

# ProWomen – Up-skilling Itineraries for Women as New Cultural Promoters to Enhance Territorial Heritage

## 1<sup>st</sup> Press Release

### About the project

*ProWomen – Up-skilling Itineraries for Women as New Cultural Promoters to Enhance Territorial Heritage* is an Erasmus+ KA2 project (Project number: 2019-1-IT02-KA204-063176) that started in September 2019 and has a duration of 24 months.

The ProWomen project wants to promote equal opportunities and social-labour inclusion of the **low-skilled** and **unemployed women** by providing intervention tools for **training** and **empowerment**. The target group will undertake a participative learning path to strengthen their



competences and acquire new ones, with the final aim of supporting their employability in the Tourism sector. The project challenge is to operate in **sustainable tourism**. Therefore, this sector must increasingly be approached with a view of enhancing the cultural and environmental heritage, namely the legacy which includes tangible and intangible culture, as well as natural heritage (landscapes, biodiversity, etc.).

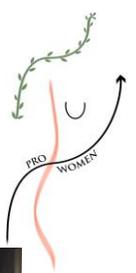
The main **objectives** of the project are:

- To boost cultural growth, enhancement of cultural heritages, social inclusion, and cohesion processes involving local communities.
- To valorise innovative methodological approaches aimed at women empowerment.
- To facilitate low-skilled and unemployed women's access to training, employment, and entrepreneurship by empowering them.
- To promote entrepreneurship among the target group as a way of improving its social and labour situation.
- To provide professionals and educators working with women with efficient tools as a Learning Package and Handbooks aimed at supporting target groups' social and labour integration.

The **target groups** of the project are:

- Women in a vulnerable situation - low-skilled / low-qualified and unemployed women and/or housewives who want to re-enter the labour market
- Professionals working with women in a vulnerable situation
- Local stakeholders related to the project field (travel, sustainable tourism, adult training etc.)

### Partners' meetings



The partners met for the kick-off meeting of the project in November 2019, in Rome, Italy. They discussed the initial steps of the project and set some milestones for the next months.

The second partners meeting that would have taken place in Leipzig, Germany in March 2020 was cancelled amidst the coronavirus concerns. Instead, partners met online and discussed the project's progress, as well as the challenges posed by COVID-19.



### Project progress

The first Intellectual Output - *An integrated reading of the territories* was developed by the partners and published on the project [website](#). The report presents the main aspects of the research carried out across Europe and in each partner country (Italy, Cyprus, Spain, Germany, France): on the one hand, the legal and social frameworks of gender discrimination in employment, and on the other, the characteristics of the territories and the employment opportunities in sustainable tourism. To read the report, in EN and in all partner languages, visit the project website: [www.prowomen-project.eu](http://www.prowomen-project.eu) under *Sources*.

The second Intellectual Output - *Learning Course Package for enhancing women's competences and promoting their employability opportunities in the tourism field* is under development! In particular, partners developed the Learning Course Package which is comprised by seven training



modules. The course aims to train a new dynamic professional profile, able to promote the territorial realities from different points of view: historical and cultural, spiritual, natural and gastronomic. The profile will be named the “Promoter of cultural and environmental itineraries for the enhancement of the territories”.

The **pilot testing** of the Learning Course Package will take place during the period September 2020 – April 2021. The learners will develop the 3<sup>rd</sup> Intellectual

Output – the **ATLAS** with the detection and description of 4 itineraries in each country. Each partner organization will recruit **15 women** who are low-skilled or unemployed in their respective country (**Italy, Spain, Germany, Cyprus, France**). If you are a low-skilled or unemployed woman who is interested to become a Promoter of Territorial Realities in any of the partner countries, please contact the relevant partner organization found [here](#).