Experience of the State Employment Agency

WOMEN4IT

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## Digital skills and employment

### Digital skills learned with our help:

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>80 %</td>
<td>76 %</td>
<td>76 %</td>
</tr>
<tr>
<td></td>
<td>2 469</td>
<td>2 637</td>
<td>3 317</td>
</tr>
<tr>
<td>Men</td>
<td>20 %</td>
<td>24 %</td>
<td>24 %</td>
</tr>
<tr>
<td></td>
<td>625</td>
<td>812</td>
<td>1 061</td>
</tr>
<tr>
<td>Total</td>
<td>3 094</td>
<td>3 449</td>
<td>4 378</td>
</tr>
</tbody>
</table>

### Our clients digital skills:

- **Women**: 34% (2 637)
- **Men**: 28% (1 061)

### Employees in the ICT sector:

- **Women**: 44% (2 469)
- **Men**: 56% (3 317)
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)

2. Application
   - Apply online
   - Receiving a call
   - Performs tests

3. Selection of candidates
   - Based on the results
4. Starting studies according to a specially created program

5. Consultation

6. Settling into work

IndividuaL road map by professional MENTOR
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
The project has **created attractive employment opportunities** for young people in the Digital Economy and has **developed the digital competencies** of young women.

**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.
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.
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!