

WP D: Investigación sobre Soluciones Innovadoras

ENTREGABLE 2.7: ESTUDIO SOBRE LA CONTRIBUCIÓN DE ENFOQUES INNOVADORES AL EMPLEO DE NINIS Y GRUPO OBJETO

RESUMEN EJECUTIVO

Objetivo

Este informe resume las buenas prácticas e iniciativas relacionadas con la mejora del empleo en el sector de las TIC de mujeres y NINIs en los países miembro de este proyecto (Letonia, España, Grecia, Malta, Lituania, Irlanda y Rumania). Se espera que estas buenas prácticas sirvan como un marco útil y proporcionen información valiosa para las próximas fases de desarrollo del proyecto, eliminando la necesidad de “prueba y error”, así como que aporten información para propuestas políticas. Utilizando la experiencia adquirida, especialmente a través de lecciones aprendidas, se espera que mejore la implementación del proyecto en áreas similares.

Metodología

El análisis documental, para recolectar la información necesaria, se complementó con grupos focales y entrevistas con mujeres representantes en todos los países piloto para proporcionar su visión en enfoques de empleo innovadores. Las lecciones clave aprendidas proporcionaron indicadores concretos para el proyecto y así validar su posible contribución a los diferentes escenarios nacionales.

Resultados

Good practices presented constitute answers to challenges faced by the target groups. Among the challenges that women and NEETs face regarding employment in ICT sector jobs are: gender-based stereotypes and discrimination, due to cultural and social norms, but also as a result of the multiple roles that women play in work and family settings, lower levels of technical and digital literacy skills, lower confidence, as well as negative perceptions regarding ICTs, enhanced by the lack of awareness on job opportunities linked to ICTs.

Las buenas prácticas presentadas constituyen respuestas a los desafíos que enfrentan los grupos meta. Entre los desafíos que enfrentan las mujeres y los NEET con respecto al empleo en los empleos del sector de las TIC están: los estereotipos basados en el género y la discriminación, debido a las normas sociales y culturales, pero también como resultado de los múltiples roles que desempeñan las mujeres en el entorno laboral y familiar, niveles más bajos habilidades de alfabetización técnica y digital, menor confianza, así como percepciones negativas con respecto a las TIC, mejoradas por la falta de conciencia sobre oportunidades de trabajo vinculadas a las TIC.

Overarching themes emerging from the good practices and focus groups discussions regarding good practices are: demand-led training programs engaging employers, continuous training and flexible learning methods , improvement of digital as well as social skills, support structures and policies to combat stereotypes and discrimination, role models and peer support networks, gender sensitive guidance and counseling, increased awareness about careers in ICT and development of inclusive ecosystems between government organizations training organizations, businesses and the labor force, since closing the gender gap in the digital sector is not the responsibility of any single entity, but requires collective actions between the public sector, the private sector and the community.

Los temas principales que surgen de las buenas prácticas y las discusiones de los grupos focales sobre buenas prácticas son: programas de capacitación dirigidos por la demanda que involucran a empleadores, capacitación continua y métodos flexibles de aprendizaje, mejora de habilidades digitales y sociales, estructuras de apoyo y políticas para combatir los estereotipos y la discriminación, modelos a seguir y redes de apoyo entre pares, orientación y asesoramiento sensibles al género, mayor concienciación sobre las carreras en TIC y desarrollo de ecosistemas inclusivos entre organizaciones gubernamentales, organizaciones de capacitación, empresas y fuerza laboral, ya que no es responsabilidad de cerrar la brecha de género en el sector digital. cualquier entidad individual, pero requiere acciones colectivas entre el sector público, el sector privado y la comunidad

In the following paragraphs, major interventions addressed by good practices and initiatives are organized around “What Worked”, “Lessons Learned” and “Considerations for project interventions”.

En los párrafos siguientes, las principales intervenciones abordadas por buenas prácticas e iniciativas se organizan en torno a "Lo que funcionó", "Lecciones aprendidas" y "Consideraciones para las intervenciones de proyectos

INVESTIGATION OF LABOR MARKET DIGITAL SKILLS NEEDS

Lo que funcionó

Teaming up with companies to promote relevant tech skills along with soft-skills and awareness raising activities.

Training that included a mixture of teamwork, self-study, workshops and hands-on experience

Lecciones aprendidas

Training providers need to access and understand labor market data in order to tailor programs to real needs.

Although programs were considered successful, the pre-screening required emphasizing prior knowledge and motivation excluded people from vulnerable groups and thus, gendered barriers remained.

Consideraciones para las intervenciones del proyecto

Comprehensive labor market analysis for skills matching and aligning training to labor market needs.

Target groups centered suggestions for inclusive development.

PROMOTION OF WOMEN AND NEETs EMPLOYMENT

What worked

Development of support structures to provide guidance and counseling for professional and personal empowerment.

Lessons learned

The creation of organizations specialized in providing support and guidance for women improved access to job important information and opportunities and, subsequently, employment in higher value jobs such as those in the ICT sector jobs.

Many unemployed women are with degrees, but due to social and cultural norms apply for lower lever jobs. Training should also take into consideration this target group and the conditions educated women face which could lead to frustration and demotivation.

Considerations for project interventions

Provide individual coaching and mentoring for personal empowerment and motivation in addition to technical/professional courses.

PROMOTE WOMEN/NEETs ICT SKILLS TRAINING

What worked

Full learning circle – from first steps in learning digital skills to traineeships and paid positions.

Early age exposure to ICT and use of gamification techniques that combine learning with social activities (e.g. team competitions)

Raising awareness on the employment possibilities that ICT offers and promotion of successful female presence in the ICT sector for role-modeling.

Lessons learned

ICT training should be accompanied by development of women self-confidence and breaking of negative attitudes towards computer use.

Training has been most effective when it considers and adjusts to women's needs, e.g. increased family responsibilities.

Considerations for project interventions

Use of technology to offer training tailored to target group needs.

Design and assist in career paths not only provide short term training.

STAKEHOLDERS' INVOLVEMENT

What worked

Development of gender inclusive ecosystems through the collaboration of all stakeholders to reverse gender barriers and increase women's access to employment.

Lessons learned

Engaging employers and stakeholders is essential to identify training priorities.

Partnerships with stakeholders can foster mutual understanding, build trust and prevent resistance, on both sides of supply and demand, promoting gender gap closing.

Considerations for project interventions

Improving collaboration with stakeholders and creating alliances with employers can facilitate the adaptation of the training to current labor market needs and improve the long-term sustainability of the intervention.

PROMOTE WOMEN IN THE ICT SECTOR

What worked

Integrate and implement gender equality policies at the workplace

Establishment of virtual and/or physical spaces e.g. forums for women's peer learning and networking

Provision of female role-models in different roles and occupations.

Lessons learned

ICT training should be accompanied by development of women's self-confidence and the breaking of negative attitudes towards computer use.

Make ICT profession more attractive as a career choice for women.

Ensure certification to enhance status and recognition.

Stereotypes should be addressed at community as well as family level.

Design Considerations

Demystify ICT.

Develop programs that reflect the needs, experiences, and aspirations of beneficiaries.