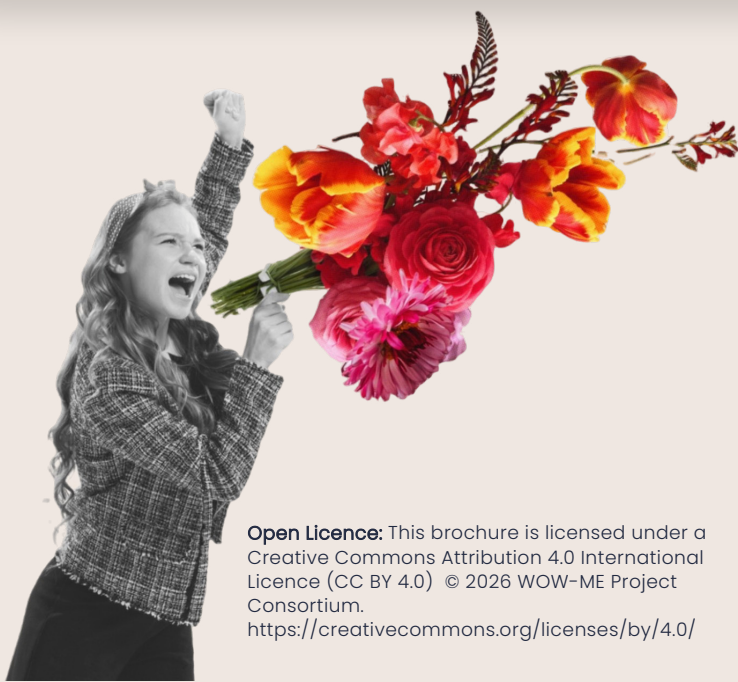




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What is the WOW-ME Project?

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:



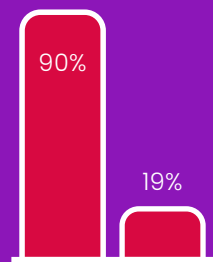
Project Information

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

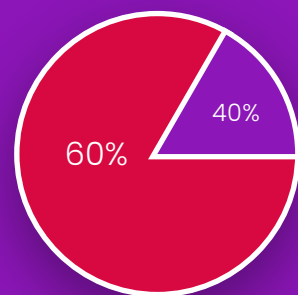


Digital Skills Gap

90% of jobs require digital skills, yet only 19% of women use the internet professionally (Source: EU Neighbours East).



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.

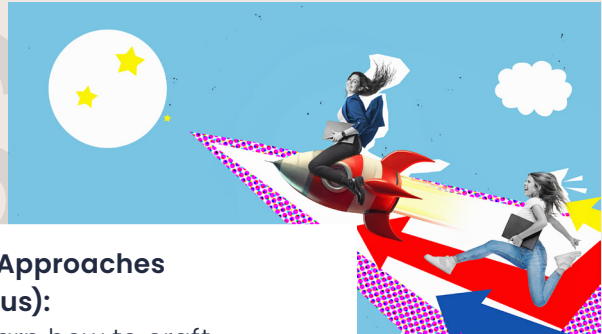
HR Career Coaching (LTTA3 Focus):

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.



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.



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.



Rovnovážka (Czech Republic):

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



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.



FutuReg (Slovakia):

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

