

GUIDE FOR GOOD PRACTICE IMPLEMENTATION

Inclusive Employment Category



European Network of
**INNOVATION
FOR INCLUSION**



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Ministero delle Politiche
Regionali
Dipartimento per lo Sviluppo
Regionale e le Politiche di
Coesione

Who we are



Apid Torino (Associazione Imprenditorialità Donna) is a **gender-based SME's association**, active in promoting a new entrepreneurial culture.

Based in Torino/Italy, it was set up in July 1989 by women entrepreneurs belonging to the SME.

It is **part of API association - 1800 companies in Piedmont** - and **CONFAPI** that counts **116.000 companies** at **national level**.

APID counts nearly **350 members** (SMEs owned by women)

How APID is supporting SMEs



01

Professional Training

02

Strategic partnership at national and international level

03

Strategic network at national and European level

04

Specific programmes for women entrepreneurs



05

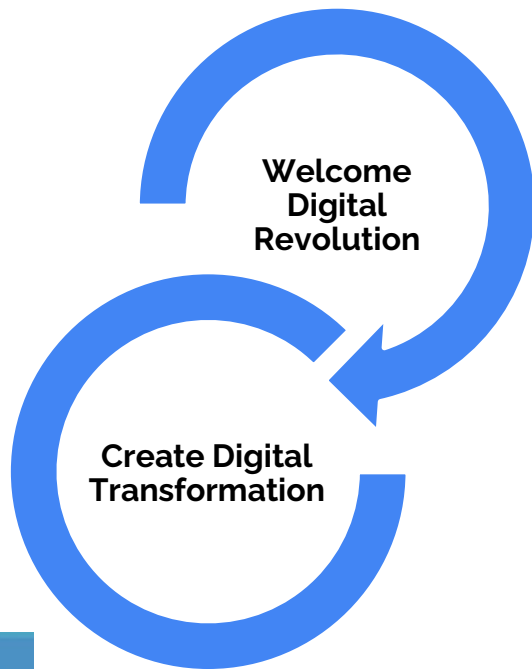
Support women entrepreneurs, equity, diversity and inclusion in SMEs

Name of the good practice: digiTALL



Country: Italy

THE OBJECTIVES



Enhance and improve the digital skills within SMEs (already established and new born)

Support and encourage the establishment of new digitalized companies or help the digitalization process

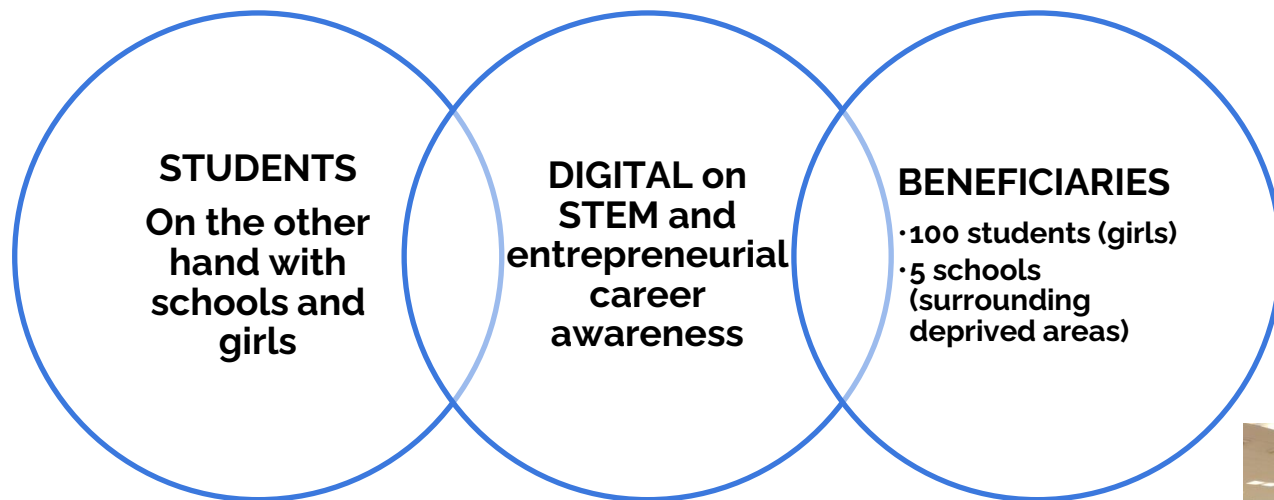
Encourage and support the STEM careers within women and young students

digiTALL

Girls can

apid
imprenditorialità
donna

DigiTALL Beneficiaries #1



DigiTALL Beneficiaries #2

digiTALL
.....
Girls can

apid
Imprenditorialità
donna

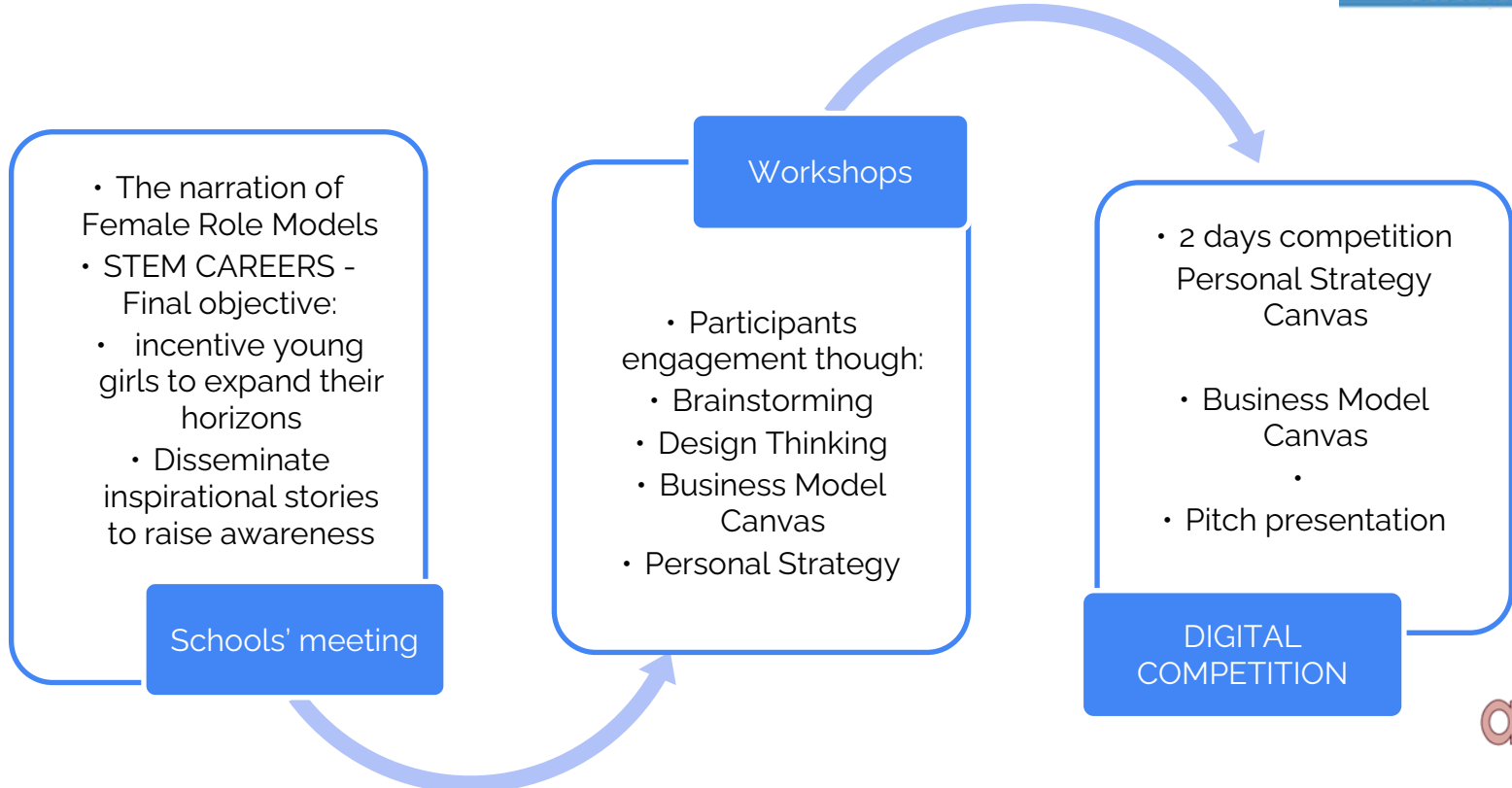
MSMES
On one hand we worked with women entrepreneurs

Digital
Digital awareness, readiness and transformation

BENEFICIARIES
20 business women



HOW DID WE IT



DigiTALL Activities/Outputs #1



2 hours (project presentation/orientation in schools)
10 hours training (4+4+2in schools and in APID)
2 days - weekend digital competition

PHASES	OBJECTIVES	ACTIVITIES	OUTPUTS	BENEFICIARIES
Phase 1	STEM career awareness for young women	Workshops Design thinking Roles models: <i>Cinzia Ballezio/Giovanna Giordano</i> Coaching	Pitch presentation training was aimed at overcoming the stereotypes and prejudices about STEM Key word INCLUSION	100 students (girls) 5 schools (several education sector) Age (high school)
Phase 2	Digital competition	Personal Strategy Canvas Business Model Canvas Pitch presentation	2 days competition <i>video of one of the students that participated: <u>Giulia Rossi</u></i>	40 girls students 6 groups presented them selves and their business ideas

DigiTALL Activities/Outputs #2



PHASES	OBJECTIVES	ACTIVITIES	OUTPUTS	BENEFICIARIES
Phase 3	Digital Direction weekend	Serious Play Creative Learning Design Thinking Learning by doing	1 weekend	20 women entrepreneurs from MSMEs
Phase 4	Dissemination activities	Post on APID's social network (Instagram/Facebook/LinkedIn/Twitter/Apid website/Apid website Regional TV programmes (GRP and Rete7)	32 posts on digitalisation in women lead companies Direct reels and stories on IG regarding the Digital Competition weekend	APID's network

BENEFITS

greater
**awareness of
STEM** and
entrepreneurial
skills in young
women

dissemination
of **role models**
related to
STEM and
digitization

dissemination
of the **culture
of digital
transformation**

greater use of
**digitization
processes in
female
businesses** and
in women

Project DigiTALL facts&figures



Numbers

5 schools involved

100 girls with new digital, entrepreneurial and STEM skills

60 hours of awareness raising in STEM

18 hours of work in digitalization, STEM and business start-up with experts

20 companies involved

1,800 companies reached by project communications

10,000 users reached in social media campaigns

Benefits

greater **awareness of STEM** and entrepreneurial skills in young women

dissemination of **role models** related to STEM and digitization

dissemination of the **culture of digital transformation**

greater use of **digitization processes in female businesses** and in women

enhancement of **digital skills in local businesses**

THANK YOU

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