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Creative Women in Labor Market

MIRA

Erasmus+ KA227

Partnerships for Creativity in The Field of Adult Education

Project Number: : 2020-1-TR01-KA227-098492

CREATIVE WOMEN IN LABOR MARKET

NEWSLETTER No: 1, December 2021

INTRODUCTION

One of the leading policy tools of a country's economic development is employment. Although the participation of women and men in the labor market in production processes varies from country to country, it is a known fact that the portion of women in employment is generally low. average of the OECD member country.

The project mainly addresses one of the common problems in our century which is increasing especially after the COVID-19 outbreak 'women unemployment-gender inequality' and tackling this problem with "creativity, creative economy and art".

Creativity has high currency as an aspect of contemporary life. It is becoming an essential feature of Life Long Learning as education is called upon to prepare people for a world that now is changing more rapidly than ever before. Creative Economy occurs wherever individual creativity is the main source of value and the main cause of a transaction. United Nations Conference on Trade and Development - UNCTAD's work has elevated the 'creative economy' on the world economy and development agenda. The creative economy is an evolving concept which builds on the interplay between human creativity and ideas and intellectual property, knowledge and technology.



CREATIVE WOMEN IN LABOR MARKET

They are also considered an important source of commercial and cultural value. Today, the creative industries are among the most dynamic sectors in the world economy providing new opportunities for developing countries to leapfrog into emerging high-growth areas of the world economy. In 2019 at the 74th session of the UN General Assembly, 2021 was declared the International Year of Creative Economy for Sustainable Development. It encourages all to observe the year in accordance with national priorities to raise awareness, promote cooperation and networking, encourage sharing best practices and experiences, enhance human resource capacity, promote an enabling environment at all levels as well as tackle the challenges of the creative economy.

The main aim of the project is to increase the capacity of low skilled, low qualified women and women with fewer opportunities by enhancing their employability and entrepreneurship through CREATIVE economy strategies and missions by supporting them as they enter the labor market in order to;



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- ❖ prevent social exclusion and poverty,
- ❖ promote art and creativity as a life skill
- ❖ provide guidance and access to employment opportunities through art and creativity.
- ❖ promote the development of skills and competences, especially the ones are on creativity and digital
- ❖ support gender equality

To address these challenges the most important results to be expected during the project and on its completion are the following:

1. E-learning Platform

The e-platform will be designed as a dynamic interactive e-tool which will function as an open learning environment, for all target groups of the project, with an e-library and useful tools and resource for continuous development of the learners, educators, trainers, and partners staff skills and competencies. In order to achieve the desired results, it will be composed of the integration of two digital environments, serving different purposes.

2. Training Course For Creative Women

A training course of 6 modules will be designed and developed with an organisational and over all approach to positive learning consisting of:

- ❖ Creativity and Competences
- ❖ Art and Design
- ❖ Digital technology and innovation
- ❖ Media and Marketing
- ❖ Entrepreneurship
- ❖ Going International



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3-Creativity Training Toolkit For Trainers

A trainers guideline toolkit will be developed to support the trainer to support the learner. The Toolkits to be developed following the same topics defined for the MIRA Training Course For Women, namely:

- ❖ Toolkit for Creativity Skills and Competences
- ❖ Toolkit for Art and Design (handcraft, culinary arts, visual and communication arts, ecological arts, etc.)
- ❖ Toolkit for Digital, Technology and Innovation
- ❖ Toolkit for Media and Marketing
- ❖ Toolkit for Entrepreneurship (financial and management competencies, leadership, etc.)
- ❖ Toolkit for Going International

The project is funded by the Erasmus+ programme, KA227 Partnerships for Creativity in The Field of Adult Education ‘

The project has been coordinating by Izmir Governorship (Turkey), and the partnership structure is composed of Izmir Ekonomi Universitesi (Turkey), Kingston Wadokai CIC (UK), Ege Is Kadinlari Dernegi (Turkey), Asociatia De Dezvoltare Intercomunitara Harghita (Romania), and Redefine - Associação Para A Investigaç o, Educaç o E Desenvolvimento (Portugal).



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HIGHLIGHTS AND MEETING

Signing Ceremony of The Partnership Agreements:

Creative Women in Labor Market Project's signing ceremony of the partnership agreements held in 18th June 2021. The Governor of İzmir, Yavuz Selim KÖŞGER, chaired the ceremony. Partners of the project from Turkey and the United Kingdom-Izmir Economy University, Aegean Women Association, Kingston Wadokai were represented by their legal representatives in the ceremony while legal representatives and project teams of the partners from Portugal and Romania attended online. Brief information on the project was given by project coordinator. The floor was given to the project's distinguished partners starting with Portugal according to partner countries in English alphabetic orders. All partners' legal representatives were invited to sign the agreement at the end of the meeting.



19th June 2021, Signing Ceremony



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The Online Kick-off Meeting of The Project:

The Online Kick-off Meeting of the Mira-Creative Women in Labor Market Project which is coordinated by Izmir Governorship and funded by European Commission within the scope of Erasmus+ KA2 was held in 30th June 2021.



Online Kick-off Meeting, 30th June 2021



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Launch Event and Info Day:

The Launch Event and Info Day with the participation of all project partners both online and in-person was carried out in 27th August 2021. It was a great honour to have the Ambassador, Naciye Gökçen Kaya presenting on the day. Stakeholders, target groups and all associated partners of the project participated the event.



Launch Event and Info Day, 27th August 2021



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Launch Event and Info Day, 27th August 2021



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A Courtesy Visit to The Honorable Ambassador:

The Legal Representative of the coordinator organisation of the project, Izmir Governorship EU and Foreign Relations Bureau, and the project team visited the honorable Ambassador, Naciye Gökçen Kaya about the activities and events which were planned to organise within the scope of ErasmusDays regarding the “Creative Women in Labor Market Project” and invited her to the events. We would like to thank our Honorable Ambassador for her kind hosting, cooperation and support.



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Erasmus Days, 2021

Erasmus Days have been organized in October with the participation of all program countries since 2018 in order to increase the recognition of the Erasmus + Program and the visibility of the projects for this program and to encourage potential beneficiaries to benefit from Erasmus+. Within the scope of the Erasmus Days held on 14-15-16 October 2021 this year The project team celebrated Erasmus Days with great enthusiasm... Stuart Mountain of Kingston Wadokai CIC delivered a 7 hour marathon Twitch music showcase promoting the

project “Mira” that was broadcasted throughout all of the European Union and globally reaching over 100 countries with over 1000 hits at any one time.

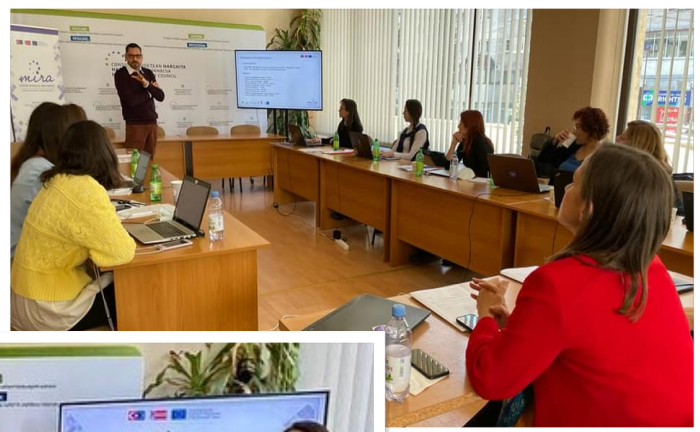


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The Kick-off Meeting in Romania:

Harghita Community Development Association in Miercurea Ciuc was hosted the partners and coordinator of the project Creative Women in Labor Market. The project team was very pleased to come together and to hold the meeting physically.



Kick-off Meeting, Miercurea Ciuc/Romania, 21-22th October 2021

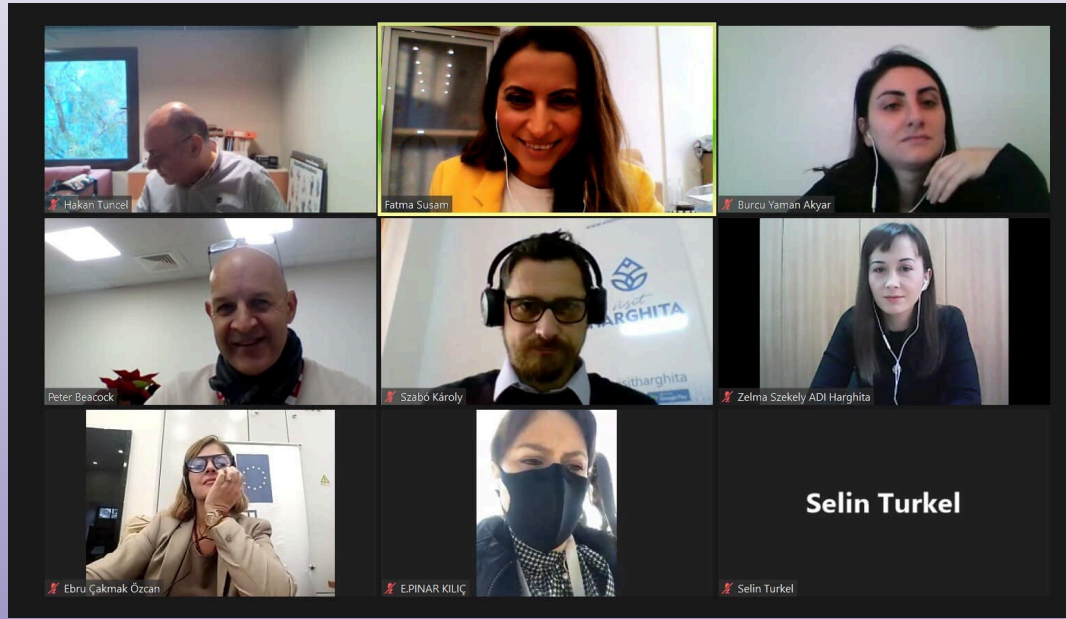


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Monthly Online and Evaluation Meetings:

As of December, the first quarter of the project has been completed. At the meeting, the evaluation of the first quarter and the works planned to be completed in the next period were discussed. We also evaluated the year passed, 2021, in the meeting. In 2021, we had the pleasure of meeting in person, and sometimes we only got to meet through the screens. Even though these are challenging times, we have shown cohesion, commitment, and strength as a team and have created great project progresses and results together as a team!



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PROJECT PARTNERS

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Egikad

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Redefine - Associação Para A
Investigação, Educação E
Desenvolvimento

<http://redefine.pt>

Kingston Wadokai Community
Interest Company

<https://kingstonjkwadokai.com/>

HARGHITA County Council

<http://adiharghita.ro/>



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