



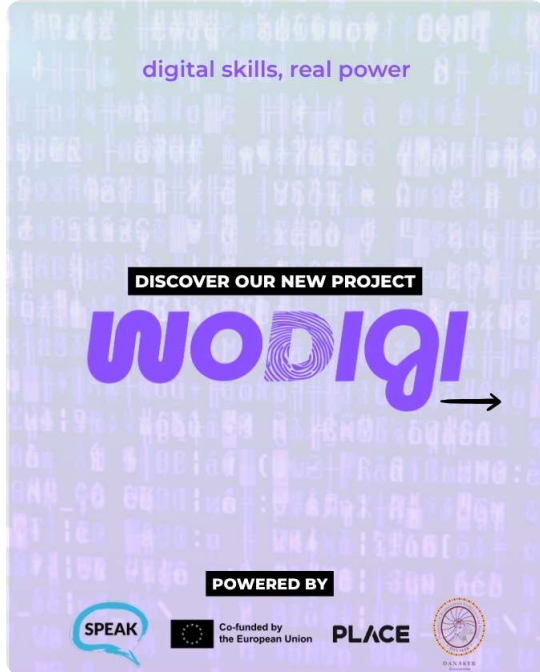
Dear {{ contact.FIRSTNAME }},

Digital skills are no longer optional. They are tools for **independence, visibility, and opportunity**. For many persons with a migration background, entrepreneurship can open doors to financial autonomy and self-expression, but accessing the right tools and networks remains a challenge. Through the [WODIGI Program](#), PLACE is working to make **digital entrepreneurship more accessible**, practical, and empowering.

This **special edition of *The LoudSpeaker*** takes you inside the [WODIGI journey](#): from the launch of [our podcast series](#) spotlighting women entrepreneurs, to the creation of [our educational Toolkit](#), and our [upcoming events](#) designed to help women strengthen their digital marketing skills and entrepreneurial confidence.

With our partners [SPEAK Kaunas](#) and [Danaker](#), we are building spaces where learning is flexible and rooted in real experiences. Whether through storytelling, events, or practical resources, [WODIGI](#) is about helping women **turn ideas into action and visibility into opportunity**.

WODIGI: REIMAGINING EDUCATION FOR THE DIGITAL ERA

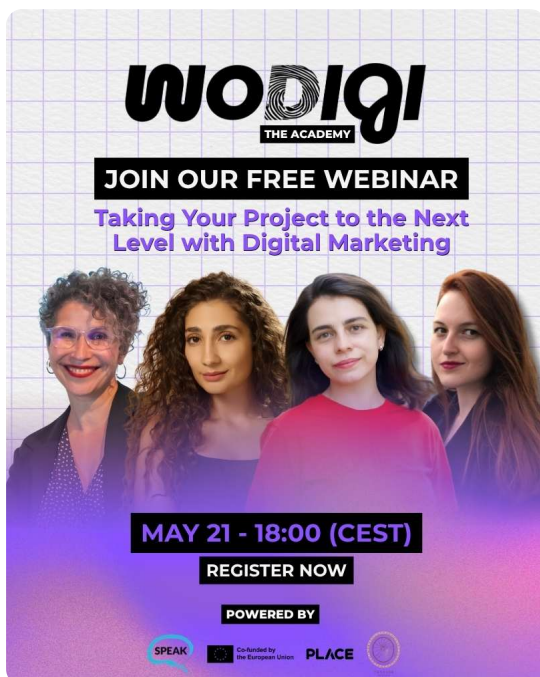


WODIGI supports women with a migration background aged 30+ in **developing digital marketing skills through practical and accessible learning experiences**. From social media and branding to email marketing and online visibility, WODIGI helps participants gain the confidence and tools needed to grow their ideas and businesses online. Through **events, podcasts**, and **educational resources**, the project aims to strengthen inclusion, support entrepreneurship, and create stronger pathways towards **independence and self-accomplishment**.

At its heart, WODIGI believes digital knowledge is power: the power to connect, create, and shape your own future.

LEARN MORE

UPCOMING EVENTS: JOIN THE CONVERSATION



After a successful keynote session, **PLACE** is organizing **two more events** dedicated to inspiring and supporting women interested in entrepreneurship and digital marketing.

On **May 21st at 18:00**, join our **Webinar**, where 5 inspiring speakers will each share their entrepreneurial journey and address different aspects of Digital Marketing. A powerful evening of insights and real-world experience.

JOIN THE WEBINAR

Then, on **May 29th at 17:00**, roll up your sleeves for our hands-on **Workshop**, where you will get to try your hand at digital marketing tools in a practical, supportive setting.

JOIN THE WORKSHOP

OUR PODCAST: 6 EPISODES, 6 INSPIRING STORIES



Last fall, we sat down with [six incredible female entrepreneurs](#) to discuss their journeys and how they have successfully used digital tools to claim visibility, build community, and create impact in their ecosystems.

From [Tiana Andriantseho](#)'s work driving youth employability in Madagascar to [Djane Vasconcelos](#)' approach to a fair and sustainable socio-bioeconomy, those six conversations are staples you don't want to miss.

Ready to be inspired? Catch every episode, every insight, and every story on the [PLACE YouTube channel](#).

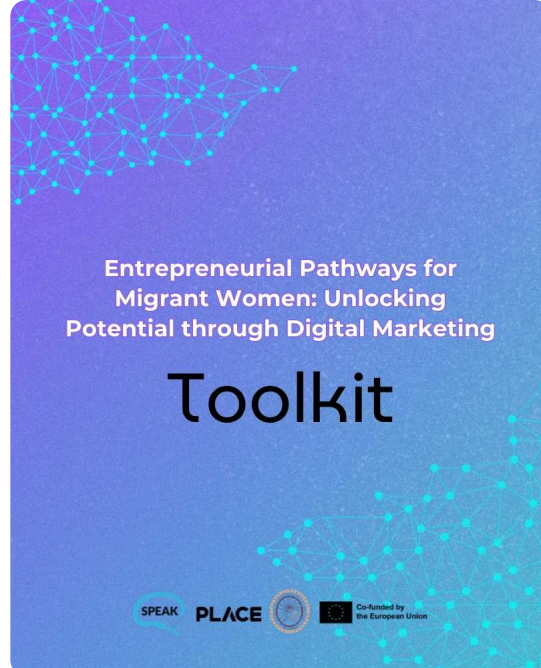
WATCH EPISODES

THE WODIGI TOOLKIT: YOUR DIGITAL ROADMAP

Building a project in a new country is a challenge. Navigating the digital landscape shouldn't be. As part of the project, we have developed a **practical educational Toolkit** designed specifically for adult migrant women entrepreneurs.

The **Toolkit** covers **key topics** such as:

- Building an online brand identity
- Social media basics
- Content creation with accessible tools
- Website and SEO basics
- Email marketing and customer engagement.



Designed with **accessibility and flexibility** in mind, the **Toolkit** uses simple language, practical examples, and beginner-friendly activities that can be adapted to different learning contexts.

Each module was created to provide **concrete, step-by-step guidance** that participants can directly apply to their own projects and businesses.

This **toolkit** can be used in workshops, self-learning, or group sessions, making digital entrepreneurship more approachable and inclusive for women from diverse backgrounds.

READ THE TOOLKIT

We'd love to hear from you. Whether you have an idea, a project, a question, or simply want to say hello, **our inbox is always open**. PLACE is built with and for its community and your voice matters. ❤️



PLACE Network

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