JOB DIGITALAB TRAINING TO GET YOU BACK IN ACTION





JABLE OF CONTENT

rororor

PAGE 03 THE PROJECT

PAGE 04 THE TOPICS

PAGE 05 THE NUMBERS

PAGE 06 THE MAIN ACTIVITIES

PAGE 07 THE STORY ON SOCIAL NETWORKS

PAGE 08 THE IMPACT ON THE PRESS

PAGE 09 THE STORIES

PAGE 11 THE FUTURE COURSE JDL

What did we set out to do? THE PROJECT



Workers who want to **requalify**, **unemployed**, workers affected by the recent **crisis** and those who belong to the "**fragile workers**" category.

- Update, retrain and reorient the most precarious workers
- Accelerate the acquisition of qualified skills and expertise
- Experiment with new employment policies of gender
- Acquire greater awareness of one's professional role through the use of tools to explore personal and professional alignment and misalignment
- Facilitate the entry or re-entry of vulnerable groups into the world of work

The project is based on an original model of competence development that combines the professionalism of expert trainers selected by FMD and company testimonials from ING Italia who want to make their experience available to participants. To complete the training course, the involvement associations. trade of women's associations and third sector **associations** is expected to facilitate the entry or re-entry of participants into the world of work.





What did we set out to do? THE TOPICS

Digital literacy:

- Social as a working tool
- Dangers of the web, safety and privacy
- Taking advantage of apps to enter the workforce

Digital upgrading:

- Digital communication
- Social up
- CV creation
- Portfolio
- Public speaking
- Digital citizenship
- Fablab and digital fabrication
- Robotics and Arduino
- Technologies for cultural heritage
- Domotics and Internet of Things
- Virtual and augmented reality
- Artificial Intelligence

Digital Academy:

- Digital Communication
- Social UP
- Tourism and Digital Marketing
- Fashion and Design
- Robotics and Domotics
- Gaming & VR-AR
- Urban Regeneration
- Health
- Mobility

Female StartUp Lab:

- Personal Ecosystem Canvas
- Design Thinking & Creative Problem Solving
- Guide to the creation of the Business Model
- Access to calls for proposals and funding
- Team Working



What did we achieve? THE NUMBERS since November 24, 2020 until March 2021

26

NUMBER OF COURSE

Courses that have been held.

NUMBER OF REGISTERED USERS

Users who have enrolled in the project.





NUMBER OF ATTENDEES

Unique users who signed up and participated in multiple sessions.

PERCENTAGE OF FEMALES

The percentage of women in relation to the total number of participants.



What did we achieve? THE MAIN ACTIVITIES

since November 24, 2020 until March 2021

DIGITAL LITERACY AND ENHANCEMENT 975 participants

December 2020 - March 2021

From December until March, digital literacy and empowerment trainings took place and will continue until the end of the project.

ACADEMY WITH ING ROLE MODEL SESSIONS 302 participants

February 18, 2021

the last Academy on Digital Communication with Valerio Alba, ING Italia Agile Coach, who gave practical advice on how to interact online and facilitate activities remotely, and Nicoletta Vulpetti, Content Strategist and trainer of Fondazione Mondo Digitale.

March 05, 2021

Digital enhancement "Social Up" with **Teresa Mancino**, HR - Talent and Learning ING Italia, who gave practical advice on how to enhance your online profile and **Astrid D'Eredità**, Digital Communications Specialist and trainer of Fondazione Mondo Digitale.

LAUNCH EVENT 80-100 participants

November 24, 2020

Interactive digital event with the participation of Enrico Pagliarini, journalist of Radio 24, Mirta Michilli, General Manager of Fondazione Mondo Digitale, and Alessio Miranda, Country Manager of ING Italia, who, together with a group of ING professionals, answered the participants' questions on how to get back in the game.

ACADEMY 512 participants

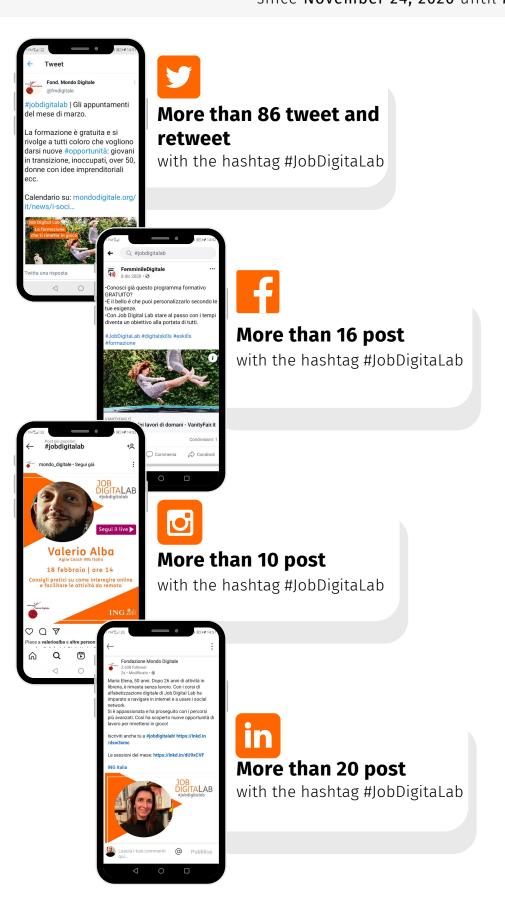
January 2021 - March 2021

during the months of January and February, the academies took place on virtual reality and on digital communication.

February 22, 2021

Academy on Augmented Reality with Lavinia Liberali, ING Italia Digital Channels Tribe Lead, who talked about user experience and usability, giving tools and practical tips to better design your web presence and Lara Forgione, 3D modeler and animator and trainer of Fondazione Mondo Digitale.

What did we achieve? THE STORY ON SOCIAL NETWORKS since November 24, 2020 until March 2021



What did we achieve? THE IMPACT ON THE PRESS

full press review on www.mondodigitale.org

CORRIERE DELLA SERA **L'Economia** Competenze digitali, un laboratorio (gratuito) per 5mila disoccupati «Job Digital Lab» Ecco perché la **Fondazione Mondo Digitale** in collaborazione con **Ing**, la prima banca digitale in Italia, ha organizzato corsi gratuiti di formazione digitale per disoccupati over 50, enesto (coloro che non havorano né studiano) ma anche specifico per donne che hanno un'idea corriere.it Readership in the average day: 4.028.624 imprenditoriale o vogliano sviluppare una start-up. Il programma si chima ajob Digital Iab – La formazione che il rimette in gioco e offre a 5.000 persone in cerca di lavoro in tutta Italia corsi gratuiti di alabetizzzione digitale, formazione specialisti co ome comunicazione, marketing digitale, turismo, moda e design, robotica e domotica, gaming e

La Nazione

Readership in the average day: 926.000

SEMINARI ONLINE

La formazione digitale che ti rimette in gioco L'obiettivo è coinvolgere cinquemila persone

Solo un quinto dei lavoratori partecipa alla formazione Il 17% non ha nai usato internet

Seminari online di alfabetizza-Seminari online di altabetizza zione e di potenziamento digita-le rivolti a giovani, over 50, di-soccupati o inoccupati, donne con idee imprenditoriali. Un per-corso formativo rapido e gratui-to per migliorare la padronanza dell'uso autonomo dei principadell'uso autonomo dei principai strumenti digitali. Si chiama Job Digital Lab. la formazione che ti rimette in gioco' ed è na-to dalla collaborazione di Fonda-zione Mondo Digitale e Ing Ita-lia. Per partecipare è possibile

promuovere questo percorso che ha l'obiettivo di raggiunge-re almeno 5mila persone in tut-ta Italia. Il programma è modula-bile secondo le esigenze di chi netteoire e i estienti i une esi bile secondo le esigenze di chi partecipa e si articola in una se-rie di interventi online che pre-vedono esercitazioni pratiche, lavori di gruppo, maratone crea-tive, sviluppo della capacità di superare problemi e criticità. **Le possibilit**a sono molteplici e si parte dall'alfabetizzazione di-gitale, si prosegue con il poten-ziamento con webinar in diretta della durata di un'ora e mezza dove si approfondiscono temi

dove si approfondiscono temi quali intelligenza artificiale, realtà aumentata, educazione finanenditorialità.

sono e saranno sempre più im sono e sarano sempre più im-portanti per ognuno di noi», commenta Alessio Miranda, country manager di Ing in Italia. «La situazione di emergenza che stiamo vivendo ha reso an-cora più evidente la loro centra-lità nella vita quotidiana e in quella professionale, trasfor-mando il nostro modo di vivere, lavorare e di relazionarci. Con questo progetto investiamo in quanto di più prezioso ci possa quanto di piu prezioso ci possa essere: la formazione e lo svilup-po delle persone. Vogliamo da-re loro gli strumenti per essere un passo avanti e per rimettersi in gioco in un mondo che evol-ve e cambia rapidamente e in cui nessuno deve restare indie-tro».

Al termine del progra formazione è previsto il coinvol-gimento diretto dei Centri di to al lav

ansa.it readers in the average day: 1.432.833



A Industry 4.0 > Competenze&Territori Formazione: si riparte dalle donne, nasce

How have we made a difference? THE STORIES

I chose Job Digital Lab's courses to enter the online world and try to **continue working** even with the forced closures this year. Thanks to these courses I discovered that the **digital** world offers us **new opportunities** and I invested in an idea to work alongside my current job. I recommend these courses to everyone, from those who need to enter the workforce for the first time to those who, like me, didn't think they could get back into the game!



Patricia, 47 - owner of a pilates center



Francesco, 28 - unemployed

I'm looking for a **new job** in the field in which I graduated, namely electronics and telecommunications, and that's why I started following Job Digital Lab's training. The topics that interested me the most are Arduino and Virtual reality. I find the courses **suitable** for both **young people** and **adults**, because they are transversal and offer both theoretical and practical training. I will continue to train with the project courses because in this industry you should never stop learning.

In such complicated times, fortunately, training never stopped. I chose Job Digital Lab because for me the world of digital was all to be discovered. I aspire to enter the world of human resources and, thanks to this training, I have a new key to understanding the main social networks. This allows me to apply my skills in the virtual world and thus create new job opportunities.





How have we made a difference? THE STORIES



Maria Elena, 50 - ex bookseller

After losing my job as a bookseller, after 26 years I found myself in need of **updating** on the use of technology and social media. Thanks to Job Digital Lab I learned for example how to use social networks for job search: I had never considered it, but it turned out to be really useful. Job Digital Lab also offers interesting insights for those who are continuing to work and want to learn more and see things from **another perspectives**.

I am about to finish my Master's degree with a thesis on the sociolinguistics of the indigenous language of my home country, Perù. In the meantime, I'm doing an internship in **social media management**. With Job Digital Lab I've deepened many notions that I only knew at a basic level and, thanks for that, they made me realize that this can become **my future profession**. It's never too late to get back in action!



Alonso, 34 - student and trainee



Cinzia, 57 - international markets consultant

Having always worked as a consultant on international markets I realize how big and various the world is. Despite this, participating in Job Digital Lab's training has allowed me to discover that digital platforms can **reduce the distance** even between distant worlds, creating connections that go far beyond physical distances. This aspect, also from a professional point of view, has allowed me to create **deeper** and more **profitable contacts**.

What we're going to do now? THE FUTURE COURSE

StartUp Lab for Women

As well as continuing with digital literacy and empowerment training, on March 29, a StartUp Lab will commence for women which will be a tailor-made business-mentoring course for groups of women who are seeking to requalify or relocate professionally. The course provides eight hours of on-line training and remote tutoring sessions to orient aspiring businesswomen in developing their entrepreneurial idea and business model. The course also includes sessions analysing access to calls and funding and the public presentation of ideas. Many women have already been participating since November in Job Digital Lab to get back into action and extend their skills.

The "**Shecession**" has been defined as true: in 2020, in Italy alone, the recession has erased 444,000 jobs, 70% of which were held by women, further complicating the social inequality that existed before the pandemic. And yet, as the Bank of Italy has repeatedly indicated, greater female access to the labour market and achieving the Lisbon Objective of 60% would "mechanically" allow the GDP to rise by 7%, notwithstanding a drop in average production rates. This is why Job Digital Lab has decided to dedicate a customtailored business-mentoring course for women.

