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# BLOSSOM

## 4 Press Release

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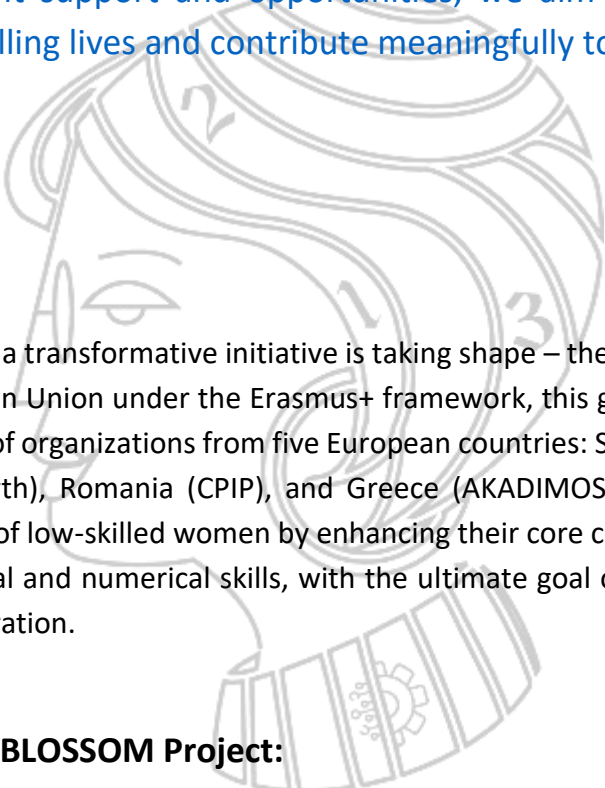
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January 2024

## BLOSSOM - EMPOWERING LOW-SKILLED WOMEN

### Fostering social and professional integration

"We believe in the untapped potential of every woman, regardless of her skill level. With the right support and opportunities, we aim to empower these women to lead fulfilling lives and contribute meaningfully to society."



In the heart of Europe, a transformative initiative is taking shape – the BLOSSOM Project. Co-funded by the European Union under the Erasmus+ framework, this groundbreaking project is led by a consortium of organizations from five European countries: Spain (Innohub), Poland (CWEP), Cyprus (Growth), Romania (CPIP), and Greece (AKADIMOS). The project aims to revolutionize the lives of low-skilled women by enhancing their core competencies, including business literacy, digital and numerical skills, with the ultimate goal of fostering their social and professional integration.

### Understanding the BLOSSOM Project:

At its core, the BLOSSOM Project is a collaborative effort to address the pressing issue of social marginalization faced by women with low skills across Europe. National research conducted by the consortium's partner countries identified significant challenges in accessing professional and social development opportunities for this demographic. The project is strategically designed to equip low-skilled women with the necessary competencies, aiming to mitigate the risk of social and professional marginalization.



## Key Components of the BLOSSOM Project:

Outreach and Consortium: The BLOSSOM Project brings together expertise from Spain, Poland, Cyprus, Romania, and Greece, forming a dynamic consortium committed to driving positive change. Each country plays a crucial role in devising and implementing strategies to empower low-skilled women.

Competency Enhancement: The project focuses on enhancing core competencies such as business literacy, digital proficiency, and numerical skills. By doing so, it aspires to broaden the individual scope of action for adult women in the contemporary labor market and various aspects of life.

Innovative Approaches: The consortium is dedicated to introducing innovative approaches and assessment tools to measure the impact of acquired skills and competencies. These tools will provide valuable feedback and ensure the effectiveness of the project in transforming the lives of low-skilled women.

## Impact and Importance:

The BLOSSOM Project's significance lies in its potential to reverse the tide of social marginalization faced by low-skilled women. By empowering them with essential competencies, the project aims to create a more inclusive and equitable society, where every woman has the opportunity to thrive both professionally and socially.

## BLOSSOM Project Successfully Achieves Its Objectives: A Summary of Key Results:

The BLOSSOM Project, a collaborative effort by the European consortium is proud to announce the successful realization of its key project goals across multiple results:

### Blossom conceptual model framework

The first result of the BLOSSOM Project focused on designing and developing a comprehensive model encompassing core skills and key competencies essential for up-skilling adult women.



### Blossom training program

Result 2 covered the planning and design of a specialized program tailored to support professional development among low-skilled adult women.

### E-learning platform for "BLOSSOM" training program and online self-assessment tool

Result 3 of the BLOSSOM Project involved the establishment of a dedicated E-Learning Platform for the "BLOSSOM" training program.

### Self-Assessment Tool for BLOSSOM

This tool is designed to empower participants by allowing them to gauge their progress in acquiring digital skills through the program.

### **Looking Ahead:**

With the successful completion of these key results, the BLOSSOM Project looks forward to the positive impact it can make in the lives of low-skilled women. The consortium believes that the tools and programs developed will empower women, providing them with the skills and motivation needed for professional development, business literacy, and proficiency in digital and numerical skills.

As the BLOSSOM Project moves forward, the consortium remains committed to its vision of creating a more inclusive and equitable society, where every woman has the opportunity to thrive both personally and professionally.

For more information and updates on the BLOSSOM Project, please visit <https://blossom.erasmus.site/>

or our FB: <https://www.facebook.com/BlossomErasmusPlusProject>



