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Achieve CCS

**Ambitious Careers and Holistic Innovation for
Empowering Women in CCS**

Title	Newsletter #2 – Why ACHIEVE Matters
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Project partners:



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Why Women's Digital Skills in Creativity Matter Now More Than Ever

Closing the gap: why ACHIEVE CCS is more than just a project

A recent article from Harvard Business School shed light on an urgent issue: **Women are avoiding artificial intelligence — and it's putting their careers at risk.**

In the cultural and creative industries, the shift to digital tools and AI is already happening. Yet many young women feel underprepared or unsure of how to engage with new technologies. That's where **ACHIEVE CCS** steps in.

Our project is directly tackling this gap through:

- 💡 Research into real upskilling needs
- 🎓 Launching a free training Academy focused on digital & creative skills
- 🤝 Support from youth workers and mentors
- 🌐 A collaborative, international Virtual Exhibition that puts young women's art in the spotlight

We're empowering young women not just to create — but to lead, innovate, and thrive in an evolving sector.

Following the needs research and analysis, the ACHIEVE Academy Curriculum will follow the ETS Competency Model for Youth Workers and will provide a YouthPass certificate to all youth workers and young participants based on the Key competencies learned during the program.

What kind of training support do we want to deliver?

- **Development of a high-quality training program:** We will develop a training program that is specifically tailored to the needs of young women in the cultural and creative sector. This program will be based on the Research Report and will include modules on negotiation, leadership, networking, business, and resilience.
- **Increased professional skills and competencies:** The training program will enhance the professional skills and competencies of young women in the cultural and creative sector. By completing the

program, participants will gain valuable knowledge and practical experience that will increase their employability and help them advance in their careers. The program will also provide participants with a YouthPass certificate, which will demonstrate the key competencies learned and support them in expanding their work internationally.

- **Improved employability:** By developing their professional skills and competencies, participants will be better equipped to navigate the challenges of the cultural and creative sector and increase their chances of securing employment. The program will provide participants with the resources and support they need to experiment and get familiar with the emerging markets and opportunities in the new creative economy.

- **Promotion of gender equality and diversity:** The training program will contribute to the overall objectives of the project by empowering young women to overcome the challenges they face in the sector and promoting gender equality and diversity.

The program will also develop a model of youth work practice that responds to the direct and indirect needs of the young participants while accompanying the creative experiential part with social skills that they need throughout their lives.



Read more in our latest post: <http://achieve-ccs.eu/news>



Source article: [Women Are Avoiding Artificial Intelligence – Can That Hurt Their Careers?](#)

Join us as we make the cultural sector more inclusive, digital, and powerful.
#ACHIEVECCS #WomenInTech #YouthInCulture #ErasmusPlus



Follow our progress and explore more at: <http://achieve-ccs.eu>



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