



Dear Reader,

We are now past the halfway mark of the Women 5.0 project, and the momentum is building!

The past months have been packed with milestones, meaningful connections, and powerful learning experiences. From international online events to the launch of our e-learning platform, the Women 5.0 community is growing stronger every day.

Here's what you will find in this issue:

- Training of Trainers in Vienna
- AI Jam - International Online Event
- Expert Interview Series
- E-Learning Platform - Now Live!
- Trainer Toolkit
- Growing Community: Social Media Update



### Training of Trainers

In October 2025, the Women 5.0 team hosted a Training of Trainers (ToT) event in Vienna, bringing together experienced trainers and partners from across Europe, North Macedonia, and Ireland for two intensive days of learning, co-creation, and exchange.

Over the two days, participants explored the barriers women face in digital entrepreneurship and developed hands-on strategies to overcome them. The sessions covered digital wellbeing, time management tools, data analytics, gender-sensitive facilitation, and the Women 5.0 Learning Path.

Key highlights from the ToT included:

- **Building Together:** Trainers and partners co-created a dynamic space to explore entrepreneurship barriers and real-world strategies
- **Learning Across Borders:** Participants from across Europe shared practical digital tools and insights that drive genuine business growth
- **Essential Digital Skills:** Deepening knowledge in digital wellbeing, data analytics, time management, and technology ethics
- **Creating Safe Spaces:** Addressing imposter syndrome, unconscious bias, and building strong digital identities and personal brands
- **Empowered and Ready:** Participants left energised with an enriched understanding of how to champion women entrepreneurs in their local contexts

The ToT marked a critical step toward building a sustainable, pan-European network of trainers equipped to support women entrepreneurs long after the project ends.

Next up: *piloting the Women 5.0 toolkit and e-learning platform!*

### AI Jam International Online Event



Watch it now

On 27 November 2025, Women 5.0 hosted its **AI Jam**, an interactive online event bringing together women entrepreneurs from several countries for a hands-on exploration of general purpose AI tools.

The event was a clear success. Participants were particularly enthusiastic about the practical, hands-on format and the relevance of the tools discussed.

Looking ahead, feedback pointed to strong interest in deepening knowledge around automation, AI agents, and workflow integration, with a focus on specific tools such as Gemini, Google Workspace, and task automation platforms.

Future sessions will build on this momentum, taking a more tool-specific and workflow-focused approach based on participant recommendations.

### Women 5.0 Expert Series



Real expertise. Real impact. Real advice for the digital age.

We are thrilled to introduce the **Women 5.0 Expert Interview Series**, a collection of video interviews with five accomplished trainers who bring decades of combined experience supporting women entrepreneurs across Europe. These are not just trainers; they are entrepreneurs themselves who have navigated the digital landscape and are here to share what actually works.

Each topic in the series features 5 videos, one per trainer, giving you five distinct perspectives and lived experiences on every theme.

#### Awareness Campaign 1: Role Models in Digitalisation

In these five videos, our expert trainers open up about the role models, training experiences, and digital innovations that have shaped their professional journeys. Highlights include:

- Anne-Marie Swift's admiration for banking pioneer Anne Boden
- Sandra Couto's transformative experience with NLP training and community building
- Evangelia Daratsanou's leadership insights drawn from Simon Sinek
- Cláudia Vieira's discovery of Notion as a tool for seamless organisation
- Sarah Lechner's innovative use of ChatGPT as a creative collaborator

#### Awareness Campaign 2: Technology as a Tool for Female Entrepreneurship

The right tools make all the difference. In these five videos, our trainers share their go-to digital platforms and how they use them to drive real business results. You will discover:

- The first digital tool to implement when starting out, and why it matters
- Expert tips and tricks from the tools they use every day
- Surprising ways entrepreneurs are using technology to transform their businesses

From Sarah Lechner's use of Google Business Platform and Canva, to Sandra Couto's advocacy for CRMs that keep clients at the centre, to Evangelia Daratsanou's strategic use of the Business Model Canvas, these trainers reveal the digital essentials that power successful women-led businesses.

#### Awareness Campaign 3: Empowering Women through Digital Skills

Digital skills do not just help you work faster, they help you work smarter, connect deeper, and grow bolder. In these five videos, our trainers reveal the tools and skills that are changing how women-led businesses operate every day. You will discover:

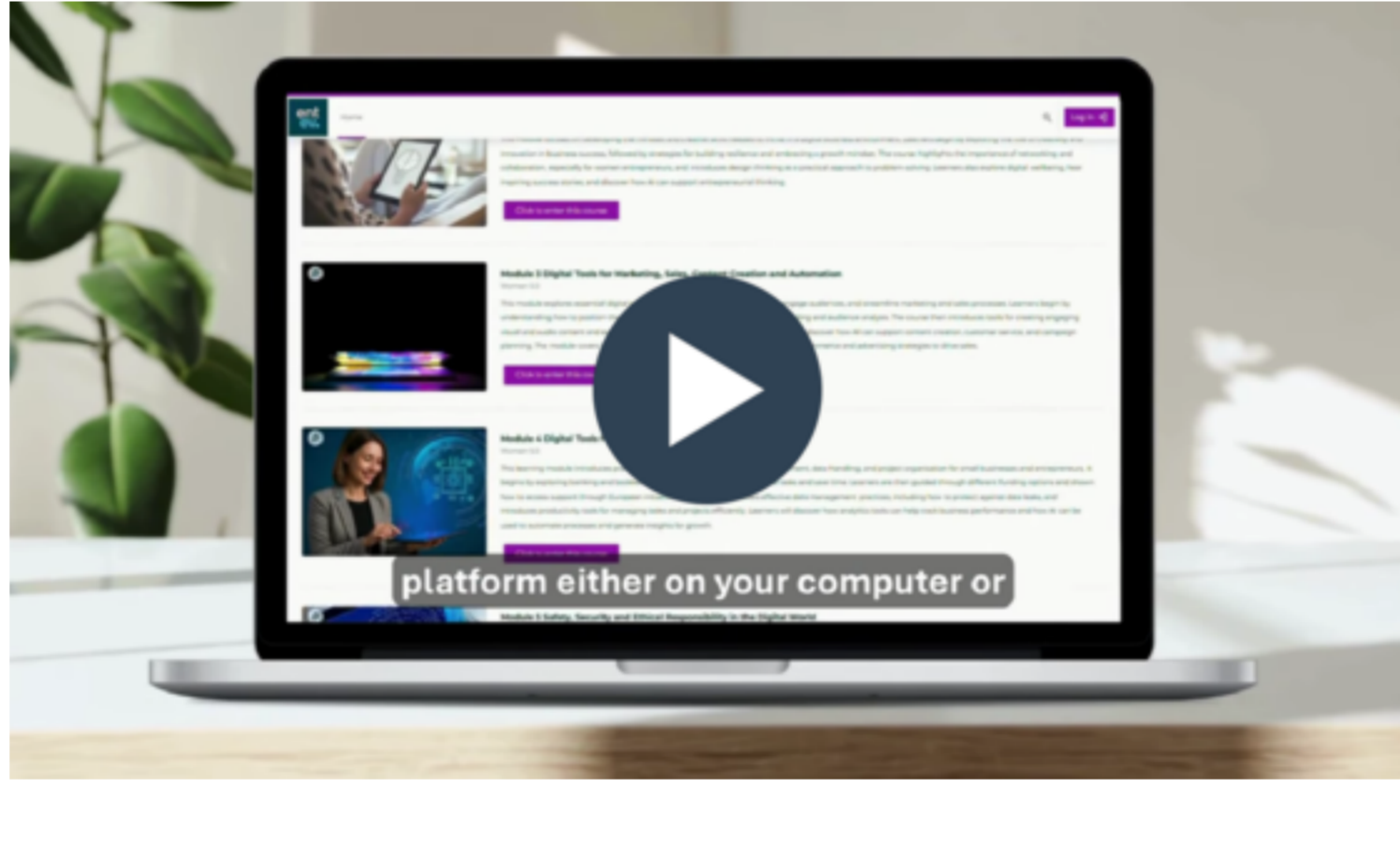
- How to build a complete digital office using free tools like Notion
- How to show up authentically online through video content and Reels
- How to streamline team communication with WhatsApp for Business
- How AI tools are levelling the playing field for entrepreneurs at every stage

Because in today's digital world, customers buy stories, not just products, and the right skills make all the difference.

To watch the full series, visit the awareness campaign section on our website.

Take me there! ✨

### E-learning Platform is now live



We are delighted to announce that the **Women 5.0 free digital skills platform** is now up and running!

Head over, create your free account, and start learning today. Designed to complement the trainer-led sessions, the platform allows you to study at your own pace on any device: phone, laptop, or tablet. It features:

- **Micro-learning modules:** covering digital technologies, entrepreneurship, marketing tools, financial management, and digital safety
- Practical **activities**, reflection **exercises**, and supplementary **resources** including articles, podcasts, and videos
- **Available in 4 languages:** English, Spanish, Portuguese, and Macedonian
- **Completely free:** simply create an account and start learning

The platform sits at the heart of the Women 5.0 blended learning approach, combining self-paced online theory with trainer-led practical sessions. This offers flexibility for participants with diverse schedules and responsibilities while enriching learning through real-world application.

Sign up now and start your digital journey!

E-learning platform

### The Toolkit

The **Women 5.0 Trainer Toolkit** is taking shape as a comprehensive set of workshop resources designed to empower trainers to deliver impactful, gender-sensitive digital skills training in their local contexts.

The toolkit currently includes the following workshop modules:

- Use Analytics Tools to Track Business Performance
- Ethical Use of Technology
- "AI Demystified": Using the Jigsaw Method and Hands-On Lab
- Digital Tools for Marketing, Sales, Content Creation, and Automation
- Empower Entrepreneurship Projects: Tools for Planning and Digital Wellbeing in a Connected World

All workshops are grounded in a set of core principles that make Women 5.0 training distinctive:

- **Participatory** and **gender-sensitive** approaches that create safe, inclusive learning environments
- **Experiential learning** and **real-world application** linking digital tools to everyday business challenges
- **Adaptation to local and cultural contexts** to ensure relevance across diverse communities
- **Peer learning** and **networking** to foster lasting connections between women entrepreneurs
- **Intersectional** and **inclusive** design that recognises and respects the diversity of participants
- **Continuous assessment** and **feedback** to ensure quality and responsiveness throughout delivery

The blended learning model combines a six-module, 30-hour trainer-led programme with self-paced online modules, giving trainers the flexibility to adapt delivery to their group's pace, background, and needs.



### Our community is growing

Since September, our LinkedIn community has gained 152 new followers, with impressions reaching over 16,300 and more than 630 reactions. It is a clear sign that more and more people are discovering, engaging with, and sharing our work.

What is perhaps most exciting is how far this community stretches.

Our followers span the globe, from Lisbon and Madrid to Liverpool, Brussels, Vienna, and Skopje, reflecting the truly pan-European heart of the project. But the reach goes beyond Europe too, with community members joining from as far afield as India, Brazil, Colombia, Egypt, Thailand, and beyond.

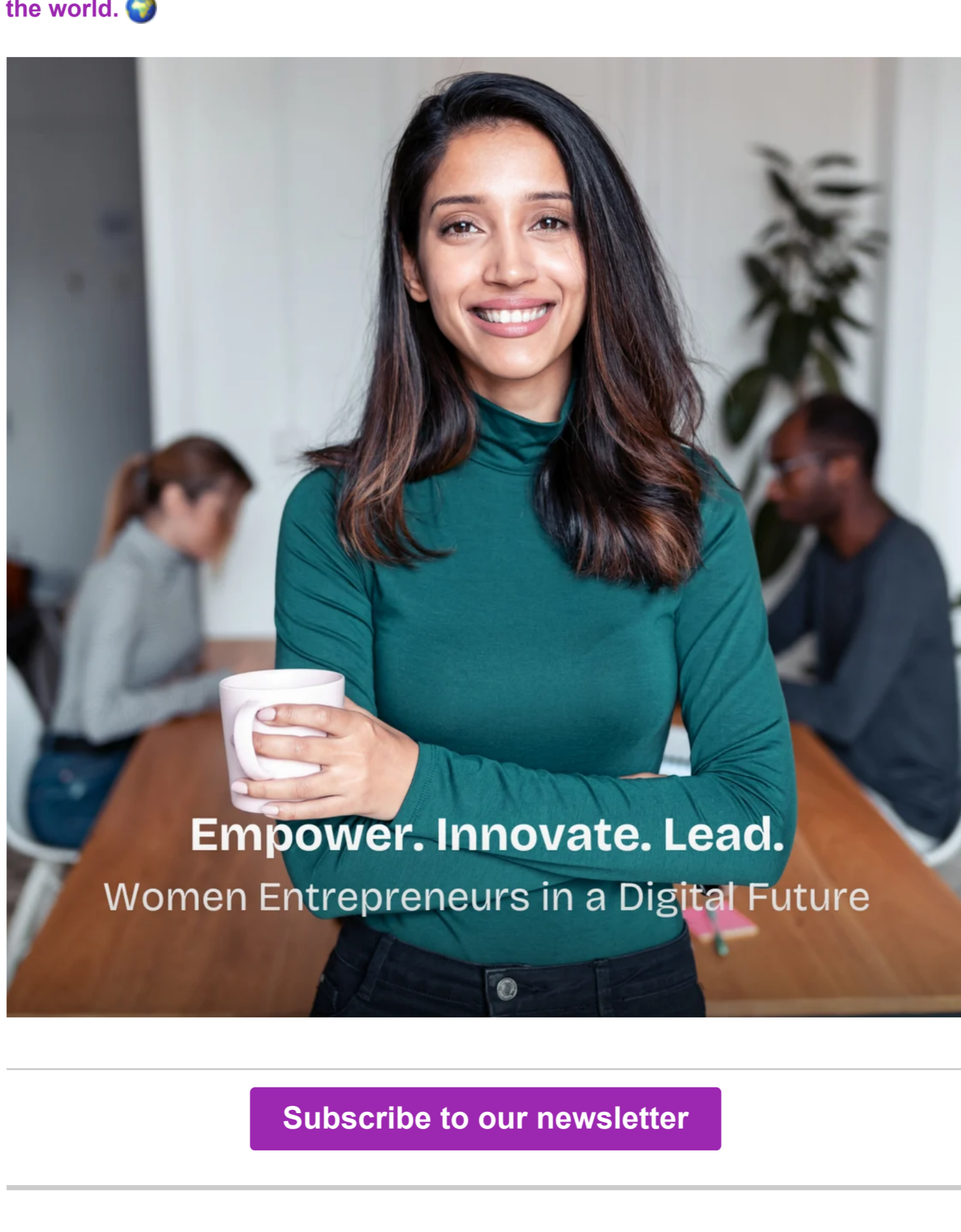
Women 5.0 is resonating with people across continents, cultures, and contexts.

We are also active on **EPALE**, the European Platform for Adult Learning in Education and Training. Our EPALE page is a space to follow project updates, discover resources, and connect with the wider adult learning community across Europe. You can find us at: <https://epale.ec.europa.eu/en/private/women-5.0>

And we want to hear from you. Have you attended one of our events? Tried out the e-learning platform? Been inspired by the Expert Interview Series? Share your experience online, tag us on LinkedIn, leave a comment on EPALE, or simply tell someone in your network about Women 5.0. Every story shared helps us reach another woman entrepreneur who needs it.

Thank you to everyone who has liked, shared, and commented so far.

Your support helps us reach more women entrepreneurs across Europe and around the world. 🌍



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