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## PROJECT PRESENTATION

*Be DREAM, become digital!*



# Welcome!



## DREAM PROJECT

*“Through training in digital tools,  
we create an impact  
on the lives of  
middle-aged women”*

# Summary of the project

The 'DREAM' project empowers ambitious middle-aged women by equipping them with essential digital skills to start their own businesses. Through a user-centric learning method and practical application in real-world examples, participants gain the skills needed to run a successful enterprise in today's digital world.

## Objectives & Results


1. Digital focus groups for skills, engaging with participants in real-time to discuss their digital literacy needs and challenges in an interactive environment.
2. Curriculum customized to the specific digital needs and skill gaps of middle-aged women. The curriculum is expected to consist of 4 important areas such as digital marketing, website development, social media management, and data analysis.
3. Training for learners to apply the training curriculum in action, providing middle-aged women with both theoretical knowledge and hands-on experience in real-world scenarios.
4. Creation of a crowdsourcing platform that will serve as an open space for sharing experiences and knowledge, thereby facilitating peer-to-peer learning for digital skills learning and providing real-world projects to middle-aged women.


# TARGET GROUPS & ACTIVITIES

The main target groups of our project are the following:


- Middle-aged women who are willing to start their own businesses but lack the modern digital skills needed
- Middle-aged women who are either employed or unemployed and wish to enhance their digital knowledge with practical training materials
- Marginalized middle-aged women without access to training materials or funds to receive paid training

## FOUR MAIN ACTIVITIES

 **Digital focus groups:** These are online sessions where middle-aged women can express their digital literacy needs, challenges, and concerns, as well as share their opinions, interests, and goals.

 **Digital skills curriculum:** covers four important areas of digital skills: digital marketing, website development, social media management, and data analysis.

 **Training for learners:** face-to-face training where middle-aged women can apply the digital skills curriculum in action.

 **Crowdsourcing platform:** This is an online platform where middle-aged women can share their experiences and knowledge with other learners and mentors.

TO-DO

# FOCUS GROUPS FOR IN-DEPTH SKILLS ASSESSMENT

Offering a unique approach to comprehensively assess the digital skills of middle-aged women aiming to start their own businesses.

Coordinated by AFAEMME

## ➤ AIMS

- Conduct focus groups to assess missing digital skills
- Engage directly with target group in real-time
- Create dynamic and interactive environment
- Allow participants to openly express needs, challenges, and concerns

## ➤ RESULTS

- 2-day kick-off meeting in Greece, with 2 experts per partner.
- 2 focus groups per partner, 4 in total.
- The participation of 10 middle-aged women in each digital focus group, 40 in total.
- 2 National reports with the findings, 7-page length each.

# TAILORED CURRICULUM

Will be a comprehensive training tool for women that will be created based on the concrete identified digital challenges these women face in starting their businesses.

*Coordinated by Balkan Women Coalition*

## ➤ AIMS

- Support middle-aged women with digital skills needed for entrepreneurship
- Provide tailored curriculum for women entrepreneurs
- Train at their own pace and familiarize with digital marketing strategies
- Acquire skills in e-commerce, advertising, and digital marketing campaigns
- Gain ability to manage websites and optimize for search engines
- Familiarize with social media strategies and tools like Google Analytics
- Gain practical skills and insights for thriving as entrepreneurs in the digital era

## ➤ RESULTS

- 1-day online session for brainstorming between partners.
- 6 modules, 60 pages in length.
- 6 success stories, and 4 TEDx videos showcasing successful middle-aged entrepreneurs, who overcome their digital gaps.
- Assessment of curriculum by 1 IT and 1 Digital marketing expert per partner.
- Curriculum translation in English and partner countries (Greek and Spanish)

# TRAINING OF LEARNERS

*Coordinated by AFAEMME*

## ➤ GENERALLY

- Each training day will focus on one of the four main curriculum modules
- Two sessions per day with two facilitators per partner acting as mentors
- The first session will cover theory, providing participants with a theoretical understanding
- The second session will involve technical exercises related to the module
- For example, Module 2 will focus on synchronous website development methods and web design principles
- Participants will engage in creating web tools, setting up WordPress, and adding plugins

## ➤ RESULTS

- Mid-term meeting in Spain, 2-day duration with 2 experts per partner participating in the meeting.
- 1 common methodology guide, 10 pages in length.
- 2 open calls for the selection of participants.
- 4 local days of training, one in each partner country, with 30 participants in total.
- 6 hours of training per day, 24 hours of training in total in each partner country
- 1 self-assessment questionnaire per participant at the beginning and 1 at the end of the training, 30 per partner and 60 in total.
- 10 best practices.
- 1 certificate of attendance per participant

# CROWDSOURCING PLATFORM

Through this platform, middle-aged women from both participating countries as well as from the rest of Europe will engage in real-world projects, gaining hands-on experience in digital tasks. Also, the training curriculum along with all the produced materials, and the best practices and research created during this project will be integrated into the platform, ensuring that more people will align with the specific needs and skill gaps of middle-aged women.

*Coordinated by Balkan Women Coalition*

## ➤ RESULTS

- 1 beta version of the Crowdsourcing platform
- 1 final version of the Crowdsourcing platform
- 1 Questionnaire assessment for the technical testing per partner, 2 in total
- 1 Questionnaire assessment for the content testing per partner, 2 in total
- Creation of discussion forums on the platform
- Upload of content, such as the training curriculum, research, the best practices, and real-world projects.

# DISSEMINATION ACTIVITIES

Overall dissemination of all project activities during and after its completion, providing partnership dissemination tools for demonstrating the project's results. AFAEMME will lead the activity and BWC will constantly assist them in all dissemination tasks.

*Coordinated by AFAEMME*



1 Dissemination Plan, approximately 10 pages, in English, in digital format.

1 Facebook page



Newsletter every 3 months, in English and in both partner languages, in total 6 newsletters.



4 posters in English and in partner languages (Greek & Spanish), in digital and printed format

Project's logo

LinkedIn account



EVENT

1 Multiplier event in each partner country with 30 stakeholders, in total 2 multiplier events with 60 stakeholders

# THE PARTNERS



Balkan Women Coalition is a non-profit, non-governmental organization, established in 2022 and is based in Thessaloniki Greece, supporting entrepreneurship, social development and cohesion for Women in the Balkan area. The aim of the organization is to create a stable and multinational network of institutions and organization from the Balkan region in order to develop qualifications and help women in the business field.

AFAEMME, the Association of Organizations of Mediterranean Businesswomen, was launched in Barcelona (Spain) in 2002 and currently comprises 63 member organizations from 24 Mediterranean countries. AFAEMME is a coordinator of European and Mediterranean business and gender equality projects with ground-breaking research; a networking platform for women entrepreneurs; and a Euro- Mediterranean lobby organization which advocates for better access of women in economic decision-making positions.



THANK YOU!

FOLLOW OUR JOURNEY:



*Be DREAM. Become Digital!*