



What is the WOW-ME Project?

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.

Objectives:



Project Information

Start Date: 1 February 2024
End Date: 31 January 2026
Duration: 24 Months
Funding: €60,000

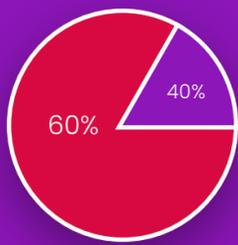
WOW-ME addresses the following 2023 Erasmus+ priorities:

- Inclusion and diversity in all fields of education, training, youth and sport
- Addressing digital transformation through the development of digital readiness, resilience, and capacity
- Creating upskilling pathways, improving accessibility, and increasing take-up of adult education

Challenges for Women in the Job Market



27% of women have never used the internet. Maternity leave can reduce wages (Source: Open Edition Journals).



Work-Family Balance
In most European countries, women with one child face lower employment rates. Mothers often reduce their work participation, with 60% of mothers reported inactive at some point (Source: Open Edition Journals).

Work-Family Reconciliation Efforts Help!
In areas where work-family reconciliation efforts are high, employment interruptions are fewer and shorter (Source: Open Edition Journals).



Digital Competencies/AI (LTTA1 Focus):
Equips women with essential digital skills and an understanding of AI tools, opening doors to new career opportunities.



Narrative Approaches (LTTA2 Focus):
Women learn how to craft compelling personal narratives for job applications, showcasing their unique experiences and skills in a way that stands out to employers.

HR Career Coaching (LTTA3 Focus):
Provides personalized career guidance and coaching techniques to help women identify their strengths and weaknesses, set realistic career goals, and develop strategies to achieve them.



Design Thinking (LTTA4 Focus):
Encourages participants to approach career challenges creatively, developing innovative solutions to overcome obstacles.



The WOW-ME Consortium

EA Consulting (Spain)
Lead Partner:
Experts in mission-based narrative approaches, guiding women to view job searches as meaningful chapters in their lives, making the process more manageable and empowering.



Norsensus Mediaforum (Norway):
Offers expertise in media & digital literacy, advocacy, and civic participation, with a focus on empowering marginalized groups. They contribute significantly to WOW-ME's objective of enhancing digital competencies.

Rovnovážka (Czech Republic):
Champions for equal opportunities, advocating for women's rights in political, social, and working life, with a particular focus on disadvantaged groups. Their mission seamlessly aligns with the goals of WOW-ME.

FutuReg (Slovakia):
Specializes in regional development and supporting families, youth, and children. Their holistic approach enriches the project's impact on the community.