

# Empowering Women, Building Futures: WOW-ME Transforms Careers

Leveraging the power of collaboration, the WOW-ME project embodies the spirit of "Empowering Women, Building Futures: WOW-ME Transforms Careers." Through a unique blend of digital skills training and support services, WOW-ME equips women with the tools and confidence they need to thrive in the modern workforce.

## The Project

Join the WOW-ME movement and empower yourself and others to do what we want to do!



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WOW-ME: Women on Work Market – Maximising Empowerment.  
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## Our Consortium Partners

We are a consortium from four countries and are committed to empower women in the workforce.



### EA Consulting

Evolutionary Archetypes Consulting SL is an innovation research and science communication company. EA explores and assesses innovation strategies, resources, and technologies to empower future game changers. The future we envision for our children starts with us.

### Rovnovážka

Rovnovážka was founded in 2011 by a team of several enthusiastic and passionate women who are not indifferent to the fact that not all people have the same chances in life, and especially in the labor market, as others. At the center of Rovnovážka's interest are women, mothers, whom we help find a rare life balance while fulfilling all their roles.



### Norsensus

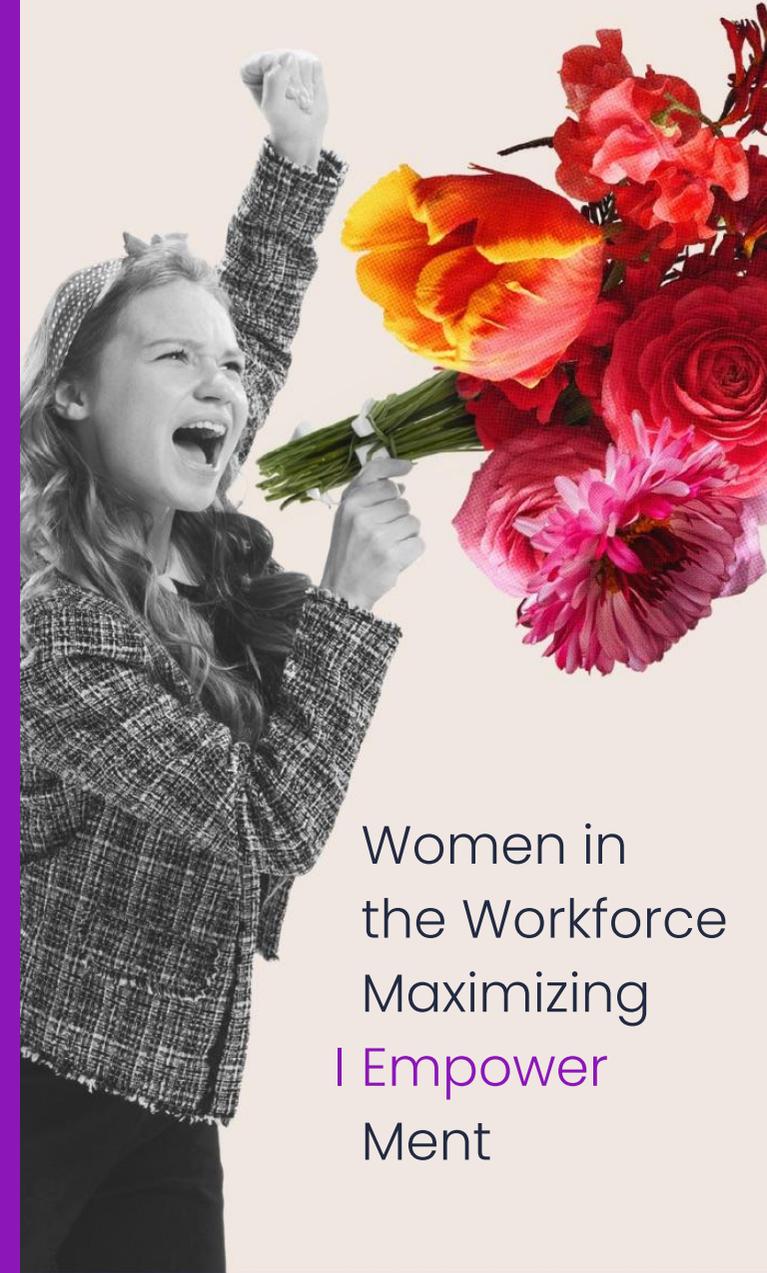
Norsensus Mediaforum's vision is of a society where all people and communities are engaged in powerful, purposeful, and positive social change. In this frame, we prioritize work with historically underrepresented groups, such as youth, low-income communities, immigrants, rural populations, and women.

### FutuReg

The main mission of the Civic Association FutuReg since 2015 is to promote the development of cultural and social values in Southern Slovakia, focusing on raising awareness in the field of children's rights and equality, providing healthy and happy childhood and supporting research and development.



# WOWME |



Women in  
the Workforce  
Maximizing  
Empowerment

## Welcome to WOW-ME

Women on Work Market Maximising Empowerment (WOW-ME) is a KA210 Erasmus+ project that aims to empower women re-entering the workforce, particularly those facing disadvantages or with limited opportunities.

Launched in February 2024, the project focuses on sharing innovative career guidance and empowering training methods, including new digital tools, innovative narrative, transformative coaching and design thinking approaches. It will create an online toolkit for trainers and job seekers.



## Activities

At the core of the WOW-ME project are four transnational Learning, Teaching, and Training Activities (LTTAs) designed to equip partner organizations with the skills and knowledge to effectively train women re-entering the workforce. Each partner hosts one LTTA to teach the other partners in their specific innovative approach. Based on the LTTAs, the partners will develop a comprehensive toolkit for training women in digital skills and career development. This collaborative approach ensures all partners are equipped to effectively support women's successful re-entry into the workforce.

### LTTA1

Hosted by **Rovnovážka** in Frýdek-Místek, Czech Republic

**Women on Work Market: LTTA1**

**The main objectives of LTT1 are:**

**Focus:** Digital Skills, AI

**Activities:**

- Training on using IT tools and mobile apps for women.
- Equipping women with relevant IT skills for the job market.
- Strategies for work-life balance with technology.

**Benefits:**

- Provides partners with knowledge of digital skills training for women.

### LTTA2

Hosted by **EA Consulting** in Barcelona, Spain

**Women on Work Market: LTTA2**

**The main objectives of LTT2 are:**

**Focus:** Narrative, Employer Personas

**Activities:**

- Training on developing personal narratives for job applications.
- Understanding employer expectations and trends.
- Preparing women for job readiness.

**Benefits:**

- Equips partners with skills to support women in crafting effective job applications.
- Highlight of skillset and motivation of career path.

### LTTA3

Hosted by **FutuReg** in Bratislava, Slovakia

**Women on Work Market: LTTA3**

**The main objectives of LTT3 are:**

**Focus:** HR Career Coaching

**Activities:**

- Sharing best practices for educating women using storytelling and experiential learning.
- Training partners on HR strategies specifically for women entering or re-entering the workforce.

**Benefits:**

- Provides partners with effective methods for training women in HR-related topics.

### LTTA4

Hosted by **Norsensus** in Oslo, Norway

**Women on Work Market: LTTA4**

**The main objectives of LTT4 are:**

**Focus:** Design Thinking for Employability

**Activities:**

- Sharing best practices for building communication and digital media skills.
- Training partners on HR strategies specifically for women entering or re-entering the workforce.
- Methods for supporting women returning to work after maternity leave.

**Benefits:**

- Equips partners with design thinking and communication skills training methods.

