



March 2023

Femme Forward

Fast-tracking women into new tech careers and supporting successful female-led start-up

Deliverable 7.1.



Co-funded by
the European Union

Communication Strategy and tools

About Femme Forward

Femme Forward - *Fast-tracking women into new tech careers and supporting successful female-led start-ups* - is a two-year transnational project funded under the Erasmus+ Programme.

Through an innovative and comprehensive training programme, women with various backgrounds will be empowered to either start a career in tech or employ their experience and knowledge to set up a tech start-up.

Femme Forward will identify, develop and pilot high-quality digital education content that will tackle the current gender gap in the digital economy, enabling at least 500 women to start on the track to tech employment or entrepreneurship.

Femme Forward will offer an easy to use and extensive repository of tested, high-quality educational materials, available in multiple languages, and on a multi-device compatible learning platform: femmeforward.eu

Project partners

The Femme Forward consortium is composed of 14 partners led by SIMPLON.co bringing together key industry, technology and education stakeholders in Europe.

Full partners

1. SIMPLON.CO (France)
2. TOP-IX (Italy)
3. ENGIM PIEMONTE (Italy)
4. Tech and Teach GmbH (Germany)
5. BeCode (Belgium)
6. Big Blue Data Academy (Greece)
7. CYPRUS COMPUTER SOCIETY (Cyprus)
8. Asociatia ETIC (Romania)
9. Le Techspace (Belgium)
10. HOCHSCHULE HANNOVER (Germany)

Associated partners

1. AMAZON WEB SERVICES EMEA SARL
2. RANDSTAD NEDERLAND BV
3. FUJITSU SERVICES LTD
4. DIGITALEUROPE AISBL

Subcontractors

Schuman SA

Revision History			
1	29/03/2023	Francesca Carmagnola	Initial version

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Executive Summary

This document presents the Femme Forward - *Fast-tracking women into new tech careers and supporting successful female-led start-ups* - integrated communication strategy. It sets a framework by establishing a common strategy to ensure consistent and coherent communication and dissemination activities throughout the project's lifetime (2023-2024).

The Femme Forward communication strategy supports the following key points:

- **Raising awareness about Femme Forward's value** propositions towards key stakeholder groups
- **Ensuring the adoption and further dissemination of the project** outputs by the identified beneficiaries and beyond (multipliers and other stakeholders).
- **Providing Femme Forward's partners and multipliers with a Communication Package for project internal and external usage**, including supporting material, tools, and guidance to optimally support the Femme Forward work in progress and achieve successful results by the end of the project.

The document presents the Femme Forward's value propositions, key stakeholders and messages, and key performance indicators (KPIs). It also outlines the promotional activities and campaigns planned at the different stages of the project. The Communication Strategy is a living document that will be revised annually and adapted to the needs of the partnership.

1. Femme Forward in a nutshell

The summary below gives a concise overview of Femme Forward's aim, activities, key messages, target groups, and timeline, indicating how stakeholders can get involved with the project and benefit from its outcomes over time.

What?

Femme Forward is a Partnership for Innovation – *Forward Looking Project* targeting the low representation of women in digital jobs and start-ups.

Femme Forward's mission statement:

Femme Forward will identify, develop and pilot high-quality digital education content that will tackle the current gender gap in the digital economy, enabling at least 500 women to start on the track to tech employment or entrepreneurship.

Femme Forward provides learning providers and organisations with instruments to educate, train, and move women into high demand professional roles across EU countries creating an easy to use and extensive repository of tested, high quality training materials, available in multiple languages through its multi-device compatible learning platform.

Femme Forward will enable the European ICT sector to meet the current and future skills needs of its workforce and fill high demand ICT roles by providing accessible training programmes and practical real life experience for women who wish to pursue a successful long term career in digital jobs and start-ups, regardless of their background.

Learn more on Femme Forward website femmeforward.eu

How/When?

The Femme Forward project focuses on the following outputs to achieve its aim.

Partners: VET training providers and HEI in Femme Forward

Target group A: Future VET organisations and HEI

Target group B: women

Target group C: Companies

Target group D: Policy makers

Output	Partners	Target Group A	Target Group B	Target Group C	Target Group D	Indicators	Time (start/end)
Piloting scenarios (O4)		X		X		9 scenarios in partners' countries	February-March 2023
Skill assessment tools (O5)		X	X	X		1 tool	February-September 2023
Skill Assessment						1020	End of the project
Curricula plan and digital materials (O6)	X	X	X	X	X	2 curricula	February-March 2023
Project learning platform (O7)	X	X	X	X	X	1	Duration of the project + 5 years
Project learning platform (O7)	X	X	X	X	X	To be defined	February-October 2023
Train the trainers (O8)	X					14 trainers	February-October 2023
5 Future Start-ups Founders training (O9)	X	X	X			150 students	May 2023-May 2024
Sustainable Future Start-ups Founders training (O10)	X	X	X			1 training kit	November 2023 -July 2024
Training and support for training providers (O11)		X				9 support contact points	May 2023 -November 2024
11 Future Tech Careers training (O12)	X	X	X			330 students	May 2023-May 2024
Sustainable Future Tech Careers training (O13)	X	X	X			1 training kit	November 2023 -July 2024

Output	Partners	Target Group A	Target Group B	Target Group C	Target Group D	Indicators	Time (start/end)
Training and support for training providers (O14)		X	X			9 support contact points	May -November 2024
Sustainable transition paths (O15)		X	X	X	X	2 transition pathways	August-Dec ember 2023
Test and deliver transition (O16)			X	X		50+ employers for internships, apprenticeship, jobs	September 2023 – June 2024
Engagement benefit map (O17)		X	X	X	X	50+ download request for transition pathway	July -October 2024
Strong women in tech community (O18)			X			100+ graduates and alumni in Collaborative Space	May -October 2024
Comms Strategy and Tools (O19)							April 2023 – end of the project
Participate in Women in Tech Conference (EU level) (O20)	X + all the partners			X	X	1 conference	July -September 2024
EU dissemination Rollout Programme (O21)		X	X	X	X		All project duration
Long term Sustainability strategy (O22)	X + all the partners				X	To be defined	May 2023 -December 2024
Sustainable Learning Programme (O23)	X	X		X	X	To be defined	September -December 2024

Future Tech Careers (330 students)

Consortium Partner	Country	Planned Kick-off
1. BeCode	Belgium	May 2023
2. SIMPLON.CO	France	June 2023
3. AWS	Germany	June 2023
4. BigBlue Data Academy	Greece	September 2023
5. Le Techspace	Belgium	September 2023
6. Codingshule	Germany	September 2023
7. ENGIM	Italy	October 2023
8. CSS	Cyprus	October 2023
9. Hochschule Hannover	Germany	November 2023
10. Asociatia ETIC/Simplon Romania	Romania	November 2023

Future Start-ups Founder Calendar (150 students)

Consortium Partner	Country	Planned Kick-off
1. Tech and Teach gGmbH	Germany	October 2023
2. TOP-IX	Italy	October 2023
3. CCS	Cyprus	October 2023

All outputs are designed and developed for longer-term implementation, ensuring sustainability and impact of the project results even beyond the project's end.

How to get involved?

Stakeholders can get involved in Femme Forward's activities in different ways, according to their profile. But, at all times, you can freely invite them to:

- Subscribe to the project information newsletter (via the [website](#)).
- Join the project events and spread the word about the project.
- Browse and promote outputs (via a dedicated website page).
- Contact info@femmeforward.eu to seek an active contribution to the project activities.

2. Project objectives

The project's general objective is to build an international consortium able to pilot and deploy a comprehensive training program based on high quality educational materials focusing on the most in-demand advanced digital skills and on the tools and methodologies needed to reach vulnerable target groups effectively.

The project specific objectives are the following:

Objective 1 – Set up effective project management & quality assurance processes to guarantee the successful delivery of each output and ensure the highest possible quality and innovation within the training programmes.

Objective 2 – Create a sustainable partnership of key European stakeholders who will cooperate to increase women's participation in the digital labour market.

Objective 3 – Strengthen the exchange of knowledge and best practice between training institutions, as well as the organisations in charge of facilitating job placement and labour market integration.

Objective 4 – Conduct a thorough skills assessment of the target group.

Objective 5 – Design and build high-quality training materials focused on delivering both theoretical and practical knowledge on the most in- demand technical skills.

Objective 6 – Identify piloting scenarios to ensure transferability of tools and methodologies developed in the project to as many real-life.

Objective 7 - Develop an online repository of materials and training platform to ensure accessibility and a wide reach.

Objective 8 - Provide open and free access to educational material in an easily accessible, multilingual framework for digital education.

Objective 9 - Train the trainers in charge of the new training programme to help build partner capacity and ensure the project's continuity post-implementation.

Objective 10 – Test and deliver 5 innovative new training programs for Future Tech Founders.

Objective 11 – Ensure project sustainability and results transferability.

Objective 12 – Test and deliver 11 innovative new training programmes for Future Tech Career.

Objective 13 – Build and deploy highly transferable transition pathways to ensure entry into tech employment or entrepreneurship.

Objective 14 - Encourage the adoption of the training programme across Europe and the widespread dissemination of project results and best practice guides, leading to the highest possible uptake and significant impact.

Objective 15 - Ensure the widespread promotion of tech jobs as a career choice for women, highlighting the numerous job opportunities and the fast-track VET programmes to access the profession from any career starting point or skills level.

Objective 16 - Create a long-term action plan for the roll-out of activities after the project is finished, ensuring sustainability of industry-education cooperation and exploiting EU funding opportunities to support implementation.

Communication objectives

The communication and dissemination activities will focus on achieving the following overarching goals:

- Promote **digital jobs and start-ups as a career choice** to women of different backgrounds across Europe.
- Promote Femme Forward as an European multi-stakeholder initiative tackling the need for **skilling, reskilling and upskilling the EU's workforce** in the digital sector in line with latest market requirements.
- Identify ATPs, VET providers and HEI, encourage and support them to use the Femme Forward developed training programmes, ready-to-use materials and supporting materials (**Sustainable training materials** - Future Tech careers and Future Tech Founders).
- Promote Femme Forward Strategy to the EU and local policymakers as a solution to reach Europe's KPIs – today and tomorrow.
- Connect the demand to the offer (training providers and companies).
- Prompt stakeholders to join, collaborate, and be active members of the initiative.

To meet these goals, a set of **communication actions and deliverables** will be developed:

- An integrated communication strategy.

- A strong branding including the visual identity guide and related promotional materials and visual assets¹.
- A user-friendly website with comprehensive information and collaborative space.
- Communication tools and promotional toolkits for partners dissemination and coordinated online marketing.
- Coordinated online communication campaigns (organic) among the consortium.
- Deployment of Femme Forward social media channel (Instagram) and email newsletter.
- Social media and Google AdWords (at the discretion of each partner) communication campaigns towards key stakeholder groups at the EU level.
- Coordinated digital public relations and direct emailing campaigns through partners' channels.
- The organisation of online and on-site events and partner participation in relevant local, national, and EU-wide events to present specific outputs (Participation to a high level stakeholders conference in year 2).
- Mapping of related projects, initiatives and networks (digital skills, lifelong learning, STEAM careers, etc).
- External communication toolkit for potential multipliers including promotional materials to disseminate the project's outputs.

Key performance indicators

Femme Forward's communication and outreach activities will be monitored and measured against the following key performance indicators (KPIs) to identify how effectively we are in reaching our communication objectives.

¹ All the materials will be designed to be used digitally avoiding printing, whenever it is possible.

Key result	Indicator	Target (M48)
Stakeholder engagement	Number of participants reached through online and on-site events and external representations (Participation to an EU Women in Tech Conference; webinars; small events at local level)	1,000 85% satisfaction rate
	Number of the Femme Forward newsletter on the website	1000+ Avg. 25% open rate
	Number of Femme Forward newsletter issues	starting May 2023 following the calendar ²
	Number of visits on the website	Avg. 100 per month
	Number of European and national policy stakeholders engaged	200
	Engagement of employers for internships, etc.	50+
Social media interaction *Femme Forward and project partners' accounts. **Project partners' accounts only.	Engagement on Instagram*	10,000 impressions 100 link clicks
	Engagement on Twitter**	10,000 impressions 100 link clicks
	Engagement on Facebook **	10,000 reach 100 link clicks
	Number of posts on Femme Forward account	Avg. 1 per week
Community engagement and expansion	Number of community members (Collaborative Space)	100
	Number of user contributions (incl. comments, uploads, submission of news, opinions and events, shares, likes)	5 per month

Table 1: Key Performance Indicators

The frequency of the publication of social media posts, news articles, and newsletter issues may vary depending on the availability of relevant information and delivery of the outputs and milestones.

To monitor indicators, Quality Assurance leaders will create a reporting sheet for full partners to collect the appropriate data easily and consistently. The targets presented assume full cooperation and access to communication channels from the full partners of the project.

Additionally, a Google Analytics account has been set up and paired to the website to collect relevant and anonymised data on visitors. The data collected will

² See section "7.Communication tool – mailing"

be then centralised and analysed by HSH (Gateway platform leader with the support of Simplon.co and AWS).

3. Brand concept and strategy

Femme Forward will be supported — during and after the project lifetime — by a strong brand to ensure our main target groups fully understand the project objectives, its aims and benefits, and encourage the uptake and further disseminate the project results.

The brand identity is reflected in the visual identity and all communications. To build a relevant brand identity, all partners have contributed to a collaborative workshop that consisted on reflecting on the strengths, value propositions, aspirations, and brand positioning strategy.

This section presents the synthesis of the results and further defines the unique selling propositions (USPs) of the project, to make sure Femme Forward observes a coherent, consistent, and evolutive rollout of the communication activities.

Brand values and unique selling propositions

During the workshop (Milan 7th March 2023), the partners listed the key strengths of the project. Based on those results, we mapped the core values which represent, all together, the unique selling propositions (USPs). The USPs will be leveraged to reach, acquire, convert, and actively engage the target groups.

Values			
Comprehensive	Specialised	Inclusive	Practical
Unique Selling Propositions			
International & inter-sectoral dimension --- Femme Forward includes a wide range of European partners ³ . They provide realistic	Digital sector-specific --- Femme Forward specifically focuses on the high tech sector. It addresses the existing skills gaps and aims to	Focus on women including vulnerable ones --- Femme Forward boosts social innovation; empower women in tech careers, breakdown	Actionable results, measurable impact --- Femme Forward provides curricula, training programmes, internships, apprenticeships

³ The project consortium relies on three pillars: 1) gain support of world- recognised technology leaders such as Fujitsu and AWS to ensure that the digital skills delivered have the widest possible relevance and recognition; 2) integrate the experience and knowledge of labour recruitment and placement actors such as Randstad to ensure an efficient transition into jobs for course graduates; 3) deliver an innovative training honing the most in-demand technical skills through experienced digital skills training providers oriented towards the needs of women. See section "Project Partners".

and market-oriented perspectives on the challenges to be addressed to ensure the outputs are fit-for-purpose.	better align the current and future demand and supply of digital professionals.	stereotypes, maximise human capital.	and jobs opportunities to women who want to skill, reskill, and upskill. It guarantees concrete results in a few months.
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Table 2: Femme Forward's core values and USPs

Brand perceptions and characteristics

We have asked the project partners how they would have liked our key stakeholders (namely women as Potential learners) to describe the project (perceptions). The results presented below are the sum of the aspirations of the partners which will inform the definition of a clear and strategic direction for communication activities and represent the brand's most preeminent characteristics.

The 6 most relevant points are:

1. Life changing
2. Empowering
3. Trustworthy
4. Accessible
5. Affordable
6. Results-oriented

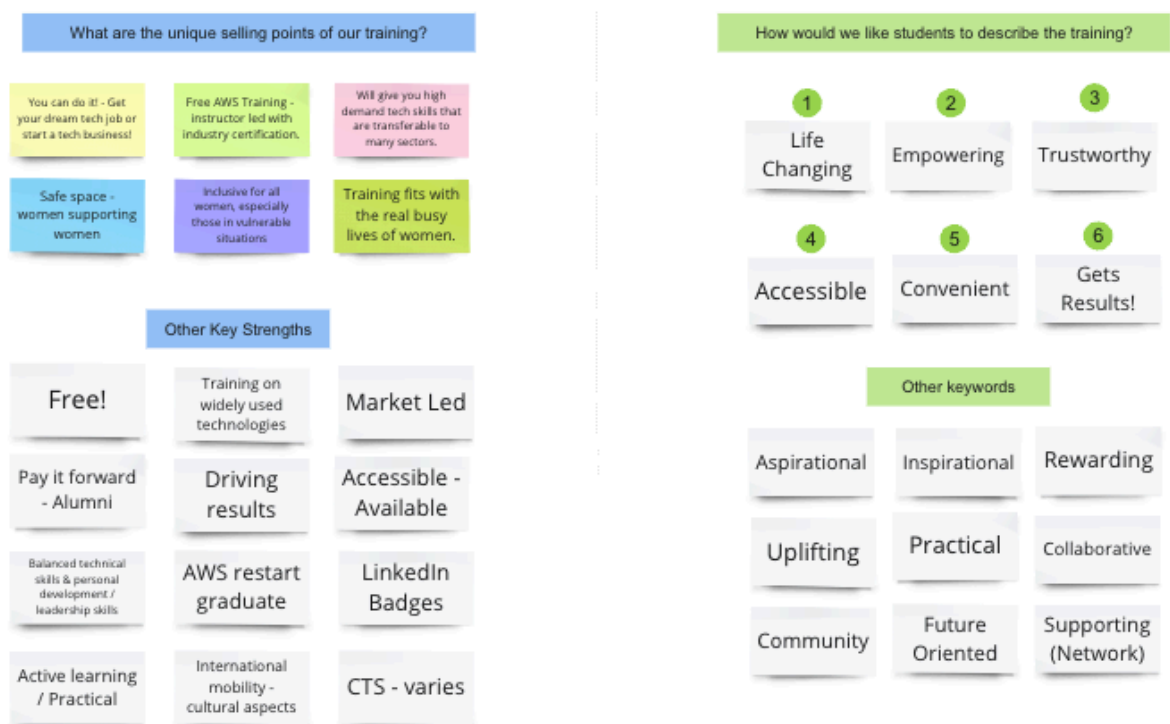
Other elements

1. Aspirational
2. Inspirational
3. Rewarding
4. Uplifting
5. Practical
6. Collaborative
7. Community
8. Future oriented
9. Supporting (network)

- **Empowering:** Femme Forward gives its potential beneficiaries real opportunity to realise their aspirations; to change their lives; to improve their living and working conditions; to get inspired.

- **Future oriented/result oriented:** Femme Forward aligns the training offer to the labour market needs, thus ensuring that European current and future ICT professionals can meet the demand of the sector.
- **Collaborative:** Femme Forward creates a trusted and networking relationship with its key stakeholder groups. The participating women feel to be part of a community, having the opportunity to share experiences, opinions, discussions, with the support of a team of authoritative experts representing a transectoral partnership.
- **Focused/Practical:** Femme Forward delivers a market-driven strategy and ready-to-use VET training materials so key stakeholders groups can directly implement and get real, measurable impact.
- **Inclusive:** Femme Forward is for women regardless of their background. It offers a “for-free” rewarding training programme.

Brand Values & Unique Selling Points



The stakeholder perceptions can be evaluated at different moments in time to ensure those are aligned with our aspirations. Modifications will be implemented when necessary.

Brand name and identity

Building a recognisable and impactful brand heavily relies on consistent and coherent use of the project name and visual identity. In this section, we define how to use the project name, acronym and logo, as well as further explain the requirements one must follow when communicating about Femme Forward.

Femme Forward brand name

“Fast-tracking women into new tech careers and supporting successful female-led start-ups” is the name of the project.

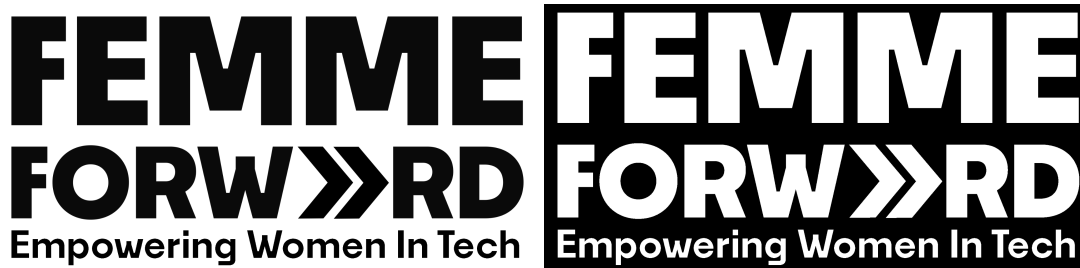
Femme Forward is the shortened form.

The general rule is to use the name in short, introducing, whenever possible, the full title.

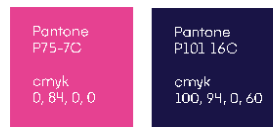
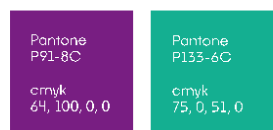
Find below how to use the short name “Femme Forward” (upper initial letters):

- Use the Femme Forward shortened form, in written publications.
- Use the Femme Forward shortened form, when referring to a specific output of the project or product
- Use the Femme Forward shortened form, whenever space doesn't allow to write the full name of the project.

Femme Forward visual identity



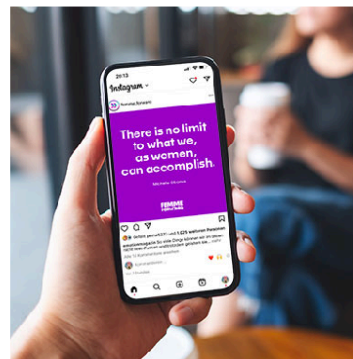
The logo is on [Drive](#).



The Female Founders Startup Programme

Starts now!

Poppins Regular als Fließtext. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo luctus eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis in dis partibus montibus, nascetur, et sed nulla aenean. Donec quisque felis, ultricies enim, pellentesque enim, proin, quis, sem nulla. Consequat massa quis magna. Donec massa quis, ligula in, aliquet nisi, on posuere eget, donec in egestas, massa. In eu, imperdiet in, venenatis sit amet, nato. Nullam ut ut urna, nulla eu, posuere, nulla, proin.



„Noka“ für Logo & Headlines

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !?%&öüß#

Light
Medium
Semibold
Bold
Black

<https://www.myfonts.com/collections/noka-font-black-etc>

„Poppins“ für Fließtext

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !?%&öüß#

<https://fonts.google.com/specimen/poppins>

Alternativen:
<https://fontsinuse.com/typefaces/45371/noka>

The Femme Forward logo should appear on all Femme Forward-related materials. The logo is usually placed at the top left corner. Additionally, all other brand guidelines, as presented in the visual identity manual, should be carefully observed.

Contractual European Commission requirements: all Femme Forward productions must display the Erasmus+ co-funded logo and all written productions include the EU disclaimer alongside the logo.

ENGIM Piemonte, as WP7 leader, will produce the official brand communication materials in English. Whenever relevant, partners are allowed to modify the material and/or localise it by following the visual identity manual.

4. Target groups

Femme Forward gathers different target groups dealing with tech skills coming from the education, labour-market, and policy environments, individual professionals, current and future. Given the various types of stakeholders, their inherent needs and aspirations, it is relevant to identify, segment, and focus on our key target audiences, as presented below.

Key target groups

The target audiences of Femme Forward can be categorised as follow:

- **Potential learners** are women with various backgrounds.
 - Female professionals who want to upskill, change careers or start a business.
 - Young female graduates who want a tech career or to create a tech start-up.
 - Women re-entering the labour market who want a flexible job or to be their own boss.
 - Women in vulnerable situations who need stable employment or want to work for themselves.
- **ATPs, VET providers** who want to adopt the training programmes
 - Public Vocational Education and Training (VET) institutes
 - Higher education institutions (HEIs)
 - Training and Development departments of organisations
 - Private training providers — including e-learning providers
- **Companies and Organisations** with demand in ICT skills
 - Large to small size IT organisations
 - Large to small size non-IT organisations
 - Recruitment agencies matching candidates with ICT roles
 - Local and European employment services (e.g., Eures)
- **EU platforms and social partners, networks, associations, and umbrella organisations**
 - Pact for Skills signatories and related EU initiatives' stakeholders (Digital Skills and Jobs Platform)
 - EPALE (in English and all partners languages)
 - eTwinning (partners who have access to the platform)
 - European associations of VET providers
 - Network of universities
 - Civil society organisations (CSOs), active in the field of education, training and youth

Note: each partner is in charge of making a **stakeholder mapping** that will be continuously fed over the project lifetime.

Audience segmentation

The above key target audiences can be grouped into three categories, as follow:

1. **Stakeholders:** have a direct stake in the project, make an active choice to use the project results, and can greatly contribute to its systemic impact.
 - Education and training providers, ATPs, HEI

- Companies with demand in ICT
 - National policy makers that determine the national VET programmes
 - Femme Forward full and associate partners
2. **Beneficiaries:** experience and get direct benefits out of the project results, and can influence over the decision to use the results.
- Potential learners, notably women from different background
3. **Multipliers:** share similar topical interests, can influence over the decision to use the project results, and can be leveraged for boosting impact.
- EU platforms and social partners, networks, associations, and umbrella organisations

Due to their key role in the project success, the **Stakeholders** and **Beneficiaries** groups will be allocated most of the communication resources throughout the project duration (80%). Communication activities towards the **Multipliers** group will be more sparse during the project (20%) — and intensified at the end.

The table below presents a further segmentation of the target groups, taking into account their degree of importance, interest in and influence on the project success.

Audience segmentation			
	Stakeholders	Beneficiaries	Multipliers
Primary focus	<ul style="list-style-type: none"> • VET and Higher VET providers • HEIs • Private training providers • Large to small size ICT companies • Large to small size non-ICT companies 	<ul style="list-style-type: none"> • Female professionals • Young female graduates • Women re-entering the labour market • Women in vulnerable situation 	<ul style="list-style-type: none"> • European agencies in the education and employment arenas • Pact for Skills signatories and related EU initiatives' stakeholders • ICT SME networks
Secondary focus	<ul style="list-style-type: none"> • Local and European employment services • Training and development departments of organisations • Recruitment agencies 	<ul style="list-style-type: none"> • Women Job seekers in general 	<ul style="list-style-type: none"> • CSOs active in the field of education, training and youth
Tertiary focus	<ul style="list-style-type: none"> • Non-profit organisations 		

Table 3: Audience segmentation

5. Key messages

Femme Forward will base its communication and dissemination activities on several key messages for each target audience that are closely related to the communication objectives and values presented earlier.

The following tables present the key messages in a first version targeted at our audiences and the preferred communication channels. The key messages will be fine-tuned in practical context of Femme Forward instruments and tools factually achieved when available and time has come for largely promoting these across EU and all target groups.

Education and training providers		
Target audience	Message (examples)	Channel
Public and private VET institutes; ATPs	<ul style="list-style-type: none"> • Increase the quality and attractiveness of your educational and training offer by adopting Femme Forward's curricula — a market-driven programme that equips people with advanced specific ICT skills. • Make your VET organisation stand out with an educational and training offer that's top-notch and attractive! #education #training #VET • Make your educational and training offer fit for the current and future job market and integrate an effective, market-led and certified training programme that provides advanced ICT skills to learners. • Bring your educational and training offer to the next level — Femme Forward's programme prepare learners for the current and emerging job roles of the ICT sector. • Be the driving force that empowers European citizens and SMEs to stay ahead of the challenges of the ICT sector — take up Femme Forward's programmes, a training pathway to a stable future career for ICT professionals. 	<ul style="list-style-type: none"> • Newsletter • Direct mailing • Events • Partners' network and social media
Higher Education institutions	<ul style="list-style-type: none"> • Equip your students with the skills they need to succeed in the modern job market. Our market-driven curricula will give them the edge they need to stand out in the competitive job market. • Complement your educational offer with market-driven curricula that equip students with advanced ICT skills that increase their employment opportunities. 	

	<ul style="list-style-type: none"> • Attract talent from across Europe by offering high-quality learning pathways that fast-track certification for the current and future jobs in the ICT sector. • Offer excellence programme for the future generation of ICT professionals -built on Femme Forward's curriculum, education and training materials. 	
Training and Development department (Companies/organisations)	<ul style="list-style-type: none"> • We are proud to offer certified continuous training opportunities in ICT to your Human Resources department. Investing in your employees is key to success! • Make sure your ICT employees can contribute to the growth of your company — integrate Femme Forward's ready-to-use material in your training programmes. • Boost your employees' competencies by offering certified continuous training opportunities in ICT with Femme Forward's market-led programme. 	<ul style="list-style-type: none"> • Direct mailing • Events • Partners' network and social media
Private training providers	<ul style="list-style-type: none"> • Commercialise a certified and ready-to-use training offer for ICT professionals that best prepare the EU's workforce to the market needs and future job profiles. • Reskill and upskill ICT professionals with ready-to-use materials and an effective programme for European citizens and organisations with demand in ICT skills. 	<ul style="list-style-type: none"> • Newsletter • Direct mailing • Events • Partners' network and social media

Table 4: Key messages for education and training providers

Organisations with demand in ICT skills		
Target audience	Message (examples)	Channel
Large to small size ICT organisations	<ul style="list-style-type: none"> A stable and innovative economy is always supported by its people. Femme Forward gives you access to talent and new recruits equipped with the ICT skills you need to grow your business. Femme Forward meets with industry requirements and proposes an innovative strategy so you can find or train the right ICT professionals — immediately productive at work. 	<ul style="list-style-type: none"> Newsletter Direct mailing Events Partners' network and social media
Large to small size non-ICT organisations	<ul style="list-style-type: none"> Understand the important new trends in the ICT sector and draw a concrete plan on how to tackle the challenges of ICT skills provision and development of your workforce with Femme Forward. Train your staff to meet your current and future ICT requirements — use Femme Forward's ICT skills strategy and training material. Offer your staff the possibility to grow and meet your ICT needs. Follow Femme Forward's recommendations and get your staff certified in ICT skills by recognised providers. 	<ul style="list-style-type: none"> Newsletter Direct mailing Partners' network and social media
Recruitment agencies matching candidates with ICT roles	<ul style="list-style-type: none"> Match the ICT market demand with highly skilled candidates. Femme Forward provides you with a clear training pathway to move individuals into high demand ICT roles. Help your clients find people with the right ICT skills they need to fill relevant positions. Finding the right people with the right skills is made easy — Femme Forward integrates recognised ICT profession standards and framework to help you match candidates with the current and future jobs in the ICT sector. 	<ul style="list-style-type: none"> Newsletter Direct mailing Partners' network and social media

Local and European employment services	<ul style="list-style-type: none"> Support women job seekers by offering them a clear educational and modular pathway to secure a job in the highly dynamic ICT job market. The ICT sector has a high demand for skilled professionals. Promote Femme Forward's curricula and easily match job seekers with ICT roles. 	<ul style="list-style-type: none"> Direct mailing Partners' network and social media
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Table 5: Key messages for organisations with demand in ICT

Potential learners		
Target audience	Message (examples)	Channel
Female professionals who want to upskill, change careers or start a business.	<ul style="list-style-type: none"> Ready to take the leap and make a career change? Join us and learn how to make it happen! #womenempowerment #careerchange #businessstartup Take the first step towards a new career and join us to learn how to make it happen! Empower yourself and take control of your future. We don't need permission to level up. Let's do this!" 	<ul style="list-style-type: none"> Instagram Newsletter Partners' network and social media
Young female graduates who want a tech career or to create a tech start-up.	<ul style="list-style-type: none"> "Ready to take the leap and make my dreams a reality! Here's to a new chapter 💪 #girlpower" The future is here, and it's female-led. Tech dreams don't have to wait for graduation day - let's get started! 	<ul style="list-style-type: none"> Instagram Newsletter Partners' network and social media

<p>Women re-entering the labour market who want a flexible job or to be their own boss.</p>	<ul style="list-style-type: none"> • Flexible hours, no boss, and a paycheck? Sign me up! #WomenWhoWork • The future is female and it's time to take control of your own destiny. Let's make your dreams a reality and create the life you want to live! • Ready to take on the world and make my own rules! #WomenInTech #WomenInBusiness 	
<p>Women in vulnerable situation who need stable employment or want to work for themselves.</p>	<ul style="list-style-type: none"> • No matter the situation, women can always find a way to succeed. Here's to all the women out there who are taking the leap and embracing the power of technology to create their own paths to success! • Women are the future of the tech industry! Femme Forward empowers them to take control of their lives and create their own success stories. 	<ul style="list-style-type: none"> • Instagram • Newsletter • Partners' network and social media

Table 6: Key messages for potential learners

EU platforms and social partners, networks, associations, and umbrella organisations		
Target audience	Message	Channel
Pact for Skills signatories and related EU initiatives' stakeholders	<ul style="list-style-type: none"> Empowering women through ICT training! Our educational community is dedicated to providing the necessary resources and support women in gaining the skills and confidence to succeed in the digital world. #WomenEmpowerment #ICTTraining #Education 	<ul style="list-style-type: none"> Digital Skills & Job Platform EPALE platform
European associations of VET providers	<ul style="list-style-type: none"> Femme Forward delivers up-to-date insight into the current and emerging digital skills needs and new jobs being created in the ICT sector. It helps European citizens to make better career and training choices by ensuring the educational offer is aligned with the demand of the labour market. The EU-funded project Femme Forward contributes to achieving the European Skills Agenda and SME strategy — it supports the up- and reskilling of Europe's workforce at the EU and Member State level, supports a stronger VET sector and accurate skills and jobs matching in the ICT sector. 	<ul style="list-style-type: none"> Newsletter Direct mailing Events eTwinning
Network of universities	<ul style="list-style-type: none"> Bring the educational offer of your members to the next level; integrate the ready-to-use training material to prepare a strong and resilient generation of ICT professionals in Europe. 	<ul style="list-style-type: none"> Newsletter Direct mailing Events Partners' network
CSOs active in the field of education, training and youth	<ul style="list-style-type: none"> Don't miss out on this amazing opportunity to get your member involved in ICT training and jumpstart their career! We are proud to offer free ICT training for women to help them gain the skills they need to pursue their career goals. Let your member know about this amazing opportunity and join us today! 	<ul style="list-style-type: none"> Social media Direct mailing Events

Table 7: Key messages for EU

6. Promotional strategy

The promotional strategy presents the tactics that will be deployed over the lifetime of the project to Reach, Act towards, Convert, and Engage (RACE) each of the target groups; thus, creating widespread awareness and interest in the project.

Furthermore, the tactics presented below inform the definition of the various promotional campaigns that will be implemented to disseminate the project results and activities and serve the short and long-term communication and outreach objectives.

RACE approach		
Stage	Tactic	Key measure
Reach Build brand awareness, increase online visibility, grow the audience on multiple channels.	<ul style="list-style-type: none"> Officially launch the website, the project social media channel, the partners' social media channels User-friendly design and easy navigation on the website Create a stakeholder mapping Organise stakeholder meetings Direct emailing and messages via the partners' network Create and deploy awareness-raising campaigns and content Organic and paid social media campaigns Search Engine Optimisation for the website Google AdWords campaigns Promote external thematic content and events Attend/participate in external events to present Femme Forward Prepare launch news pack for the project partners 	<ul style="list-style-type: none"> Audience volume Audience quality
Act Prompt interactions, subscribers and leads, increase the positive sentiment vis-à-vis the project and outputs.	<ul style="list-style-type: none"> Promotion of the project newsletter Create evergreen and thematic content for the project communication channels Direct emailing and messages via the partners' network Develop engaging and interactive visual content Organise joint events with project partners Launch the Femme Forward Community (namely LinkedIn group) 	<ul style="list-style-type: none"> Leads/conversion rate Time on site Subscribers, likes and shares Community sign-ups Downloads of outputs Event registrations

	<ul style="list-style-type: none"> • Attend/participate in external events to present the project • Promote project outputs and results on the website • Organic and paid social media campaigns on high tech as a career choice • Create and deploy campaigns and content on specific project outputs for different stakeholders 	
<p>Convert</p> <p>Persuade key stakeholders to use the project results, increase brand trust</p>	<ul style="list-style-type: none"> • Create and deploy campaigns on the benefits of the outputs for each stakeholder • Promote early-adopters' positive experiences (testimonials and storytelling) • Collect and publish case studies, success stories, impact research results • Organic and paid social media campaigns • Organise stakeholder meetings • Encourage sign-ups to join the community • Direct emailing towards key policymakers • Use strong calls-to-action on the website • Organise engaging events for key stakeholders • Feed the Community with thematic content. 	<ul style="list-style-type: none"> • Conversion • Community members • Event registrations
<p>Engage</p> <p>Encourage the multiplying effect, reward users, activate the community</p>	<ul style="list-style-type: none"> • Organise specialist webinars and events • Highlight adopters' experience • Provide potential multipliers with a news/comms pack • Collect and publish adopters' stories, use cases, success stories • Active moderation on the Community and social media • Launch and animate online discussions on topics of interest. • Recycle engaging content and feed it to potential new adopters • Direct emailing and messages via multipliers and partners' network • Encourage the use of the website tools and features and provide user support. 	<ul style="list-style-type: none"> • Repeat interactions • Brand satisfaction and loyalty • Advocacy

Table 9: RACE approach

Promotional campaigns

Throughout the project duration, Femme Forward will implement several promotional campaigns to reach the communication objectives. These are separated into two categories:

Category	General objective
EU-wide campaigns Promoting key outputs to specific target audiences. Breaking existing gender biases and encouraging a more balanced representation of men and women in companies. Encourage women (as described in the target audience section) to consider tech as a career option.	<ul style="list-style-type: none"> • Create follower/subscriber base • Collect feedback/input • Drive (initial) adoption • Leverage multipliers
Campaigns at local/regional level Promoting the Programmes (Future Tech Careers and Start-ups Founders) to recruit participants. Presenting the training methodology and tools developed within the project and offering support for adoption of the model for future trainings. Promoting project activities, milestones, and results to key stakeholders and the general public.	<ul style="list-style-type: none"> • Raise brand awareness • Attract participants • Celebrate achievements • Leverage multipliers

Table 10: Types of campaigns in Femme Forward

EU-wide campaigns

The campaigns at EU level contribute to:

- Promoting key outputs to specific target audiences.
- Breaking existing gender biases and encouraging a more balanced representation of men and women in companies.

- Encourage women (as described in target audience section) to consider tech as a career option.

They will be deployed between May 2023 (M5) and December 2024 (M24) as presented below:

Campaign	Audience	Objective	Timeline
Website and social media launch	All target audiences	<ul style="list-style-type: none"> • Raise awareness on the Femme Forward project • Invite stakeholders to discover the website and follow Femme Forward accounts on social media 	May 2023
Brand awareness & partnership	All target audiences	<ul style="list-style-type: none"> • Gain followers • Present Femme Forward's partners 	May 2023
Femme Forward programmes launch	Women	<ul style="list-style-type: none"> • Present the programs 	April 2023-April 2024
Femme Forward Community launch and engagement	Women	<ul style="list-style-type: none"> • Present the community characteristics and benefits • Engagement 	May 2023
Femme Forward companies engagement	Companies	<ul style="list-style-type: none"> • Recruitment for transition pathways for Future Tech Careers and Future Tech Founders 	May/June 2023
Femme Forward future VET engagement	VET/ATPs/HEI	<ul style="list-style-type: none"> • Promote actionable outputs 	April 2024
Capitalisation on Femme Forward results	All target audiences	<ul style="list-style-type: none"> • Dissemination results 	May 2023 – December 2024

Table 11: Campaigns at EU level overview

Campaigns will be coordinated by the WP7 leader, with the proactive support of the project partners, associated partners and active multipliers.

Campaigns at local/regional level

The campaigns at local/regional level contribute to:

- Promoting the Programmes (Future Tech Careers and Start-ups Founders) to recruit participants.
- Presenting the training methodology and tools developed within the project and offering support for adoption of the model for future training.
- Promoting project activities, milestones, and results to key stakeholders and the general public.

The focus of the campaigns at local/regional level is adjustable to the needs of the project. At this stage, the partnership is considering the following:

Campaign	Audience	Objective	Timeline
Multi lingual website and social media launch (partners social media)	All target audiences	<ul style="list-style-type: none"> • Raise awareness on the Femme Forward project • Invite stakeholders to discover the website and follow Femme Forward accounts on social media 	May 2023
Brand awareness & partnership	All target audiences	<ul style="list-style-type: none"> • Gain followers • Present Femme Forward's partners 	May 2023
Femme Forward programmes launch	Women	<ul style="list-style-type: none"> • Recruitment 	April 2023-April 2024
Femme Forward Community launch and engagement	Women	<ul style="list-style-type: none"> • Present the community characteristics and benefits • Engagement 	May 2023
Femme Forward companies engagement	Companies	<ul style="list-style-type: none"> • Recruitment for transition pathways for Future Tech Careers and Future Tech Founders 	May/June 2023

Femme Forward future VET engagement	VET/ATPs/HEI	<ul style="list-style-type: none"> Promote actionable outputs 	April 2024
Capitalisation on Femme Forward results	All target audiences	<ul style="list-style-type: none"> Dissemination results 	May 2023 – December 2024

Table 12: Campaigns at local/regional level overview

7. Communication tools

The below table provides an overview of the main communication tools that will be used for communication and dissemination of Femme Forward as well as their respective main features.

Tool	Channel	Characteristic
Website	Gateway Platform	Official, informative, welcoming
	News articles	Semi-formal, informative, narrative, engaging
	Collaborative Space	Semi-formal, informative, engaging, interactive
Social media	Twitter (partners' accounts)	Semi-formal, informative, interactive
	LinkedIn (partners' accounts)	Professional, informative, visual, engaging, interactive
	Facebook (partners' accounts)	Informal, informative, visual, engaging
	Instagram (project account)	
Mailing	Project email newsletter	Official, informative, narrative, promotional
	Partners' email newsletter	
	Direct mailing/message	Informal, informative, promotional
Press & media	Press releases	Official, informative, story-telling
	Press articles	
Events/Webinars	Project events	Official, informative, storytelling, promotional
	External representations	

Table 13: Communication tools overview

These tools are presented in more detail in the below sections while developing the rationale, objectives, contents, and use.

Femme Forward Website

The Femme Forward's website is available at femmeforward.eu. The website has two main purposes:

- **Informative:** it informs stakeholders, beneficiaries and multipliers about the project making all public project results available;
- **Collaborative:** it will create a collaborative space, where stakeholders will be able to connect and collaborate (Linkedin group, webinar, etc.)
- **Engaging:** it will integrate all the information on the training modules made available by the partners.

The domain name has been chosen to valorise the project name focusing on the central role of women in it.

The website includes:

- A section on the project
- A section on the partners
- News section to update on important project milestones
- Announcement of all Femme Forward events

Femme Forward Online Community

Femme Forward is going to provide users with a space for discussion and support (see WP6 *Transition pathways & community development* - output 18: *Strong women in tech*).

The space for the development of the Community is the project gateway platform.

100 graduates minimum are expected to engage in the collaborative space.

Social media

Femme Forward will communicate on one channel of its own - Instagram - to reach its main target group (women) and will exploit the existing partners' social media channels to reach out to education and training organisations, professionals and other stakeholders (see Annex 1).

The social media account will be launched in May 2023 - at the same time as setting up the website.

The proposed name account is **FemmeForward.eu**.

The proposal is made on the basis of the following considerations:

1. alignment with the name of the project website and the name chosen for the project as a whole (see Femme Forward logo)
2. The low relevance of the majority of existing accounts on Instagram with the same name (femmeforward).

Critical issue on point 2

Femme Forward is used as a brand name (although with a slight difference: *femmeitforward*) by a *female-led music and entertainment company that centers its mission in celebrating, educating, and empowering the industry's most creative and accomplished female visionaries through multi-format, multi-market consumer experiences*.

The company has its own website, Twitter, Instagram and Facebook accounts.

Instagram data

Name of the account: femmeforward.euproject

User name: Femme Forward Project

Bio: Empowering women to start up a new career in tech re-starting their future.

femmeforward.eu

Hashtags: #digitalskills #techcareers #training #edtech

Key words: women, re-start, cloud, digital skills, careers, job, Erasmus+

Here some examples in line with the look&feel of the project.



Social media engagement strategy

Resources will be allocated to specific actions to create an active community of followers on Instagram Femme Forward social media account:

- Regular flow of publications and interactions with Femme Forward's ecosystem
- Promotion of Femme Forward account via the project email newsletter
- Promotion of Femme Forward account via partners' social media channels and email newsletters
- Promotion towards targeted audiences with the use of sponsored content
- Use of relevant hashtags, use of SEO⁴ keywords captions, use of ALT text.

WP7 leader manages the Femme Forward social media account to ensure a regular flow of information and editorial consistency.

Partners are encouraged to submit interesting and related content directly on Drive such as:

- Partners' own content related to the topics of the project
- Third-party content that partners find suitable and interesting for Femme Forward target audiences (e.g., evergreen content, hot topics content).

A shared account on Canva has been created so that all the partners can access and eventually adapt the models to their context of reference.

Mailing

The official Femme Forward newsletter is set up on an email marketing service such as Mailchimp. It will be issued according to the following calendar and in an ad-hoc manner, when needed. It will be used to communicate about the project progress and results and key related topics. The Newsletter aims to:

1. Tell the story of the project
2. Inform VET trainers, ATPs, HEIs and companies on the ongoing results

Newsletters	Topics	Month
1	Presentation of the project (partners, aims, target etc.) + summary piloting	May 2023

⁴ The most recent trend in Instagram seems to demonstrate that Keywords, not hashtags, are the more effective strategy to reach on Instagram. (Source [Hootsuite](https://hootsuite.com/blog/instagram-keywords))

	scenarios (O4) + announcement starting Tech Career Training (O12) and Start up Founder Training (O9)	
2	Updates of project activities + first results Tech Career Training and Startup Founder Training + focus on companies recruitment for transition pathway	September/October 2023
3	Updates of project activities + final results Tech Career Training and Start up Founder Training + results on transition pathway	April/May 2024
4	Updates of project activities + participation to the Conference	October 2024

In addition, some short newsletters will be inserted in the calendar to inform stakeholders on some specific issues (launch of the collaborative space, events, webinars, etc.).

WP7 leader manages the Femme Forward newsletter editorial line to ensure consistency.

To promote Femme Forward's newsletter, partners are encouraged to share it with their network.

Website visitors can subscribe to the newsletter via an embedded form, at the bottom of several pages.

For some specific communication and outreach purposes such as surveys, event invitations, or establishing the first contact for further communication and support, consortium partners will reach out to stakeholders and potential multipliers via **direct mailing**. This includes:

- Sending emails to individuals and organisations by consortium representatives
- Using partners' mailing lists/contacts to target specific target audiences

All mailing lists will be handled respecting GDPR norms.

Sample models shown below.

**FEMME
FORWARD** Co-funded by
the European Union

FEMME FORWARD NEWS

MAY 2023

**FEMME FORWARD
IN A NUTSHELL**

Femme Forward - Fast-tracking women into new tech careers and supporting successful female-led start-ups - is a two-year transnational project funded under the Erasmus+ Programme.

Through an innovative and comprehensive training programme, women with various backgrounds will be empowered to either start a career in tech or employ their experience and knowledge to set up a tech start-up.

Femme Forward will identify, develop and pilot high-quality digital education content that will tackle the current gender gap in the digital economy, enabling at least 500 women to start on the track to tech employment or entrepreneurship.

Femme Forward will enable the European ICT sector to meet the current and future skills needs of its workforce and fill high-demand ICT roles by providing accessible training programmes and practical real-life experience for women who wish to pursue a successful long-term career in digital jobs and start-ups, regardless of their background.

READ MORE ON: femmeforward.eu

AN INTERNATIONAL AND INTER-SECTORAL PROJECT

Femme Forward includes a wide range of European partners able to provide realistic and market-oriented perspectives on the challenges to be addressed to ensure the outputs are fit-for-purpose.

The project consortium relies on three pillars:

1. gain support of world-recognized technology leaders such as Fujitsu and AWS to ensure that the digital skills delivered have the widest possible relevance and recognition;
2. integrate the experience and knowledge of labour recruitment and placement actors such as Randstad to ensure an efficient transition into jobs for course graduates;
3. deliver an innovative training honing the most in-demand technical skills through experienced digital skills training providers oriented towards the needs of women.

READ MORE ON: femmeforward.eu

Partners: SIMPLON, top~ix, ENGIM, tech and teach, </becode>, SIMPLON, CYPRUS COMPUTER SOCIETY, Big Blue, H, TECH SPACE, FUJITSU DIGITALEUROPE, randstad, aws re/Start

**FEMME
FORWARD** Co-funded by
the European Union

LABOUR MARKET ANALYSIS - MARCH 2023

THE RESEARCH-BASED STARTING POINT

In order to enable the Femme Forward consortium to deliver trainings adapted to the occupational profiles needs and to the skills gaps in the labour market, an initial labour market analysis has been conducted.

- The research focuses on 8 countries in Europe - France, Germany, Italy, Belgium, Greece, Cyprus, Spain and Romania - and analyses labour market needs for ICT specialists such as:
- vacancies;
 - time necessary for companies to fill vacant positions;
 - most in demand specialists;
 - most in demand skills;
 - women in tech participation (such as STEM graduates, percentage of women employed in tech, women participation in start-up ecosystem);
 - main pain points (such as gender bias, lack of support, etc.) in participating countries.

Europe is experiencing a shortage of around one million digital experts.

53% of enterprises trying to recruit ICT specialists report difficulties in getting qualified people

THE RESEARCH IS ABOUT

The goal of the research is to highlight global and country-specific factors that represent a barrier to a wider participation of women in tech. In the report the following topics are analyzed:

- The Top 10 In-Demand Skill Clusters
- Cloud Computing Market Size in Europe from 2016 to 2027 by Segment
- Trends and Perspectives of Cloud Industry Technology
- Continued Need for ICT Specialists in a Growing EU Market
- Cloud Computing Addressing High Demand and Talent Shortages Across Major Sectors in Europe



DOWNLOAD THE FULL REPORT
femmeforward.eu

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FEMME FORWARD COMMUNITY

info@femmeforward.eu



WOULD YOU LIKE TO JOIN OUR COMMUNITY?
GET IN TOUCH WITH US!

EXPERTS

You are an expert from one of the fields of the programme and would like to give an expert session? Perfect! Take the chance to increase your reach in a European tech community!

ACCELERATORS

Are you a startup accelerator and are looking for participants? Then present your accelerator to our participants and win tech-engaged women to join your programme!

**FEMME
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the European Union

PROGRAMME KICK OFF - GERMANY

**tech
and
teach**

Tech and Teach gGmbH
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Am Wehnhahn 13
40211 Düsseldorf
Germany
www.techandteach.de

BY SILKE ROGGERMANN
Silke@techandteach.de
www.linkedin.com/in/silkeroggermann/

**FEMME
FORWARD
STARTUP
FOUNDERS
PROGRAMME
KICK OFF IN
GERMANY**



Tech and Teach Germany is the leader of the Femme Forward Startup Founders Programme and will set up a curriculum and deliver the pilot programme in Germany. After successful deliverance, the programme curriculum will be handed out to our European education partners including a database with experts, instructors and accelerators.

Training contents

business concepts

- Business model canvas
- Lean startup
- Sustainable economy
- Marketing and sales
- Legal and funding

technical concepts

- Cloud based services
- Minimum viable product
- AI and data driven business
- Python programming
- Accessible Web design

soft skills and empowerment

- Pitch training
- Ask-me anything sessions with role models
- Leadership skills
- Community engagement

Non-Training contents

meetups
accelerator
Pitches
Podcast
Blogpost
Community
Events

**8 weeks programme
with est. 60+hrs
training content**

**October
November
2023**

Press and media

Press releases will be published throughout the project. These aim to enhance the visibility of the Femme Forward project and share the most relevant outcomes of the project with the press. At this stage, the following press releases are foreseen to be produced:

- Press release on the launch of the Femme Forward Programme
- Press release on the final outcomes of the project

Each project partner will distribute the press releases to their respective networks and media contacts. Project partners will also be encouraged to host the press releases on their website and share them via their newsletters and social media channels.

Events/Webinars

The project doesn't foresee a final conference but the consortium will attend at least one of the many high-level conferences organised in Europe, such as #wetechnogether (Zurich), The Next Tech (Amsterdam), Masters of Digital (Brussels), Web Summit (Lisbon) or the Women in Tech Summit.

The participation to the conference will be organised by the WP7.2. leader, with the support of all partners.

The events may be conducted online or in a hybrid format or in presence. More information on the events (as the high-level conference) and its dissemination will be developed at the end of the beginning of 2024.

Meanwhile, partners are encouraged to organise/host events for their key audiences to support the communication efforts. This can take the form of:

- **A standalone local, national, or European (online/on-site) event:** this format of events can be used to promote the project at large or specific outputs to a large audience.
- **A multi-stakeholders meeting:** this format can be interesting to create a personalised relationship with key stakeholders, in smaller committees, and promote the project, the outputs, and/or recruit new multipliers and associated partners.
- **A workshop or presentation embedded into partners' flagship events:** this format is lightweight and interesting for partners to raise awareness about the project and its outputs towards their organisations' key stakeholders.

In any event, partners can rely on the WP7 leader to support them in their event-based dissemination efforts — be it by directly contributing to the content of the event or creating supporting material (visual assets, invitations, etc.).

External representations

Over the duration of the project, all partners can participate and contribute to (large-scale) strategic external events to boost the project dissemination and impact. The [mapping](#) of interesting events will be further developed over the duration of the project by the project partners.

Visual assets

Several visual assets will be produced by the WP7 leaders to serve the communication and outreach activities throughout the project lifetime. The visual assets will be produced in English. Partners can themselves choose to localise these assets.

The table below presents the initial assets that will be provided to the partnership:

Asset	Use for/on
Email marketing template (see on Canva)	Email marketing, direct emailing
Digital banners (see on Canva)	Femme Forward EU-wide campaigns and campaigns at local/regional events, social media posts, email marketing
Flyer/brochure (see on Canva)	Online/on-site events, project website
Infographics and branded graphics (see on Canva)	Websites, social media posts, email marketing
Videos	Project website, social media posts, video streaming platforms (e.g., YouTube)
Roll-up banner	Physical events
Official PPT presentation (Drive)	Online/on-site events, direct emailing
Visual identity manual & communication toolkit	Localisation and creation of own content

Table 15: List of visual assets

8. Processes, implementation, and reporting

The partnership agreed to implement internal communication processes to facilitate the implementation and reporting of the communication and outreach activities. The below sections present these processes and their strategic value.

Strategic planning

Starting from May 2023 (M5) and every eight months until the end of the project, the promotional strategy will be translated into a clear **strategic plan** — an actionable document defining the next 8-month communication and dissemination activities to be performed.

Forecast of the strategic plan sample			
1	May 2023	01/05/2023-31/08/2023	<ul style="list-style-type: none"> Website launch Labour market analysis Programme calendar
2	September 2023	01/09/2023-31/12/2023	<ul style="list-style-type: none"> Skills Assessment Curricula Results of the Programmes Piloting transition path

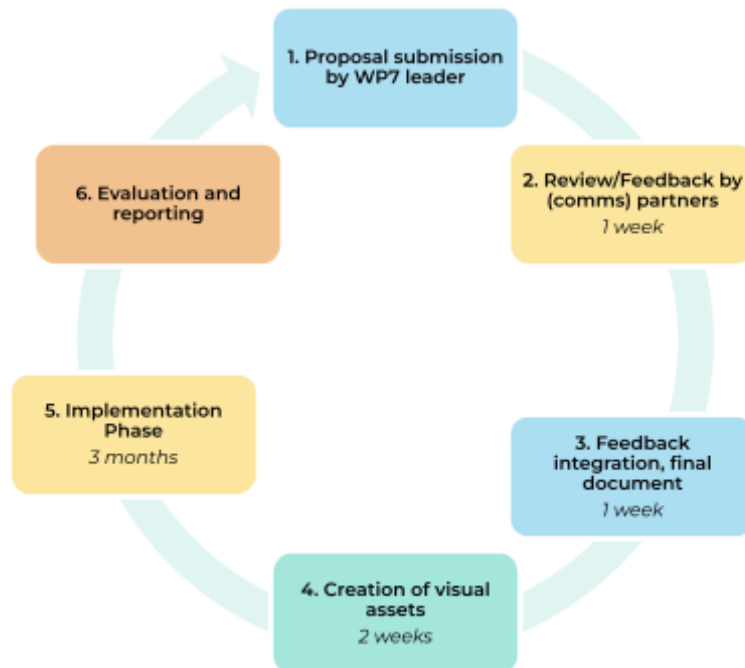
Table 16: Forecast of the strategic planning up to December 2023

The strategic plannings will contain:

1. Overview of the latest activities/deliverables to be promoted
2. Campaign instructions, if relevant
3. Mapping of the event and speaking opportunities
4. Social media post suggestions, news articles and related visual assets
5. Timeline

Strategic planning loop

To create and validate the strategic plannings, the following cycle will be observed:



- **Phase 1:** WP7 leader delivers the proposal in M-1 of its effective start date.
- **Phase 2:** Partners review and give feedback on the proposal. They should add any other elements that they deem important — including completing the event mapping and speaking opportunities.
- **Phase 3:** WP7 leader integrates the feedback received and liaises with the relevant partners to finalise the strategic planning. If any event and/or speaking opportunities are listed, WP7 leader will contact the potential speakers/contributors within the consortium.
- **Phase 4:** WP7 leader creates the supporting visual assets, in English. Partners can themselves choose to localise these assets. In the latter case, they can ask the WP7 leader for the designer files.
- **Phase 5:** During the period, all partners commit to implementing the strategic planning through their own communication tools and channels.
- **Phase 6:** Partners report on their past activities at the end of each cycle..

Tools and practicalities

The partnership agreed to use Drive as its main tool for internal communication, sharing of documents, repository, and the general planning of the activities.

All partners appointed a person, within their organisation, who will be the main contact person for all communication and dissemination related activities. For more details see WP1.

Reporting and evaluation

As presented in the strategic planning loop, partners will report every 8 months on their past activities. All the reporting will be centralised via a google form/dissemination register, and the data processed by the WP7 leader.

The data collected will be used for:

- Providing the necessary information to the WP1 leader to fill in the project internal reports (interim, final reports)
- Assessing, in a continuous manner, the impact of the communication activities to reach the [project KPIs](#)
- Being able to adapt future communication strategic planning.



