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SOCIAL INNOVATION INITIATIVE - W.E.B. IN TECH

Report on the Dissemination Event and Webpage

Final dissemination event, public webpages, presentation materials and supporting evidence

PROJECT	Women Engagement Boost in Technology (W.E.B. in Tech)
PROJECT NUMBER	ESF-SI-2023-SKILLS-01-0011
DELIVERABLE	D003.002
WORK PACKAGE	WP003 - Dissemination and up-scaling
ACTIVITY	A003.002 - Dissemination event
TYPE / LEVEL	DEC - Websites, patent filings, videos, etc. | PU - Public
EVENT	Rome, 18-19 June 2026
LOCATIONS	SOS Europa Office + EUR Music Fest (Day 1 roundtable/networking)

SOS EUROPA

EuroMamme

IeLI International e-Learning Institute

kultur&art

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01 Executive Summary

Purpose and content of D003.002

D003.002 documents the final dissemination event of W.E.B. in Tech and the public digital environment through which the event and project results remain accessible after the event. The deliverable reports the two-day Rome implementation, the programme and logistics, the participation and stakeholder dimension, the presentation materials, the public project webpages, the event article, the press release and the supporting evidence required for the final event.

Reporting approach

The report distinguishes clearly between what was planned in A003.002 and how the activity was actually implemented. In particular, the VET-provider roundtable and the networking refreshment were implemented at the end of Day 1 at EUR Music Fest rather than at the end of Day 2.

GA / activity element	How it is addressed
Report and highlights from the final dissemination event	Sections 3-6 describe the two-day event, participants, content presented, workshop and stakeholder networking.
Two-day event in blended mode	The event is reported as a two-day blended dissemination activity. The temporary connection link is not reproduced in the permanent deliverable; long-term public access is provided through the project webpages.
Webpage sustainable after project termination	Two public project pages provide durable access to project/event information and materials: Piattaforma Progetti and the SOS Europa W.E.B. in Tech microsite.
Programme and logistics	Section 4 and Annex A report the two-day structure and the additional Day 1 venue used for the VET roundtable/networking.
PDF presentations	A five-item presentation package is included: project presentation, outreach activities, Project Works, validation process and VET-provider roundtable.
Article and press release	The edited event article and press release are included as Annexes B and D.
Supporting documents	The evidence index covers agenda, attendance/signature evidence, presentation PDFs, public webpage links and selected photo evidence.

02 Contractual Framework

D003.002 in relation to WP003 and A003.002

2.1 Link with WP003 - Dissemination and up-scaling

WP003 is designed to disseminate and upscale the W.E.B. in Tech results by making the training model, participants' outputs and project experience visible to potential users, stakeholders, VET providers, CSOs, women from the target

group and other organisations interested in replication and sustainability.

2.2 Planned structure under A003.002 and actual implementation

A003.002 component	Implementation reported in D003.002
Greetings / stakeholder opening	Implemented within the Day 1 international dissemination meeting.
Introduction to the project	Covered by the project presentation and dissemination meeting.
Presentation of the training programme	Integrated into the project presentation and the reporting of WP2 results.
Presentation of outreach activities	Dedicated presentation based on D002.004.
Presentation of Project Works	Dedicated presentation explaining the 45 communication strategies and their common structure.
Skills / knowledge / competences validation process	Dedicated Day 2 presentation based on the Participant Monitoring Dashboard and WP4 validation logic.
Roundtable with VET providers	Implemented at the end of Day 1 at EUR Music Fest, Via di Vigna Murata 70, Rome.
Networking happy hour / refreshment	Implemented together with the end-of-Day-1 stakeholder networking moment.

Implementation adaptation

The sequence was adapted without removing the activity components: the roundtable and networking moment were moved to the end of the first day and implemented in a larger public setting at EUR Music Fest. The second day remained focused on practical training, skills activation and validation-related content.

03 Event Overview

Rome, 18-19 June 2026

Item	Information
Event title	Empowering Women Through Digital Skills, Communication and Employability in the W.E.B. in Tech Project
Dates	18-19 June 2026
Primary venue	SOS Europa Office, Rome, Italy
Additional Day 1 venue	EUR Music Fest - Via di Vigna Murata, 70, 00142 Roma RM, Italy

Format	Two-day international dissemination event implemented in person in Rome, combining public dissemination, stakeholder networking and a practical workshop. Complementary online dissemination sessions are planned before project end.
Main audience	Training providers, secondary schools, SMEs, local authorities, CSOs, Third Sector actors, partner delegations and project participants.
Public reach	More than 100 people were reached during the first-day dissemination activities, according to the event article.
Main speakers highlighted	Mattia Di Tommaso; Dario Nardella; Prof. Alessandra Talamo.

3.1 Photo evidence - Day 1



Day 1 - public dissemination and stakeholder networking at EUR Music Fest, Rome, 18 June 2026.



Day 1 - VET/stakeholder roundtable session at EUR Music Fest, Rome, 18 June 2026.

04 Programme and Logistics

Two-day implementation

4.1 Day 1 - International Dissemination Meeting

The first day was dedicated to dissemination of the project and its results. The programme presented the W.E.B. in Tech objectives, training pathway, outreach activities and participants' Project Works, and created space for stakeholder interaction and networking.

- Project presentation: objectives, partnership, work packages, training pathway and overall project logic.
- Presentation of outreach activities and their contribution to engagement, motivation, retention and local visibility.
- Presentation of Project Works as practical communication strategies developed for Third Sector organisations.
- Stakeholder/VET-provider roundtable implemented at the end of the day at EUR Music Fest.
- Networking refreshment implemented at the end of Day 1, together with the public stakeholder exchange.

4.2 Roundtable and networking at EUR Music Fest

The VET-provider roundtable took place at the end of the first day at EUR Music Fest, Via di Vigna Murata, 70, 00142 Roma RM. Moving this component into a larger public context reinforced the dissemination dimension of the event and provided an additional opportunity for dialogue between the project, education and training actors, civil society representatives and other stakeholders. The networking refreshment was also held at the end of Day 1.

4.3 Day 2 - Skills, communication and employability workshop

The second day was implemented at the SOS Europa office as a full-day practical workshop. It reinforced the digital, communication and employability competences addressed through the pilot pathway and included the presentation of the skills, knowledge and competences validation process.

- Communication for non-profit organisations and social causes.
- Storytelling for social impact, supported by examples from European projects.
- Group exercises on communication messages for social causes.
- Advocacy communication and strategies for social change.
- Skills and competences recognition.
- Motivation-letter writing, professional networking and career development.
- Interactive Mentimeter evaluation and reflection.

4.4 Photo evidence - Day 2



Day 2 - introduction to the practical workshop at the SOS Europa office, Rome, 19 June 2026.



Day 2 - interactive workshop activity with participants, Rome, 19 June 2026.

4.5 Complementary online dissemination and permanent access

The event has been described and disseminate through dedicated website and the official project website. Further dissemination have been done through social media (see D003.001):

Public project page - Piattaforma Progetti: https://www.piattaformaprogetti.eu/women-in-technology/
Public project microsite - SOS Europa: https://www.soseuropa.it/webintech/

05 Participants, Ambassadors and Stakeholders

Different levels of participation

A003.002 planned the involvement of six people from each partner organisation in the in-person delegation: two Project Team members and four training participants acting as project ambassadors. This planned consortium delegation was complemented by the broader public audience reached through the dissemination activities, including more than 100 people from training providers, schools, SMEs, local authorities and other stakeholder groups.

Category	Role in the event
Project Team members	Present project results, coordinate activities and support stakeholder engagement.
Training participants / ambassadors	Represent the target group, discuss the learning pathway and valorise the Project Works.
VET / training providers	Discuss transferability, skills recognition and potential replication of the training model.
CSOs / Third Sector organisations	Connect the training outputs with organisational communication needs and employability pathways.
Schools, SMEs and local authorities	Extend the dissemination network and visibility of the project.
Broader public audience	Engage with project results through the public Day 1 setting and the permanent online project pages.

06 Presentation Materials and Results Disseminated

Five presentations included in the package

6.1 Presentation 1 - W.E.B. in Tech project presentation

The project presentation supplied by the consortium is included unchanged as Presentation 1. It introduces the W.E.B. in Tech work-package structure, the preparatory phase, the WP2 training pathway, WP3 dissemination and WP4 skills-validation perspective.

6.2 Presentation 2 - Outreach Activities

The outreach presentation is based on D002.004. The report documents 8 local outreach events: 6 in Italy, 1 in Germany and 1 in Malta. Each activity involved approximately 10-20 participants and used an informal, participatory approach focused on engagement, motivation, visibility and the prevention of drop-out. The presentation also explains how participants progressively moved from beneficiaries/testimonials to ambassadors of the final dissemination phase.

6.3 Presentation 3 - Project Works

D002.003 collects 45 communication strategies developed for Third Sector organisations in Italy, Germany and Malta. The presentation explains the shared structure used across the Project Works: organisational profile; needs assessment; communication objectives; target audiences; key messages; communication channels and tools; short-, medium- and long-term actions; link with the WP2 training pathway; expected results and KPIs; sustainability and replicability. This structure makes the outputs practical, comparable and suitable for portfolio use.

6.4 Presentation 4 - Skills / Knowledge / Competence Validation Process

The validation presentation is based on the Participant Monitoring Dashboard used under D004.001. The dashboard organises evidence on engagement, performance, results and employability, and distinguishes reported WP2 aggregate reference figures from live participant-level data. The presentation explains how the dashboard connects with assessments, Project Works, stakeholder feedback and career evidence within the WP4 validation and impact-evaluation process.

6.5 Presentation 5 - Roundtable with VET Providers

The VET-provider presentation provides a structured discussion framework for the end-of-Day-1 roundtable at EUR Music Fest. It focuses on skills relevance, validation, accessibility, transferability, cooperation between VET and Third Sector actors, and sustainability of the training pathway. It does not attribute conclusions or commitments that are not documented by evidence.

07 Public Webpages and Digital Sustainability

Permanent online access to the event and project results

The digital sustainability component of D003.002 is supported by two public project webpages that already provide access to W.E.B. in Tech information and the Rome event. Together, they provide durable public visibility beyond the physical event and can continue to host or link additional materials after project termination.

Public access point	Function in D003.002
https://www.piattaformaprogetti.eu/women-in-technology/	Public project page containing project information and the article dedicated to the 18-19 June 2026 Rome event.
https://www.soseuropa.it/webintech/	SOS Europa project microsite including a dedicated section on the Rome 18-19 June event, event highlights, speakers, photographs and the training-course call to action.
https://www.soseuropa.it/women-engagement-boost-in-technology-training-course/	Direct access to the W.E.B. in Tech training course, supporting continued use and sustainability of the project result.

Sustainability principle

The webpages are intended to remain accessible after the funded period and may be updated with additional public materials as they become available, without changing the factual record of the event reported here.

08 Digital Material Register

Files and public materials included

Material	Status / source	Location
Presentation 1 - Project Presentation	Supplied by the consortium	P01_Project_Presentation.pdf
Presentation 2 - Outreach Activities	Produced from D002.004	P02_Outreach_Activities.pdf
Presentation 3 - Project Works	Produced from D002.003	P03_Project_Works.pdf
Presentation 4 - Skills / Knowledge / Competence Validation	Produced from the D004.001 Participant Monitoring Dashboard	P04_Skills_Knowledge_Competence_Validation_Process.pdf
Presentation 5 - VET Providers Roundtable	Produced for the implemented roundtable at EUR Music Fest	P05_VET_Providers_Roundtable.pdf
Event article	Provided by organisers and edited for the final report	Annex B / public webpages
Press release	Prepared for public dissemination	Annex D / separate PDF
Selected photo evidence	Four representative photographs from Day 1 and Day 2	Sections 3-4
Public webpages	Both live project pages listed in Section 7	Online

09 Supporting Documents and Evidence Index

Final submission checklist

Evidence item	Status	Notes
Final agenda / programme	Included	Annex A
Signed attendance sheet - in-person participants	Available - original signed attendance evidence	Original signed file retained separately as supporting evidence.
Presentation PDFs	Included	P01-P05 included and uploaded to Piattaforma Progetti.
Article	Included	Annex B and public webpage content.
Press release	Included	Annex D and separate PDF.
Public webpage links	Available	Two project URLs listed in Section 7.
Photo evidence	Included	Representative photos from both event days.

Evidence integrity

This report includes only evidence currently available. It does not invent participant signatures, attendance files or undocumented stakeholder commitments.

10 Conclusions

Contribution to dissemination and up-scaling

The final Rome dissemination event combined project communication, stakeholder dialogue, participants' visibility, practical training and skills-validation content. The implementation retained the substantive components foreseen under A003.002 while adapting the sequence so that the VET-provider roundtable and networking refreshment took place at the end of Day 1 at EUR Music Fest.

The combination of a public event, representative photo evidence, five presentation materials, the event article, press release and two sustainable public project webpages creates a coherent dissemination package that can continue to support visibility, transferability and access to the W.E.B. in Tech training model after the event.

A Annex A - Final Agenda

Implemented two-day programme

Date	Session / component	Implementation
18 June 2026	H 18:00 Opening and project presentation	Introduction to W.E.B. in Tech, project objectives, partnership and work-package logic.
18 June 2026	Training pathway / project results	Presentation of the training model and main WP2 implementation results.
18 June 2026	Outreach Activities	Presentation of engagement, motivation and local outreach activities implemented across partner countries.
18 June 2026	Project Works and ambassadors	Presentation of the 45 communication strategies and the role of participants as project ambassadors.
18 June 2026	H 19:00 Roundtable with VET providers	Stakeholder/VET exchange at EUR Music Fest, Via di Vigna Murata 70, Rome.
18 June 2026	Networking refreshment	Networking moment held at the end of Day 1 together with the public stakeholder exchange.
19 June 2026	H 10:00 Skills / knowledge / competence validation process	Presentation of the Participant Monitoring Dashboard and evidence chain used for WP4.
19 June 2026	Communication and storytelling workshop	Practical activities on communication for non-profits, storytelling and digital tools.
19 June 2026	Advocacy and social impact	Case-based reflection on communication strategies for social change.
19 June 2026	Employability and professional networking	Skills recognition, motivation letter, network mapping and career development.
19 June 2026	Interactive evaluation	Mentimeter feedback and final reflection.

B Annex B - Event Article

Edited version for publication and evidence

Empowering Women Through Digital Skills, Communication and Employability in the W.E.B. in Tech Project Rome, 18-19 June 2026

On Thursday 18 June 2026, the W.E.B. in Tech project held its International Dissemination Meeting in Rome. The event promoted the project and its results to a broad audience of training providers, secondary schools, SMEs, local authorities and other stakeholders, with more than 100 people reached during the first-day dissemination activities. Partner delegations also used the occasion to strengthen their international network and exchange perspectives with external actors.

Among the speakers were Mattia Di Tommaso, President of SOS Europa and expert in Communication and Management for the Third Sector; Dario Nardella, Member of the European Parliament; and Prof. Alessandra Talamo, Full Professor in Social Psychology, Development and Educational Research at Sapienza University of Rome.

The first day concluded with the roundtable with VET providers and a public networking moment at EUR Music Fest, Via di Vigna Murata 70, Rome. The larger public setting created an additional opportunity to connect the project with education providers, civil society actors, professionals and other stakeholders. The networking refreshment foreseen by the activity was also implemented at the end of Day 1.

On Friday 19 June 2026, a full-day training workshop was held at the SOS Europa office in Rome. The activity strengthened the digital, communication and employability skills addressed by the pilot training course and included a presentation of the skills, knowledge and competences validation process.

Participants engaged in interactive activities on communication for non-profit organisations, storytelling for social impact and digital tools commonly used in the sector. Practical examples from European projects were used to explore storytelling as a communication strategy, followed by group-based exercises focused on developing communication messages for social causes.

The workshop also included an advocacy communication case study and practical reflection on how communication strategies can support social change. The employability component addressed skills recognition, motivation-letter writing, professional networking and career development.

The workshop concluded with an interactive Mentimeter evaluation, allowing participants to reflect on their experience and provide feedback. The two-day Rome event contributed to the wider W.E.B. in Tech objectives by combining dissemination, stakeholder networking, practical capacity building and the valorisation of skills and competences developed through the project.

C Annex C - Webpage Publication Copy

Public-event content and sustainable access

Title: Empowering Women Through Digital Skills, Communication and Employability in the W.E.B. in Tech Project

On 18-19 June 2026, W.E.B. in Tech held its final dissemination activities in Rome, combining project-result dissemination, stakeholder networking, a VET-provider roundtable and a practical workshop on digital communication, skills recognition and employability.

Public project pages:

Piattaforma Progetti: https://www.piattaformaprogetti.eu/women-in-technology/
SOS Europa - W.E.B. in Tech: https://www.soseuropa.it/webintech/

Webpage information:

- About the event
- Programme and locations
- Speakers and stakeholder groups
- Outreach Activities
- Project Works and ambassadors
- Skills / knowledge / competence validation process
- VET-provider roundtable
- Presentation materials
- Article and press release
- Selected photo gallery
- Access to the W.E.B. in Tech training course

Training-course call to action: https://www.soseuropa.it/women-engagement-boost-in-technology-training-course/

D Annex D - Press Release

Public communication text

Rome, 19 June 2026 - The W.E.B. in Tech - Women Engagement Boost in Technology project held its final international dissemination event in Rome on 18-19 June 2026. The two-day initiative combined public dissemination, stakeholder networking and a practical workshop focused on digital communication, skills recognition and employability.

The first day presented the project, its training model, outreach activities and participants' Project Works to a broad audience of training providers, secondary schools, SMEs, local authorities and other stakeholders. More than 100 people were reached during the dissemination activities. Speakers included Mattia Di Tommaso, President of SOS Europa and expert in Communication and Management for the Third Sector; Dario Nardella, Member of the European Parliament; and Prof.
Alessandra Talamo, Full Professor in Social Psychology, Development and Educational Research at Sapienza University of Rome.

At the end of Day 1, the VET-provider roundtable and networking component took place at EUR Music Fest, Via di Vigna Murata 70, Rome. This public setting reinforced dialogue between the project, education and training actors, civil society organisations and other stakeholders.

On 19 June, the activity continued at the SOS Europa office with a full-day practical workshop. Sessions addressed communication for non-profit organisations, storytelling for social impact, digital tools, advocacy communication, skills and competences recognition, motivation-letter writing and professional networking. The day concluded with an interactive evaluation through Mentimeter.

The final event strengthened the visibility of the W.E.B. in Tech training pathway, valorised the Project Works developed by participants and reinforced cooperation around digital inclusion, women's employability and social innovation.

Project information and public materials:
https://www.piattaformaprogetti.eu/women-in-technology/
https://www.soseuropa.it/webintech/

Access the W.E.B. in Tech training course:
https://www.soseuropa.it/women-engagement-boost-in-technology-training-course/

E Annex E - Public Link and Evidence Register

Final digital references

Item	Reference / file	Status
Piattaforma Progetti project page	https://www.piattaformaprogetti.eu/women-in-technology/	Live public page
SOS Europa W.E.B. in Tech microsite	https://www.soseuropa.it/webintech/	Live public page
W.E.B. in Tech training course	https://www.soseuropa.it/women-engagement-boost-in-technology-training-course/	Live public page
Presentation 1	P01_Project_Presentation.pdf	Included
Presentation 2	P02_Outreach_Activities.pdf	Included
Presentation 3	P03_Project_Works.pdf	Included
Presentation 4	P04_Skills_Knowledge_Competence_Validation_Process.pdf	Included
Presentation 5	P05_VET_Providers_Roundtable.pdf	Included
Selected photographs	Embedded in Sections 3-4	Included
Signed attendance evidence	Original participant/signature file	Available - separate supporting evidence

ESF-SI-2023-SKILLS-01-0011

From 01/11/2024 to 01/11/2026 Italy, Malta, Germany

W.E.B. in Tech - Women Engagement Boost in Technology

WP 1 - PREPARATION OF THE TRAINING PROGRAM

WP 2 - UPSKILLING AND SKILLS DEVELOPMENT

WP 3 - DISSEMINATION AND UP-SCALING

WP 4 - ARRANGEMENT FOR SKILLS VALIDATION

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WP 1 - PREPARATION OF THE TRAINING PROGRAM

FROM NOVEMBER 2024 TO JUNE 2025

A001.002 - **SKILL GAP ANALYSIS**

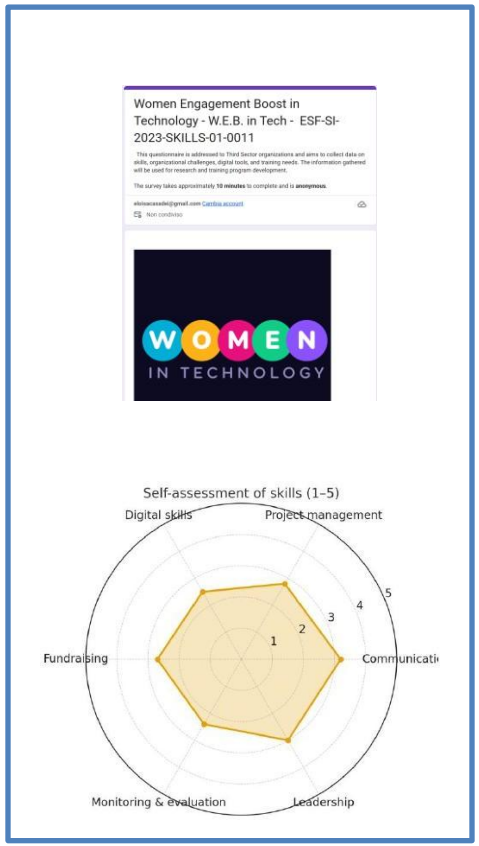
AIM: understand the actual needs of the third sector in the fields of communication, public engagement, call for volunteers, and fundraising.

A001.003 - FOCUS GROUPS WITH THE TARGET GROUP

AIM: - understand the actual logistic and training needs of women from the project target group. - raising interest and awareness of women from the target group.

A001.004 **- TRAINING PROGRAM PREPARATION AND CAPACITY BUILDING OF THE PARTICIPATING ORGANISATIONS**

AIM: **-** Final evaluation of the questionaire, Strategy of sharing















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WP 2 - UPSKILLING AND SKILLS DEVELOPMENT - IMPLEMENTATION OF THE TRAINING PROGRAM

FROM JULY 2025 TO FEBRUARY 2026

A002.002 - **ENGAGING ACTIVITIES AND SELECTION OF PARTICIPANTS**

AIM: 15 participants of the target group from each partner country

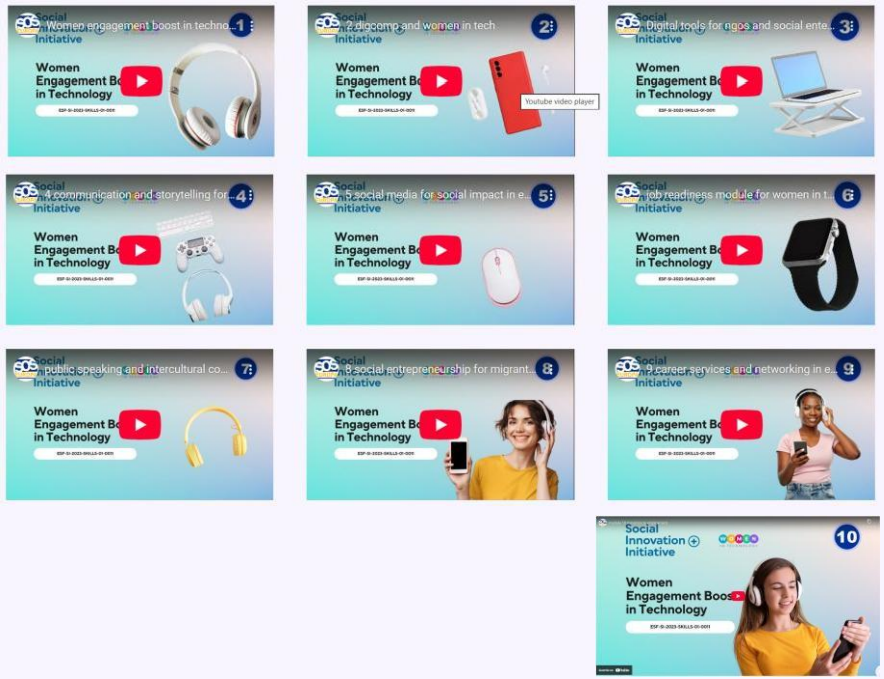
A002.003 - **TRAINING PROGRAM IMPLEMENTATION**

AIM: ensure the implementation of training activities

A002.004 - **CAREER GUIDANCE AND PRE-PLACEMENT SUPPORT**

AIM: support the activation of the learners' skills in the labour market

- Module 1 – Introduction to W.E.B. in Tech: Women, ICT and the Social Sector
- Module 2 – Digital Skills Framework (DigComp)
- Module 3 – Digital Tools for NGOs and Social Enterprises
- Module 4 – Communication and Storytelling for Social Impact
- Module 5 – Social Media for Social Impact (European Perspective)
- Module 6 – Job Readiness: CV, Europass and LinkedIn
- Module 7 – Public Speaking and Intercultural Communication Online
- Module 8 – Social Entrepreneurship
- Module 9 – Career Services and Networking in Europe
- Module 10 – From Training to Employment: Building Your Career Path in Europe



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WP 3 - DISSEMINATION AND UP-SCALING

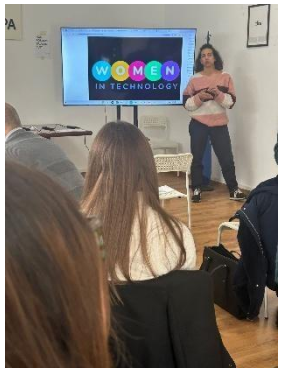
FROM JUNE 2025 TO OCTOBER 2026

Dissemination strategies fulfilled and expected target audience outreached

- 12 stakholders
- 400 women from the target group
- 12 VET. INTERNATIONAL EVENT IN ROME











WP 4 - ARRANGEMENT FOR SKILLS VALIDATION

FROM MAY 2026 TO OCTOBER 2026

Short, medium and long term impact evaluation strategy fulfilled. CLOSING MEETING: LA VALLETTA (MALTA).







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WOMEN ENGAGEMENT
BOOST IN TECHNOLOGY

SOS EUROPA
Italy

EURO MAMME
Italy

INTERNATIONAL
E-LEARNING INSTITUTE
Malta

KULTUR UND ART
Germany

webintechsoseuropa@gmail.com

info@soseuropa.it

https://www.piattaformaprogetti.eu/women-in-technology/

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Outreach Activities

Engagement, motivation, retention and local visibility

Rome, 18-19 June 2026

D003.002 - Final Dissemination Event



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Why outreach was a core project tool

A002.005 connected training implementation with engagement and inclusion

Support motivation

Create additional spaces for interaction and reinforce participants' commitment to the training.

Prevent drop-out

Maintain contact with participants and identify participation barriers early.

Increase visibility

Present the training pathway locally and reach potential future participants and stakeholders.

Empower participants

Use training participants as testimonials, strengthening peer learning and confidence.

Build trust

Use small-scale, accessible and participatory settings for direct dialogue.

Prepare dissemination

Create a bridge from local outreach to the final international dissemination event.

Implementation overview

Evidence from D002.004 - Report on Outreach Events

8
local outreach events

6
in Italy

1
in Germany

1
in Malta

10-20
people per event

The activities were implemented throughout the training period and used a common participatory approach while remaining adaptable to local needs.

Common methodology

Small-scale, local and participatory implementation

Accessible local settings: NGO premises, community venues, training spaces and informal environments.

Direct and informal communication, with accessible language and opportunities for Q&A.

Active involvement of training participants as testimonials of their learning experience.

Monitoring through attendance records, observation and qualitative feedback.

Focus on NEETs, women with fewer opportunities and people facing barriers to participation.





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From outreach to the final event

Local engagement prepared the ground for transnational dissemination

Outreach was not only promotion.



Testimonials -> Ambassadors

Participants moved from being beneficiaries of outreach to active project ambassadors.

Local dialogue -> Final conference

The final Rome event scaled local conversations into an international dissemination and networking setting.

Visibility -> Sustainability

Stakeholder engagement supports future replication, adoption and continued access to the training model.

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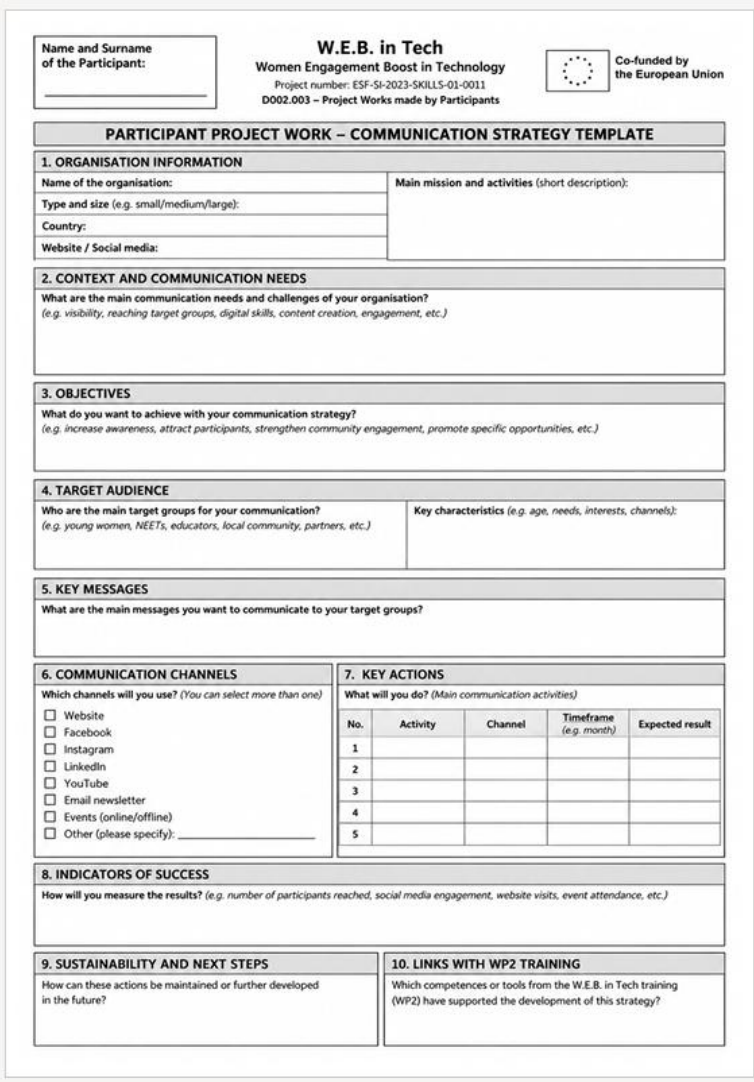
Project Works

45 practical communication strategies for Third Sector organisations

Rome, 18-19 June 2026

D003.002 - Final Dissemination Event



Name and Surname of the Participant: _____

W.E.B. in Tech
Women Engagement Boost in Technology
Project number: ESF-SI-2023-SKILLS-01-0011
D002.003 – Project Works made by Participants

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PARTICIPANT PROJECT WORK – COMMUNICATION STRATEGY TEMPLATE

1. ORGANISATION INFORMATION

Name of the organisation:	**Main mission and activities** (short description):
Type and size (e.g. small/medium/large):	
Country:	
Website / Social media:	

2. CONTEXT AND COMMUNICATION NEEDS

What are the main communication needs and challenges of your organisation?
(e.g. visibility, reaching target groups, digital skills, content creation, engagement, etc.)

3. OBJECTIVES

What do you want to achieve with your communication strategy?
(e.g. increase awareness, attract participants, strengthen community engagement, promote specific opportunities, etc.)

4. TARGET AUDIENCE

Who are the main target groups for your communication? *(e.g. young women, NEETs, educators, local community, partners, etc.)*	**Key characteristics** *(e.g. age, needs, interests, channels):*

5. KEY MESSAGES

What are the main messages you want to communicate to your target groups?

6. COMMUNICATION CHANNELS

Which channels will you use? *(You can select more than one)*

- ☐ Website
- ☐ Facebook
- ☐ Instagram
- ☐ LinkedIn
- ☐ YouTube
- ☐ Email newsletter
- ☐ Events (online/offline)
- ☐ Other (please specify): _____

7. KEY ACTIONS

What will you do? *(Main communication activities)*

No.	Activity	Channel	Timeframe *(e.g. month)*	Expected result
1				
2				
3				
4				
5				

8. INDICATORS OF SUCCESS

How will you measure the results? *(e.g. number of participants reached, social media engagement, website visits, event attendance, etc.)*

9. SUSTAINABILITY AND NEXT STEPS

How can these actions be maintained or further developed in the future?

10. LINKS WITH WP2 TRAINING

Which competences or tools from the W.E.B. in Tech training (WP2) have supported the development of this strategy?

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What the Project Works are

Practical application of the competences developed in WP2

45
communication strategies

3
countries: Italy, Germany, Malta

1
common strategic framework

Each participant translated a real organisational communication need into a structured strategy. The works therefore function both as learning outputs and as practical portfolio evidence for the Third Sector.

D002.003 collects and systematises the full set of strategies.

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The common structure

A shared model ensured comparability, practicality and replicability

1. Organisational profile
2. Needs assessment
3. Communication objectives
4. Target audiences
5. Key messages
6. Channels and tools
7. Short-, medium- and long-term actions
8. Link with the WP2 training pathway
9. Expected results and KPIs
10. Sustainability and replicability

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How a Project Work is built

From organisational need to a measurable communication plan



The common model links project-based learning to real Third Sector communication needs.

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Example of the common model

Extract from D002.003

Size:
Small (volunteer-based, limited staff)

Field of activity:
Social innovation, youth engagement, creative and community-based initiatives

Target groups:

- Young people
- Local communities
- Women and vulnerable groups (indirectly aligned with project target)

Current level of digitalization:
LOW

Existing communication tools:

- Facebook page (primary channel)
- Occasional visual content (basic Canva use)
- Informal communication (no structured plan)





2. Needs Assessment (Based on WP1 Findings)

2.1 Communication Gaps

- Absence of a structured communication strategy
- Irregular posting and lack of editorial planning
- Limited storytelling capacity
- Low visibility beyond local network

2.2 Organizational Challenges

- Volunteer-based structure → limited time for communication
- Lack of dedicated communication roles

Specific Objectives

1. **Increase online visibility and consistency of communication**
2. **Develop effective storytelling to showcase impact**
3. **Engage target audiences (youth, community, women)**
4. **Support participation in project activities (W.E.B. in Tech)**

4. Target Audiences

Primary Targets

- Young women (including NEETs and migrant background)
- Local youth and community members

Secondary Targets

- NGOs and third sector stakeholders
- Volunteers and collaborators

Tertiary Targets

- Local institutions
- Potential partners and funders

5. Key Messages

- "Digital skills can empower women and communities."
- "Small organizations can create big impact through digital tools."
- "Participation and inclusion start from accessible communication."

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Why the Project Works matter at the dissemination event

Participants as ambassadors and potential professionals

Evidence of learning

The works show practical application of digital communication and strategic planning skills.

Portfolio value

Each strategy can be presented to external organisations as evidence of applied competences.

Third Sector relevance

The strategies are built around concrete communication needs of different types of organisations.

Ambassador role

Participants can explain their process, choices and learning journey to stakeholders.

Employability bridge

Project Works connect learning, skills validation, networking and professional activation.

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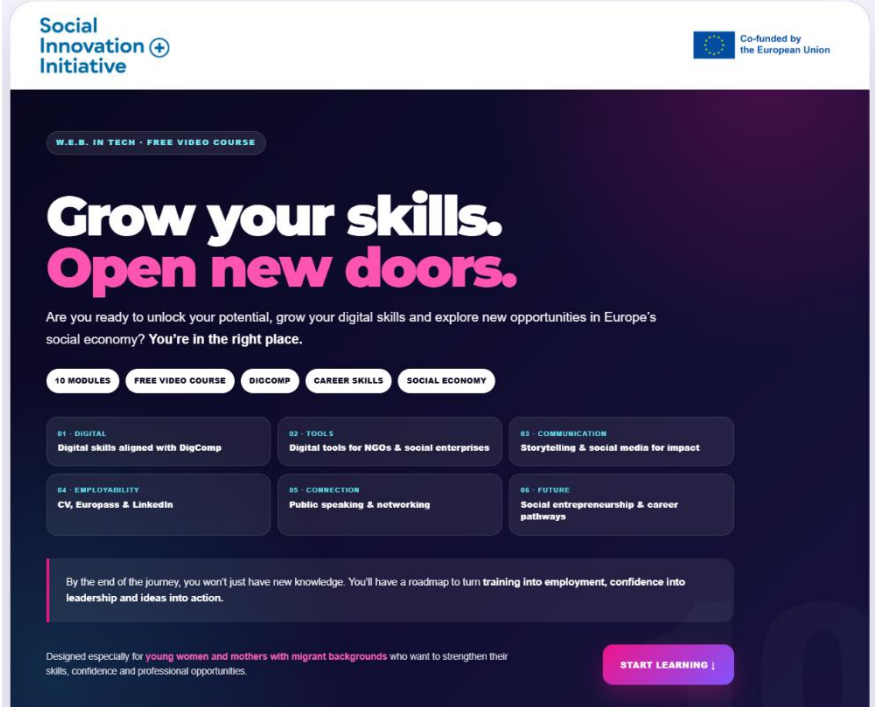
Skills / Knowledge / Competence Validation Process

Monitoring progression and organising evidence for WP4

Rome, 18-19 June 2026

D003.002 - Final Dissemination Event



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Validation logic

The process connects participation, learning evidence and professional activation

1. Engagement

Participation, attendance, progression and completion evidence.

2. Performance

Assessments, assignments and practical exercises.

3. Results

Competence development, Project Works and completed learning outputs.

4. Employability

Career guidance, pre-placement, professional opportunities and follow-up.

5. External relevance

CSO/Third Sector feedback on the usefulness and adequacy of demonstrated competences.

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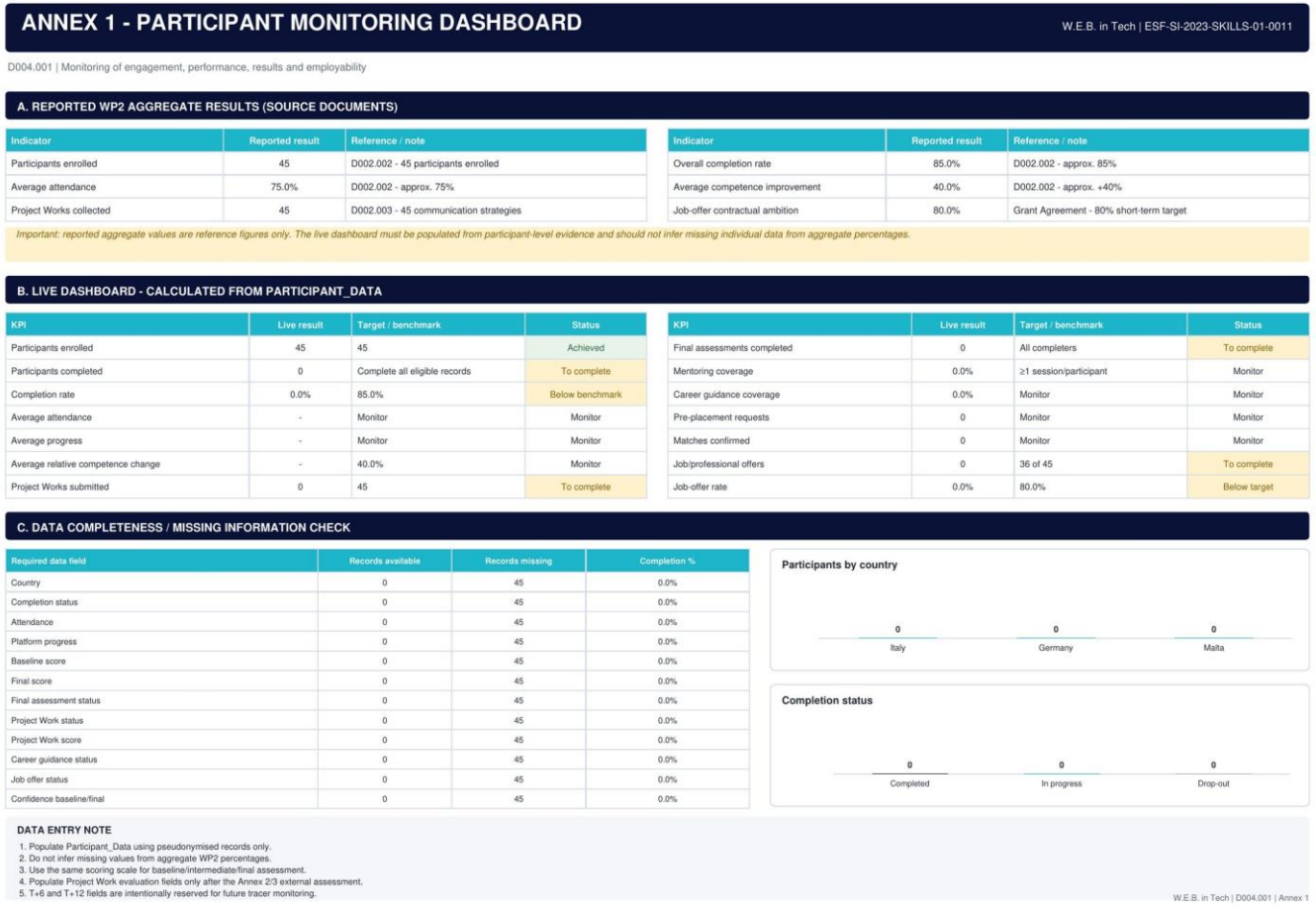
Participant Monitoring Dashboard

Annex 1 of D004.001



ANNEX 1 - PARTICIPANT MONITORING DASHBOARD

W.E.B. in Tech | ESF-SI-2023-SKILLS-01-0011

D004.001 | Monitoring of engagement, performance, results and employability

A. REPORTED WP2 AGGREGATE RESULTS (SOURCE DOCUMENTS)

Indicator	Reported result	Reference / note
Participants enrolled	45	D002.002 - 45 participants enrolled
Average attendance	75.0%	D002.002 - approx. 75%
Project Works collected	45	D002.003 - 45 communication strategies

Indicator	Reported result	Reference / note
Overall completion rate	85.0%	D002.002 - approx. 85%
Average competence improvement	40.0%	D002.002 - approx. +40%
Job-offer contractual ambition	80.0%	Grant Agreement - 80% short-term target

Important: reported aggregate values are reference figures only. The live dashboard must be populated from participant-level evidence and should not infer missing individual data from aggregate percentages.

B. LIVE DASHBOARD - CALCULATED FROM PARTICIPANT_DATA

KPI	Live result	Target / benchmark	Status
Participants enrolled	45	45	Achieved
Participants completed	0	Complete all eligible records	To complete
Completion rate	0.0%	85.0%	Below benchmark
Average attendance	-	Monitor	Monitor
Average progress	-	Monitor	Monitor
Average relative competence change	-	40.0%	Monitor
Project Works submitted	0	45	To complete

KPI	Live result	Target / benchmark	Status
Final assessments completed	0	All completers	To complete
Mentoring coverage	0.0%	≥1 session/participant	Monitor
Career guidance coverage	0.0%	Monitor	Monitor
Pre-placement requests	0	Monitor	Monitor
Matches confirmed	0	Monitor	Monitor
Job/professional offers	0	36 of 45	To complete
Job-offer rate	0.0%	80.0%	Below target

C. DATA COMPLETENESS / MISSING INFORMATION CHECK

Required data field	Records available	Records missing	Completion %
Country	0	45	0.0%
Completion status	0	45	0.0%
Attendance	0	45	0.0%
Platform progress	0	45	0.0%
Baseline score	0	45	0.0%
Final score	0	45	0.0%
Final assessment status	0	45	0.0%
Project Work status	0	45	0.0%
Project Work score	0	45	0.0%
Career guidance status	0	45	0.0%
Job offer status	0	45	0.0%
Confidence baseline/final	0	45	0.0%

DATA ENTRY NOTE

1. Populate Participant_Data using pseudonymised records only.
2. Do not infer missing values from aggregate WP2 percentages.
3. Use the same scoring scale for baseline/intermediate/final assessment.
4. Populate Project Work evaluation fields only after the Annex 2/3 external assessment.
5. T+6 and T+12 fields are intentionally reserved for future tracer monitoring.

W.E.B. in Tech | D004.001 | Annex 1

A. Reported WP2 aggregates

Reference figures already reported in WP2 source documents.

B. Live dashboard

Participant-level KPIs calculated from pseudonymised records.

C. Data completeness

Missing fields remain visible and are not inferred from aggregates.

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How to read the dashboard

Reported WP2 figures are reference data; participant-level evidence drives the live dashboard

Reported WP2 aggregates

Reference indicators already reported in source documents: enrolment, attendance, completion, competence improvement and Project Works.

Live participant data

The operational dashboard is populated progressively from pseudonymised participant-level records and calculates live KPIs.

Completeness check

Missing fields are visible rather than inferred. This protects traceability and avoids converting aggregate percentages into invented individual data.

The dashboard therefore supports both monitoring and impact evaluation without replacing the underlying evidence.

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Evidence chain

How validation links WP2 outputs with WP4 impact evaluation

MONITORING DASHBOARD
Engagement, performance and results

→

ASSESSMENTS
Baseline/intermediate/ final evidence

→

PROJECT WORKS
Practical application of competences

→

CSO FEEDBACK
External relevance to Third Sector needs

→

CAREER EVIDENCE
Guidance, placement and professional opportunities

Together, these sources create a traceable basis for skills validation and subsequent impact evaluation.

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Roundtable with VET Providers

Transferability, validation and cooperation with education and Third Sector actors

Rome, 18-19 June 2026



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Implementation of the roundtable

End of Day 1 - 18 June 2026

The roundtable and networking component foreseen in A003.002 was implemented at the end of the first day in a larger public setting at EUR Music Fest.

The networking refreshment was also held at the end of Day 1, together with this public stakeholder exchange.

Venue

EUR Music Fest
Via di Vigna Murata, 70
00142 Roma RM, Italy

Function

Stakeholder/VET dialogue, public dissemination and networking among organisations, professionals and project representatives.

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Roundtable discussion framework

Questions used to connect the W.E.B. in Tech model with VET practice

Skills relevance

Which digital and communication competences are most relevant for employability in the Third Sector?

Validation

How can VET providers recognise practical evidence such as Project Works and competence dashboards?

Accessibility

How can training be made more flexible and accessible for women with migrant backgrounds and care responsibilities?

Transferability

Which parts of the training model can be transferred to other VET or non-formal learning environments?

Cooperation

How can VET providers, CSOs and employers cooperate around practical learning and career activation?

Sustainability

What mechanisms can keep the training pathway and materials active after the funded period?

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Photo evidence - Day 1

Public stakeholder roundtable and networking at EUR Music Fest





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