



COMMUNITY BUILDING STRATEGY

Project Result 3

PROJECT NUMBER

2021-1-AT01-KA220-YOU-000034217

AUTHOR

bit *schulungcenter*
member of bit group

sbtc
Danışmanlık
Business Based Training and Consulting




JONATHAN
COOPERATIVA SOCIALE



Introduction

This document presents the community building strategy for the Women4Green project. It describes the strategy and the planned tools for creating and activating a lively and inspiring community. Moreover, it identifies the target groups of the project, their needs and explains how to reach them. The community building strategy gives information and suggestions to achieve the best outreach and effect of an on- and offline community, taking into account both the consortium and the individual activities of the partners.

Women4Green is a project aimed at introducing women and girls to careers in the green sector, as a gender gap can be observed in this field though these jobs have a good future perspective.

The community building strategy is central to address the project's targets as the target groups are reached and engaged with relevant content in order to

- raise young women's awareness and interest in future relevant green economy professions and thus contribute to gender equality in this professional field
- empower young women to decide for a green economy job
- initiate adaptations in youth career orientation, focusing on job orientation for green economy jobs, taking a gender sensitive approach into account
- provide a clear understanding and overview of existing/evolving green economy jobs and the required skills/competencies as well as providing information about educational paths in this regard.

Community building is facilitated in course of the project, but it is even further approached in course of the transnational cooperation. In course of the planned LTT events young women on the one hand can exchange information and experience as well as empower and support each other about taking on a career in a green job. On the other hand, also the participating youth organizations and organization involved in youth job orientation are able to personally exchange and network, also gaining a more concrete insight in how to specifically approach young women in course of a common exchange and analysis in course of the events

Community building is emphasized over the whole project duration which will be facilitated by providing a common platform for exchange gathering interested young women and good practices for exchange on the one hand and conducting different workshops with experts and role models in the field on the other hand. Furthermore, for the provision of additional inspirational and attractive input Podcast episodes are generated including women who are already successfully working in the field of green jobs, companies in the field or also persons working in job orientation.

ÖJAB is the partner responsible for the community building strategy and supervise its implementation that will be actively supported and implemented by the whole consortium. Each partner will, therefore, take actively part in promoting, sharing and feeding the community of the project, thus contributing to the best results and positive evaluation. Every partner will conduct one community building workshop according to the presented concept and contribute to two international community building workshops. ÖJAB and SBCT will create postings for the Online Community and post them once a week (each organization), while Jonathan will coordinate the online community and be responsible for the creation of engaging stories as well as for the written exchange with the community.

To provide interesting content to the community, a podcast will be developed. ÖJAB will develop the concept for the podcast and produce 3 English episodes. Each other partners will produce 1 episode in their local language.

1. Theoretical Input

1.1 Women empowerment

Women and girls make up more than half of the world's population and are significantly more affected than men and boys by poverty, climate change, food insecurity and scarcity, inadequate health care, global economic crises and environmental disasters in many regions. They are disproportionately exposed to multiple forms of gender discrimination and violence in all societies, often with impunity. Gender inequality is a global phenomenon, depriving women and girls of their human rights and opportunities. This disadvantage should be addressed and reduced by 2030 as part of the Sustainable Development Goals. Therefore, gender equality is included as the separate Goal #5 in the SDGs.



1 <https://sdgs.un.org/goals>

To reach this goal, political and economic participation and inclusion is crucial. By supporting young Women and girls to strive for jobs in the green sector, the project Women4Green goes align with this goal, especially the Goal #5.5 Ensure women's full and effective participation and equal opportunities in leadership roles.

The climate change and environmental destruction are two of the central future challenges. For this reason an economic reorientation towards sustainability is indispensable. It is therefore desirable to actively involve women and girls in this process and to shape this change according to their needs.

Participating in political and economic processes and decision-making is an essential component of women's and girls' rights. Though women participate in decision-making at all levels, yet often their participation occurs on unequal terms, hampered by gendered norms and expectations that limit their access to social decisive positions in politics and economy. This results in missed important opportunities, for the individual and the communities. Because women often tend to have lower salaries, but at the same time, are more likely to life in a household with children – which increases the risk of poverty for women and children.

There are different approaches to women empowerment, but 5 components are often seen as central (and can be applied in different areas of life):

- Women's sense of self-worth;
- Their right to have and determine choices;
- Their right to have access to opportunities and resources;
- Their right to have the power to control their own lives, both within and outside the home; and
- Their ability to influence the direction of social change to create a more just social and economic order, nationally and internationally. ¹

The Women4Green project addresses all 5 components by empowering young women and girls to make informed decisions about their professional and economic futures. Obstructive gender roles are questioned and thus new perspectives are opened up, which also enable lucrative job opportunities that ensure a solid economic basis. In addition, women become agents of sustainable change. Green jobs represent a new kind of employment which is not yet caught in the history and inertia of social inequity. This could represent an opportunity for a more equitable sharing of revenue between capital and labor. This opportunity may also help women into career paths that will allow them to become more financially secure and support themselves and their families².

In the long term, this enables a door-opener effect, i.e. that initially few women take up these professions, but as role models, through relationships and networks, access to these professions also becomes increasingly easier for other women.

Additionally, it means that women are actively involved in solving or addressing the most pressing problems of the future in the long term. This, in turn, allows that women's needs are taken into account when addressing these future problems, rather than a trade-off between social justice and ecological awareness.

1.2 Role of communities for women empowerment

Communities play an important role in women's empowerment. Here, women find support, encouragement and information that makes it easier for them to make sustainable decisions for their lives. It also establishes relationships and networks that open up careers by providing or facilitating access to jobs. Individuals thus learn about career paths, relevant qualifications, and get to know potential jobs and employers.

On the psycho-social level, women find a point of contact in communities. Here they can exchange views - ideally in a spirit of trust - and find support, inspiration and positive testimonies. This is especially important when positions or decisions are taken that go beyond the norm. Green jobs are not classically female occupations because they are not dominated by social components. As a result, these jobs are less obvious to women, making them an option away from the norm, and women first find less

¹ <https://www.empowerwomen.org/en/community/discussions/2016/11/five-major-components-of-womens-empowerment>

² <https://www.greengrowthknowledge.org/research/green-jobs-and-women-workers-employment-equity-equality>

validation when they take such a path. A community can cushion this by connecting like-minded people and bringing them into exchange, and by pointing out identification figures who have taken such a path.

Since the green sector is still quite new, figures and studies on it are still quite manageable. Since the green sector is a new sector, prejudices in this area are not yet so strongly shaped and entrenched. There are therefore studies, on the fact that women perceive this field relatively attractive and tangible³. Alternatively, one can look to studies on STEM and women for guidance, as there is a great overlap in this area.

2. Vision and mission

Community building represents one of the main pillars of the Women4Green project, because on the one hand it contributes to achieving the general goals of the project, on the other hand it also supports all other project activities and outcomes, by promoting them to an interested audience.

A strong and inspiring community is essential to

- raise young women's awareness and interest in future relevant green economy professions and thus contribute to gender equality in this professional field
- empower young women to decide for a green economy job
- initiate adaptations in youth career orientation, focusing on job orientation for green economy jobs, taking a gender sensitive approach into account
- provide a clear understanding and overview of existing/evolving green economy jobs and the required skills/competencies as well as providing information about educational paths in this regard.

In order to achieve this, community building pursues the vision of creating a vibrant community of young women and girls. With, about and through the community, career perspectives are opened up. Women and girls learn about new careers and how to achieve them. Thus, not only professions but also relevant educational paths are made known. With this knowledge, women and girls are empowered to make conscious decisions about their careers and thus to shape them consciously.

The members of the community should find inspiration and exchange on career choices and the opportunity to reflect on their wishes and goals in this regard, because often the weighting of certain framework conditions changes over time and thus often studies, apprenticeships are started and later completely different professions are pursued.

Ideally, the community offers a place to go for questions and suggestions regarding career choice and sustainability and develops a momentum of its own, i.e. the community is not only fed with content by the host (the project), but is also filled with content and life through the exchange of members. Therefore, discussion and exchange between the members shall be triggered and inspired. A community lives and is fed also by a strong sharing among members, both about content related knowledge, competences,

³ <https://www.unido.org/news/how-can-more-women-power-transition-green-industry>

but also related opportunities, direct experiences i.e. green job/internships personal experiences, also about 'training paths that they may start and follow to reach a certain objective.

According to the studies, an online community should follow three main approaches:

- **Inform:** share and distribute relevant information for careers in the green sector
- **Engage:** create a supportive and inspiring environment.
- **Empower:** fight limiting role models

Community building is crucial as it directly involves and engages the target group and is active permanently.

3. Target Groups

The community is primarily aimed at young girls and women in the career orientation phase but also the reorientation phase (e.g. after starting their first degree). Due to the thematic focus the community primarily attracts people towards the end of their first educational path. However, since the community is set up online, it is also open to other people, regardless of gender, age, etc.

Indirect target groups are people who support career orientation and introduce young women to alternative or novel career paths, such as teachers, trainers, and youth workers.

The content of the community is primarily published in English, which on the one hand opens up the circle of users across national borders, but at the same time of course possibly restricts it due to the necessary language skills. Younger generations in particular show a high affinity for English-language content so it is perceived rather as a potential. In addition, the content is to be kept quite simple and low-threshold, so that the necessary language skills are not too demanding.

4. Implementation

4.1 Online Community

4.1.1 Community building strategy and Social media campaign

As part of the Women4Green project, both a community building strategy and a social media campaign will be developed. Both will largely take place on social media, however the community building focusses on a Instagram group, beside of a Facebook and Instagram project page. Social media campaign and community building have different - complementary - focuses. The social media campaigning aims at informing about the project itself, the promotion of the project results and the project content. In this way, it fulfills the informative mission of the social media channels.

The community building therefore focuses more on the interpersonal exchange, the social character of the social media appearance. It is therefore much more about shaping the interaction with and within the

community that is formed through and around the project. But it also uses and refers to the project activities and outcomes.

4.1.2 Framework for an Online community

Every community needs committed and interested members who carry, animate and advance a community. In the competition of the internet for attention it is a special challenge to win interested people and to bind them, especially because one wants to address people who otherwise had less contact with the topics of the project in order to create a more significant effect and to reach people "outside the bubble".

For this reason, an online community building workshop should be the starting point of the community. This way, participants who are already interested can actively engage with the topics online. In order to generate an active exchange and community spirit, many exciting impulses should be set around this starting point, which offer stimulation and bind people.

It is also important to create a snowball effect so that the community continues to grow after this starting signal and does not peter out. To this end, impulses can be set to draw other people's attention to the platform's content.

Referring to the social media campaign, the mentioned social media channels (Instagram and Facebook) will be used, linked and promoted within the frame of the community building workshops.

Every community document and activity needs to be obviously related to the project by displaying the project logo, the Erasmus+ Logo, and using a similar color code and style (compare the dissemination strategy).

Therefore, we picked a recognizable style for illustrating the content in the form of templates that are in line to the website design and the and the W4G colour palette.

For personal statements that will be shared with the portrait of these people a common style (e.g. black and white with color highlights) is preferred.

Every post has to consider the different side ratios of Facebook and Instagram.

Instagram: 1080 px x 1080 px and vertical format

Facebook: 1200 x 627 px and horizontal format

4.1.3 Access to the online community

The project sees itself at a dichotomy to reach many people, but specially reach the target group: women* and girls*. Although access to the community should be low-threshold, the community should offer a safer space for trustful and intimate exchange among women* and girls*. Therefore, there will be previous access restriction and control by the admins to allow only access to women* and girls*. Additionally, in case of conspicuousness and violations of the self-imposed community rules, persons will be excluded from the community.

At the same time, followers (=members of the community) are repeatedly called upon to add new people or draw attention to content on the social media channel (see activities).

4.1.4 Facilitation of an online community

Every online community needs facilitation. The tasks of facilitation are:

- Ensure compliance with the community rules
- Facilitating respectful interaction on the defined topics of the community
- Providing content for fruitful discussion or providing appropriate content and calls of action
- Written exchange with the community (e.g. answering DMs)

Thus, facilitation contributes significantly to the atmosphere of an online community by defining and ensuring boundaries of interaction. In our case, this atmosphere should be characterized by respect, curiosity, objectivity and motivation.

The facilitation of the online community needs to consider the partners resources and skills. Enough admins should be awarded to allow fast reactions if necessary. The facilitation of the online community is divided into areas of responsibility among the partners;

- (1) Preparing & Uploading Instagram Postings: SBTC & ÖJAB
- (2) Overall Overview/ Content Strategy & Community Engagement: Jonathan

- (1) At least two posts and one story should be shared per week in order to guarantee continuity. SBTC`s posting day is Tuesday, while ÖJAB will upload a post every Thursday. The posts can be informative and/or an complement to the stories from Jonathan. The thematic distribution is as follows:

SBTC: Motivational Quotes, Role Models, Statistics & Science (Facts & Figures), Developing Potential

ÖJAB: Educational Content, Introducing different Green Jobs, Questions, Job Orientation

So that Jonathan can adapt their stories to the postings and develop an appropriate content strategy, SBTC and ÖJAB will present their postings for the following month within the posting plan [here](#).

- (2) the stories shall be interactive, stimulating and inviting for engagement (e.g. by asking questions to the community in the stories). Interactive content shall always contain a call for action, like participate in a poll, share your opinion, what is your perspective, etc. Every post shall contain text and a graphic element (like a picture or animation). The most relevant, interesting, popular, funny, etc. content will be summarized in an Instagram reel by Jonathan.

4.1.5 Rules for the community

A code of conduct is established in advance. The code provides guidance for facilitation and a framework for the community. This code of conduct is anchored on the site for all to see and access and include goals and values and rules. Compliance with the rules is monitored by the facilitation.

For the Rules of the Women4Green Community, see ANNEX 1.

5. Community building workshops

5.1 Concept for community building workshops

The goal of the community building workshops is to reach out to interested people and engage them in the goals of the project. 4-6 community building workshops should be conducted during the project period.

The community building workshops should all embody the same spirit as the community itself: interactive, informative, empowering. With the exception of the Kick Off and Final Event, the community building workshops are aimed at a local audience. The Kick Off Event is online and international, and therefore an exception to the general concept. The Kick Off Workshop will be organized by all partners together, while the local workshop are organized by one partner. Therefore, the local workshops are held in the local language and have a regional reference.

For each workshop, a suitable topic and title must be found that appeals to a young target group, arouses interest and makes people want to attend the event. Care should be taken to ensure that the moderator is a woman* and that the panel is also female.

5.2 Target groups:

The community building workshops are primarily aimed at young girls and women in the career orientation phase but also the reorientation phase (e.g. after starting their first degree). Due to the thematic focus the community primarily attracts people towards the end of their first educational path.

The community building workshop can also address (only or additionally) the indirect target group of people who support career orientation and introduce young women to alternative or novel career paths, such as teachers, trainers, and youth workers. To reach this target group exclusively, an online community workshop in the middle will be conducted only for this target group. Following the assumption, that an online format and English are less a barrier for this target group and educators are a relevant multiplier group.

Depending on the topic, the host can decide that the community building workshop is only open for LGBTIQ+- persons. This can make sense for more intimate or controversial topics.

In contrast to the online community the community building workshops have (mostly) a regional outreach. Therefore, the workshops can be held in the national language as this will make it more personal and easier especially for people with fewer English skills.

5.3 Participant Recruitment:

Finding interested and suitable participants is crucial for the success of the community building workshops. Depending on the topic, a different number of participants may make sense. More sensitive topics or interactive formats can be better handled with a smaller, more familiar group. Therefore, for each community building workshop, it must be weighed up how many people and by which means participants should be sought. It can also make sense to offer a workshop for an already existing group (e.g. a school class). This decision depends also on the existing networks of the consortium and national regulations (especially for the work with public education facilities).

Therefore the list below offers ideas for a wider recruitment for participants, that is independent from the organization's networks or background.

To find interested participants, the following online channels can be used:

- the project website
- the project social media channels
- the social media channels of the partner organizations.

Depending on the national context, the following channels are suitable for advertising the community building workshops:

- Schools
- VET Facilities
- State Unemployment Centres
- Youth Centres
- Youth clubs
- Online platforms for job search
- Online forums for job search
- mailing lists
- and further.

The recruitment of participants should always start with sufficient lead time. The recommendation is therefore to start the first round of public recruitment at least 3 weeks in advance. 1 week before the event, another reminder can be sent out or - depending on the number of registrations - recruitment can be intensified by using new channels. Informal recruitment in the own networks can be done in other periods.

Since the community-building workshops aim to grow our community, we want to stay in touch with participants and interested people. For this reason, Women4Green social media accounts should be visible and inviting to find new people who can also participate in other project activities. A follow-up

of the workshops is therefore necessary and important, to keep in touch with interested persons and have the possibility to invite them for other activities.

5.4 Preparation:

- Date and Time:** Find a date and time that is attractive to your target group. Consider the typical school hours in your country and choose a time after that (-> afternoon).
- Venue:** Find a suitable venue for the workshop.
- Title:** Find an attractive topic and title. If the recruitment of participants happens within the own organization or with a cooperation partner, consider the profile of the participants for the concept of the workshop (concerning length, format, possible topics, educational level).
- Registration:** The host has to decide, if a registration for the workshop is suitable and useful.
- Online Event:** A Facebook/Eventbrite event can be created to track possible participants in order to have an idea about how many people will come.
- Panelists:** Find female experts and/or role models that are suitable for the chosen topic and who can contribute different enriching perspectives. Panelists can also be headhunter or recruitment staff.
- Promotion:** Create a nice flyer or online banner depending on where you want to find the participants primarily.
- Promote:** Share the workshop invitation.
- Program:** Organize everything and everyone that is necessary for your program
 - Facilitation
 - Speaker
 - Material
- Project Promotion:** Make sure, that the reference to the Project Women4Green and the EU-Funding Logo is visible on all materials and during the event.
- Documentation:** Prepare a participant list and a consent list for photographs. Take pictures.

Two international community building workshops at the beginning and the end will be conducted online. The listed tasks will be distributed among the partners and all partners will contribute to the success of the international community building workshops.

5.5 General Agenda:

- Welcome
Welcome the participants in the name of your organization and introduce the main characters of the workshop.
- Introduction of the topic

Shortly introduce the topic of the workshop to give a reason why they are all here. In smaller round, the facilitator may also ask for the personal interest in the topic and the expectations of the workshop.

- Introduction of the project

Present the project Women4Green with its objectives and upcoming interesting activities.

- Topic

The main topic shall be presented with deep insights and different perspectives. Depending on the format, this part can be also rather interactive and personal.

- Questions and Discussion

Leave space for Questions and Discussion to have it interactive.

- Interactive Discussion with social media

Stimulate interaction with the project social media accounts.

- Evaluation

Evaluate the workshop. An evaluation template can be found in ANNEX IV.

Duration: from 45 min to 1 hour and a half

Country reference: To create a country reference, green sector companies located in the country can be represented or important industries with a sustainable link can be highlighted. Other possibilities for a country reference are shortage occupations (=occupations where the demand for workers far exceeds the supply).

5.6 Documentation:

Please document the community building workshop with the following material:

- Invitation
- Agenda
- Participants List
- Photographs
- Summary of the evaluation

The host of every community building workshop is responsible to collect provide the above mentioned documents to ÖJAB, as they are needed for the final report.

Additional insights and feedback will help the consortium to improve the further community building workshops.

6. Podcast

6.1 Framework

Podcasts have enjoyed great popularity for some time. They offer the possibility of illuminating topics in different facets in a low-threshold way and also going into different details. In the context of our project, it offers a personal approach to the topic that can convey deeper content. In addition, the podcasts can interact with the online community, i.e. the podcasts can be promoted there, but also suggestions from the community can be taken up in other podcast episodes.

6.2 Podcast presentation

In order for a podcast to find an interested audience, it must have a clearly recognizable theme, mission or format from the outside and have a recognition value. The title should refer to the corresponding topic so that interested people can easily find the podcast.

The title, a short description and a picture are necessary to present the podcast attractively on every pod catcher platform.

Titel: Green job, dream job?

Subtitle: Why green jobs are good for YOU and the planet.

Keywords: career, business, green jobs, career guidance

Podcast Description

Green job, dream job? - Why green jobs are good for YOU and the planet. Are you uncertain about your career choice? Do you want to find out, how to find the right job for you AND have an impact on this planet? This podcast features different jobs in the green sector by interviewing people who do the job. They give insights on how they found their dream career and how they got their job, what the day-to-day is actually like, and what they like or hate about their job.

The podcast is produced in course of the Erasmus+ funded project Women4Green.

NOTE: This is just the general description. Every episode needs an own description that summarizes the content in a catchy way, name the interviewee, their job description and the sector the person is working in.

Podcast Picture



Podcast Jingle

A podcast jingle is created and shared by ÖJAB to be used in every podcast episode.

6.3 Production plan

Each podcast episode production includes the same steps and tasks.

Research

Though this script includes an editorial plan with suggestions for topics to be covered, research is necessary for each episode. The research should clarify the importance of the topic and if it fits to the overall podcast topic. It will set a basis for the episode's script (what topics should be covered), and what interview guest could be invited. Select some interesting facts, that feed the content and can be used as a bridge while recording (leading from one question to another).

Organization

This task includes the recruitment of interview guests as persons who are experts and can share their experience in the podcast. A suitable time for the preview and recording has to be fixed. The room, equipment and editing afterwards have to be organized.

Scripting

Every podcast episode needs a script that can orientate on the overview in ANNEX II. The script ensures that all relevant topics are recorded and that interesting topics are covered. It also allows the facilitator who is not an expert in this field to get an idea of the topic.

Briefing / Preview

Before recording the episode, a preview and briefing should take place with the facilitator and the interviewee, as they need to have a common idea about what will be recorded, what should

be covered, etc. It is also important, that they know the target group and the aim of the podcast in order to be able to prepare their answers.

Facilitation

Every episode needs a facilitator who guides through the content blocks, asks the questions and guides the interview.

Recording

The recording can take place at the same place or not. In any case, the technical equipment should be tested in advance and it should be checked whether it works and the persons are sufficiently familiar with the application. It is also necessary to check in advance whether sufficient storage capacity is available.

Editing

Every podcast needs editing. Here, all topic blocks are put in the right order. The content is arranged in a meaningful way and reduced to the relevant and interesting. Therefore, repetitions, slips of the tongue and digressions are cut out. A cutting script, that indicates timecodes for the edit (with start and end of relevant blocks) can be helpful. At the end, the sound is mixed.

Release

Every episode needs a short individual description that summarizes the content and names the guest.

The podcasts can be hosted for free on Anchor.fm (hosting is saving the file on a server) and ÖJAB will upload the episodes using the provided files from the partners. The podcast will be implemented via RSS-Feed on the following podcast streaming platforms:

- Spotify (as the most common Streaming Platform)
- GooglePodcasts (as a famous international Streaming Platform)

For the release it is necessary to make sure the podcast it in the right format and has to be uploaded on diverse podcatcher platforms, including

- Spotify
- GooglePodcasts

Technical equipment, that is necessary:

- Microphones
- Headphones
- probably additional memory card
- a laptop, that has a fair working RAM and memory in order to be able to edit the content

- Suggested Recording Software: Zencastr <https://zencastr.com/>
- Suggested Editing Software: Audacity <https://www.audacityteam.org/>
- Host: AnchorFM

Preparation for the Podcast Recording:

- Test your technical equipment and software in advance so that you are familiar with the use. Also test if the data storage is working properly.
- Make sure, you plan enough time for the recording (1,5h: 20 min for set-up and preparation, 45 min for the recording, and some spare time).
- Brief your Interviewee in advance, so that they have a rough idea about why you are making the podcast. This happens ideally right before the recording, so that you already come into a chatty mode.
- Make sure to record in a quiet surrounding (back noises are disturbing, but also sounds from eating, drinking, paper rustling).
- Turn off sounds and notifications of all electronic devices as they may interrupt you or make noise.

6.4 Podcast Outline

Approximate Podcast episode duration: 25 min

Every single podcast episode consists of the same content blocks.

NO	Block	Est. Duration	Responsibility
1	Jingle	30 sec	Pre-produced
2	Introduction of the Podcast	2 min	Pre-produced in English
3	Introduction of today's topic and guest	~ 3 min	Produced by every partner
4	Interview	15 min	Produced by every partner
5	Short Summary / Q'n'A / Fun elements with a short jingle/ Highlight from companies	3 min	Produced by every partner
6	Outro	1 min	Pre-produced in English

The Interview guide just offers an outline what to ask, and which contents to cover. Please note that the podcast will benefit from a chatty and spontaneous dialogue, and so merely shimmying along the questions is not desired.

6.5 Task distribution

The partners will collaborate for the podcast development. ÖJAB is in charge of the whole process and the podcast channel. ÖJAB developed the general podcast concept, the branded podcast channel and will manage the podcast channel. Each partner is responsible to organize the development of their own episode and writing a script for the episode. Each partner will cut the own episode and write a description in English and their local language. The upload of the episode will be conducted by ÖJAB.

6.6 Timeline and Content

NO	Release	Topic	Responsible
1	December 2022	General introduction to Green jobs (EN)	ÖJAB
2	July 2023	Digitalization (TR)	SBTC
3	September 2023	Environmental technology (GER)	bit
4	November 2023	Energy sector (EN)	ÖJAB
5	Februar 2024	Waste Management (SW)	Jonathan
6	June 2024	Traffic Planning/ Energy Sector (IT)	Bit
7	September 2024	Closure & Summary of Project	ÖJAB

7. Timeline

Task	Time & Responsibility												
	06/22	07/22	08/22	09/22	10/22	11/22	12/22	01/23	02/23	03/23	04/23	05/23	06/23
Set-up of the community	Wise Academy												
Community building workshops					International Workshop (1st Workshop)					ÖJAB (2nd Workshop)		Jonathan (3rd Workshop)	
Facilitation	Shared responsibility: ÖJAN & SBTC (creating & uploading postings), Jonathan (overall content coordination & community engagement)												
Podcast launch							ÖJAB						
Podcast releases							ÖJAB (1st Podcast)						

Task	Time & Responsibility									
	07/23	08/23	09/23	10/23	11/23	12/23	1/24	2/24	3/24	04/24
Community building workshops				SBTC				International Workshop		
Facilitation	Shared responsibility: ÖJAN & SBTC (creating & uploading postings), Jonathan (overall content coordination & community engagement)									
Podcast releases	SBTC (2nd Podcast)		Bit (3rd Podcast)		ÖJAB (4th Podcast)			Jonathan – Waste Management (5th Podcast)		

Task	Time & Responsibility						
	05/24	06/24	07/24	08/24	09/24	10/24	
Community building workshops							

	International (all, 5th Workshop)					
Facilitation	Shared responsibility: ÖJAN & SBTC (creating & uploading postings), Jonathan (overall content coordination & community engagement)					
Podcast releases		Bit (6th Podcast): Traffic Planning/ Energy Sector			ÖJAB (7th Podcast) (Project Wrap-Up)	

8. Indicators and Documentation

To get a good overview of the success of the community building efforts under the Women4Green project, the following quantitative indicators of activities should be documented:

- No. of posts on the social media channels
- No. of followers on the social media channels
- No. of community building workshops
- No. of participants of the community building workshops
- No. of experts and role models represented at the community building workshops
- No. of podcast episodes
- No. of podcast listeners
- No. of ratings of the podcast
- No. of experts and role models represented in the podcast

9. ANNEXES

I) CODE OF CONDUCT

Goals and values of the Women4Green community

The Women4Green community aims to connect, inspire and support young women and girls for jobs in the green sector.

Code of conduct:

- We trust and expect you to respect the safer space and only join that community if you identify as women* or girl*
 - We treat each other with respect, love, and gentleness
 - We accept that there are different opinions
 - We offer criticism in a factual and constructive way
 - We support each other, especially in difficult times
 - We take the concerns and needs of others seriously, even if we cannot understand them.
-
- We abide by applicable laws!
 - All violations of copyright and personal rights, as well as contributions that insult, slander, defamation, abuse of persons or organizations, vulgar contributions. Violence glorification, discrimination, racism, xenophobia or sexism contain, as well as inhuman or anti-constitutional contributions have no place here.
 - Personal attacks, derogatory comments, false allegations, bullying and teasing also have no place here.
 - Promotional content and links are not welcome
 - The publication of personal data or confidential information is prohibited.
 - These rules apply to both the publicly visible area and the personal messages

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Violations of the Community Guidelines will be prosecuted in the interest of the community, because we want to build a trusting and positive communication with the community and you. Depending on the severity of the violation, it will be treated with different consequences. Possible consequences range from a written warning, to a temporary, to a permanent exclusion from the community. If we do not see a violation, please report it at communityteam@xyzanbieter.de. We will then take care of it!

By joining the Women4Green Community you agree to the Community Guideline. We look forward to a wonderful time with you and hope that you will find your career vision with us! If you have any questions or needs, you can always get in contact via AdminaX (profile linked), or communityteam@xyzanbieter.de with us.

II) PODCAST INTERVIEW GUIDING QUESTIONS:

These questions are useful for recording the podcast. Please prepare a podcast script in advance, that also includes:

- 1) An introduction: Today, I am talking with XY.
- 2) Questions with bridges (= facts that summarize the content, or introduce information, that has not been shared). Do not be shy to highlight information, that you consider as important.
 - Who are you and what is your job? Can you introduce yourself shortly for the audience?
 - When did you decide to choose this job and why?
 - What does a XY do? And how does an average day as a XY look like?
 - How did you reach this job?
 - What skills are needed as a XY?
 - How does your job help the environment/the planet/the climate?
 - What do you like about your job the most?
What do you hate about your job?
 - What did you expect when you decided to become a XY?
 - What is surprising about your job?
 - What would you advise someone who is still on the way to find a suitable career?
- 3) Short summary including the importance of this job/sector, highlights of the interview and future relevance of green jobs.
- 4) Thank you XY for the interview! This interview was interesting/inspiring due to ... (summarize or highlight special topics).

III) EVALUATION FORM

Workshop _____

Place _____

Date _____

Dear participant,

Thank you for your participation in this workshop of our Women4Green Project.
Please fully complete this survey and provide as much information as you can.
The results will be gathered anonymously and summarised in a report which will be sent to the Austrian National Agency.

Thank You!

1. How did you hear about this workshop? *

2. Was the moderation of the workshop clear and adequate? *

- Yes
- No (if you chose this option please provide more information below)

Comments:

3. Was the topic presented in an informative and interesting way? *

Yes

No (if you chose this option please specify below)

Comments:

4. Workshop assessment - How satisfied or dissatisfied were you with each of the following? *

	Very satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied
The organisation of the workshop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The available materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The discussion rounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your experience with the Teams/Groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The results of the workshop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

4. Workshop assessment - How are your emotions after the workshop? *

	Very	Somewhat	Not	Neutral
Motivated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Very	Somewhat	Not	Neutral
Inspired	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Empowered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Curious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. What can be done to improve future workshops?



 women4green.eu



 [/WomeninPowerforaGreenEconomy](https://www.facebook.com/WomeninPowerforaGreenEconomy)



 [/women4green/](https://www.instagram.com/women4green/)

© 2021–2024, Women4Green