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BLOSSOM

Press Release

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BLOSSOM - EMPOWERING LOW-SKILLED WOMEN

Fostering social and professional integration

July, 2023

Section 1. BLOSSOM project description and second project result

What is the BLOSSOM Project?

The BLOSSOM Project is a co-funded project by the European Union under the Erasmus+ framework, carried by a consortium of five European countries organizations, Spain (Innohub), Poland (CWEP), Cyprus (Growth), Romania (CPIP) and Greece (AKADIMOS), with the intention of devising and integrating elementary core skills, indispensable for the potential upgrade of the low-skilled women's competencies, referring to business literacy, digital and numerical skills, with the motivation of fostering their effective social and professional integration.

Importance of BLOSSOM Project

One of the most important problems that the European Union faces is that of social marginalization. The national research reviews, carried out by the partner countries of the consortium, indicated that women with low skills face problems in reference to finding professional and social development opportunities. The partnership, through BLOSSOM project, is trying to reverse this situation, while equipping the low-skilled female population with all the appropriate competencies, so that their imperilment of social and professional marginalization subsides.

Focus of the BLOSSOM Project

Through the BLOSSOM Project, the coalition of the five European countries strive for the amplification of adult women's individual scope of action in the modern labor market and in every aspect of life, by introducing innovative approaches, alongside with assessment tools, capable of providing the mandatory feedback on the acquired skills and competences.



Second Project Result

Under the coordination of **the Center for Promoting Lifelong Learning-CPIP, Romania**, the leading organisation of the second project result, all project partners have collaborated to plan and design **the program for women professional growth & business Literacy, Numeracy and Digital skills training for low qualified adult women in form of TOOLKIT.**

In the last month we have been working on the finalization of the **Training Program**, which contains all the materials developed in the second outcome: **3 modules, each with 5 sessions, a case study, 3 interactive games, recommended websites/links, a glossary and a lesson plan for each module.** All these resources are specially tailored and designed to empower our target audience: **low-skilled women across Europe**, emboldening them to excel in their entrepreneurial endeavors and unlock new opportunities.

To ensure the effectiveness and relevance of the Training Program, we carried out a **testing and improvement phase**, actively involving end-users from various backgrounds. **250 adult women, unemployed, students, experts, and entrepreneurs** participated in these dynamic testing phases, organized by InnoHub in Spain, CPIP in Romania, KALYS in Cyprus, CWEP in Poland and AKADIMOS in Greece.

Together, we're on a mission to empower and uplift women across Europe, driving positive change and fostering a stronger entrepreneurial community!

How the Training course combines the two layers (encourage lifelong learning and foster the development of competences and to boost progress in business literacy, numeracy and digital skills towards higher qualifications)? By using this content with our target group is an innovation that has the potential to be replicated for other content, other groups (teachers in adult education, other groups related to social exclusion problem) and with other themes.



Section 2. Progress of the project and next steps

The next steps

The project consortium's plans for the coming months are to focus on the next two project deliverables, which include:

- E-learning digital Platform for the Blossom training program (online space for low-skilled adult women to encourage lifelong learning and foster the development of competences & learn on business literacy, numeracy, and digital skills)
- Self- Assessment Tool for BLOSSOM (online diagnostic tool assessing the business literacy, numeracy and digital skills and competencies of adult low-skilled women as identified in the first project result)

In addition to the development of the second outcome, all project partners have already started to develop activities, tasks and responsibilities under these two outcomes.

Get ready for fresh results coming your way! Stay engaged for all the upcoming developments by following us on [Facebook](#) and visiting our [website](#).