



**Re-motivate young NEET women
to enter the labour market by
building their personal branding
through gamified training**

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The COVID-19 pandemic has resulted in a large number of young women being classified as NEETs (Not in Education, Employment, or Training). It is essential to reactivate these women and provide them with equal opportunities to ensure their inclusion in European societies. The BRAND GAME project aims to assist these women in developing their personal brand as potential job candidates, enhancing their interpersonal and soft skills needed to re-enter the labor market and pursue E&T opportunities. This will ultimately lead to the creation of policy recommendations that promote gender equality and social inclusion.





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THE team



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The need

The COVID-19 pandemic has taken a toll on the global workforce, particularly on young female job seekers. Sadly, women have even fewer job opportunities than before the pandemic. The pre-crisis participation of women in the workforce exceeded 50%. However, following the pandemic, many women were laid off or left their jobs to care for their families, especially young mothers or those with aging parents. As a result, the employment rate of young women gradually declined from 56% to 49%.

Nevertheless, the pandemic has had some unexpected effects on women's education. With the education sector moving online, there has been a slight increase in the number of young NEET women (17-24 years old) enrolling in non-formal types of education. The participation of women in postsecondary school education increased to 32% in 2021 compared to less than 29% in 2019. However, women across the EU are still more likely to remain or become part of the NEET category than men. As of today, Turkey has one of the highest rates of young NEET women, followed by Greece, Bulgaria, Cyprus and Spain.



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Results



Awareness about the needs of young female NEETs and current situation in the labour market

Implementation of game-based and experiential training methods for employability upskilling of NEET women

Adoption of open software in youth education

Minimizing E&T dropouts while supporting the wellbeing of women and establishing their re-engagement in EU societies

Opening a dialogue for policy recommendations about youth activation with a focus on gender equality and NEET reinclusion



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The primary goal of this project is to support young women who are not in education, employment, or training (NEET) by helping them re-enter the workforce. The direct target group is women, particularly those aged 17-24. The project aims to assist women who have been negatively impacted by COVID-19, resulting in unemployment or the abandonment of education and training opportunities to provide non-financial aid to their families.





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Thank You



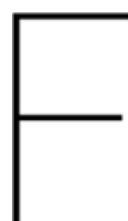
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