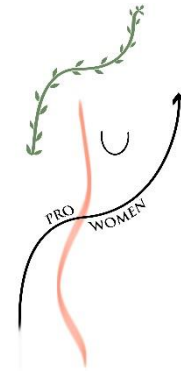


PROWOMEN - UP-SKILLING ITINERARIES FOR WOMEN AS NEW CULTURAL PROMOTERS TO ENHANCE TERRITORIAL HERITAGE



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INTRODUCTION

Pro-WOMEN is a 24-month Erasmus+ project, which aims at promoting equal opportunities and social-labour inclusion of the low-skilled and unemployed women by providing intervention tools for training and empowerment.

The 6 partners from 5 EU countries (Italy, Spain, Germany, Cyprus, France) will be focused on developing

- A Study on one hand to deeply analyse the legal and social framework at national and EU level related to the gender discrimination in employment and the pay gap and on the other, analyse the characteristics of territories and employment opportunities in the context of sustainable tourism development;

- The elaboration of a Learning Course package aimed 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";



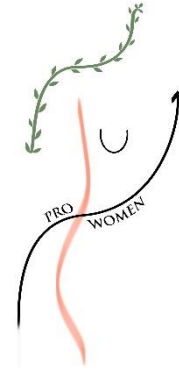
- The testing of the Learning Course that will enable 90 low-skilled / low-qualified and unemployed women in training to produce the Atlas of the areas to be enhanced.

- The elaboration of a Handbook addressed to professionals working with women.

KICK-OFF MEETING IN ROME

The kick-off meeting of the Pro-WOMEN project was successfully held in Italy on the 7th and 8th of November 2019. Partners were gathered to establish a common vision and understanding on the project's development, as well as to discuss about the four Intellectual Outputs. In addition, they agreed on the key roles and responsibilities, and decided on the focus of the Pro-WOMEN project and the next deadlines to be met.

Partners decided to organize the 2nd Meeting in Leipzig on 12th and 13th March 2020; unfortunately, the partners had to *cancel* the meeting amidst the COVID-19 pandemic concerns. It has been replaced by Skype Conference calls and, despite the difficulties, the consortium continues to work on the project and meet the main deadlines.



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COOPERATIVA SOCIALE SAN SATURNINO – IT

SANSAT is in the process of working on the first 2 IOs scheduled. Regarding IO1, 8 relevant stakeholders (journalists, representatives of association and cooperatives, researchers) answered the survey elaborated for the 1st Section (gender discrimination). SANSAT carried out the desk research and developed the National Report related to the 1st Section jointly with the other Italian partner. For the 2nd Section of the Study (Tourism, Cultural Heritage) SANSAT chose to work in the area of Rome: the neighbourhood Testaccio, Rome Street Art, Caravaggio, Bernini vs Borromini.

OBIETTIVO FAMIGLIA / FC – IT

Obiiettivo Famiglia/FC is working on the Preparatory Study. It has developed the National Report (desk research) together with SANSAT and has interviewed 5 relevant stakeholders about the issue of exclusion / inclusion – equality/discrimination (1st Section of the Research). For the 2nd Section of the Study, related to the Tourism, Obiettivo Famiglia has developed 4 itineraries in Sicily region, Gela and Siracusa areas. It is also working to develop the Module “Reading and Mapping the territory-Planning itineraries” foreseen for the Learning Course Package.

CENTER FOR SOCIAL INNOVATION - CY

Center for Social Innovation made significant progress in the development and implementation of ProWomen project! So far, it attended the kick-off meeting in Rome, Italy (November 2019), it has developed the National Report concerning *Output 1 - An integrated reading of the territories* and has been working hard in the development of various dissemination materials. CSI is looking forward to the further development of the project, especially concerning the Output 2 - Learning Course Package for enhancing women's competences and promoting their employability opportunities in the tourism field!

AYUNTAMIENTO DE TORRIJOS - ES

Ayuntamiento de Torrijos is coordinating the tasks to produce the IO1 – An integrated reading of the territories. The partner has worked together with its Women's Centre to identify the core issues of gender discrimination but also met with teachers from Universidad de Castilla-La Mancha who have a more academic approach to the topic. This work will produce a common report, enriched with partners' national information through national reports and interviews. The organisation worked on the 4 itineraries that would be the best opportunity of development for its territory. Once the IO1 is ready, it will be focused on working on IO2 - Learning Course Package.

WISAMAR - DE

Wisamar primarily worked on its contribution to the preparatory study – IO1. Despite the legal groundwork in Germany, gender discrimination still is a prominent issue as culturally and socially there are still many issues. In respect to the labour market, the gender pay gap, low numbers of women in high-profile jobs and leading positions, the compatibility of family and work life, and gendered stereotypes in certain professions are the main concerns. Interestingly, the employment rates for women and men are very different across the German federal states. Although the employment rates of men in east and west are converging more and more, the difference in women's employment rates has been largely stable.

AFORMAC - FR

AFORMAC held an online consultation and questionnaire about the project through its direct contacts and social pages. It presented the project to its trainers in the Cantal Vet training centre where the experimentation for the Atlas will be held. With the help of the questionnaires, the local trainers and the director of the training centre worked on the 4 itineraries on which we will work during the project. For organisational reasons we choose to work on very close itineraries as the targeted public will mostly not have any vehicle, therefore we defined a strategy which allows us to cope with this parameter.