

INTERMEDIATE REPORT

JOB DIGITALAB

TRAINING TO GET YOU BACK IN ACTION



ING 

FONDAZIONE
Mondo Digitale 



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What did we set out to do?

THE PROJECT



TARGET

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



OBJECTIVES

- 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



METHODOLOGY

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 of **women's associations**, **trade 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.

2708

2122

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.

70%

What did we achieve?

THE MAIN ACTIVITIES

since November 24, 2020 until March 2021

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.

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 512 participants

January 2021 - March 2021

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

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.

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 Forgiione**, 3D modeler and animator 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.

What did we achieve? THE STORY ON SOCIAL NETWORKS

since November 24, 2020 until March 2021



More than 86 tweet and retweet
with the hashtag #JobDigitalLab



More than 16 post
with the hashtag #JobDigitalLab



More than 10 post
with the hashtag #JobDigitalLab



More than 20 post
with the hashtag #JobDigitalLab

What did we achieve?

THE IMPACT ON THE PRESS

full press review on www.mondodigitale.org

corriere.it

Readership in the average day: 4.028.624



La Nazione

Readership in the average day: 926.000



ansa.it

readers in the average day: 1.432.833

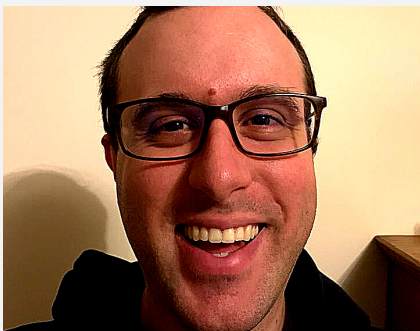


How have we made a difference? THE STORIES

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.



Veronica, 27 - newly graduated

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

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**.

Cinzia, 57 - international markets consultant



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 "**Shcession**" 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 custom-tailored business-mentoring course for women.

