a smooth transition through accelerated learning to help refresh skills, and to provide mentoring, coaching, and a personalized development plan. The participants are given opportunities to learn from each other and network with Deloitte professionals during the program. Encore is tailored paid program that eases the transition back into the workforce. The program typically runs for 3-4 months. Participants are assigned to a client engagement and have access to Deloitte's innovative leader development curriculum. Deloitte professionals serve as mentors and help participants to network,

they also may be considered for a full-time position upon successful completion of the program.

In some of industry, for example, IT, HR, law is necessary to have a permanent overview about news. As a support for easier return women back to work companies can organize internships or seminars where they will be showing the most important news in the specialization. The companies which can't organize this can outsource it to other companies. This "project" show in labour market that company is able and willing to hire women with career break. Or if companies aren't sure about this "project" they can start cooperation with organizations which provide this courses, internships or seminars. Their cooperation would be based on supporting organization with preparing and with ability to take some participants to their company for internship. Benefit of all this is that companies get opportunity to make a good brand and get a perfect employee. Also if company will do this for their female employees it shows respect to their work. Engagement of women will be bigger and they will be more motivated come back to the same employer.



In today's technology-driven world, things in the workplace can change fast. That's why women, who have been away for a while can be a little shocked about what's expected from them, as far as their technical skills and using certain technologies in the workforce. For instance, if she hasn't been working for several years, she may not know how to use the social media platforms or the new coding language you need to do the job. She may not even be sure how to use office's newest chat system to collaborate with her colleagues. That's why returnships tend to focus on identifying skills that may need sharpening and helping women, that return back to work, improve them.



Career re-entry programs are not just about improving on tactical skills; they are often just as much about understanding cultural changes in your office or industry. Such programs are also a great opportunity to continue to get up to speed on the marketplace and regulations that have taken place since person the workforce.

We still have a long way to go and that companies must look within their organizations to ensure that they're not only opening doors for women but ensuring a safe and nurturing environment for them. Of course, not enough women are going into some fields, like for example engineering, but one of the biggest reasons why women leave engineering is due to a hostile work environment and lack of. As we explained in the paragraphs above, mentorship plays a huge role in advancing women in the workplace. A lot of men are in leadership roles, and men need to mentor women to get them in those roles, but it's also important that women take on the role of mentor and sponsorship to other women once they get there. Women leaders should reach way down into their organization, find the women who are three levels down, the ones who you believe will be the next generation of leaders, and mentor them.



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Many companies and also Governments have developed programs that support women in their process of reintegration in the labour market. Such programmes offer trainings, but also financial means.

IV. #ChangePays Video Campaign

The S&P Global's launched #ChangePays video campaign, whose mission is not only to move the conversation forward, but to get more companies committed to doing their part to build a more inclusive workplace. According to them, elevating the conversation, raising the awareness and starting to ask people to make commitments is extremely important.

Like many women, it's also a personal matter to Courtney Geduldig, executive vice president, public affairs at S&P Global: "My mother and grandmother were both working single women, and I know that one of the things that is really significant when you yourself are a working woman and mother is the ability to see what sacrifices the women before you have made to pave the way for what you are able to do," she said. She wants to do her part to pave the

way for the younger generations of females, including her daughter.

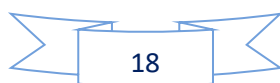


S&P Global has put its gender equality goals into practice. There are currently four female board members, and the company's 5,000-member employee resource group called WINS, which stands for Women's Initiative for Networking and Success, delivers programming that builds leadership competencies and increases opportunities for female employees.

The Program is not only focused on the women, who are returning to the labour market, but to all the women in general, as the gender gap is still pretty big in many countries.



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V. Other options how to support

Reentry programs are not the only option how to support women. Flexible job opportunities are good solution for everyone, women get slowly transfer back to labour market and companies get engagement employee. Companies can choose from many possibilities as part-time job, job sharing, home office, home working or flexible working hours. The main question is: Why companies use it so little? Maybe companies are not sure how to set up the rules for using some of flexible job opportunities or maybe employees don't know that can have this choice. Companies shouldn't offer home office or home working just to managers or leaders. Modern technology allows flexible working; we should use it. Women can adapt back to their "working mode" and company make cost efficient use of office space.

Not only for women but also for parents is kinder garden of babysitting great solution. They can spend more time on work and not hurry to go far away for their children to the kinder garden. Sometimes take children to work with parents is a good idea show that companies respect to be a parent. Of course,

exist some jobs where is impossible take a child but then company can use other option of child care.

Education is other way how to support women re-entry. Because is generally known that women have bigger success in education systems. Of course, that with age is complicated study but the right education can help with faster included back to workplace. Would be appropriate if employer allowed education during working hours or if woman can go to school or other institution but it will be classified as work so she will entitlement for salary.

Individual approach is the best solution for employer and woman who get back to work. All of us is different and this is exactly what create us unique. When you have someone with big potential is better to try support the person because she can bring a lot for company. Individual approach isn't the best choice for big companies for them is more expensive and take some time. With this related that employer shouldn't lose contact with his female employee who go, for example, to maternity or parental leave.

Robert Walters create **Top 10 tips for employer that are recruiting women after career break**. His tips beautifully sum up everything essential. Here

are the points which help with employment women after career break:

- Understand what women want from their jobs;
- Don't make your recruitment messages too restrictive;
- Ensure your brand appeals to women;
- Use online communities, job boards and networking events to raise brand awareness;
- Learn more about flexible working;
- Provide childcare support;
- Offer wellbeing initiatives. This point keeps current trends about health because everyone wants to include to their working day fitness and other wellbeing schemes;
- Make it easy for women to come back;
- Launch return-to-work programmes;
- Deliver mentoring opportunities.

VI. What employers need to realize

Women who want to return back to work are highly motivated. They want to prove themselves again that they are still useful for their work and get their careers back. Women want to get interesting and challenging work, as career fulfilment is a major

driver for their return. Companies can't generalise how women want to work, some of them want to get back full-time job but some of them want to more flexible work. Returners usually report that within four to six weeks they have regained their professional confidence and skills. Professional confidence is really important for doing a great job. Women bring to company new point of view, some of them can still be in touch with their district and if they work few years before they are a good candidate for senior position. All in all, women returners are great investment, they are motivated, determinate, more organize and also have experience before career break and new experience and point of view.

VII. Work-Life balance

Work-Life balance is the term used to describe the balance that an individual need between time allocated for work and other aspects of life. Work-Life balance this is what can not only women help with return to work and is in agreement with seventh point of Robert Walters tips. Work-Life is important because when employees feels controlling they own lives they will have better relationships with company and their job.



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Companies that want to be successful on the market, are competitive and want to keep up with the requirements of candidates must involve WLB in their corporate standards. Connect flexible work with technology and with careers re-entry programs and the result will be getting the right women on the right position. It's 21st century, let's remove stereotypes, let's create the easiest way for women who want to get back to work.



VIII. Summary

It's time to summarize the most important point of all the advices for employers. From our point of view,

the employer should forget the gender stereotypes and social stereotypes. When you have interview with woman after career break don't bring in your mind any of prejudices. It's important to remember that differences between us have reason and you don't know why she had career break. Women with career break haven't less experiences, skills, abilities or motivation. Of course, the workplace change, quickly but this doesn't mean, that women are not in touch with their specialization or that they don't improve their skills in abroad, in course or by other way. But if she lost her skills or abilities she can gain them in some course or with employer support.

If employers are able to support motivated, determined women we found the way how to really support women return back to work. Employers have many options how to help women with their re-entry back to labour market, for example, gender equality (#ChangePays), flexible working, child care, Career Re-entry Programs, Individual approach etc.

We shouldn't forget on return to work syndrome or problems which women face when they return back to work. All these obstacles employer can't fix but we, as a society, can with join forces.



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Chapter 3:

Recommendations

This chapter contains the following three subsections: recommendations for access to funding programmes in Europe and Latin America, training programmes, and ICT programmes suitable for women in Europe and Latin America.

I. Access to funding programmes in Europe and Latin America

In Europe, female entrepreneurs represent only a third of the self-employed in the European Union. Factors such as reconciling business and family make entrepreneurship a less attractive option for them than for men. Moreover, studies show that female creativity and entrepreneurial potential are an under-exploited source of economic growth and jobs that should be further developed. Some of the challenges that women face when establish and run a business are access to finance, access to

information, training and access to networks for business purposes.

Fortunately, the Commission promotes and supports female entrepreneurship through different initiatives such as [Small Business Act](#) and [the Entrepreneurship 2020 Action Plan](#), as well as The EU Prize for Women Innovators.



The European Commission created a Prize for Women Innovators in 2011 to increase public awareness of this issue and to encourage women innovators to exploit the commercial and business opportunities and become entrepreneurs. Last year the Commission launched the sixth edition of the EU Prize for Women Innovators for 2019 with deadline



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for applications 16 January 2019. The Prize sheds light on the outstanding work of female entrepreneurs who have brought their ideas to market, and aims to inspire the next generation of innovators.

Moreover, The Commission supports several tools such as networks and an e-platform helping women become entrepreneurs and run successful businesses:

- **WEgate-platform: a one-stop-shop for women entrepreneurship**

The platform contains a lot of information on how to start your business, receive a financial support, legal information, advice and mentoring as well as good practices on women's entrepreneurship. One good example that you can find there, is the story of the Spanish entrepreneur Yaiza Canosa which mission is to help make people's lives easier². She is a founder of four successful companies and she believes that female entrepreneurs should support

each other to maintain the momentum so that we see more women with power.

- **The European Community of Women Business Angels and women entrepreneurs**

The goal of this initiative is to support women entrepreneurs in accessing alternative sources of funding. It connects business angels with women entrepreneurs and offers trainings for both groups. To find out how you can benefit from this new network have a look at the [four projects](#) covering 14 EU countries mainly named:

- Lean in European Women Business Angels Community – LEANIN EU WBAs
- South Eastern Women Business Angels Network – S.E.E.W.B.A.N.
- Women Business Angels for Women Entrepreneurs – WA4E
- Project CrossEUWBA

² <https://www.wegate.eu/spanish-entrepreneur-yaiza-canosa-mission-help-make-people%E2%80%99s-lives-easier>



- **The European network to promote women's entrepreneurship (WES)**

The WES is a European policy network representing women's interests in business and entrepreneurship. Its members are from 31 European countries (28 Member States and Iceland, Norway and Turkey) and represent national governments and institutions, promoting and supporting entrepreneurship by women at national level. WES members provide advice, support and information on existing support measures for women entrepreneurs, and they help to identify good practices and contacts³.



³ http://ec.europa.eu/growth/smes/promoting-entrepreneurship/we-work-for/women/support-networks_en

- **The European network of female entrepreneurship ambassadors**

The Network of Ambassadors aims to have successful entrepreneurs campaigning on the ground to encourage women — including women in active professional life and students — to set up their own businesses and become entrepreneurs. The ambassadors will seek to make women more confident about setting up and creating successful businesses⁴.

Furthermore, women in Latin America face unequal access to economic opportunities as business owners, leaders, employees and suppliers compared to men. As a result, there are fewer small and growing businesses (SGBs) where women have leadership roles, and of those SGBs with women leaders, there are often greater profitability and growth constraints relative to those led by men. Some of the key challenges women entrepreneurs face when growing their businesses include: balancing family care and business responsibilities, accessing finance without legal ownership or a

⁴ <https://epws.org/european-network-of-female-entrepreneurship-ambassadors/>



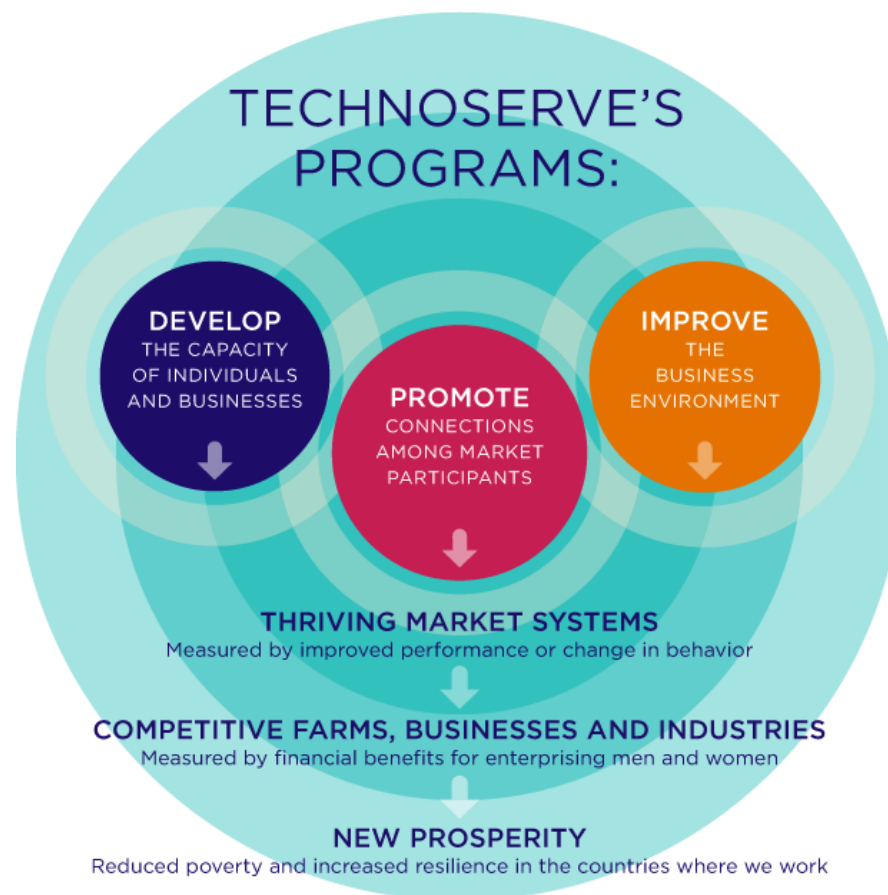
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guarantee, joining traditionally male-dominated business networks.

- **TechnoServe**

TechnoServe is an international non-profit that promotes business solutions to poverty in the developing world by linking people to information, capital and markets. TechnoServe's mission is to work with enterprising people in the developing world to build competitive firms, businesses and industries. This helps grow strong markets that create income, jobs, and wealth for poor individuals and communities⁵.



⁵ <https://www.technoserve.org/>



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If you are wondering what TechnoServe do in Latin America we will give you the following two examples:

➤ ***Peruvian woman turns idea into successful chocolate business***



The Peruvian Amazon is one of the world's most celebrated sources of cocoa. Elizabeth Gómez Flores, a 30-year-old agro-industrial engineer, has always been passionate about chocolate and in 2011, she realized that there was a promising opportunity to enter the local chocolate market given the dearth of established brands in the region. She began experimenting with

different recipes, offering samples and collecting feedback until she had created the perfect chocolate bonbons filled with a hint of liquor. The idea was good but she needed a very good business plan. So Elizabeth applied to TechnoServe's Idea Tu Empresa business plan competition, sponsored by the U.S.

Agency for International Development, and was selected to participate in a three-month class where she learned about marketing strategies, production costs, sales projections, finance and other topics. She presented her plan to a panel of judges and was selected as one of 20 finalists to receive assistance from a TechnoServe consultant to implement her idea and access new markets and sources of financing. She opened a small production plant and six months later her brand NATIVOS, was on the path to success. TechnoServe has helped NATIVOS expand to new markets by introducing Elizabeth to potential clients and suppliers through industry trade shows and participation in conferences and fairs, promoting her brand through newspaper, radio and television appearances. There are many other successful examples such as Elizabeth's one, for women who got some support by the programme and initiatives and managed to create and run their own business. Another interesting project is "TechnoServe's Cosechemos Más Café" or



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I. Encouraging women coffee farmers' participation

TechnoServe's Cosechemos Más Café (Better Coffee Harvest) project seeks to boost the productivity and the quality of the coffee produced by smallholder farmers of El Salvador and Nicaragua, thus improving the income of farming families. The project includes three components: training and technical assistance, access to finance and inputs, and knowledge management. The challenges of gender roles in Nicaragua and El Salvador are mainly related to access to land, production capacity, distribution of tasks and access to credits. However, the project was able to engage 1,990 women, accounting for approximately 30 percent of total program participants, exceeding the gender target initially set by more than 250 percent. As a result, the team has adjusted their target for women's participation from 25 percent to 35 percent. Women were nearly as likely as men to adopt the new practices, with a 32 percent adoption rate among women and 37 percent among men⁶.



⁶ <https://www.technoserve.org/our-work/stories/encouraging-women-coffee-farmers-participation>



- **Access Latina**

Access Latina is a non-profit accelerator that empowers Latin American women in Puerto Rico, US mainland and Latin America by providing access capital, knowledge acquisition and public policy. The program also provides investment resources to women-owned businesses with high-growth potential via a yearly competition in agriculture, social innovation and STEAM industries with grants up to \$25,000 available. Although Access Latina does not invest directly, it provides capital through grants, loans, crowdfunding round with Kiva Zip, and other accelerators. The program also offers mentorship and training⁷.

- **Kapor Capital**

Focusing on African American and Latino communities that have lack of funding, this organization offers to help tech companies in the seed stage who are looking to close gaps in their local community⁸.

⁷ <https://lavca.org/lists-organizations/access-latina/>

⁸ <https://www.kaporcapital.com/>

- **Wells Fargo**

A huge supporter of minority-owned businesses, Wells Fargo continues to support Latinas looking to start their business. They help pair you with the correct funder and offer a resource library for any questions you may have⁹.

II. Training programmes for women in Europe and Latin America

Training and education play an important role in fostering women entrepreneurship and need to be tailored to the particular challenges women face and the different ways they approach business, their ambitions, sector choices, etc. An EU-funded project has developed an education and training programme to help more women in Europe successfully start their own businesses. This could support EU efforts to encourage female entrepreneurship, creating jobs and economic growth.

Projects within the programmes on gender equality span on a broad range of initiatives and issues – from

⁹ <https://www.wellsfargo.com/biz/>



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awareness raising and research on gender issues, to developing national strategies and practices promoting female participation on boards and in decision-making. These efforts are all starting to show tangible results.

For example, **The Spanish Gender Equality Programme** has received a grant of €10.2 million from Iceland, Liechtenstein and Norway through the EEA Grants. The programme addresses persistent gender gaps in Spain, with a focus on gender equality in employment. Women from ethnic minorities in Spain are particularly vulnerable to social exclusion, and face additional obstacles and discrimination in the job market.

Another interesting programme called "**Erasmus for Young Entrepreneurs**" and financed by the European Commission, gives opportunity to all European citizens that have a business idea to benefit from on-the-job training in a small or medium-sized enterprise in another Participating Country.¹⁰ Thanks of this opportunity, new entrepreneurs can benefit from access to new markets, international cooperation and potential

possibilities for collaboration with business partners abroad.

Many women business networks and communities provide strong day-to-day support to thousands of women entrepreneurs across the EU and its neighbouring regions. Some are active and well developed but their scope and role varies from country to country and from region to region. Some examples include:

- AFAEMME - The Association of Organisations of Mediterranean Businesswomen (**AFAEMME**) is a federation of businesswomen associations which was launched in 2002 in Barcelona (Spain) and which currently comprises 53 member organisations from 24 Mediterranean countries. AFAEMME is a coordinator of European and Mediterranean business and gender equality projects and ground-breaking research, a networking platform for businesswomen and women entrepreneurs from all over the Mediterranean and a Euro-Mediterranean lobby organisation. This federation promote the development of

¹⁰ <https://www.erasmus-entrepreneurs.eu/page.php?cid=20>



relations between Mediterranean businesswomen and women entrepreneurs, promote International cooperation in the field of the promotion of equal opportunities for men and women and facilitate the access of women to decision-making positions in the economy.



PROGRAMA DE LIDERAZGO FEMENINO
ATREVIÉNDONOS

- The Italy-based **YWEA** (Young Women Entrepreneurs Association), which supports growth and the internationalisation of women-owned companies.
- The FCEM - World Association of Women entrepreneurs that promotes women's entrepreneurial initiatives and reinforces national associations of women business owners, paying particular attention to women's professional growth and skills issues;

A lot of workshops, events and seminars around Europe are focused on training women on how to develop entrepreneurship skills and create their own business. There are programmes such as Erasmus Plus that support online and offline learning for women, which is also the case of our project “The women get back”. Within the duration of this project all partners have organized different events in their country aims at fostering the use of ICT and wishes to encourage the use of these tools applied to this target group to improve the quality of learning, provide access to resources and services online, providing feedback on progress and create the



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conditions for increasing skills and self-esteem of women in situations of crisis and with difficulties in gaining access to a profession.



The following training programmes could be interesting for Latino American women:

- **Association of Women's Business Centers¹¹**

This association of organizations provides training, networking, mentoring, and business developing, and financing.

- **At The Table Women in Business and Leadership¹²**

In conjunction with the U.S. Hispanic Chamber of Commerce, this program aims to offer counselling and exposure for new businesses. Categories include STEM, small business and social business venture.

¹¹ <http://awbc.org/>

¹² <http://bit.ly/1VUG9PV>

- **Core Woman¹³**

Founded in Colombia to empower women with business development training and other resources, this organization is launching in the United States to help American Latinas.

- **National Hispanic Media Coalition (NHMC)¹⁴**

This coalition offers a Policy Fellowship Program each semester where at least one student is selected to receive training and development in legal and policy research, analysis, writing and public speaking. They also offer an annual intensive TV Writers Program for Latino screenwriters that develops writing skills and prepares participants for jobs at major television networks.

- **Women's Business Border Center**

This organization offers a variety of courses to help Latinas overcome issues such as language, and receive proper training on all aspects of business.

¹³ <http://corewoman.org/>



III. Training programmes for women in Europe and Latin America

In order to attract women to ICT-related courses and into the working field of information and communication technologies, some obstacles should firstly be countered. These can be divided into two different sets: one regarding education and the other regarding employment of women in ICT.

RTÉ is an example of a broadcasting company highlighted by the European Commission as a best practice in terms of recruitment policy. In order to ensure a balanced turn-out of female and male candidates, the Irish broadcaster makes explicit in its recruitment ads the policy of equal opportunities. Questionnaires are filled by every candidate in order to ensure that those considered are fully qualified and, finally, positive discrimination is used in departments where women are underrepresented.

In terms of career development, Telia Sonera was highlighted by the European Commission as an example of best practice. Its managerial programme aims to assess employees in their leadership skills, putting a special emphasis in equality of opportunities and on gender balance. Through the

participation in this programme, female employees realise their potential in management and might be encouraged to apply for promotions to managerial positions.

In Europe, International Girls in ICT Day is celebrated in numerous countries by various stakeholders – the public sector, civil society, academia and private sector organizations. For example, in 2017, the activities were held at least in 29 countries. Above, you can read about some of them.



Fundação **Portuguesa** das Comunicações | Museu das Comunicações celebrated Girls in ICT Day 2017 by launching a competition for digital art works. Award ceremony was held at the official Girls in ICT



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Day event and prizes were given to the best digital art works as well as to the “most inspiring” teacher. There was also a panel discussion focusing on the different aspects of the digital transformation and the opportunities it entails for women and girls.

In addition, the Faculty of Science and Technology of the University NOVA Lisbon joined the campaign for the first time in 2017. The event included a hands-on programming activity and a panel that featured different role models of female ICT professionals with as diverse profiles as possible.



In **Belgium**, Digital Leadership Institute organised jointly with partners the second annual Girl Tech Fest, which was a volunteer-run event with over 100 activities reaching 250 participants from across Brussels. The aim is to encourage girls toward study

and career paths in ESTEAM: STEM (Science, Technology, Engineering and Math) as well as Entrepreneurship and Arts. The workshop activities include digital music, wearable technology and programming, among others.

In **Italy**, the Municipality of Milan launched for the first time a campaign on the occasion of Girls in ICT Day titled #STEMintheCity. In the framework of the initiative, 84 training activities were taking place along the month of April, including events, classes, workshops, role-model meetings and guided visits. The activities were offered to parents, teachers and students from three years’ age upwards. The events reached over 1500 participants.

Women in Tech Summits were organised for the first time in **Spain** in conjunction with Girls in ICT Day both in Barcelona and Madrid. The full-day events included inspirational talks, workshops on 3D printing, robotics, and programming.

Regional Government of Andalucia (Junta de Andalucia) through the Ministry of Equality and Social Policies, the Ministry of Education and the Ministry of Employment, Enterprise and Trade joined Girls in ICT Day campaign also for the first



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time by launching a contest titled "Women and the new digital professions". Students were invited to create articles and blog posts exploring the new ICT professions that have emerged thanks to digital transformation.

Also Microsoft celebrates Girls in ICT Day with activities at their offices linked to #MakeWhatsNext and DigiGirlz campaigns. In 2017, events were held in Belgium, Croatia, Cyprus, Denmark, Finland, Germany, Ireland, Malta, Netherlands, Norway and Spain. Microsoft also published a study on why European girls are not interested in STEM.



In Latin America, digital inclusion has been on the political agenda since 2000 when the UN Economic Commission for Latin America and Caribbean initiated a [regional dialogue](#) on the Information and Knowledge Society in order to construct coordinated [Digital Agendas](#).

In **Peru and Bolivia**, "Practical Action" inspire people to discover and adopt ingenious, practical ways to free themselves from poverty and disadvantage. In Peru, 66% of households are in urban areas and of these just over 15% have internet access. In rural areas, the figure barely reaches 0.11%. In Bolivia, households with internet access in urban areas are just over 5% and, because of its remoteness, there are no data from rural areas. Practical Action improve the competitiveness of producers, traders and service providers' chains (coffee, milk, cocoa, camel, forest, etc.) through the use and development of ICTs and contribute to the democratization of using ICTs to promote 'digital inclusion' and thus provide equitable access to rural dwellers.



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Mariana Costa Checa, is a young social entrepreneur from **Peru** and she is the CEO and Co-founder of Laboratoria¹⁵, a company that has been training young women coding and software development skills in Latin America since 2014. Any woman can apply to Laboratoria. Through a series of questions and interviews, they identify those who truly need Laboratoria's opportunity for social mobility. Then, through a selection process that includes exams, pre-work and real class dynamics, the team collect +600 data points to identify those applicants with potential for technology. In the last 3 years **+7.500 women have applied to Laboratoria and their latest acceptance rate was 9%** (average of 2017-II cohorts in Peru, Mexico and Chile). They have also a 6 month bootcamp that starts with a common core and finishes with 2 specializations: Front-End development and UX design. Developers learn JavaScript, HTML, CSS and highly demanded tools as React framework.

¹⁵ <https://www.laboratoria.la/en>



Argentina has hosted the Women 20 (W20) summit, a group that was created by women who felt poorly represented by the G20 summit. It is an engagement group that brings together women leaders with expertise in civil society, businesses, entrepreneurship and think tanks. During the W20 conference, the group looks to influence the agenda of the G20 summit in order to both increase gender equality and create more inclusive and prosperous societies. The Young Entrepreneur Alliance (YEA) meeting at the G20 also had a special focus on



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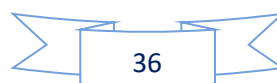
diversity, and the communique that was signed and published spoke of supporting inclusive entrepreneurship as well as promoting women and those traditionally excluded from entrepreneurial opportunities. The W20 website states that 10 percent of women found tech-related startups, whereas in men this number jumps to 30 percent. Argentine startup Chicas en Tecnologia (Girls in Technology) are hoping to create a more equal balance in this sector by creating clubs and training groups to AlfabeTIC literacy via laptops & mobile devices, adaptable to different contexts programme is also interesting initiative adopted by Ibero-American Institute for ICT & Education in Argentina that offers a lot of opportunities to women and young ladies to develop their ICT skills.

Plan International Brazil and Accenture, one of the world's largest companies in information technology solutions, are working together to increase girls' involvement in **Brazil**. Plan International is working with governments, international organisations and development organisations to increase and improve young people's access to financial services, financial literacy and entrepreneurship and employment skills training.

In addition, there are many different ICT training programmes offer in local, national and international level that aim to support women in their entrepreneurial education, one just need to start looking for them.



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Chapter 4:

Good practices from WGB

The following chapter gather together the main outcomes and experiences of the participants and partner NGOs within the implementation of WGB project, impact on both parties, and presents methods for ensuring the sustainability of the project results.



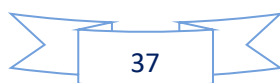
I. Outcomes and impact on participants and partner NGOs within WGB project

The overall objective of the project was to transfer to youth workers innovative training methodologies to improve guidance and counselling, vocational and professional training in EU and Latin America for young women returning to work after a hiatus in their careers, as a result of maternity, illness, unemployment, or who are in a situation of self-employment. The project aims at fostering the use of ICT and wishes to encourage the use of these tools applied to this target group to improve the quality of learning, provide access to resources and services online, providing feedback on progress and create the conditions for increasing skills and self-esteem of women in situations of crisis and with difficulties in gaining access to a profession.

The project implementation was divided into two parts. The first part was an online e-learning course through which participants could learn more about entrepreneurship skills, cultural issues for women in the workplace, labour market issues and main barriers, skill for confident and critical use of ICT,



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leaderships, decision making and team working. And the second part, was the practical one, when participants could implement what they learned, share experiences and learn from good practices from abroad thanks to the training event that was organized in the 10 month of the project as well as the job shadowing activities that let Latin American youth workers go to Europe and European youth workers go to Latin America. Moreover, the following research report and project results will be presented during the final intercultural event in Peru, where 50 youth workers will gather together for a 7 days and once again project team will have an opportunity to measure the impact done on participants and partner NGOs through WGB project.

TRAINING COURSE MÁLAGA, SPAIN

The training course organized in May, 2018 in Torremolinos, Málaga area (Spain) by Asociación PROJUVEN was an amazing opportunity for the youth workers from 9 different countries to promote peer learning between participants of different continents based on creativity, active participation

and intercultural learning as well as facilitate the exchange of innovative educational practices related to social inclusion in the field of youth. Through different non formal games, they had the chance to discuss about the role of woman in the society and the main barriers that they face in all partner countries.



An interesting non formal game that was organized during one of the daily sessions was the “Word Café” where participants were divided in small groups and in every five minutes they had to change their places and discuss on the questions put on their table. Some of the questions they answered were: “How we can prevent gender based violence?”, “How we can overcome the obstacles women face when addressing



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gender related issues?”, “Which kind of programme should be offered to women in order to foster women entrepreneurship?”, “What could be the obstacles in the process of opening a company?”. This non formal game ended with reflection on participants’ opinions and their recommendations about the topics.



Another non formal education game that PROJUVEN used for inspiring participants and allowing them to work in a team, while learning more about entrepreneurial skills and competence was the game where they had to listed successful women entrepreneurs and explained how their actions and behaviours positively impacted their countries and communities. Some of the famous women that youth workers were discussing were Frida Kahlo from

Mexico, Monica Burgos from Brazil and Clara Campoamor from Spain. After identifying some of their main competences and abilities, participants were challenged on thinking about their own skills that can help them develop their business ideas.



The training activities were delivered through a non-formal education approach and specifically focus in learning of Methodologies for social innovation and young women local reality, promoting the professional development of youth workers throw networking and exchange of good practices, learning tools and methods that were later applied with youth women beneficiaries in each participant country.



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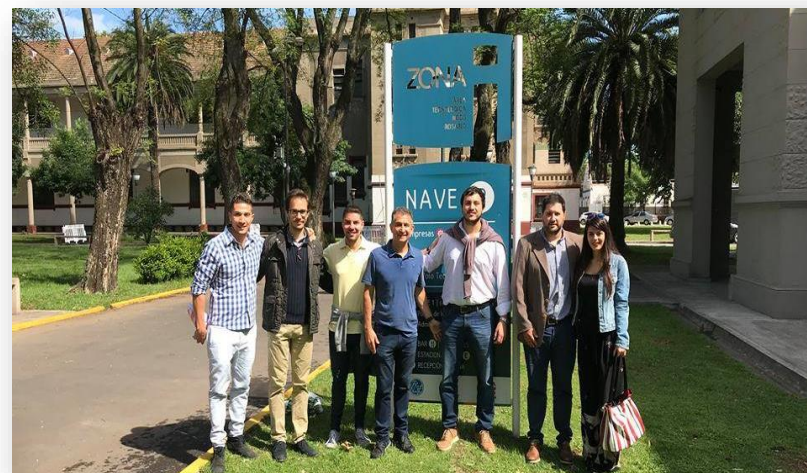
SOME OF THE JOB SHADOWING ACTIVITIES IN LATIN AMERICA

Spanish and Portuguese youth workers in Argentina

In the end of November, 2018 youth workers coming from Spain and Portugal were welcomed in Rosario, Argentina by Juventud Gangitana de Rosario. During their stay in Rosario, Debora and Francesco from Asociación PROJUVEN, and Joaquín from Intercultural Association Mobility Friends (coordinator of WGB project) had an opportunity to present the project to representation of the civic society in the local community, as well as present their experience and work related to the project topics.



During their stay, they visited the Polo Tecnológico of Rosario and learned more about how the enterprise system works in Argentina and discovered how Polo helps SMEs to grow, innovate and become protagonist in the Latin American market. The work of Polo in Rosario is beneficial not just for the SMEs entrepreneurs but also for the local community that can count on better services and innovative products.



Another interesting meeting that the youth workers had, was with the team of "Mujeres Emprendedoras Rosario", Women's Enterprise from Rosario,



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Argentina. They knew more the experiences and challenges of women that most of the time are mothers with children and because of this status they face trouble to find a job or to get a proper contract. These women have created all together a cooperative which empower through entrepreneurship others women and mothers like them. In the last two years "Mujeres Emprendedoras Rosario" delivered in the area of Rosario many local fair, workshops and trainings which generate income, a greater social recognition and social awareness on the problem of women looking for job opportunities and to help their family to have a better future.



Bulgarian and Romanian youth workers in Brazil

The youth workers from Bulgaria and Romania, Georgi and Adelina, also had an opportunity to visit and learn from a good practice during their job shadowing. They were hosted by Cooperbom Turismo Ilheus in Ilheus, Brazil.

Adelina from GEYC and Georgi from Alternativi International visited the “Polycarpo Chocolates Tree To Bar” where they found out about the entrepreneurial environment in Ilheus, business opportunities women have there and how the cocoa market is helping the local community develop.



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They lived a one of a kind experience when they were offered the rare opportunity to visit an authentic indigenous tribe and notice the perfect example of woman leadership: how their "casiqui" (head of the tribe) is helping her community grow. They came in contact with key members of the tribe and found out more about their development plans for the future.



After two meetings with Rotaract club Ilheus and the head of local Social Services department, Mr. Rubenilton Silva, they found out the struggles of young entrepreneurs in the area and what the authorities are doing to solve them.

One of the most marking moments for them, was meeting the group of women entrepreneurs in Ilheus,

almost 40 determined business women struggling to support their families while making a name for themselves.

Moreover, they went to Universidade Estadual de Santa Cruz where they got to discuss with the students about local entrepreneurship and social entrepreneurship ideas presenting great tools like the Step by Step Guide on how to become a Social Entrepreneur developed in the frame of the Play Europe project and with the head of the Administration and Accountant Sciences Department who presented the struggles he faces motivating students to volunteer and get involved in the community and expressed his willingness to partner with Cooperbom Turismo in future projects.



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This experience could not have been followed by a better encounter than that with CRAM- the Regional Council of Assistance to Women where the hosts presented statistics about the abused women that seek help in the area and what tools to use to help them.



After a nicely planned international night where Adelina and Georgi presented their cultures and traditional food, and an interesting visit at Fazenda Yrerê where they saw how cocoa grows and it's processed till it becomes chocolate, all in the frame of learning about authentic local women entrepreneurship, their job shadowing ended with taking part in the Macroregional Forum on Combating Child Labour, one of the most pregnant problems Ilheus faces.



This job shadowing has provided the perfect frame for the youth workers to collect and share a series of good practices they can later apply in their own communities.



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Bulgarian and Romanian youth workers in Peru

In November, 2018 another two European representatives visited Peru thanks of WGB job shadowing activity. Petya from Alternativi International, Bulgaria and Gabriel from GEYC, Romania spent more than a week in Lima, Peru in the hosting organization Brigada De Voluntarios Bolivarianos del Peru.



The delegates had the chance to explore the activities of the hosting organization and get to know the local reality related to women empowerment, leadership, representation and gender issues. They were able to meet with local organizations fighting for gender

equality, LGBT rights and for a new legislation related to transgender people. It was a fruitful meeting that gave them an insight of the struggle of the specific groups, the level of social activism of Peru and tools the NGOs are using to fight for their cause.



The youth workers had the opportunity to visit several institutions and to understand how the authorities and NGO work in the fields of women empowerment, vulnerable people and human rights. They had an official visit to the Ministerio de la Mujer y Poblaciones Vulnerables del Perú hosted by Ms



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Cecilia Esther Aldave Ruiz - ViceMinister in charge of vulnerable populations where they learned more about:

- The national programme against violence. Statistics show that 8 out of 10 women in Peru have been victims of family violence. To fight this, the government created about 300 centers of emergency all over the country.
- Volunteering programme where the ministry is preparing an online register of volunteers to be launched on the 5th of December 2018 (International Day of Volunteering) in order to support public authorities and NGOs to work together.
- The initiatives connected to social inclusion, women empowerment and women entrepreneurship that the authorities have;

Job shadowing activities gave partners and participants the opportunity to foster intercultural exchange, acquiring of social intercultural and organizational skills and reinforce inclusive equal participation of youth workers in all project stages. Youth workers got to know different type of activities

provided for local community, intercultural aspect of work with youth and young women, young women local reality and project management in another culture. They improved their skills and shared their own experience not only with hosting organisation team but also with local community. Youth workers were involved in daily work of hosting organisation, and participated in local activities.



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SOME OF THE JOB SHADOWING ACTIVITIES IN EUROPE

Argentinian youth workers in Portugal

Two youth workers from Asociacion Civil Familia Gangitana de Rosario, Argentina took part in 9 days job shadowing in Barcelos, Portugal. During their stay, they visited Aliança Artesanal Vila Verde where they got hands-on experience with the work environment in Portuguese handcraft and how those jobs empower women with various skills and help them integrate in the workplace.



They had an opportunity to learn more about the local, national and international work of Mobility Friends, their hosting organization, as well as take part in different activities organized by them. Participants developed new competences related to social inclusion through creativity that helped them contribute to greater youth active participation of their lives.



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Brazilian and Peruvian youth workers in Romania

In the beginning of March, 2018, two youth workers were welcomed by GEYC in Bucharest, Romania. In the first days, Maria from Brazil and Jorge from Peru, had the chance to visit the Superior Commercial School “Nicolae Kretzulescu” and discussed with young people about the educational system in Romania, particularly about the one in economics high schools and about the exercise firms (junior enterprises). They also attended a Conference hosted by the European Parliament Information Office in Romania, on the topic of gender equality in media and IT&C sectors.



An interesting workshop “Breaking gender stereotypes” was organized by Casa de Cultura a Studentilor Bucuresti. The event was focused on mapping the stereotypes they have about feminine and masculine genders and understanding gender roles in the society, in marketing, in politics, in everyday life together with sharing good practices between all partner organizations and participants. In addition, job shadowers had also the opportunity to attend another several workshops organized by GEYC Community members.



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Paraguayan and Peruvian youth workers in Bulgaria

In the end of March, 2018, another two youth workers from Latin America had the chance to spend more than week in Blagoevgrad, Bulgaria where Alternativi International welcomed them.



During their stay, Jessica from Paraguay and Miguel from Peru learnt more about the local, national and international activities of their hosting organization as well as exchanged experiences and good practices regarding different topics related to WGB project. The participants took part in several activities which Alternativi organized for them such as: radio interview where they could present themselves and

their NGOs work, interview for local newspaper, art fest, cultural trips, visits to local high schools.



In the last days, Jessica and Miguel together with representatives of Alternativi International had an official meeting with Minister of Youth and Sport in Sofia, the capital of Bulgaria. They had an opportunity to learn more about the cooperation between Bulgaria and Latin America market as well as learn more about funding opportunities for LA partners. Their stay in Blagoevgrad ended up with open event in South West University where WGB project objectives were presented and discussion about Erasmus Plus opportunities for young people followed.



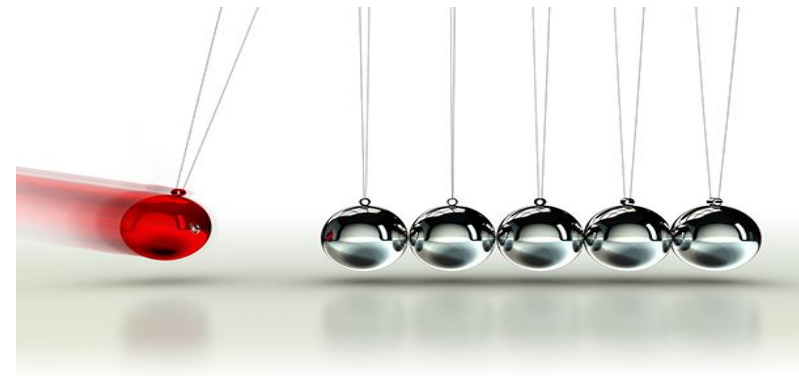
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The Impact has been sought in this project was to improve quality of youth work in the broad field of ICT skills and gender equality, for partners but also at transnational level. The project had addressed the topic of youth workers that provide assistance to women returning to work after a hiatus in their careers, which, despite lot of good will, often lacks of consistency and quality assurance. Interaction amongst participants and stakeholders were ensured through the online platform and project social media channels which serve as a communication medium to overcome the barriers of language and promoting dissemination.

The main impact at a local level were for the involved youngsters and young women that improved their youth work, and partner NGOs that benefited from improved processes and results, therefore optimised available resources for new activities and new opportunities.

The impact at European and International level was an improvement in the use of ICT tools by combining high levels of excellence in youth working with more opportunities for women in situations of crisis, an

improvement in the interregional and transnational cooperation of those involved in non-formal education and the raised awareness on the topic of gender equality, gender digital divide, women empowerment and inclusivity.



II. Sustainability of the project results

WGB will formalize and legalize its network in an international association that will continue sustaining the project objectives after the project conclusion. All project results will be available for free on project website, social media channels and youth workers will keep using them. The project was designed to result in long term and self-sustaining

results, creating a positive impact in youth organisations daily job and on youth workers fostering women initiatives.

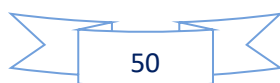
To ensure the sustainability of WGB project partners will expand the project methodology used in the project to address other non-formal areas in youth work; will provide effective new training strategies regarding women empowerment, according to the needs of youth workers and local youth; will present and promote the outputs and good practices acquired along the project; and will continue the dissemination of results (building a local/national/international network).

After the project implementation, the partners will continue exchanging good practices. Indeed, the collaborative networks and cooperation consortiums of the partnering organisations will be an important channel to reach the target groups and disseminate the project further. Each partner is a member in various collaborating networks, which gather regularly to the network meetings to exchange ideas and experiences, review new project proposals and assess the initiative's progress.

The consortium will constantly search for resources to attain objectives and/or increase project impact. COST actions, Horizon 2020, a new Capacity Building project to build upon WGB experience, National and Regional projects are funding opportunities for WGB and its related projects.



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Conclusion:

The present digital guide represents one of the main outcomes of the joint work of WGB project consortium. WGB Research Report ensures the sustainability and improving the achievements made through the project. A list of tips and recommendations collected during the project were added in order to continue improving the work in this field, not only inside our own organisations but for all interested organisation in Europe and Latin America, which are active in the training and inclusion of youth.

For more information about WGB project and its results you can send an email to contact@womengetback.com.



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