



Press Release

<https://www.ride-project.eu/>

Youth Included

Liudmila Gasina

liudmilagasina@gmail.com

+420773690475

Skrabkovich 777/4, Prague

RIDE BOOTCAMP IN CZECH REPUBLIC

Digital Marketing Course

The RIDE project organised a 60-day intensive training in new hard skills to enable migrant women to enter careers in in-demand fields such as film, video production and photography.

The RIDE project aims to **engage migrant and refugee women in the digital labour market** by providing them with opportunities to retrain or upgrade their skills in the digital sector through specially designed training courses that will enable them to start working. By engaging migrant women in the digital marketplace, the project empowers them to do meaningful work while providing income for their families and feeling more included in the host society.

A unique intensive 60-day programme for migrant women seeking new opportunities is designed to meet the current needs of the labour market. The participants had the chance to learn about photography and video production and position themselves as specialists in their chosen fields. Having acquired the necessary solid skills, our participants can take up new roles whether it be commerce, freelancing, full-time work in film, video production and photography, or other work provided by small and medium-sized businesses. The course programme uses a theory-practice model to quickly and intensively consolidate the knowledge gained into the experience.



This project is funded by the European Union's Asylum, Migration and Integration Fund (AMIF).



The course, at the same time, has been used as a great platform to share the results of the RIDE project, its mission and how everyone can contribute to it.

As a result of the training, the team is able to share the project's success by way of developing a specific communicative system that differs from the common forms of lecturing in that it enables interaction, and tracking, in particular, of teams of different levels.

In addition to the training course, Youth Included has been also conducting Job Placement Fairs where the participants had the chance to expand their network and meet with local entrepreneurs.

The bootcamp and Job Placement Fairs were organised in Prague from 1 April to 31 May.



Organised by **Youth Included** in the framework of **RIDE – Reach Inclusion through Digital Empowerment for migrant women** – a project co-funded by the European Union's Asylum, Migration, and Integration Fund (AMIF)

