



Good practice

Digitālā biznesa apmācības sievietēm: Digital Kick, assisting women to create digital businesses

Working Group: Digital

Member State: Latvia

Thematic areas: Digital and Physical Connectivity, Jobs and Skills

Basic project details

Lead organisation:

DIGITAL INNOVATION PARK, Liepāja - Latvia

Partner organisation:

Association of Technology and Startup Transfer (ATAST)

Initiative duration: 5-30 April 2021



Overview and objectives

'Digital Kick' is an intensive training program that helped women to achieve their dream of creating their own business in the digital environment within four weeks. Informative sessions, lectures, and practical workshops under the guidance of knowledgeable and experienced professionals – this well-thought-out program served as a springboard for the start of your digital career. The goals of the activity were to: a) empower women by providing them with digital skills training and support to enhance their employability and participation in the digital economy; and b) bridge the gender digital divide and promote digital inclusion for women.

Context

The economic downturn caused by the COVID-19 pandemic disproportionately affected women, particularly in industries with high female representation, such as retail, hospitality, and arts. Many women lacked the capital to launch their own businesses. Many also lacked digital skills and business know-how to monetise their hobbies. Finally, a lack of confidence and exposure to entrepreneurship made it difficult for them to take the first step.

Target groups

Women of all ages, particularly those with limited digital skills.

Actions

Digital skills training, workshops, mentorship programs, and networking events.

Financial allocation

Total budget: EUR 10 000

EU co-funding: No

Sources of funding:

British Council “People to People Cultural Engagement Programme”



Working Group Insights

“This practice resonates with me because, in our region, many women struggle to transition into the digital economy due to limited digital skills and entrepreneurial knowledge. The Digital Kick initiative directly addresses this gap through structured training, mentorship, and practical workshops. By equipping participants with essential digital and business skills, it provides a strong foundation for professional development. I believe that adapting this model locally could help more women gain confidence and achieve economic independence in the digital space.

By offering targeted digital skills training, mentorship, and hands-on workshops, this initiative played a crucial role in talent development. It empowered women to turn their hobbies and ideas into viable digital businesses, fostering entrepreneurship and financial independence. The structured support system, coupled with guidance from experienced professionals, ensured participants not only acquired technical skills but also built confidence in navigating the digital economy. As a result, the program strengthened employability, supported long-term career growth, and contributed to a more inclusive entrepreneurial ecosystem in our region”.

LINDA ALKSNE

IT Service Management Process Manager, Liepāja Central Administration

Results

- 60 women from Latvia who were without a permanent job due to the pandemic had the opportunity to develop their hobby or passion from an idea into a digital business. Forty-five women successfully completed the programme;
- As part of the training, participants generated and refined their business ideas, validated them, gained knowledge about starting a business, and learned to use digital tools essential for business development and growth. These included social networks, website creation, photography, video production, and editing;
- During mentoring sessions, participants shared their progress, discussed how their business ideas were evolving, and received valuable insights from mentors. By the end of the sessions, participants acknowledged the significance of the knowledge and recommendations they had gained.

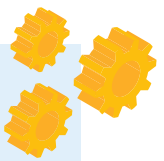
Success factors

The success factors of this initiative were the collaboration between public and private sectors, and the fact that it leveraged social networks, mentorship programmes, and accessible online materials to reach women seeking digital entrepreneurship opportunities.



Implementation challenges

Challenges include reaching and engaging women with limited digital skills, ensuring the accessibility of training programmes, and providing ongoing support.



The conclusion of our expert Linda Alksne, IT Service Management Process Manager, Liepāja Central Administration

“There are plenty of initiatives all over Europe that help women develop their entrepreneurial skills. What makes ‘Digital Kick’ unique is that it came at the right time—during the pandemic—when businesses had to find new ways to reach clients and operate online. It provided women, including young mums, with essential digital skills, ensuring they could adapt, grow professionally, and sustain their business activities in a rapidly changing world”.

Useful sources

Official website: <https://www.digip.lv/digital-kick#par-apmacibam>

Contact

E-mail: secretariat@harnessingtalentplatform.eu

Website: https://ec.europa.eu/regional_policy/policy/communities-and-networks/harnessing-talent-platform_en

