

# Report of the project "Digital Empowerment" Project

## 1. Project Overview

The "Digital Empowerment" project was launched by TechEnergy For Africa e.V. (TEFA) with the goal of enhancing the digital skills of women, especially migrants and job seekers. The project consists of online and physical workshops aimed at providing participants with the knowledge and tools they need to thrive in the digital age. The initiative also connects participants with experts in the digital industry through online events, mentoring programs, and training.

## 2. Project Goals

- Empower women, particularly those over 18 years old, by improving their digital skills.
- Help participants expand their digital knowledge, enhance professional opportunities, and build a strong community.
- Create a platform where women can share their experiences and gain hands-on experience with digital tools and platforms.

## 3. Target Audience

- Women aged 18 and above, primarily migrants and job seekers.
- Participants in their professional or social development phases, who aim to boost their digital potential.

## 4. Workshops Overview

The project included both online and physical workshops:

### 1. Online Workshop (28 September 2024):

- This workshop, titled "Digital Empowerment," was held online from 16:00 to 18:00. It aimed to introduce participants to basic digital tools and skills necessary for career development.

- The workshop attracted participants from different backgrounds, providing an inclusive environment where they could interact and learn.
- **Training Language:** English, German, and French (ensuring accessibility for a diverse audience).
- **Content:** Boosting digital skills, breaking new ground, and learning how to use innovative tools in a professional setting.

## 2. **Physical Workshop (5 October 2024):**

- Held at Petersburger Str. 92, 10247 Berlin, from 15:30 to 18:00.
- Participants were able to engage more actively, network with each other, and ask direct questions.
- This in-person workshop allowed women to test new methods, strengthen their knowledge, and connect with mentors from different fields.
- The registration process was accessible via a QR code or an online form, allowing for ease of participation.

## 5. **Workshop Content**

- **Expand Your Skills:** Participants learned how to utilize their digital skills to break new ground in their careers and communities.
- **Boost Your Digital Skills:** Advanced sessions were provided for participants interested in upgrading their knowledge of digital tools, such as project management software, online collaboration platforms, and data analysis tools.
- **Unleash Digital Potential:** The focus was on showing participants how they can use these new skills to improve their digital footprint, gain confidence, and explore new professional opportunities.

## 6. **Catering and Logistics**

- For the physical workshop, catering was organized to provide refreshments for participants, ensuring a comfortable and welcoming environment.
- Participants were encouraged to arrive 15 minutes before the event to test their technical setup for the online event and to network before the start of the physical workshop.

## **7. Certificates**

- Certificates were created for all participants, acknowledging their attendance and achievements. Different certificates were issued for those who participated in either one or both workshops.

## **8. Marketing and Outreach:**

- The project was advertised via social media, email, and through the TEFA website. Flyers and posts with relevant hashtags like #DigitalEmpowerment, #WomenInTech, #TechForWomen, #Empowerment, and #TEFA were used to reach a broader audience.
- Partners were encouraged to share the announcement with their networks to reach more participants and expand the project's impact.

## **9. Conclusion and Future Plans**

The "Digital Empowerment" project successfully helped women build their digital skills and strengthen their career opportunities. The feedback from participants was overwhelmingly positive, and many expressed their interest in continuing their digital journey with follow-up sessions and mentorship programs.

TEFA e.V. plans to continue organizing workshops and events that help women break barriers and achieve their professional and personal goals in the digital world.