



WOMEN 5Q

TRAINING OUTLINE



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About the project & the partners

Rapid digital transformation has influenced education, work and life and the Covid-19 pandemic has only highlighted more the divergences linked to digitisation in some territories, especially between urban and rural areas, and the need for innovation in education to respond to these challenges. For this reason, our project aims to intervene by promoting the acquisition of digital and transversal skills, preparing people to face the challenges of the future. It will do so by co-creating high-quality educational content that responds to the needs of the local context, while simultaneously ensuring the long-term transformation towards digitalisation through active awareness raising on all levels of society. Through self-analysis workshops, the intrinsic motivation to change will be explored, and the needs of each local context will be identified. These will be taken in mind while co-designing the educational materials, followed by a training for trainers to ensure their capacity to implement the co-designed activities with their learners.

Our main objective is to equip trainers with the necessary skills and knowledge to foster the development of transversal and digital skills in both formal and non-formal educational settings. The trainers will gain a deep understanding of digital education tools and strategies, enabling them to design and deliver lessons that not only impart digital literacy but also foster critical thinking, creativity, and problem-solving skills among learners.

Trainer information & Deliverables



1 Training 1,5-2h to ~10 women



Epale: create user, join community & create 1 post



Evaluation form after the training



Mentioning our e-learning plattform



Slides:

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About the Digital gender gap

The digital gender gap refers to the persistent inequalities between men and women in accessing and using digital technologies, often influenced by broader societal, economic, and cultural factors. As trainers, it is crucial to recognize how this gap limits women's opportunities in education, employment, and civic participation—particularly in rural or underserved areas. Women may face barriers such as limited digital literacy, lack of access to devices or the internet, and gender stereotypes that discourage their involvement in technology. By understanding these challenges, trainers can play a key role in promoting digital inclusion, designing learning environments that are gender-sensitive, and actively encouraging women and girls to build their digital skills. Closing the digital gender gap is not just about equal access—it's about empowering women to participate fully in shaping the digital future. As a trainer, addressing the digital gender gap involves more than awareness—it requires intentional, inclusive strategies embedded into both the content and delivery of your sessions. With the right support and strategies, women everywhere can become confident digital citizens, leaders, and innovators in the evolving digital world.

Methodologies trainers can use in working with women on closing the digital gender gap

In addressing digital gender gaps, targeted training approaches that emphasize inclusivity, active participation, and awareness can help educators empower women and support their full engagement in the digital world.

The most important methodologies trainers can use on closing the gender gap are:

- **Participatory and Gender-Sensitive Training Approaches:** The framework promotes participatory learning, which places learners at the center of the educational process. Trainers are encouraged to facilitate discussions, co-create learning objectives, and integrate women's experiences and knowledge into the curriculum. By doing so, they foster a sense of ownership and empowerment. Gender-sensitive training recognizes and addresses the societal and systemic barriers that women face in digital environments. This includes avoiding gender stereotypes in teaching materials and ensuring balanced participation.



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- **Experiential Learning and Real-World Application:** Experiential learning methods such as simulations, role-playing, and hands-on projects are emphasized. These methods help women internalize key digital competencies and build confidence in navigating technology. For instance, a role-playing activity around online safety can help participants understand how to identify and respond to cyber harassment. This method also includes project-based learning, where women work on solving real-world challenges, such as building a basic website or developing a simple digital advocacy campaign.
- **Creating Safe and Supportive Learning Environments:** Psychological safety is vital for effective learning, especially for groups that may have experienced marginalization. The training emphasizes the importance of building trust within the training group. Trainers should foster a non-judgmental, inclusive environment where women feel respected and confident to share their ideas and concerns. Confidentiality, mutual respect, and a zero-tolerance policy on discrimination are key components of this methodology.
- **Adaptation to Local and Cultural Contexts:** One-size-fits-all approaches are ineffective when dealing with diverse communities. Trainers are advised to adapt their methodologies to the cultural, social, and technological realities of their participants. This may involve using local languages, integrating regionally relevant examples, and addressing context-specific challenges (e.g., restricted internet access or gender-based restrictions on technology use). This tailored approach ensures that the training remains relevant and impactful.
- **Hands-On Use of Empowering Digital Tools:** The approach includes introducing women to digital tools that can enhance their personal and professional lives. Activities may involve using secure messaging apps, participating in digital literacy challenges, or managing social media accounts for community engagement. Encouraging women to create digital content - such as blogs, videos, or podcasts - also supports their agency and visibility in digital spaces.
- **Fostering Peer Learning and Networking:** Peer learning is a powerful method for building confidence and reinforcing knowledge.



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- The training encourages collaborative group work, peer mentoring, and the formation of learning circles where women support each other in their digital learning journeys. Networking opportunities - whether local or online - help women stay connected, share resources, and build a community of practice.
- **Intersectional and Inclusive Approach:** Recognizing the multiple identities that women may hold - such as being part of an ethnic minority, having a disability, or identifying as LGBTQ+ - is critical. An intersectional methodology ensures that the training is inclusive of all women's experiences. Trainers are urged to use materials and strategies that reflect diverse perspectives and to be mindful of how overlapping forms of discrimination can exacerbate the digital divide.
- **Continuous Assessment and Feedback:** Trainers should implement regular formative assessments and encourage self-reflection and peer feedback. This iterative process not only tracks learning progress but also allows for timely adjustments to the training approach. Feedback mechanisms also validate women's contributions and ensure that their voices shape the training experience.
- **Workshop format: The Jigsaw method (knowledge) + laboratory & hand-on activity (practice):** The workshop is divided into two parts: the first to build a strong knowledge and understanding of the topics, and the second to apply this knowledge through a hands-on activity.
- **First part:** the Jigsaw Method is a cooperative learning technique which promotes peer teaching, collaboration, and equal participation. It works by dividing a larger topic into smaller subtopics, assigning each group member one piece (like a puzzle piece), and having them become the “expert” on it. Later, learners teach their piece to their original group, completing the full picture together. This methodology encourages active participation and collaborative learning, builds communication and leadership skills, promotes inclusive environments because everyone has a voice and increases engagement and retention of complex topics.
- **Second part:** Laboratory and hands-on activities will allow learners to apply the knowledge acquired in the first phase. This approach allows learners to learn by doing and to ask questions.



Closing the gap - training materials

The training materials are thoughtfully designed to be flexible, inclusive, and easy to adapt. Central to the program is a hands-on toolkit that offers over 50 digital learning challenges in areas such as robotics, coding, microcontrollers, 3D design, and web development. These resources are structured to accommodate both beginners and advanced learners, providing clear guidance, contextualized activities, and ready-to-use lesson plans that support consistent and effective teaching.

- **Blended Learning Approach:** A key feature of the training model is its blended format, which combines online theory with in-person practical sessions. This setup offers flexibility for participants with different schedules and responsibilities, while also enriching learning through hands-on experiences. It balances live interaction with self-paced study, and allows trainers to adapt session content and timing based on participants' feedback and needs. The result is a dynamic, engaging, and accessible learning process.
- **Self-Paced Online Learning:** Participants also benefit from self-directed modules that include supplementary materials like articles, podcasts, videos, and interactive content. Designed to support different learning styles, these resources encourage continuous development and deeper exploration of digital topics. Learners can progress at their own speed, making education more personalized and accessible.
- **Trainer-Led Sessions:** Instructor-led sessions form the backbone of the program, structured around a six-module, 30-hour outline. Each session is guided by specific learning goals and includes interactive exercises that link theory to real-world applications. Trainers are encouraged to adapt the delivery to fit their group's pace and background, ensuring the training remains inclusive, relevant, and responsive to learner needs.



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Workshop outline

Use Analytics Tools to Track Business Performance (1,5 -2 hours)



Total duration: 1,5 - 2 hours

Introduction:

Understanding how your business is performing is crucial—but you don't have to rely on guesswork. Analytics tools help you measure what's working (and what isn't) by giving you real-time data on customer behavior, marketing effectiveness, website visits, and more. This short session will introduce you to the power of analytics and how to start using them to grow your business.

Learning Objective:

Learn what metrics and business goals have to do with each other. How to use AI for your KPI's and learn what analytics tools are, how they help track performance, and explore tools that can provide valuable business insights.

Module 1: What Are Analytics Tools?

Analytics tools collect and analyze data from different parts of your business—such as your website, social media, email campaigns, or sales platform.

They help answer questions like:

- Who is visiting your website and when?
- Which social media posts get the most engagement?
- Which products are selling best and why?
- Where are people dropping off in the customer journey?
- Which demographic data do my best-performing users belong to?

Why they matter:

- Make smarter decisions based on facts, not guesses
- Spot trends early and adjust your strategy
- Improve customer targeting
- Maximize your return on marketing and sales



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Why they matter (cont'd):

- Improve customer experience: Identify pain points and optimize your website for better engagement.
- Increase sales and conversions: Target the right audience with the right message.
- Reduce wasted ad spend: Focus your resources on what's actually working.

Stop guessing and start knowing! Analytics provide real-time insights into what's working and what's not, offering a cheat code for business growth. From understanding customer behavior to optimizing marketing campaigns, analytics are your secret weapon.

Key Insights

- Traffic does not mean paid customers
- Assumptions needs to be proved
- Analyzing step-by-step to the core
- Changes made step by step
- Alignment with business goals

How Analytics Helps:

- Provides crucial understanding of business performance, eliminating guesswork.
- Measures what's working (and what isn't) using real-time data.
- Helps to gain valuable insights into customer behavior, marketing effectiveness, website visits, and more.
- Helps in testing MVPs (Minimum Viable Products).

Interactive Questions:

- What tools are you currently using?
- Which metrics are you currently looking into?
- What business goals do you want to reach?

Tool Implementation Suggestion:

"Insert the tool you use and consider using AI as a support prompt, such as: "Create Google Analytics KPIs which align with my business goals and should be documented."



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Definitions of Common Analytics Terms:

I. Website Traffic Metrics

Users (or Unique Visitors):

- **Definition:** The number of distinct individuals who visited your website during a specific time period.
- **Meaning:** A growing number of users indicates increased brand awareness and reach. However, it doesn't tell the whole story; you also need to consider engagement and conversion.

Sessions (or Visits):

- **Definition:** The total number of visits to your website during a specific time period. One user can have multiple sessions.
- **Meaning:** More sessions generally indicate greater interest in your website. Tracking session trends helps you understand when people are most likely to visit your site.

Pageviews:

- **Definition:** The total number of times pages on your website were viewed during a specific time period.
- **Meaning:** High pageviews suggest users are exploring multiple pages on your site, indicating engagement. But it's important to analyze which pages are most popular.

Pages per Session:

- **Definition:** The average number of pages viewed during a single session.
- **Meaning:** A higher "pages per session" indicates users are finding your website engaging and exploring multiple areas of it. A low number could mean they're not finding what they're looking for.

Bounce Rate:

- **Definition:** The percentage of visitors who leave your website after viewing only one page.
- **Meaning:** A high bounce rate (e.g., above 70%) suggests users are not finding what they expect on the landing page. This could be due to irrelevant content, poor design, slow loading speed, or misleading advertising. You want to lower this.



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Definitions of Common Analytics Terms:

Average Session Duration:

- **Definition:** The average amount of time users spend on your website during a single session.
- **Meaning:** A longer session duration suggests users are finding your content valuable and engaging. A shorter duration could indicate that they're not finding what they're looking for or that your website is difficult to navigate.

II. Acquisition (Traffic Source) Metrics

Organic Search:

- **Definition:** Traffic from users who found your website through search engines like Google, Bing, or DuckDuckGo.
- **Meaning:** High organic search traffic indicates effective SEO (Search Engine Optimization).

Direct Traffic:

- **Definition:** Traffic from users who typed your website URL directly into their browser or clicked on a bookmark.
- **Meaning:** High direct traffic indicates strong brand recognition and loyal customers.

Referral Traffic:

- **Definition:** Traffic from users who clicked on a link to your website from another website.
- **Meaning:** This shows the performance and effectiveness of content, partnership and advertising strategy in different channel.

III. Engagement Metrics

Time on Page:

- **Definition:** The average amount of time users spend on a specific page.
- **Meaning:** Longer time on page indicates that users are finding the content valuable and engaging.



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Definitions of Common Analytics Terms:

Scroll Depth:

- **Definition:** How far down a page users scroll. Often tracked with tools like Hotjar or Google Tag Manager.
- **Meaning:** High scroll depth indicates that users are engaged with the content and reading further down the page.

Event Tracking:

- **Definition:** Tracking specific actions users take on your website, such as button clicks, form submissions, video views, and file downloads.
- **Meaning:** Event tracking provides valuable insights into how users are interacting with your website and helps you measure the effectiveness of specific elements, like call to action buttons.

IV. Conversion Metrics

Conversion Rate:

- **Definition:** The percentage of users who complete a desired action, such as making a purchase, submitting a form, or signing up for a newsletter.
- **Meaning:** A higher conversion rate indicates that your website is effectively converting visitors into customers or leads.

Goal Completion Rate:

- **Definition:** Percentage of sessions that result in a user completing a defined goal (filling out a contact form, making a purchase, etc.)
- **Meaning:** Measures the effectiveness of your site at driving specific actions.

Cart Abandonment Rate (for e-commerce):

- **Definition:** The percentage of users who add items to their shopping cart but do not complete the purchase.
- **Meaning:** A high cart abandonment rate indicates potential issues with your checkout process, such as high shipping costs, complicated forms, or lack of trust signals.



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Definitions of Common Analytics Terms:

Cost Per Acquisition (CPA):

- Definition: The cost of acquiring one new customer. Calculated by dividing total marketing expenses by the number of new customers acquired.
- Meaning: Lower CPA indicates more efficient marketing spending.

V. Social Media Metrics (Examples - Depends on the platform)

Reach: The number of unique users who saw your content.

Impressions: The number of times your content was displayed, regardless of whether it was clicked or viewed.

Engagement Rate: The percentage of users who interacted with your content (likes, comments, shares).

Follower Growth: The rate at which your follower base is growing over time.

Always ask yourself, "What actions can I take based on this data?"



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Module 2: Common Analytics Tools

Role of the trainer: The trainer should not only share this links with the participants but also walk them through 1-2 Tools.

The participants should be able to ask questions and share personal experiences with the group

- **Google Analytics:** Web analytics. Tracks website traffic, visitor behavior, and conversion paths. [Link: [Google Analytics](#)]
- Tracks website traffic, user behavior, and conversions.
- Provides insights into audience demographics and interests.
- Offers advanced features like event tracking and machine learning.

GA4 as a free base with:

- Data collection
- Powerful reporting and analysis
- Large community
- Cross-platform tracking
- Event tracking

Useful Links:

- Step-by-step guides.
- [\[analyze.google.com\]](#)
- [\[marketingplatform.google.com\]](#)

- **LinkedIn Analytics:** Social/business networking. Tracks content performance and follower growth on LinkedIn. [Link: [LinkedIn Analytics](#)]
- Provides insights into your professional brand, network growth, and content performance.
- Helps optimize presence and engage with the target audience.

Key Features:

- Content performance
- Audience engagement
- Trend analysis
- Visitor analytics
- Follower demographics
- Competitor analysis



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Module 2: Common Analytics Tools

- **Meta Business:** Social media analytics. Analyze engagement and reach across Facebook and Instagram.
[\[Link: Meta Business Suite\]](#)
- **Mailchimp Reports:** Email analytics. Tracks email opens, clicks, and subscriber engagement.
[\[Link: Mailchimp\]](#)
- **Hotjar:** Website behavior. Visual heatmaps and session recordings to understand user behavior.
[\[Link: Hotjar\]](#)

Module 3: Task - Look at Your Analytics

Role of the trainer: The trainer first should guide them through one specific example before they should walk through it alone.

Activity:

Log into one of your platforms (e.g., your website dashboard, Facebook, LinkedIn, or email marketing tool). Look at the most recent analytics data and answer:

- How many people are visiting or engaging?
- What content or product gets the most attention?
- What does this tell you about your audience?

Platform	Key Insights	What it tells me

If you don't have analytics set up yet, pick one tool from the list above and explore its features.



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Module 4: Reflection Questions

Role of the trainer: The trainer should ask them these questions to get a better feedback and understanding

- What did your analytics tell you about your customers or audience?
- Was anything surprising or unexpected?
- How might you change your marketing, content, or product offerings based on these insights?
- What tool would you like to explore further?



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Ethical Use of Technology – Trainer Summary (1,5 hours)



Total duration: 1h 30m

Audience: Adult educators, digital skills trainers, community facilitators

Method: Jigsaw + Lab (Blended delivery: face-to-face or hybrid)

Introduction:

In today's digital world, using technology responsibly is more important than ever. From the spread of misinformation to the hidden biases in artificial intelligence, educators need to understand these challenges and know how to address them with their learners. This interactive session gives you the knowledge, tools, and methods to lead engaging discussions about digital ethics and guide others toward more thoughtful, informed tech use.

Learning Objective:

Understand key ethical challenges in the digital world, such as misinformation and AI bias, and explore practical, engaging ways to teach these topics using collaborative and hands-on methods.

Module 0: Welcome & Framing (5 min)

1. Trainer Introduction:

"Welcome! I'm [Trainer Name]. Today's training will explore misinformation, AI bias, and ethical tech use. You'll leave equipped to lead these conversations confidently."

2. Icebreaker - "Misinformation Moments"

Prompt: "Have you ever shared something false online?"

Use chat/poll: Yes | No | Not sure

3. Workshop Aims:

- Identify key digital ethics issues
- Explain misinformation and AI bias
- Apply interactive methods to teach them



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4. EU Frameworks Link:

- EntreComp: Ethical & sustainable thinking
- DigComp: Safety & problem-solving

Module 1: Knowledge Building – Jigsaw Method (35 min)

Objective: Build peer-led understanding of:

- Misinformation
- AI Bias
- Ethical Tech Use

Step-by-step:

1. Form Topic Groups

- A: Misinformation
- B: AI Bias
- C: Ethical Use

2. Group Research (10 min)

- A: False news spread (e.g. COVID misinformation)
- B: AI bias (e.g. predictive policing)
- C: Digital ethics (e.g. reposting AI images)

3. Teach Back in Mixed Groups (15 min)

- Share key insights
- Trainer observes and supports

4. Plenary Reflection (8 min)

Questions: What surprised you? How do topics connect?

Outcome: Trainers grasp key issues and methods to teach them through collaborative learning.

Module 2: Hands-On Practice – Laboratory (35 min)

Objective: Test and reflect on real-world ethical issues.

Task 1: Testing AI Bias (15 min)

- Use tools (ChatGPT, Bing, Craiyon)
- Prompts: “Image of CEO,” “Story of genius child in Africa,” etc.
- Document observed biases using worksheet



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Debrief:

- What patterns did you notice?
- How would you redesign the tool?

Task 2: Fact-Checking Misinformation (15 min)

- Headlines like:
- “Bananas Cure COVID-19”
- “EU to Tax Home Internet”
- Use: EUvsDisinfo, Snopes, Google Fact Check

Debrief:

- What was believable but false?
- How can learners be skeptical but not cynical?

Wrap-Up (5 min):

- How to adapt activities for different learners
- Discuss safety and accessibility

Outcome: Trainers leave with simple, replicable tools to engage learners on AI bias and misinformation.

Module 3: Reflection & Feedback Loop (15 min)

1. Guided Reflection (5 min)

Prompts:

- What insight stood out today?
- How would your learners respond?
- Any ethical dilemmas you've seen?

2. Micro-Design Activity (6 min)

Design a 5-10 min learning activity for your own training.

Template:

- Topic
- Target group
- Method (quiz, case, etc.)
- Duration



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3. Peer Sharing (4 min)

Volunteers share ideas, group gives feedback:

- “Would use this”
- “Here’s how I’d adapt it”
- “What if learners challenge this?”

Outcome: Participants develop context-specific mini activities and gain peer feedback.

Module 4: Summary & Next Steps (5 min)

1. Key Takeaways (2 min):

- Misinformation = emotional, fast-spreading – teach verification
- AI bias = not neutral – teach awareness
- Ethical use = digital empathy, accountability, and care

2. Quick Reflection Round (1 min)

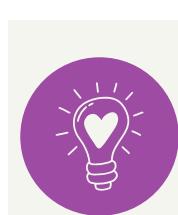
“What’s one action you plan to take?”

3. Share Resources (1 min):

- EUvsDisinfo.eu, AI Now Institute, Creative Commons
- Post-session slides, handouts
- Peer trainer forum/group

4. Closing (1 min):

“Let’s train our learners not just to use tech—but to question it and use it responsibly.”



Slides:

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"AI Demystified" Using the Jigsaw Method

Hands-On Lab



Total duration: 90 minutes



Target: Women entrepreneurs (cohorts of 10-15 participants)

Goal: Build foundational understanding and confidence with AI and AI tools for use in entrepreneurship journeys.

Structure Overview

Welcome & Introduction (5 min)

- Brief welcome and share workshop objectives:
 - Understand the basics of AI and its relevance to everyday life and business
 - Recognize common AI tools we likely already use
 - Experiment with AI through simple, practical tasks
 - Reflect on how AI can support entrepreneurial journeys
- Open Padlet together with participants: <https://bit.ly/WomenAIWomen>

Intro to the Jigsaw Method (5 min)

Explain how the Jigsaw method works:

- Participants start in small "Home Groups"
- Each participant is assigned a different topic
- Participants meet in "Expert Groups" with others who have the same topic
- Participants return to Home Groups and teach what they learned
- Everyone learns about all topics—the complete jigsaw is formed!

Formation of Home Groups & Expert Group Assignment (5 min)

Home Groups (assigned by emoji):

- Each table receives one emoji card (🌐, 🚀, ✨, 🧠, etc.)
- All participants at the same table form a Home Group
- Example: Everyone at the table with 🌐 belongs to Home Group 🌐

Expert Groups (assigned by number):

- Give each participant at their Home Group table a different number: 1, 2, 3, or 4
- This number determines which Expert Group they'll join
- Example: A participant who receives "1" will join Expert Group 1



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Expert Group Work (30 min)

Participants leave their Home Groups and meet with their Expert Groups to learn their assigned topic together.

Time allocation:

- 15 minutes: Understanding the content
- 8 minutes: Activity
- 7 minutes: Prepare to teach to Home Groups

Jigsaw Topics:

Expert Group 1: Introduction to AI (Lesson 1)

- What is AI? Definitions and basic concepts

Expert Group 2: AI is Already Part of Your Life and Your (Future) Business (Lesson 2)

- Everyday AI tools you already use

Expert Group 3: Think Critically: The Importance of Responsible AI Use (Lesson 3)

- Ethical considerations, bias, privacy, and responsible use

Expert Group 4: AI Tools Directory Platform (Lesson 4)

- Overview of available AI tools and resources

Instructions for Expert Groups:

- Have 2 people in each Expert Group get their laptops out
- Open Padlet using the [link](#) provided
- Follow the lesson corresponding to your group number
- Complete all four sections: Introduction, Content, Activity, and Prepare to Teach

Trainer note: Keep track of time and remind participants when to move from Introduction and Content to the Activity, then to Prepare to Teach.



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Teaching in Home Groups (28 min)

Participants return to their Home Groups (identified by their emoji).

How it works:

- Each participant has 7 minutes to teach what they learned to others in their Home Group
- Rotate through all 4 participants (7 minutes × 4 = 28 minutes)

On Padlet: Scroll down to find the section for this activity.

Trainer note: Remind participants every 7 minutes to move on to the next person.

Reflection Time in Home Groups (7 min)

After the teaching round, participants spend 7 minutes reflecting together on:

Reflection question:

"How could you apply what you have learned to your current/future business idea?"

Documentation:

- One person from each Home Group takes notes in their assigned box on Padlet
- Find your Home Group's box (by emoji), and comment in the box
- **IMPORTANT:** Click save when done to make reflections public

Hands-On Lab Activity (15 min)

This is an individual activity for all participants, regardless of Home or Expert Group.

Instructions:

- Get laptops out and open Padlet
- Scroll down to find "Hands-on Activity Individual (15 mins)"
- Follow the steps in the activity using ChatGPT
- Access ChatGPT without an account at: <https://chatgpt.com/>

Lab Activity:

- Participants complete a practical task using ChatGPT
- Focus on prompting and refining questions to improve results



Wrap-Up & Reflection (3 min)

Brief wrap-up and final reflection found on Padlet at the end of the page.

Reflection Questions:

- What did you learn that you didn't expect?
- How did refining the questions improve the results?
- Can you see yourselves using AI regularly in your businesses or work?



Materials Needed:

Physical Materials:

- Emoji cards: one printed emoji card per Home Group
- Number cards: one printed number (1-4) per participant, distributed so each participant in a Home Group has a different number
- Pens and paper

Digital Materials:

- Laptops with internet access for all participants
- Access to Padlet: <https://bit.ly/WomenAIWomen>
- Access to ChatGPT: <https://chatgpt.com/>
- Presentation slide deck (optional)
- Digital Handbook (optional)

That's It!

Thank you for being part of this learning journey together!



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Digital Tools for Marketing and Sales, Content Creation and Automation (2 hours)



Total Duration: 2 hours

Introduction:

Understand the fundamentals of digital branding and content strategy, explore essential tools for marketing and automation, and gain practical experience using AI, especially ChatGPT, to create personalized, impactful content and campaigns.

Structure overview:

- Module 1: Theoretical Introduction
- Module 2: Practical Workshop Using ChatGPT

Module 1: Theoretical Introduction (1 hour)

Learning Objectives:

- Understand branding principles and digital identity.
- Be familiar with key social media platforms and their audiences.
- Explore basic content creation tools.
- Learn how to repurpose content effectively.
- Gain insight into the role of AI in marketing and communication.
- Recognise ethical concerns and maintain brand alignment.

Materials Needed:

- Projector or screen
- Internet access
- Slides

Content Breakdown:

1. Introduction to the Module (5 min)

- Brief presentation of Women 5.0 and this training module.
- Relevance for women entrepreneurs.

2. Branding & Digital Identity (10 min)

- Definition of branding (logo, tone, colour, typography).
- Importance of consistency across platforms.
- Colour psychology and visual identity.



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3. Social Media Platforms Overview (10 min)

- Who uses what? (Instagram, Facebook, LinkedIn, TikTok, Pinterest).
- How to choose the right platforms.

4. Tools for Visual and Audio Content Creation (10 min)

- Canva, CapCut, Adobe Express, Spotify for Podcasters.
- Benefits of using visual/audio content.

5. Content Repurposing Strategy (10 min)

- Transforming a single idea into multiple formats.
- Examples: Blog > Infographic > Video > Podcast.

6. Intro to AI in Marketing (10 min)

- ChatGPT, Notion AI, Gemini for content creation.
- Chatbots and automations (Zendesk, Zapier).

7. Ethics and Brand Coherence (5 min)

- How to maintain tone and values when using AI.

**Trainer Tips:**

- Use examples from your own or learners' businesses.
- Encourage questions and interactive discussion.
- Tailor to the group's digital literacy level.

Module 2: Practical Workshop with ChatGPT (1 hour)**Learning Objectives:**

- Feel confident using ChatGPT to generate marketing content.
- Be able to apply AI tools to their own business or project.
- Create, configure and test a custom AI assistant specialised in Marketing and Sales, Content Creation and Automation.
- Leave with at least one piece of usable content or campaign draft.



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Important Note for Participants:

To fully participate in this session, it is recommended to have a ChatGPT Plus subscription, as the features being explored (custom GPTs, advanced tools and prompts) are only available in the Plus version.

Participants who do not wish to acquire the subscription are welcome to attend the session as observers, where they will still gain valuable insight into the tool's capabilities, but will not be able to carry out the hands-on activities.

Materials Needed:

- Laptops or tablets
- Internet connection
- ChatGPT Plus account (recommended)
- Google Docs or Notion (optional for planning)

Workshop Flow**1. Step-by-Step: Create a Custom AI Assistant (40 min)**

- Walkthrough of the ChatGPT "Explore GPTs" and "Create" functions
- Define the assistant's name, role and tone (focused on marketing, sales and content)
- Add instructions, suggested prompts, and upload example documents (if available)
- Test and refine the assistant live during the session

2. Peer Feedback and Reflection (10 min)

- Small group sharing.
- Suggestions for improving prompts or the assistant's configuration.

3. Wrap-Up & Evaluation (10 min)

- Recap key learnings.
- Invite participants to complete feedback form.

Trainer Tips

- Model how to edit AI outputs for tone and authenticity.
- Offer prompt templates for those less confident.
- Highlight responsible use of AI tools.
- If possible, provide a pre-built example assistant as a reference.



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Empower Entrepreneurship Projects: Tools for Planning and Digital Wellbeing in a Connected World (2 hours)



Total duration: 2 hours

Target group:	Adult educators, digital skills trainers, community facilitators
Methodologies:	Theoretical microlearning, practical group activities, case study with digital tools, guided reflection.
Format:	Blended – ideal for face-to-face or hybrid delivery

Introduction:

Entrepreneurship is exciting but without the right planning tools and digital habits, it can quickly become overwhelming. This interactive workshop empowers participants to manage projects more effectively while maintaining digital wellbeing. Through practical activities and real-life tools, you'll explore how to plan, prioritise, and stay focused in a connected world. Whether you're just starting or looking to improve your workflow, this session will help you build structure and balance into your entrepreneurial journey.

Learning Objective:

By the end of the workshop, participants should be able to identify and use at least three digital tools that facilitate project planning, promote digital wellbeing, and improve time management in their projects.

Learning Outcomes:

- By the end of the workshop, participants will be able to:
- Recognise and select appropriate digital tools for project planning.
- Use digital tools for task management, progress tracking and meeting deadlines.
- Implement time management and productivity techniques using digital tools.
- Use digital tools to promote healthy habits and work-life balance.



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Inclusive language and images

- Examples representing different archetype of women entrepreneurs, they can be adapted to local business, but it is important to maintain inclusive approach.
- Inclusive and non-technical language, accessible to participants with different levels of digital skills.
- Workshops conducted in other languages must ensure the use of inclusive language, both spoken and written.

Gender perspective & digital empowerment

- Tools are presented as resources for decision-making and independence.
- The use of technology is linked to the boosting the entrepreneurial leadership.
- The idea that everyone can learn and apply digital tools is reinforced.
- All the tools presented have free or freemium versions with interesting features for potential and women entrepreneurs.

Practical recommendations for trainers

- Use whiteboards to collect ideas (e.g. Miro).
- Incorporate tools to encourage participation and energise (e.g. Mentimeter).
- Use online or offline timers (e.g. cube timer).
- Adapt examples and timing of activities to the reality of the participants.
- Computers, smartphones or tablets with internet connection are welcome.
- Provide links for participants to download or register for the applications to be tested.
- Check that tools have free features, as pricing policies and plans can change.



Slides:

Scan this QR-Code to access the presentation slides in your local language



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Structure Overview

Module 0: Welcome & Framing (10 min)

Purpose: To create a welcoming environment, set expectations, and connect with participants' prior experience.

Content:

- Brief introduction by the trainer and explanation of the workshop's purpose.
- Icebreaker: "What digital tool has helped you most to organise your work recently?" This question activates prior knowledge and encourages early engagement.
- Overview of the workshop agenda and learning objectives.
- Clarification of the participatory approach: pair and small group work will be encouraged.

Module 1: Introduction to Project Planning & Digital Wellbeing (20 min)

Purpose: To provide a conceptual foundation on the importance of planning and maintaining digital wellbeing in entrepreneurial contexts.

Content:

- What is project planning? Explanation of its benefits: clarity, efficiency, reduced stress, and better decision-making.
- What is digital wellbeing? Conscious and healthy use of technology. Topics include digital overload, multitasking, and tech fatigue.
- Self-awareness and efficient habits: Brief reflection exercise on personal work habits.
- Prioritisation techniques: Introduction to tools such as the Eisenhower Matrix, Pomodoro Technique and Kanban for managing time and energy.



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Module 2: Digital Tools for Project Planning (25 min)

Purpose: To explore accessible digital tools that support planning and managing entrepreneurial projects.

Tools presented:

- Trello – task management using Kanban boards, visual project planning.
- Notion – organising ideas, tasks, and databases.
- Google Calendar – scheduling events and reminders.

Activity: pair activity “Explore and Evaluate”. Each pair selects one digital tool and answers:

- What features does it offer?
- What are its advantages for an entrepreneurial project?
- What limitations might users encounter?

Module 3: Digital Tools for Digital Wellbeing (25 min)

Purpose: To identify tools that promote a balance between productivity and personal wellbeing.

Tools presented:

- Flo – know your body, plan your wellbeing
- Focus To-Do – combines Pomodoro technique with task management.
- Toggl Track – tracks time spent on tasks.
- Insight Timer – guided meditation and relaxation.

Activity: group activity: “Hack your digital wellbeing”. Each group designs a healthy daily routine for an entrepreneur using at least two tools. Groups share their routines to inspire good practices.

Module 4: Case Study & Hands-On Lab (30 min)

Purpose: To apply the knowledge gained in a practical and collaborative context.

Case study. Participants work in groups on a fictional scenario: “You are launching an online store for sustainable products. You have 3 months to plan and execute the project.”



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Group tasks:

- Create a task plan using one of the tools shown in “Digital Tools for Project Planning” section.
- Set a timeline using one of the tools shown in “Digital Tools for Project Planning”.
- Integrate digital wellbeing practices, based on “Digital Tools for Digital Wellbeing”.

Wrap-up:

- Each group gives a brief presentation of their plan.
- Peer and trainer feedback is shared.

Module 5: Reflection & Wrap-Up (10 min)

Purpose: To consolidate learning, encourage personal reflection, and prepare for real-world application.

Activities:**a) Reflection questions:**

- Which digital tool surprised you the most?
- What will you change in the way you plan from now on?
- What healthy digital habit do you want to incorporate or improve?

b) Final challenge:

“Your personal digital toolkit”. Each participant selects three tools they will apply in their daily work.

Materials Needed:

- Slide deck with case examples
- Access to proposed Project Planning & Digital Wellbeing tools
- Project planning template
- Computers, mobiles or tablets with internet connection (optional)



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