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SUMMARY

1. Introduction 3
2. Objectives of the Outreach Events 5
3. Methodology and Implementation Approach 7
4. Overview of Outreach Events Implemented 9
5. Target Groups and Participation 12
6. Content and Activities Delivered 14
7. Results and Outcomes 17
8. Contribution to Project Impact 19
9. Conclusion 21

1. Introduction

1.1 Purpose of the Deliverable

This deliverable, **D002.004 – Report on Outreach Events**, provides a comprehensive overview of the small-scale public outreach events organised at local level within the framework of the **W.E.B. in Tech – Women Engagement Boost in Technology** project.

The report documents the implementation of **8 outreach events**, each involving between 10 and 20 participants, aimed at supporting the engagement, motivation, and retention of the project's target groups. These events represent a key component of the project's outreach and engagement strategy, complementing the training activities and contributing to the overall impact of Work Package 2.

The purpose of this deliverable is to:

- describe how the outreach events were planned and implemented;
- analyse participation and target group engagement;
- assess the contribution of the events to motivation, retention, and outreach;
- highlight results, challenges, and lessons learned.

1.2 Link with Work Package 2

This deliverable is directly linked to **Activity A002.005 – Outreach Events**, implemented within **Work Package 2 (WP2)**.

WP2 focuses on strengthening participants' competences and supporting their active engagement in the training programme. In this context, outreach events play a dual role:

- **internal function**, by supporting participants already involved in the training;
- **external function**, by engaging new potential participants from the target group.

The events are designed to complement the training programme by providing opportunities for:

- peer learning;
- sharing experiences;
- reinforcing motivation;
- increasing visibility of the project at local level.

1.3 Role of Outreach Events in the Project

The outreach events represent a strategic tool to address some of the key risks identified for the target group, particularly **NEETs and women with fewer opportunities**.

As highlighted in the project description, the main risks affecting participation include:

- failure to register in the training;

- drop-out during the training;
- failure to achieve expected learning outcomes.

These risks are often linked to several possible factos, like low self-esteem, lack of motivation or interest, difficulties in balancing personal and learning commitments, unexpected changes in personal circumstances.

In this context, outreach events serve as **preventive and supportive interventions**, by:

- creating informal and accessible spaces for interaction;
- allowing participants to share their experiences as testimonials;
- reinforcing a sense of belonging and community;
- providing additional motivation and encouragement.

At the same time, these events contribute to **outreach and sustainability**, as they:

- engage new individuals from the target group;
- increase awareness of the training programme;
- support future participation beyond the initial cohort.

2. Objectives of the Outreach Events

2.1 General Objectives

The outreach events were designed to support the overall goals of the W.E.B. in Tech project by strengthening engagement, participation, and inclusion.

The general objective of the outreach activities is to:

- enhance the effectiveness of the training programme by supporting participants throughout their learning journey;
- increase the visibility and accessibility of the project at local level;
- contribute to the long-term sustainability of the project by reaching new target groups.

2.2 Specific Objectives

More specifically, the outreach events aim to:

- **support participant motivation**, by providing additional spaces for interaction and exchange;
- **prevent drop-out**, by maintaining engagement throughout the training period;
- **reinforce learning outcomes**, through peer sharing and informal reflection;
- **promote the training programme**, by showcasing participants' experiences;
- **engage new participants**, who may join the training at a later stage.

2.3 Link with NEET Target Group Needs

The outreach events are specifically tailored to respond to the needs of the project's target group, represented by young women in family care condition with migrant background who are also considered **NEETs (Not in Education, Employment or Training)**.

After the in-depth analysis conducted through focus groups (A001.003), the project team was able to identified specific barriers faced by the project's target group:

- low confidence and self-esteem;
- limited access to information and opportunities;
- social isolation;
- competing personal and family responsibilities.

The outreach events address these barriers by:

- offering informal and accessible environments;
- using peer testimonials to inspire and motivate;
- promoting a supportive and non-judgmental atmosphere;

- creating opportunities for direct interaction with project participants and facilitators.

2.4 Contribution to Participant Retention and Motivation

A key function of the outreach events is to contribute to **participant retention** throughout the training programme.

By organising events before, during, and after the training activities, the project ensures continuous engagement and monitoring of participants' situations.

The events contribute to retention by:

- strengthening participants' commitment to the training;
- increasing their sense of belonging to a group;
- providing additional motivation through peer exchange;
- identifying potential challenges early and allowing timely interventions.

In this way, outreach events act as a **complementary support mechanism** alongside individual guidance and mentoring activities.

3. Methodology and Implementation Approach

3.1 Planning of the Outreach Events

The outreach events were planned as small-scale, local activities to ensure accessibility, inclusiveness, and direct interaction among participants.

Each event was designed to:

- involve a limited number of participants (10–20 people);
- create an informal and participatory environment;
- facilitate dialogue between participants, organisers, and potential new beneficiaries.

The planning process included:

- identification of suitable locations;
- coordination among project partners;
- alignment with the training timeline;
- preparation of content and materials.

3.2 Selection of Locations and Formats

The events were organised at **local level**, in accessible and familiar environments for the target groups, such as:

- community centres;
- NGO premises;
- training venues;
- informal meeting spaces.

The choice of small-scale formats allowed:

- more effective interaction;
- personalised engagement;
- a safe and comfortable setting for participants.

3.3 Involvement of Training Participants as Testimonials

A key feature of the outreach events was the active involvement of **participants of the training programme as testimonials**.

Participants were encouraged to:

- share their personal experiences;

- present the activities they were involved in;
- reflect on their learning journey;
- motivate others to join the programme.

This approach:

- enhances peer learning;
- increases credibility and authenticity;
- empowers participants by giving them an active role.

3.4 Engagement Strategy for Target Groups

The engagement strategy adopted for the outreach events was based on:

- direct and informal communication;
- use of accessible language;
- promotion through local networks and partner organisations;
- inclusion of interactive elements (discussions, Q&A sessions).

Particular attention was given to reaching NEETs, women with fewer opportunities, individuals not previously engaged in training or educational activities.

3.5 Monitoring and Data Collection Methods

To ensure proper documentation and evaluation, each outreach event was monitored using simple and effective tools.

Data collection included:

- number of participants;
- profile of attendees;
- level of engagement during the event;
- qualitative feedback from participants.

Monitoring was carried out through:

- attendance lists;
- observation by organisers;
- informal feedback and discussions.

These data contribute to the assessment of the effectiveness of the outreach activities and their impact on participant engagement and motivation.

4. Overview of Outreach Events Implemented

4.1 General Overview

A total of 8 outreach events were successfully organised at local level within the framework of Activity A002.005.

The events were distributed across the partner countries as follows:

- 6 events in Italy;
- 1 event in Germany;
- 1 event in Malta.

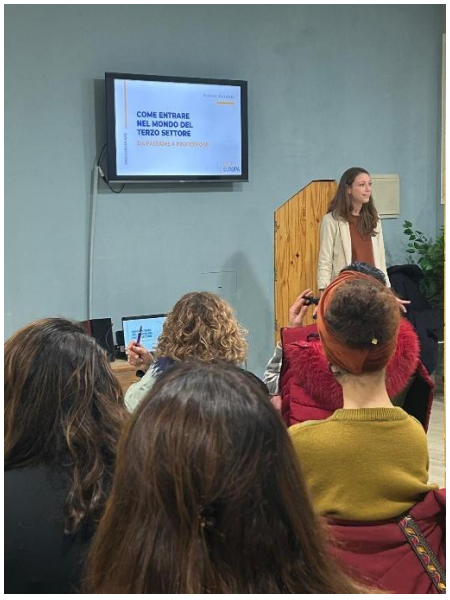
Each event involved between 10 and 20 participants, ensuring a participatory, inclusive, and interactive environment.

The activities were implemented throughout the training period and were aligned with its different phases (before, during, and after), allowing continuous engagement with participants and target groups.









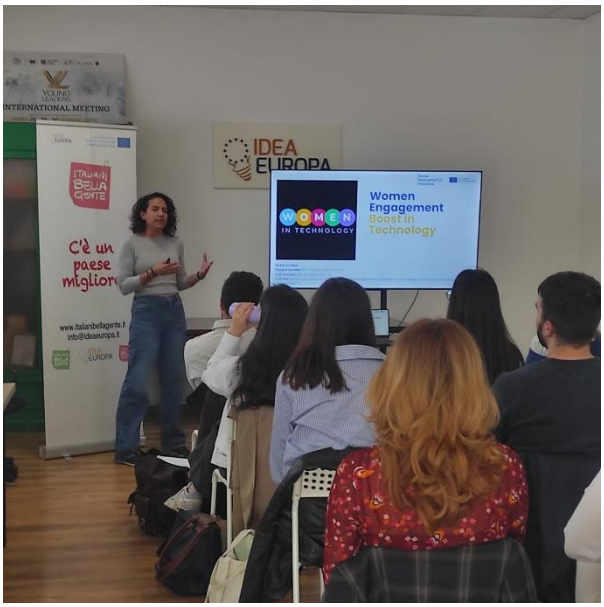
4.2 Geographic Distribution and Local Contexts

The geographical distribution of the outreach events reflects the structure of the partnership and the concentration of target groups.

- In Italy, the higher number of events allowed for broader outreach and deeper engagement at local level, particularly with NEETs and women with fewer opportunities.
- The event in Germany contributed to extending the project's visibility in a different national context, engaging participants with diverse socio-cultural backgrounds.
- The event in Malta played a strategic role in reaching local communities and strengthening the transnational dimension of the project.

Despite the different national contexts, all events followed a common approach and shared objectives, ensuring consistency across the project.





4.3 Participation and Audience Profile

Across all events, participation was consistent with the expected targets, with each activity involving a limited number of participants to ensure quality interaction.

The audience included:

- young people, including NEETs;
- women, including those facing barriers to participation;
- individuals from vulnerable or disadvantaged backgrounds;
- members of local communities interested in training opportunities.

The small-scale format proved particularly effective in:

- facilitating direct communication;
- encouraging active participation;

- creating a safe and inclusive environment.

4.4 Common Features of the Events

Although implemented in different locations, the outreach events shared a set of common features:

- informal and participatory format, enabling open dialogue and interaction;
- presentation of the training programme, highlighting opportunities and benefits;
- active involvement of participants as testimonials, sharing real-life experiences;
- interactive elements, such as discussions and Q&A sessions;
- focus on motivation and engagement, particularly for vulnerable groups.

This shared structure ensured coherence across all events while allowing flexibility to adapt to local needs.



4.5 Overall Assessment of Implementation

Overall, the outreach events were implemented successfully and in line with the objectives of the project.

The approach adopted proved effective in:

- engaging participants in a meaningful way;
- supporting the training activities;
- increasing visibility at local level;
- reaching new potential beneficiaries.

The combination of small-scale settings, peer testimonials, and interactive activities created a positive and supportive environment, which contributed to the overall success of the outreach activities.

5. Target Groups and Participation

5.1 Profile of Participants

The outreach events involved a diverse range of participants, reflecting the inclusive approach of the W.E.B. in Tech project.

Across the 8 events, participants included:

- young people, particularly those not engaged in education, employment or training (NEETs);
- women, including mothers and women facing barriers to participation;
- individuals from vulnerable or disadvantaged backgrounds;
- members of local communities interested in training and upskilling opportunities.

The small-scale format of the events (10–20 participants per session) allowed for:

- a more personalised approach;
- direct interaction between participants and organisers;
- a better understanding of individual needs and expectations.





5.2 Involvement of NEETs and Women with Fewer Opportunities

A specific focus was placed on the engagement of **NEETs, women and youth with fewer opportunities**, which represent the core target groups of the project. These participants often face barriers such as low self-confidence and limited motivation, lack of access to information about training opportunities, personal and family responsibilities, social or economic constraints.

The outreach events were designed to address these barriers by:

- creating informal and accessible environments;
- using clear and inclusive communication;
- promoting a supportive and non-judgmental atmosphere;
- offering direct interaction with peers and facilitators.

As a result, the events succeeded in:

- reaching individuals who are typically difficult to engage through formal channels;
- increasing their awareness of available opportunities;
- encouraging initial steps towards participation in training activities.

5.3 Participation of Training Beneficiaries as Testimonials

A key feature of the outreach events was the active involvement of participants already enrolled in the training programme as **testimonials**.

These participants shared their personal experiences and learning journeys, described the skills they were acquiring, and reflected on the challenges they had faced and how they were overcoming them.

This approach had a strong positive impact on both current and potential participants, as it increased the credibility of the project and fostered peer-to-peer learning. Moreover, it created relatable and inspiring narratives and empowered participants by giving them an active role.

The testimonial dimension also contributed to strengthening participants' confidence and sense of ownership of the project.

5.4 Engagement of New Potential Participants

In addition to supporting current participants, the outreach events played an important role in engaging **new potential beneficiaries**.

Through these activities:

- individuals not previously involved in the project were reached;
- awareness of the training programme was increased;
- new contacts were established for future engagement.

The informal and interactive nature of the events proved particularly effective in:

- reducing barriers to participation;
- building trust among potential participants;
- encouraging individuals to consider joining the training programme at a later stage.

Although these new participants are not included in the short-term evaluation of training outcomes, their involvement contributes significantly to:

- the **medium-term expansion of the target group**;
- the **long-term sustainability and scalability of the project**.

6. Content and Activities Delivered

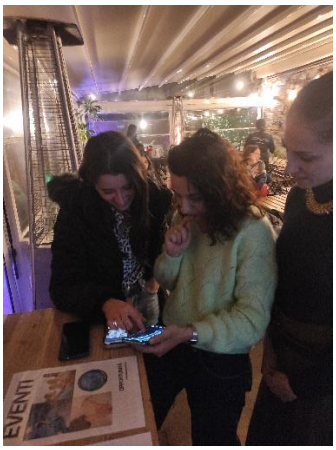
6.1 Presentation of the Training Programme

During the outreach events, a key component was the presentation of the **W.E.B. in Tech training programme**.

Participants were introduced to:

- the objectives and structure of the training;
- the main topics and skills addressed;
- the expected learning outcomes;
- the opportunities for personal and professional development.

The presentations were designed to be clear and accessible, adapted to the level of the audience, and focused on practical benefits and real-life applications. This approach helped participants to better understand the value of the training, recognise its and relevance to their personal situation, and finally feel more confident in engaging with the programme.











6.2 Testimonies from Participants

A central element of the outreach events was the inclusion of **testimonials from participants already involved in the training programme**.

These testimonials provided:

- real-life examples of participation and learning;
- insights into the challenges and achievements experienced;
- concrete evidence of the benefits of the training.

Participants shared:

- their motivations for joining the programme;
- the skills they were developing;
- the positive changes they had experienced.

This component proved particularly effective in:

- increasing trust and credibility;
- creating relatable and inspiring narratives;
- encouraging new participants to engage.

6.3 Interactive Activities and Discussions

The outreach events were designed to be highly participatory and included a variety of **interactive activities**, such as:

- open discussions;
- question and answer sessions;
- group exchanges;
- informal networking moments.

These activities allowed participants to:

- actively engage with the content;
- express their needs and expectations;
- interact directly with trainers and peers.

The interactive format contributed to:

- creating a dynamic and engaging atmosphere;
- strengthening relationships among participants;
- fostering a sense of community.

6.4 Motivation and Guidance Elements

In line with the objectives of the project, the outreach events also included elements aimed at **motivation and guidance**.

These included:

- encouragement to participate in training and learning activities;
- discussion of common challenges faced by the target groups;
- sharing of strategies to overcome barriers such as lack of time, confidence, or resources;
- informal guidance provided by organisers and facilitators.

These elements were particularly important for:

- participants at risk of disengagement;
- individuals with low self-confidence;
- those facing personal or social challenges.

By addressing these aspects, the events contributed to:

- reinforcing participants' motivation;
- supporting their learning journey;
- promoting a positive and empowering environment.

7. Results and Outcomes

7.1 Immediate Outputs

The outreach events resulted in the successful organisation of **8 local activities**, each involving between **10 and 20 participants**, in line with the planned targets.

Overall, the events reached:

- a diverse group of participants, including young people, women, and individuals with fewer opportunities;
- both **current training participants** and **new potential beneficiaries**.

The small-scale format proved effective in ensuring:

- active participation and interaction;
- a safe and informal environment;
- direct communication between organisers and participants.

Attendance levels were consistent across events, confirming the relevance of the topics and the accessibility of the formats used.

7.2 Contribution to Motivation and Retention

One of the key results of the outreach events was their contribution to **participant motivation and retention**.

Participants involved in the training programme reported:

- increased motivation to continue their learning journey;
- greater confidence in their abilities;
- stronger engagement with the project activities.

The presence of peer testimonials played a particularly important role in:

- reinforcing participants' commitment;
- creating a sense of belonging;
- normalising challenges and difficulties faced during the training.

The events also allowed organisers to:

- monitor participants' engagement levels;
- identify potential risks of drop-out;
- intervene in a timely manner with additional support or guidance.

7.3 Engagement of New Participants

The outreach events also contributed to the **engagement of new potential participants**, in line with the project's outreach objectives.

Through these activities:

- individuals not previously involved in the project were reached;
- interest in the training programme was generated;
- new contacts were established for future participation.

Although these individuals are not included in the short-term evaluation of training outcomes, their engagement contributes to:

- the **medium-term expansion of the target group**;
- the **long-term sustainability of the project**.

The informal and testimonial-based approach proved particularly effective in attracting individuals who may otherwise be hesitant to engage in structured training programmes.

7.4 Feedback from Participants

Feedback collected during and after the events was overall **positive**, highlighting several key aspects:

- appreciation for the **informal and welcoming atmosphere**;
- strong interest in the **real-life experiences shared by participants**;
- recognition of the **usefulness of the training programme**;
- increased motivation to engage in learning activities.

Participants particularly valued:

- the opportunity to interact directly with peers;
- the practical and relatable nature of testimonials;
- the possibility to ask questions and receive immediate feedback.

In several cases, participants expressed:

- willingness to join future activities;
- interest in enrolling in the training programme;
- desire to remain connected with the project.

8. Contribution to Project Impact

8.1 Short-Term Impact

In the short term, the outreach events contributed to strengthening the immediate effectiveness of the training programme and improving participant engagement.

The events:

- increased **awareness and understanding** of the project and its objectives;
- supported **active participation** in the training activities;
- reinforced **motivation and confidence** among participants.

By providing additional spaces for interaction and exchange, the outreach events helped participants:

- feel more connected to the project;
- better understand the value of their learning experience;
- remain engaged throughout the training process.

Furthermore, the events contributed to:

- improving communication between participants and organisers;
- identifying early signs of disengagement;
- enabling timely support interventions.

8.2 Medium-Term Impact

In the medium term, the outreach events are expected to contribute to:

- **increased participation in training activities**, including new participants joining at later stages;
- **reduced drop-out rates**, due to improved motivation and engagement;
- **stronger community building**, among participants and stakeholders.

The involvement of participants as testimonials has a multiplying effect, as it:

- encourages peer-to-peer learning;
- increases trust in the programme;
- facilitates the engagement of individuals who may be reluctant to participate in formal education.

Additionally, the events help to:

- expand the project's reach at local level;
- strengthen collaboration with local stakeholders;

- build a network of interested individuals and organisations.

8.3 Long-Term Impact and Sustainability

In the long term, the outreach events contribute to the sustainability and wider impact of the project.

Specifically, they:

- support the creation of **lasting engagement pathways** for vulnerable groups;
- increase the **visibility and credibility** of the organisations involved;
- promote a culture of **lifelong learning and participation**.

The engagement of new individuals during outreach events contributes to:

- the **continuity of training activities beyond the project duration**;
- the **replication of the model in other contexts**;
- the **long-term inclusion of NEETs and women with fewer opportunities**.

Moreover, the approach adopted—based on small-scale, participatory, and testimonial-driven events—can be easily:

- adapted to different organisational contexts;
- replicated by other NGOs and training providers;
- integrated into future projects and initiatives.





9. Conclusions

This deliverable has presented the implementation and results of the **8 outreach events** organised at local level within the framework of the W.E.B. in Tech project.

The activities successfully achieved their main objectives, providing:

- additional support to participants involved in the training programme;
- effective engagement of the target groups, including NEETs and women with fewer opportunities;
- increased visibility of the project at local level.

The outreach events proved to be a valuable tool to:

- strengthen participant motivation and retention;
- create informal and inclusive spaces for interaction;
- facilitate the involvement of participants as active contributors through testimonials.

At the same time, the events contributed to expanding the project's reach by engaging new potential participants and building connections with local communities and stakeholders.

Overall, the results confirm that small-scale, participatory outreach activities represent an effective and replicable approach to:

- support learning pathways;
- prevent disengagement;
- enhance the sustainability and long-term impact of project activities.

The experience gained through these events will inform future initiatives and can be transferred to similar contexts, reinforcing the role of outreach as a strategic component in projects addressing vulnerable target groups.

