Experience of the State Employment Agency
WOMEN4IT

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Digital skills and employment

Digital skills learned with our help:

	2021	2022	2023
Women	**80 %** 2 469	**76 %** 2 637	**76 %** 3 317
Men	**20 %** 625	**24 %** 812	**24 %** 1 061
Total	3 094	3 449	4 378

Our clients digital skills:

34% Women   28% Men

Employees in the ICT sector:

44% Women   56% Men

Project – WOMEN4IT

Implemented by Latvian Information and Communication Technology Association (LIKTA) in cooperation with State Employment Agency

Aim to increase number of young women employed in the IT sector

Target groups - young women (18-29 years) and NEETs

Impact - created a supportive environment for young women to feel safe and open-up to educational opportunities and challenges, helped them learn and to discover new, satisfying career paths   **Start career in ICT**

Funding - grant from Iceland, Liechtenstein and Norway through EEA and Norway Grants Fund for Youth Employment

Steps of the project

1. Promoting

Media, social networks (publicly available information)

Direct addressing of potential participants (personalized treatment)

Application **2.**

Apply online

Receiving a call

Performs tests

3. Selection of candidates

Based on the results

Individual road map by professional MENTOR

4. Starting studies according to a specially created program

5. Consultation

6. Settling into work

Role of State Employment Agency

Address girls

1. Emails to a target group
2. Calling
3. Career counselling

Providing information

In cooperation with employers, information on vacancies

Support to prepare for applications and interviews
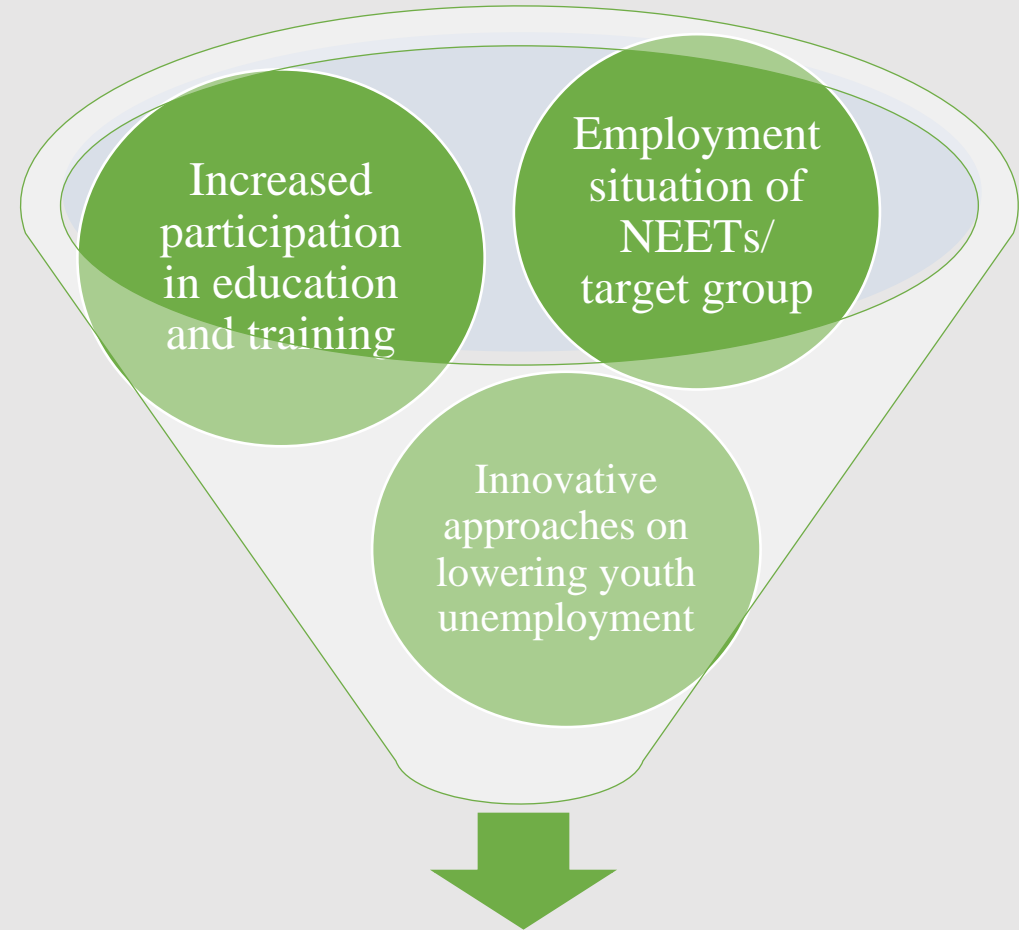
Seminars

In cooperation with industry specialists and career counsellors

Individual approach
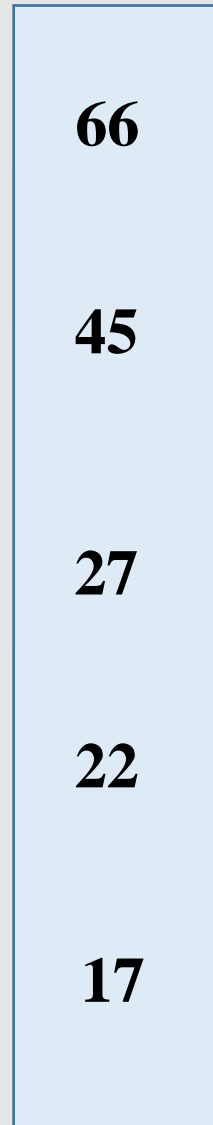
What has the program promoted?

The project has **created attractive employment opportunities** for young people in the Digital Economy and has **developed the digital competencies** of young women

Increased participation in education and training

Employment situation of NEETs/ target group

Innovative approaches on lowering youth unemployment

Results: Good practices presented constitute answers to challenges faced by the target groups

Results

66
45
27
22
17

TESTER

DIGITAL MEDIA SPECIALIST

PROJECT COORDINATOR

DATA ANALYST

DATA PROTECTION OFFICER

65%
OF THE PARTICIPANTS HAD MANAGED TO FIND A **NEW JOB IMMEDIATELY AFTER GRADUATION**

Feedback - girls said:

👍 The program helped me change my life and **find my dream career**. The administration, the tutor, the empowerment workshops' facilitator and my mentor helped me throughout the process and I will always be thankful. Their energy and dedication have been a true inspiration.

👍 The **manual testing course was the perfect amount of theoretical and practical knowledge**, being the perfect intro into the IT world, especially testing and not only.

👍 The Women4IT project **introduced IT technologies**. I gained valuable theoretical and practical experience as a web developer. I got acquainted with HTML, CSS, JavaScript, WordPress programs.

👍 I was **very happy to cooperate with the SEA ladies**. Really interesting and informative seminars, which I read again and again to take notes.

👍 Help me in **job search** strategy.

A story of experience

At the moment, many of the graduates have already found a job, including Elina Kluša, a resident of Riga, graduate of 2020.

Elina got to know about the courses from advertisement in social media when LIKTA together with the SEA organized an informing recruitment campaign. During the campaign Elina who previously had worked in the marketing and advertisement industry applied to Tester courses, successfully graduated and received a paid internship in one of the leading testing companies in Latvia – TestDevLab.

The training course provided an opportunity to understand, free of charge, what lies behind testing Information Systems, to gain insight into the background.

She started working in another company related to the IT industry "Baltic Computer Academy": «I am **working as the head of the Development Group**. I'm very grateful and if I hadn't taken the courses, I think I wouldn't have been in this new job right now».

Thank You for your attention!