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Project title: **Social Media = Social capital.
Building Social Capital & Inclusion for
Female Migrants through Social Media.**

Training Needs of Female Migrants in Social Media Skills for Social Inclusion



SWEDEN



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Summary of the European Report

The **European Report** was produced for the Social Media Sisterhood (SMS) and is the result of 4 national researches undertaken during September 2016 – February 2018. Each partner involved in the project did the research at the respective country level: Steps in Italy, AidLearn in Portugal, IKF and WiTEC in Sweden and Inova Consultancy in UK. The research involved migrant women that are in the integration process now; it also involved local/ national entities working with those women.

In order to obtain needed information each project partner performed a desk research, two focus groups (with migrant/refugee women and with organisations working with these women) and four in-depth interviews. The desk research was the first step taken to create a knowledge base and a start point for the next two steps. Then partners contacted relevant stakeholders and organized focus groups involving 28 migrant/ refugee women and 24 representatives of organisations working with migrant women. There were as well 16 migrant women identified as very good resources to be involved in a further step – the in-depth interviews. Project partners tried to ensure diversity of age, background, origin and length of stay so that the information received would represent best the target group.

Findings of this research will be further used to assist setting key learning modules, country specific requirements, and to propose solutions for the improvement of the current situation of migrant/ refugee women. The information acquired is very important for the next step in the project development and progress as it will represent the basis in designing the training programme. The information is considered representing different points of view of important actors in the field.

The comparison of the four national research reports highlighted the following similarities between partner countries:

- Researchers were not able to identify any specific laws supporting migrant women's social inclusion, but there were different initiatives at local and/ or national level to support those women with different aspects related to the integration.

- The origin of migrant women is Europe, Asia, Africa as well as Latin America in fewer cases. Moreover the number of migrant women and men is almost equal.
- Women in Italy, UK and Portugal mentioned not feeling supported so much directly by the government.
- Participants in all partner countries mentioned feeling lonely and lost upon arrival, but as the time was flying they were expanding networks, gaining more knowledge and building their capacities.
- Migrant/ refugee women in all partner countries, use social media mainly for: interpersonal communication (with homeland and in the new country), search and share information, networking, share media files, to document and save memories, for leisure and entertainment, search for jobs, language courses and other cultural initiatives.
- Safe internet use was an issue of importance brought to the table of discussion during the research in most of the partner countries.
- Most missed skills that could help with integration related challenges were: interpersonal skills, communication skills and stress management skills.

The main differences found across partner countries were:

- In Sweden LinkedIn is used by about ¼ of the respondents of a recent survey among which there were migrants also.
- In Portugal internet is a tool used mainly by the young generation of the migrants, while the older generations prefer other methods for communication in search of information.
- Women in Sweden and Italy were happy with the support received in learning the language of the host country. In Sweden migrant women mentioned receiving support in many other aspects of the integration: health services, education, etc.
- Participants in Portugal referred to depression as to a serious problem affecting many migrant women.

The main findings of the research are:

- Migrant women are facing a tougher integration due to language barriers because most of them are only eligible to a wide range of jobs in the service branch that require a lot of communication (restaurants, hotels, etc).

- The first 1-2 years are the most difficult in the integration of migrant women due to lack of needed documents and knowledge of the local languages.
- Migrant women use phones, most of them use Facebook, Viber and WhatsApp.
- In most partner countries participants expressed the need of a platform for migrants where they could find updated and easy to understand information regarding steps and help points in the integration process.
- There is a significant difference in the training needs of high skilled and low skilled women and therefore they should be put into two different groups if possible
- All women involved in the FGDs and in the In-depth interviews expressed interest to participate in the social media training.
- Due to the fact that the majority of potential participants are women with children, the training will need to be designed in a very flexible way to suit their schedules or adapted facilities that allow them to bring their babies in training with them (when possible).

The main topics of interest for the soft skills component of the training modules are:

- confidence (including assertiveness and self-determination)
- stress management (including conflict management),
- communication skills (including interpersonal skills and public speaking)
- management (time management, coordination, team management, etc).
- networking (for integration and resourcefulness)

The main topic for the hard skills component is the effective use of social media, but some side topics that could be included are:

- networking,
- on-line safety,
- social media for personal use and digital marketing, content writing, etc,
- job search: CV promotion, interview process, online tools in learning a new language (including the use of the native language in a business context),
- housing search (relevant only for specific countries).

Even if during the desk research the situation in participant countries seemed to be very promising for migrants including migrant women, the reality shows a slightly different picture as proved by the presented FGDs and the In-depth Interviews. Therefore it will be of good help to provide migrant women with needed resources, skills and information that they could use in integrating easier and most of all faster. Our main aim will be to empower women to use social media effectively in order for them to integrate quickly in society and also find relevant employment without disregarding the importance of developing further soft skills.