MANUAL FOR THE WEB APP

WELCOME TO WONDER WOMEN WORKS MANUAL FOR THE PROJECT RESULT 2: WWW WEBAPP

Content

1. Intro of the DigiCompts
2. Presentation of the curriculum: What can I find in the WWW Webapp? (the topics covered, so there will be general picture of the product)
3. Brief Guidelines. How to use the WWW Webapp.
4. Links to the cases: title of the certain video and link
5. Cases: case studies, articles on the topic (to be found in each country in their languages)
6. Up to 5 self-learning exercises on how to develop personal digital skills
7. Final self-reflection assessments (google form, without registration): What have I learned?

1. Introduction of the DigiCompts

In 2018, the European Commission has developed the Digital Competence Framework for Citizens — known as DigComp — and a related self-assessment tool. These resources provide people with the opportunity to assess their digital competence and identify gaps in their knowledge, skills and attitudes.

They were designed as a tool for students to use to reflect on the digital skills and critical perspectives they develop while in college, in curricular and co-curricular experiences.

Today, DigComp and its updated version DigComp 2.2. continue playing a central role in achieving the EU ambitious objectives with regard to the digital upskilling of the whole population – 80% of the population to have basic digital skills by 2030, which is also taken up by the European Pillar of Social Rights Action Plan.

The DigComp project is implemented by the Joint Research Centre on behalf of the European Commission. It began in 2010 and, since then, awareness has steadily grown among Member States of DigComp as the EU-wide framework for framing digital skills policy, and developing and measuring digital competence.

In addition, DigComp is an important tool to support the EU's Digital Education Action Plan 2021-2027, which in turn contributes to the Commission's priority 'A Europe fit for the Digital Age' and to the Next Generation EU.

DigComp is used for multiple purposes, such as designing competence assessment tools, creating training courses and materials, and identifying professional digital profiles, in the contexts of employment, education and training, and social inclusion (see DigComp Implementation Guides for concrete examples).

Being digitally competent – a task for the 21st-century citizen
DigComp 2.2 (March, 2022) is the fourth iteration of the framework. The first version was published in 2013. Updates to DigComp reflect the evolving nature of digital competence. See DigComp Governance for a brief description of the previous framework versions and links to the reports.

The integrated DigComp 2.2 framework provides more than 250 new examples of knowledge, skills and attitudes that help citizens engage confidently, critically and safely with digital technologies, and new and emerging ones such as systems driven by artificial intelligence.

The second part of the publication gives a snapshot of the existing reference material for DigComp consolidating previously released publications and references.
The annexes include a specific appendix on Citizens interacting with AI systems and on Remote/Hybrid work. Annex 4 is made available following the digital accessibility guidelines as creating accessible digital resources is an important priority today.

But why are we talking about DigComp today?

Well, there are a couple of reasons for this.

First, they help enhance education by providing a standardised framework for assessing and developing digital competencies, creating personalised learning plans, integrating digital competencies into the curriculum, better assessing digital competencies, and preparing students for future careers.

By incorporating this framework into educational programs, educators can ensure that students receive a standardised and comprehensive education in digital competencies.
This allows educators to tailor their teaching methods to the individual needs of each student, improving the learning experience for all. It also ensures that students have the opportunity to develop digital competencies in a wide range of contexts, making them more versatile and adaptable.

Preparation for Future Careers: as digital technologies continue to transform the job market, it is becoming increasingly important for citizens to have strong digital competencies. By incorporating the DigCompt into educational programs, students advance their digital skill while smoothly working on a certain assignment.

Second, the Digital Competence Framework for Citizens can help entrepreneurs in their work by providing a better understanding of digital technologies, improving communication and collaboration, enhancing marketing and sales, improving data management, and increasing innovation. By developing their digital competencies using the DigCompt, entrepreneurs can position themselves for success in the digital age.

It can be an invaluable resource for entrepreneurs looking to develop their digital competencies and grow their businesses. Here are some ways in which the DigCompt can help entrepreneurs in their work:

- Better Understanding of Digital Technologies: it can help entrepreneurs gain a better understanding of digital technologies and how they can be used to enhance their businesses. This includes technologies such as social media, cloud computing, e-commerce platforms, and data analytics.

- It can help entrepreneurs develop their communication and collaboration skills, enabling them to work more effectively with colleagues, partners, and customers. This includes skills such as online communication, video conferencing, and collaboration tools.

- With the help of DigCompt entrepreneurs develop their marketing and sales skills, enabling them to reach a wider audience and grow their businesses. This includes skills such as social media marketing, search engine optimization, and digital advertising.

- Better Data Management: It helps entrepreneurs develop their data management skills, enabling them to collect, analyse, and use data more effectively to make informed business decisions. This includes skills such as data analytics, data visualisation, and data privacy and security.

- The DigCompt assists entrepreneurs in developing their innovation skills, enabling them to identify and pursue new opportunities in the digital marketplace. This includes skills such as design thinking, prototyping, and agile development.

Therefore, today, we speak about the Digital Competence Framework for Citizens as the great instrument to enhance and evolve one's business skills and a contribution to European employability as well.

2. WWW Webapp

The WWW Webapp, which is considered as a tool on employability can be an excellent tool for you to develop digital competencies using the Digital Competence Framework for Citizens. By assessing digital competencies, providing targeted learning opportunities, tracking progress, and enhancing employability, the app can help individuals succeed in the digital age.

It is supposed to influence your working skills in the following way:

- Assessing Digital Competencies. It strives to assess already existing digital competencies. By taking given assessments and by using the DigCompt, there will be an opportunity to identify areas that are needed to be improved.

- Developing Digital Competencies. It not only targets existing skills, but also develops potential/missing ones. The app provides modules or courses that cover specific digital competencies, such as communication and collaboration, digital content creation, or problem-solving.

- Tracking Progress. The WWW Webapp tracks an individual's progress as users develop their digital competencies. By providing regular assessments and feedback, the app strives to help individuals stay on track and monitor their progress over time.

- Enhancing Employability. By developing their digital competencies using the app, learners can enhance their employability in today's digital job market. As employers increasingly require employees to have a range of digital skills.

What can I find in the WWW Webapp?
In WWW webapp you will find short videos and activities divided in two main modules:

Module 1 How to develop my business idea
- Planning and management
- Mobilization of people
- Resource mobilization

- Valuing ideas
- Strategic thinking

Module 2 Innovation and entrepreneurship
- Opportunities identification
- Self-awareness and self-efficacy
- Financial and economic education
- Motivation and perseverance
- Creativity

Each subsection of the modules will contain a set of short videos, activities and self-reflection questions or statements for you to practice daily in just a few minutes.
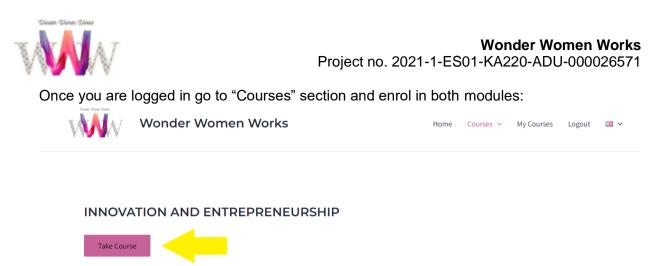
3. Guidelines.

Here you can see step-by-step guidelines on how to use the WWW Webapp.

First, here you can find the link to our webapp: https://webapp.wonderwomenworks.eu/

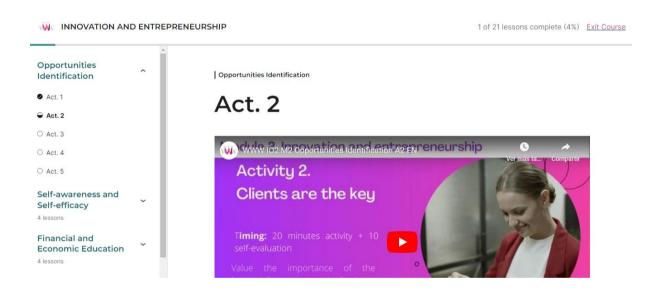If it is your first time, you should start by the registration:

Once you are logged in go to "Courses" section and enrol in both modules:

Wonder Women Works | Home | Courses ⌄ | My Courses | Logout | 🇬🇧 ⌄

INNOVATION AND ENTREPRENEURSHIP

Take Course

Opportunities Identification

LESSONS

◯ Act. 1 >

◯ Act. 2 >

In "My Courses" section you will have access to the 2 modules for WWW course. Furthermore, you will be able to check your progress within each module.

INNOVATION AND ENTREPRENEURSHIP | 1 of 21 lessons complete (4%) | Exit Course

Opportunities Identification ⌃

● Act. 1
◔ Act. 2
◯ Act. 3
◯ Act. 4
◯ Act. 5

Self-awareness and Self-efficacy ⌄
4 lessons

Financial and Economic Education ⌄
4 lessons

| Opportunities Identification

Act. 2

WWW IO2 M2 Opportunities Identification A2 EN | Ver más ta... | Compartir

Activity 2.
Clients are the key

Timing: 20 minutes activity + 10 self-evaluation

Value the importance of the

4. Links to the cases: title of the certain video and link + QR code

A series of interviews to different Disabled entrepreneurs have been carried out by WWW consortium. All videos are gather in WWW project youtube's channel: https://www.youtube.com/@wonderwomenworks/videos

You can also access through QR code:

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5. Case studies

In this chapter we strive to inspire you with an amazing story about Spanish female entrepreneurs who developed their businesses with the great help of digital tools.

HolaLuz

Carlota Pi is co-founder and Executive President of HolaLuz. HolaLuz is the first online electricity marketer in the Spanish market. With several years of experience in renewable energies and companies with a digital business model, Carlota Pi co-founded Holaluz in 2010. She started as the CMO, then becoming Executive President in 2016, being the Head of Strategy, Marketing, and Fundraising. The company has grown to more than 200 employees and went public in 2019.

HolaLuz is a Spanish energy company that was founded in Barcelona in 2010. The company was established with the goal of offering affordable and sustainable energy solutions to households and businesses in Spain, with a focus on renewable energy sources.

Since its founding, HolaLuz has grown rapidly, becoming one of the leading renewable energy companies in Spain. The company's success is due in part to its innovative use of digital technologies to connect with customers and streamline its operations.

One of the key ways that HolaLuz uses digital technologies is through its online platform. The platform allows customers to manage their energy accounts, monitor their energy usage, and track their carbon emissions in real-time. Customers can also choose to purchase energy from specific renewable sources, such as wind or solar power, through the platform.

In addition to its online platform, HolaLuz has also developed a mobile app that allows customers to manage their energy accounts on-the-go. The app provides real-time information about energy usage, as well as tips and recommendations for reducing energy consumption and minimising carbon emissions.

Another way that HolaLuz uses digital technologies is through its use of data analytics. The company collects large amounts of data about energy consumption and usage patterns, which it uses to identify trends and opportunities for improving its services. By analysing this data,

HolaLuz is able to develop targeted marketing campaigns and offer personalised energy solutions to its customers.

Overall, HolaLuz is a great example of how digital technologies can be used to transform traditional industries and create innovative new business models. By leveraging digital platforms, mobile apps, and data analytics, HolaLuz has been able to establish itself as a leading renewable energy company in Spain, offering affordable and sustainable energy solutions to households and businesses across the country.

Freshly Cosmetics

[Freshly Cosmetics](#) is a Spanish brand that was founded in 2015 with the goal of creating natural, vegan, and sustainable cosmetics products. The company has quickly gained popularity in Spain and abroad, thanks in part to its innovative use of digital technologies to connect with customers and build brand awareness.

One of the keyways that Freshly Cosmetics uses digital technologies is through its social media strategy. The company has a strong presence on Instagram, where it regularly shares high-quality photos and videos of its products and customers. Freshly Cosmetics also uses social media influencers to promote its products, collaborating with bloggers and Instagram influencers to reach new audiences.

In addition to its social media strategy, Freshly Cosmetics has also developed a sophisticated e-commerce platform. The platform is optimised for mobile devices and provides a seamless user experience, allowing customers to easily browse products, make purchases, and track their orders. The company also offers free shipping and a generous returns policy, which has helped to build customer loyalty and trust.

Another way that Freshly Cosmetics uses digital technologies is through its use of data analytics. The company collects data about customer preferences and purchase behaviour, which it uses to develop targeted marketing campaigns and improve its products. For example, by analysing data about customer reviews and feedback, Freshly Cosmetics was able to identify common complaints about the packaging of its products and develop a more sustainable, eco-friendly solution.

Freshly Cosmetics has also embraced innovation in product development. The company has developed several patented technologies, including its own natural preservative system, which allows it to create products that are both effective and sustainable. By using these technologies, Freshly Cosmetics has been able to differentiate itself from competitors and establish a strong reputation for quality and innovation.

Overall, Freshly Cosmetics is a great example of how digital technologies can be used to build a successful and sustainable brand. By leveraging social media, e-commerce, data analytics, and product innovation, the company has been able to establish itself as a leader in the natural cosmetics industry, offering high-quality, sustainable products to customers around the world.

Fintonic

Lupina Iturriaga is another example of female leadership. She is co-founder and CEO of [Fintonic](#), Founded in 2011, Fintonic is an easy-to-use app for organising your accounts and saving money.

The company offers a mobile app that allows users to connect their bank accounts, credit cards, and other financial products, giving them a comprehensive overview of their finances in real-time.

One of the key ways that Fintonic uses digital technologies is through its data analytics capabilities. The company collects vast amounts of data about user spending habits and financial behaviour, which it uses to develop targeted marketing campaigns and personalised financial advice. By analysing this data, Fintonic is able to offer users tailored recommendations for managing their finances more effectively, such as suggesting lower-interest credit cards or identifying areas where users can cut back on expenses.

In addition to its data analytics capabilities, Fintonic has also developed a user-friendly mobile app that provides users with a clear and concise overview of their finances. The app offers a range of features, such as budgeting tools, investment recommendations, and alerts for unusual spending patterns. The company has also integrated a number of third-party services into its platform, such as insurance and loan providers, making it a one-stop-shop for personal finance management.

Another way that Fintonic uses digital technologies is through its partnerships with banks and financial institutions. The company has established relationships with a number of major banks in Spain, allowing it to offer users access to a wider range of financial products and services. Fintonic also collaborates with insurance providers and other financial companies, offering users discounts and promotions on these services through its app.

Overall, Fintonic is a great example of how digital technologies can be used to revolutionise traditional industries. By leveraging data analytics, mobile app development, and partnerships with financial institutions, the company has established itself as a leading fintech provider in Spain, offering users a comprehensive and user-friendly platform for managing their finances.

Lupina Iturriaga, with a great passion for educating users about personal finances, has led Fintonic to more than €50 million raised, over 140 employees, and the Google Award for the best financial app. The fintech app, being a leader in Spain, Mexico, and Chile, is used by more than 900K users

Womenalia

Womenalia is a Spanish company that was founded in 2011 with the goal of empowering women in the workplace. The company offers a range of services and resources, including a networking platform, career advice, and training programs, all designed to support women in their professional development.

One of the keyways that Womenalia uses digital technologies is through its online networking platform. The platform allows users to connect with other professionals in their industry, share resources and advice, and build relationships that can help them advance their careers. Womenalia has also developed a mobile app that allows users to access the platform on-the-go, making it easier to stay connected and engaged with their network.

In addition to its networking platform, Womenalia offers a range of career development resources and training programs. The company has developed a number of online courses and webinars, covering topics such as leadership, communication, and negotiation skills. Womenalia also offers personalised career coaching services, providing users with one-on-one support and guidance as they navigate their professional development.

Another way that Womenalia uses digital technologies is through its social media strategy. The company has a strong presence on a variety of social media platforms, including Facebook, Twitter, and LinkedIn. Womenalia regularly shares articles, videos, and other resources on these platforms, helping to build its brand and attract new users to its platform.

Finally, Womenalia has also embraced innovation in its business model. The company has developed a range of partnership and sponsorship opportunities, allowing it to generate revenue while also providing value to its users. Womenalia has partnered with a number of major companies in Spain, such as Banco Santander and BBVA, to offer its users exclusive discounts and promotions on their products and services.

Overall, Womenalia is a great example of how digital technologies can be used to promote gender equality in the workplace. By leveraging online networking, career development resources, and partnerships with major companies, the company has established itself as a leading platform for women in Spain, offering valuable support and resources to help them achieve their professional goals.

Get inspired:

The Spanish women entrepreneurs you need to know

Female Entrepreneurship in Barcelona

Women in Business: Closing the Gender Gap this International Women's Day

New Report Finds 22 Percent of Spanish Startup Founders Are Women

TOP 100: Europe's most influential women in the startup and venture capital space

6. Self-learning exercises

1. *Reflect on the case studies.*

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Take a look at the previous chapter (Case Studies) and answer the following questions, feel free to write them down:

1. Which success story did you like the most?
2. What makes it different from the others?
3. Would it work in your community?
4. Which case has fewer chances to work in your community and why?
5. What stops you from implementing your business idea into reality?

2. Ideal business.

Imagine your perfect business idea and imagine that you have a perfect environment to start working on it. Write down your brainstorm ideas. Focus on what makes your business different and unique. Now, go with the SWOT analysis, which is usually the first step to work.

Just a reminder: SWOT stands for Strengths, Weaknesses, Opportunities, and Threats, and so a SWOT analysis is a technique for assessing these four aspects of your business. SWOT Analysis is a tool that can help you to analyse what your company does best now, and to devise a successful strategy for the future.

Therefore, create your own SWOT table, look at it and think how to improve the weaknesses.

3. Write your mission statement.

Backwards forward planning. Start with the end in mind. Yes, instead of planning something from the usual point (the beginning), start at the end or with the goal you want to achieve. Then plan in reverse. It may seem odd, but it can help you to see things from a new perspective and takes the guesswork out of planning because you already know where you want to end up.

Mission statements are often overlooked, but they're still as relevant and important as ever. The world wants to know why you're doing what you're doing, and a powerful mission statement is the best way to display that. What message do you want to send? How would you like to impact others through your business? What made you start this? This should all be crafted into your mission statement, with a hint of personality.

4. Start, stop, continue.

If you already have your business - it's great! If not, not a big deal, let's keep working on your idea business developed before in the SWOT analysis.

In most companies, there's an intuitive sense of what's working and what isn't. To capture this sentiment in a safe environment, try a Start, Stop and Continue session. This session is best kept to an hour, with 20 minutes dedicated to each section.

Begin with the "Start," a brainstorm of all those activities you should start doing and add the tools and technologies that you should at least start investigating. You'll likely hear requests for upgraded technology, cutting-edge software tools and new positions. All suggestions are valid.

Since time is finite, you'll need to make room for these new initiatives, which leads to "Stop," a list of those activities, bad habits and other issues that everyone agrees should stop immediately. This can even include declaring that a project once and for all is dead and that everyone will stop wasting time discussing it. End the session on a brighter note by identifying those activities that people are actively engaged in and are most meaningful.

During the "Continue" portion of the working session, management should express appreciation for all the great things everyone is doing but put out the challenge for all staffers to raise their game.

5. Reverse Brainstorming

In reverse brainstorming exercises, you take a problem and try to make it worse. This process allows you to consider perspectives you may not have thought of before. An example you may try is imagine being a student in the library, but people are being too loud in the hallway.

Next, think how you can make the situation worse by opening the library door, so the hallway commotion is louder. For every idea you come up with for how to make the situation worse, then you must find a solution for the issue. Problem solving and creative thinking are highly valued entrepreneurship skills, and this activity focuses on building both.

Get inspired:

The StartUp Podcast - https://gimletmedia.com/shows/startup#show-tab-picker

What is an entrepreneur? - https://www.youtube.com/watch?v=92ZmzD70sOU

Who even is an entrepreneur? - https://www.youtube.com/watch?v=aozlwC3XwfY

The BEST advice for entrepreneurs - https://www.youtube.com/watch?v=JHtmJMtMetM

7. Final self-reflection assessments

In this activity, you will reflect on the knowledge you have gained while working with this Manual, as well as you can define the gaps and opportunities for yourself.

https://docs.google.com/forms/d/e/1FAIpQLSd3o3rFAPX7T-00pdThQvc4QJ4mGMgtduHgmIy0AAdRezkutA/viewform