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“Second Chance For Colibri Birds: Empowering and Increasing Capabilities Of Women”

Intellectual Output 1: “Second Chance” for Empowering Capability of Women Training Module

ABSTRACT

Today, in behalf of achieving sustainable development, every layer of the society has to be included to employment and social life but women as also our project’s target group has to be particularly included as well. Women need a broader set of competences to sustain their social and economic life, become more independent and engage to the social life.

With the IO1 Training Module that is integrated to the IO2 Distance Education Platform, professional practical information and theoretical information supported by visuals will be provided for the women in the target audience, and it will contribute to the support of vocational training and increase the competencies of women who want to participate in employment but cannot work due to various difficulties. In addition to the development of the digital and ICT usage competencies of the target audience determined within the scope of the project, the self-confidence and motivation of the women entrepreneurs, whose digital skill levels have been developed through distance education, will also increase.



METROPOLİS
GAZİANTEP

KADEM
WOMEN AND DEMOCRACY ASSOCIATION

Sosyo-Kültürel ve Ekonomik
Gelişim Derneği



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INTRODUCTION

Women have responsibilities against life, society and family. In fact women are the source of the family that is the core of the society. Most of these women are mostly capable, successful and keen on productivity. Sometimes they do not find the enough resources, sometimes they do not know the road but at the end the target group of our project these women have a potential capacity in a certain extend. Women's participation in economic life is also one of the biggest steps to be taken to overcome social breaks. Based on this finding, women need to be motivated, guided, revealing and developing their abilities in their social lives only with their participation in economic life. In this context, our project serves the priority of “Supporting the setting up of and access to up skilling pathways for adults” from the Erasmus Plus 2020 Program Adult Education priorities.

Although they differ from each other on the basis of developing social dialogue in order to overcome the difficulties women experience, facilitate their participation in economic and social life, and support civil society, the actors of organic ties have been determined. In this context, the aim of the project is to increase the quality of adult education by improving the capacities of women aged 18-64 who cannot enter the workforce, who have entrepreneurial potential and who want to participate in both economic and social life.

The target group of this training module is the women who are low-qualified, having low socio-economic level, trying to sustain their economic life, supporting their family in economic way, needed to be motivated and guided for their social life, not included in both education and employment sides. This target group is a part of civil society by a NGO and cooperatives.

Today, with intensive technological changes, traditional education and training models have to adapt to changing technology. Via by distance learning platform, it is aimed to ensure the sustainability of the project and reach more target group. By IO2- supporting digital competences is a key value of Pathway Skills for adult education. In addition to the development of the digital and ICT usage competencies of the target audience determined within the scope of the project, the self-confidence and motivation of the women entrepreneurs, whose digital skill levels have been developed through distance education, will also increase.

At this stage of the project, in IO2, we have determined fifteen courses included into the developed training module as a result of the outputs of IO1. In the following sections, the descriptions of the courses are introduced under 15 titles of training module.

1. “Fundamental Trainig In Occupational Health And Safety”

The course objectives are to provide a healthy and safe working environment in the workplace, to gain appropriate behaviors by creating occupational health and safety awareness, reducing work accidents and occupational diseases and informing employees about their legal rights and responsibilities.

As a result of this training, the education objectives are the participants, have knowledge about Occupational Health and Safety, understands the importance of creating and maintaining the Occupational Safety Culture, have knowledge of Legal Rights and Responsibilities.

2. “Women's Access to Public Rights”

Most of the women living in our country do not have any information about the public rights they have and can benefit from. With this training, it is aimed to make their lives easier by explaining the rights and opportunities offered by the state to women. State supports given to women and families; It will be explained in detail under six main headings: family and home benefits, education and child benefits, health benefits, business establishment and unemployment benefits, agricultural supports, rights granted to martyrs' relatives and veterans.

3. “Internet of Things For All - A Practitioners Approach”

This course is designed to provide the target audience with an overview of the theory behind the Internet of Things (IoT) and some potential applications. Already integrated in many ways into modern day-to-day life, the IoT will likely become more common as more uses are designed. Therefore, it is a technology that women who want to empower themselves and improve their abilities should be familiar with. Indeed, since it can be applied in almost every aspect of life, from daily domestic routines to manufacturing and even agriculture, it will help women to stand out even more in business life.

4. “Digital Upskilling Women”

The objectives of the course are to guide users in using digital tools and the main key theoretical points of digital life, and to help users gain a practical understanding of how to use digital tools safely and effectively. For this reason, women with access to the Internet and a computer will have an in-depth understanding of digital tools in creating content, sharing and collaborating with others at the end of this training. In addition, they will gain an in-depth perspective on how to manage information and data digitally and ensure online security.

5. “Innovation and Entrepreneurship: From the idea to a successful Innovation Company”

The main objective of the course is to help women build an entrepreneurial mindset, namely, to understand the key concepts related to innovation and entrepreneurship, and to familiarise them with the modern social and economic reality of business. The course thus seeks to help prospective women entrepreneurs develop the skills and confidence needed to engage and carry out their innovation and entrepreneurship efforts successfully. This includes female students and researchers, on the path from academia to business, with an aim to help them transform the knowledge they acquired into an income-generating business.

The course will familiarise students with the conceptual framework, the content of entrepreneurship and the environment in which a business operates, the basic aspects of business development and the process of establishing and developing a business, from the identification of a business opportunity to the development and implementation of the business plan.

6. “Digital marketing and Digital Content Development”

Digital marketing encompasses a wide variety of marketing tactics and technologies used to reach consumers online. The digital channels employed include websites, social media, email, and mobile apps. This calls for a digital marketing strategy and for targeted digital content development, to meet the strategic objectives set. Typically the goal is to establish a brand identity, to build a connection with an audience or to encourage a specific marketing or sales outcome. Digital content development is therefore a vital part of a digital marketing strategy. Due to all these developments in information technology, this course will guide you on the basics of information and communication technologies that can help digital marketing efforts, especially digital content development.

7. “Legal Rights for Women and Legal Rights for Women in Business Life”

The most important development areas for women's participation in business life are digital marketing, legal rights, technology and finance. Their aim is to be individuals who make a difference in their business and social lives with the training they receive in these areas. For this reason, the content of this course has been prepared as it will strengthen them even more if they are informed about the legal rights they have.

With this course, women's use of their rights in family and social life by explaining their legal rights, what intellectual property rights are, the importance of knowing the legal rights of women, how the right to compensation and property division in case of separation and divorce during the engagement process, the distribution of the inheritance share and the right to remove from the inheritance, It is aimed to provide information about the provisions on violence against women and girls, the methods and powers to be used in preventing and combating violence against women, and finally, women's right to equality in business life, social security rights, pregnancy and post-pregnancy rights.

8. “Motivation, Mobbing, Glass Ceiling Syndrome, and Women and Entrepreneurial Women”

According to both the needs analysis and statistical studies carried out within the scope of the project, women want to assume key roles in business management and that their work is valued as much as the work done by men. For this reason, it was desired to be supported with the content of this course within the scope of the necessity of equipping it in many areas.

With this course, it is aimed to introduce and clarify the basic concepts that prevent women from progressing in the business world, to discuss the importance of motivation in business life, to provide the necessary sources of motivation to increase the capacity of women in the business world, and to explain the advantages of highly motivated female employees in terms of businesses and the value they will add to the business. In addition, it is aimed to define Mobbing and Glass Ceiling Syndrome and to explain its causes with examples, and to discuss the processes of Mobbing and Glass Ceiling Syndrome, and to raise the level of awareness of women on this issue. On this occasion, how to prevent Glass Ceiling Syndrome will be explained to the target audience in a healthier way, and the education will be more understandable with the analysis of case studies.

9. “Entrepreneurial Values for Women: Becoming an entrepreneur”

With this course, it is aimed to support, guide and encourage women to be motivated, curious, resilient, high in communication power and entrepreneurial character by expressing different types of values, eliminating myths and misconceptions that can undermine women's initiatives. In line with these purposes, the role of women entrepreneurship in different segments of the society will be revealed and the management skills of women in the target group will be developed by analyzing women managers.

10. “Interculturally Rich Women”

Organized under three main headings: Interculturalism and Women, Intercultural Dialogue and Women, and Women as Part of an Inclusive Society, this course aims to show how we can invest in cultural diversity and intercultural dialogue for women, and to link gender and intercultural competence. As a result of this training, which will be held with a target audience that is open to communication, interested, flexible and highly motivated, it will be ensured that women develop an understanding of their own roles in ethnocentrism as well as the ways in which their society interacts with others. In addition, the target group of women will be equipped in the intercultural field by learning how to identify the similarities and differences between different cultural traditions and perceptions.

11. “Basic Budget Management”

With this course, women who are the target group of the project will be able to use their knowledge and skills to make the right decisions about budgeting, borrowing and repayment strategies. In this context, with this training, women who are aware, willing and open-minded and who have basic mathematics knowledge will be able to control their own budgets, reach a level of knowledge about financial statements at a basic level, and increase their self-confidence in direct proportion to their awareness of budget management. It is aimed primarily to develop personal skills.

12. “Financial Literacy”

Today, the concept of economy has a vital role in the life of every person, including individuals who are not directly related to the economy. Because having knowledge about the economy will give you an advantage not only for big investments but also for daily shopping. Financial literacy allows you to have a versatile perspective in today's world, to gain the ability to plan in line with current material realities, and to save money. In this way, you can examine, develop, and manage your financial conditions, your potential, your budget, your investments and dreams in a more comprehensive way.

13. “Integration of Women to the Labor Market”

The labor market, also known as the job market, refers to the supply of and demand for labor, in which employees (the workers) provide the supply and employers (the bosses) provide the demand. When someone is employed or actively looking for employment, they are said to be participating in the labor force.

With this course, women will be provided with an inspiring space to explore themselves in different contexts and will be inspired to develop their personal skills, interests and possible future roles (both in business and social terms). In addition, this course program aims to

encourage women, who are the target group of the project, to take action and to take an active role in society as well as in their own lives. Again, strengthening, supporting, preparing them and helping them enter the labor market are among the priority targets. As a result of this course, it will be ensured that they take steps together with the determination of their personal and career goals. As they progress on this path, they will learn the methods they will need to discover and develop their strengths and abilities.

14. “Increasing Women Skills for Social and Professional Integration”

Skills are vital for competitiveness and employability, as structural changes such as globalisation and technological progress call for ever higher and more labour market relevant skills for productivity growth and to secure good jobs. Having sufficient levels of basic skills (literacy, numeracy, science and technology) is essential for young women to easily access the labour market and for adult women to retain employment in high quality and stable jobs.

With this course, it is aimed to empower and support women, prepare them for business life and help them enter the labor market. Within the scope of this course, it will be beneficial for her to discover and develop the skills needed to be able to live on her own and set up a house, to find a job as he wants and to continue in this job steadily, to take care of her family and what she has.

15. “New Job Opportunities for Women - being skilled, mobile, and tech savvy”

The fact that the age of automation offers new business opportunities also enables women to participate actively in business life. Women may be slightly better placed than men to capture these potential job gains because of the occupations and industries they tend to work in. Waves of technological innovation not only change the nature of many occupations, but also create entirely new occupations. To meet the demands of such entirely new jobs, women will need to have the right skills, as well as the workforce mobility and networks to pursue these jobs. With the course content developed as a result of this reality experienced today, it is aimed to prepare women for new job opportunities.

Women who can take initiative, are motivated, have enthusiasm for learning and can use computers will go one step further in reaching their personal and career goals by discovering their strengths and abilities with this training content, increasing the chance of professional integration.