

# WOMEN AND YOUTH OF THE DIGITAL WORLD



**ingev** /  
INSANI  
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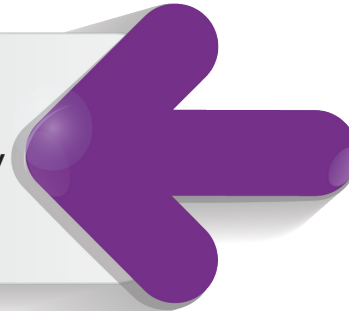
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**RIZK**  
Professional  
Development

**re:coded**

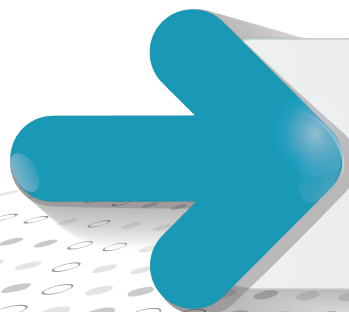
This is a part of the program 'Preparing Youth and Women in Turkey for the Digital Economy' funded by the US State Department, Bureau of Population, Refugees, and Migration (PRM) and implemented by Re:Coded in partnership with INGEV and RIZK.



Both globally and specifically in Türkiye, there is a significant gender gap in employment in digital professions.



The employment rate in Türkiye's software and information technology sector is 90% male and 10% female.



INGEV, Re:coded, and RIZK collaborated to aim at reducing the impact of this digital gap.

The background features a grid of dots in various shades of gray, creating a perspective effect that recedes into the distance. In the center, there is a stylized frame composed of thick, rounded lines in teal, purple, and black. Several horizontal bars in teal and purple intersect these lines, resembling a digital or circuit-like structure.

# **WOMEN AND YOUTH OF THE DIGITAL WORLD**

**Throughout the project, training was provided to 998 women and youth on the following topics:**

Graphic Design and Video Editing

93 Individuals

Advanced Entrepreneurship

139 Individuals

E-commerce Processes

93 Individuals

Utilization of Artificial Intelligence Programs in the Business World

35 Individuals

E-store Management and Requirements

88 Individuals

Online Job Searching Methods

68 Individuals

Social Media Management

118 Individuals

Usage of LinkedIn for Career Opportunities

83 Individuals

Commercial Content Creation

113 Individuals

CV Writing Techniques

15 Individuals

Digital Marketing

93 Individuals

Interview Techniques

27 Individuals

Product Photography

23 Individuals





**Can Çakır**

Women of the Digital World Project, INGEV Director

***“Over the course of two years, we reached more than 5,000 young job seekers and aspiring entrepreneurs.”***

**H**ello,

The world has gone through a turbulent period in the last few years. When our project was still in its early design stage, we faced a world that was gradually normalizing after the human and economic impacts of the Covid-19 pandemic. Despite the COVID-19 pandemic and economic downturn, information and communication technologies remained one of the few sectors showing continued growth in Türkiye.

Research suggests that Türkiye has the potential to create a net of 3.1 million new jobs in the digital technology sector in the next decade. At the same time, it is believed that the 7.7 million new job seekers entering the workforce during the same period will need to have the most up-to-date technical and social skills required in the field of information and communication.

On the other hand, it is estimated that approximately 25% of positions in the information and communication technologies (ICT) sector remain filled.

The “Women and Youth of the Digital World” Project was developed in response to such an environment. The project, funded by the PRM, was implemented through the collaboration of INGEV, RECODED, and RIZK. It aimed to enhance the access of both job seekers and young entrepreneurs to the tools of digital technology.

There is a significant inequality regarding young women’s access to these tools, especially as their use becomes more widespread.

Within the scope of the project, we supported the access of young women from both the local community and the Syrian community to digital tools.

For job seekers, we provided vocational training on digital tools, digital fairs (to enable them to reach employers), and career guidance services.

For entrepreneurs, special vocational training, grant support, and business development support were offered. Additionally, consultancy services were provided in the field of digitalization. Over the two-year duration of this project, we reached more than 5,000 young individuals who were either seeking employment or aspiring to become entrepreneurs to deliver these support services.

There is much more to be done to reduce digital inequalities and increase access to this rapidly developing sector. Hoping that this booklet will inspire future work, we'd like to share the story of our project.

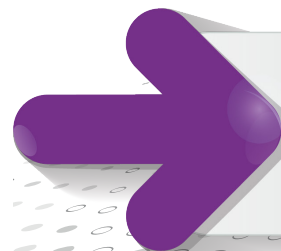
With the hope of living together in a world where everyone has access to the opportunities offered by modern life in all areas of human development, and where any inequalities in their pursuit are eliminated.

## GRANTS AND PRODUCT ASSISTANCE PROVIDED THROUGHOUT THE PROJECT:



**80  
WOMEN**

**A GRANT OF \$3,000 USD PER  
VENTURE WAS PROVIDED TO  
80 WOMEN ENTREPRENEURS.**



These grants were delivered in the form of product and service procurement, aiming to enhance customer satisfaction or increase production capacity for the entrepreneurs.

***“This project was indeed very effective, particularly in terms of entrepreneurship and freelancing, just as its name implies.”***



**Ece Süerdemlik**  
Interior Architect

### **Could you briefly introduce yourself?**

My name is Ece, I'm 32 years old, an interior architect residing in Istanbul, where I conduct my activities.

### **How did you become aware of the Women of the Digital World Project?**

I had a friend who participated in this project in previous years and benefited from the grant. Her success became my goal, so I applied in the same manner.

### **Which training did you attend?**

Initially, I applied for the Women of the Digital World project, then attended Gonca Çetinkaya's digital marketing training, and later participated in Cengiz Tavukçuoğlu's Entrepreneurship and Freelancer training, which was beneficial for me.

### **What support did you receive under the micro-grant program?**

I benefited from the grant in terms of computer components and hardware, which was very beneficial for me in this regard.

### **Can you speak about the impact of the support provided on your professional life?**

Professionally, the project I benefited from was enriching in my field. This project was indeed very effective, particularly in terms of entrepreneurship and freelancing.



**What support do you currently need and will need in the future to enhance your business?**

In the future, I hope to build upon this and aim to advance through workshops or other educational programs. We need women's voices to be heard more in the future, and we need institutions like yours even more.



***“Having people who trust in you and support your ideas has positively impacted me psychologically.”***



**Nour Akram**  
Turkish Instructor and Content Creator

### **Could you briefly introduce yourself?**

I'm Nour Akram, a 28-year-old content creator and Turkish instructor from Syria.

### **How did you become aware of the Women of the Digital World Project?**

I follow INGEV's social media accounts. When the support program was announced, I applied immediately.

### **Which training did you attend?**

Apart from content creation and social media management, I also participated in graphic design, video editing, and entrepreneurship workshops.

### **What consultations did you receive?**

I received consultations on finance and social media management.

### **What kind of support did you benefit from within the digital grant program?**

Through visual and video design support, I learned many crucial details that positively influenced my work, such as content creation techniques and timely publication of content on social media.



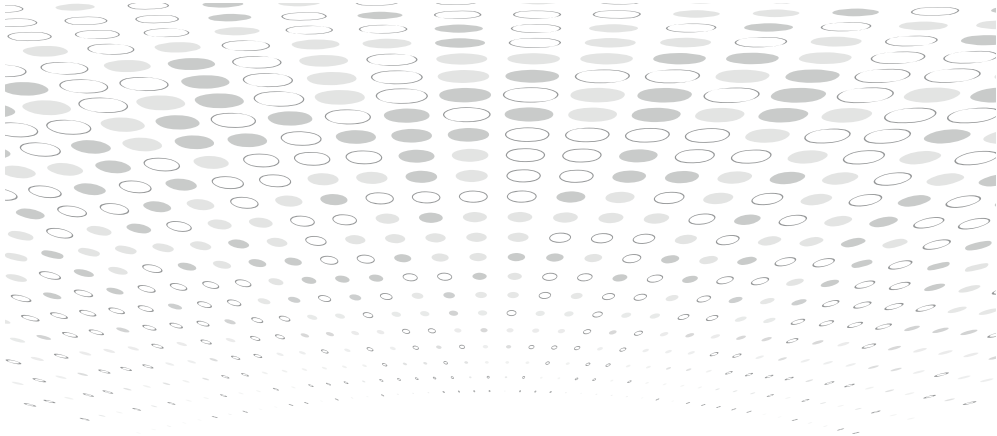
**Can you speak about the impact of the support provided on your professional life?**

In addition to all the valuable knowledge gained, having people who trust in you and support your ideas has positively impacted me psychologically. The Women of the Digital World project was a turning point for me. I was initially afraid to enter the digital world, but by attending the organized workshops, I gained courage and confidence. Thus, I was able to present myself to my target audience on social media by taking photos and videos!

**What support do you currently need and will need in the future to enhance your business?**

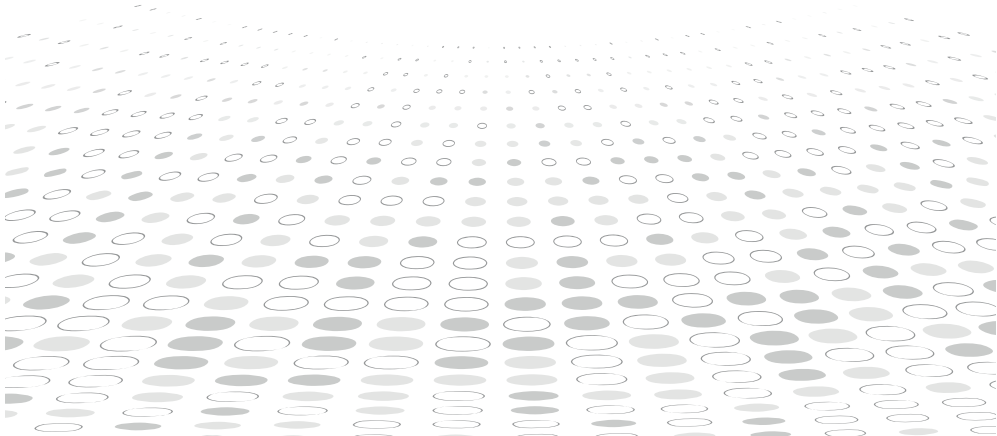
After a certain period on social media, I need professional equipment to produce professional content and reach wider audiences. I wholeheartedly thank the Women of the Digital World and INGEV for their support in my journey.

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**240 CONSULTANCY SERVICES WERE PROVIDED THROUGHOUT THE PROJECT:**

Digital Marketing Consultancy:	120
Business Development Consultancy:	60
Financial Consultancy:	60



***“43 companies from ten different sectors set up booths to come together with the aim of contributing to the digital career experiences and increasing the employability of women and young individuals.”***

**H**ello everyone,

On September 13th and 14th, we organized a digital fair event where approximately 2000 registrations were received. We believe this event is a crucial component in providing access to digital livelihoods for women and youth.

On the other hand, the participation of women in this fair was significantly higher compared to men, with a ratio of 57% to 43%. Additionally, during this event, close to twelve hundred CVs were submitted to the stands of forty-three companies. The average age was 28, and the participation of young individuals was crucial for this fair. Notably, there was high attendance from three major cities: Istanbul, Gaziantep, and Şanlıurfa.

Forty-three companies from ten different sectors set up stands at this event, coming together with the aim of enhancing the employability of women and young people and contributing to their digital career experiences. We extend our gratitude to all of them.

Best regards,

**Berk Çoker**  
Director for ICT Career Fair,  
Women of the Digital World

## ICT CAREER FAIR STATISTICS (September 13-14, 2023)

### Male/Female Attendance Ratio

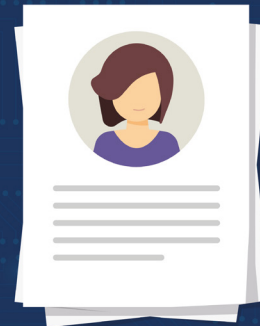


**43%**



**57%**

### Number of CVs Left at Booths Throughout the Fair

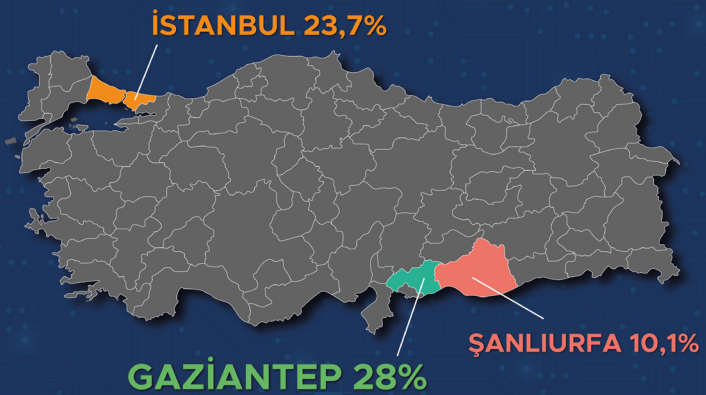


**1250\***



## ICT CAREER FAIR STATISTICS (September 13-14, 2023)

### Percentage of Cities with Highest Attendance



### Average Age of Participants

28



## ICT CAREER FAIR STATISTICS (September 13-14, 2023)

### Sectoral Distribution of Companies with Booths at the Fair



ICT 40%



Services 14%



Media 12%



Food 12%



HR 9%



Logistics 5%



Education 5%



Other 5%

### Number of Companies with Booths at the Fair

43





**İlknur Yılmaz**  
Article and Content Writer

***“I want to be able to be helpful to people, create something beautiful, advance in my work, and I wish for more individuals and institutions to support this purpose.”***

### **Can you briefly introduce yourself?**

**C**I’m İlknur Yılmaz, born in 1986. I am originally from Sakarya but my family is from Gümüşhane and Trabzon regions, and from my husband’s side, I have connections to Samsun. I am a mother of three children. Currently, I am working online from home. I have also started a second university degree in media journalism, hoping it will further my progress in this field.

### **How did you learn about the Women of the Digital World Project?**

I learned about the project through a friend who informed me about it via a message, and I applied after that.

### **Which training sessions did you attend?**

I participated in the Digital Marketing and Entrepreneurship training sessions.

### **What kinds of consultations did you receive?**

I received consultations in Business Development and Digital Marketing.

### **What support did you receive through the micro-grant program?**

I received a computer, printer, power bank products, and additionally, a website is being prepared for me.

**Could you talk about the impact of the support on your professional life?**

After the project, I became more professional and successful in my work. I can say that I have progressed in my position. While I had no knowledge of internet and social media-related digital marketing before, I now have sufficient knowledge.

**What support do you currently and in the future need to improve your work?**

I wish to be of help to people, create something beautiful, progress in my work, and I desire more individuals and institutions to support this purpose.





**Haifa Al Ashkar**  
Candle Making and Teaching Workshop

***“The Micro Grant support provided me with the opportunity to take a tangible step towards establishing my own business from home, which was incredibly important both practically and spiritually.”***

**C**an you briefly introduce yourself?

I'm Haifa Al Ashkar, and I reside in Istanbul.

**How did you learn about the Women of the Digital World Project?**

I saw the program's announcement on INGEV's social media account and applied for it.

**Which training sessions did you attend?**

I attended training sessions on E-commerce, Entrepreneurship, Sales & Marketing, Social Media Management, and Mobile Photography.

**What kinds of consultations did you receive?**

I received consultations in Business Development, Digital Marketing, and Finance.

What support did you receive through the micro-grant program?  
I received materials for candle making and accessories, as well as furniture and a computer.

**What type of support did you benefit from in the digital grant program?**

I received support for visual and video design and sponsored social media advertising.

**Could you discuss the impact of the provided support on your business?**

The support I received for visual and video design, as well as sponsored social media advertising, allowed me to take a concrete step towards realizing my business idea from home. It was also crucial on a spiritual level because I suffer from hemophilia, making it difficult for me to work outside the home.

**What support do you currently need and in the future to develop your business?**

I need support in digital marketing to reach a broader audience and increase visibility, courses that will assist women in professionally learning candle making and establishing their own businesses from home, and investment support to grow my business. I express my gratitude to the Women of the Digital World Project and INGEV!

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Network  
for  
Gender  
Equality  
Values





***“To improve my business, I need mentorship, digital marketing, and consultancy support, as well as investment support to purchase new machinery and equipment for producing new products.”***

**C**an you briefly introduce yourself

I am Reem Yousef, 35 years old, residing in Istanbul, and I run a workshop specializing in accessories and brooch making.

**Which training sessions did you attend?**

I attended training sessions on social media management, graphic design, and product photography.

**What kinds of consultations did you receive?**

I received consultations in business development, digital marketing, and finance.

**What support did you receive through the digital grant program?**

I benefited from visual and video design, sponsored advertising, creating marketing strategies, and social media training.

**Could you discuss the impact of the provided support on your business?**

Actively using and keeping my social media accounts updated motivated and encouraged me to develop my business further.

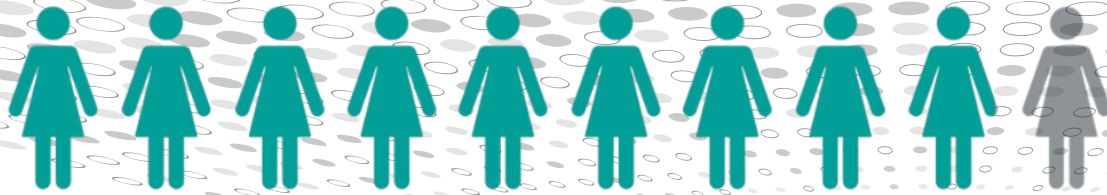
**What support do you currently need and in the future to develop your business?**

I need mentorship, digital marketing, and consultancy support to improve my business, as well as investment support to acquire new machinery and equipment for producing new products.



**Reem Yousef**  
Accessory and Brooch Making





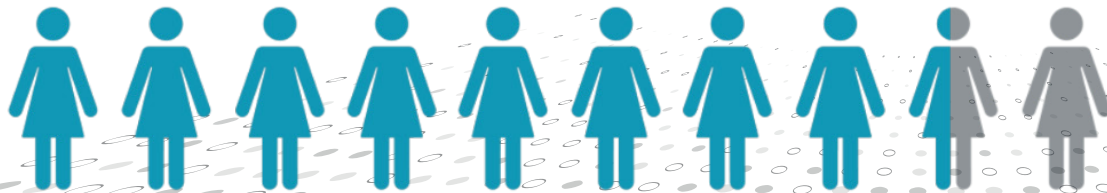
**89%**

**THE PERCENTAGE OF THOSE WHO EXPERIENCED IMPROVEMENT  
IN THEIR BUSINESS AFTER PARTICIPATING IN THE PROGRAM IS 89%.**



**86%**

**THE PERCENTAGE OF THOSE WHO FELT MORE PREPARED  
FOR ADVANCEMENT IN THEIR CAREERS AFTER THE PROGRAM IS 86%.**



**85%**

**THE PERCENTAGE OF THOSE RECOMMENDING ENTREPRENEURSHIP  
AND FREELANCING TRAINING TO OTHERS IS 85%.**

***“Throughout the program, I learned how to use research tools and delve deeper into acquiring knowledge, and I will continue exploring how to further develop in this field.”***



**Zainab Salah**  
UX/UI Designer

### **Could you briefly introduce yourself?**

**C**My name is Zainab SALAH, I'm 25 years old, and I reside in Istanbul. I graduated from the Mathematics department.

### **How did you hear about the Digital Women of the World Project?**

I've always been interested in web development and design. After coming to Türkiye, I couldn't find a suitable job. My friends in Iraq recommended that I attend the training organized by Recoded because they found jobs through their previous vocational training. Upon their recommendation, I applied for the Web Development and Design course.

### **Which training sessions did you attend?**

I participated in training sessions covering web design, coding, JavaScript, server management, and the use of important tools in this field. This allowed me to learn how to build a website from scratch. Additionally, I received training in CV preparation, interview techniques, portfolio creation, social skills, effective teamwork, and management.

### **What kind of mentoring did you receive?**

I also received career mentoring and occupational counseling.

### **Can you talk about the impact of the support on your professional life?**

I had some basic knowledge of web development and design.

However, by participating in the program, I enhanced my theoretical and practical skills. Also, through Recoded's events, my professional network expanded. After completing the program, I secured my first job and am currently working as a freelancer.

### **What support do you currently need and in the future to develop your career?**

The world of software is vast. Throughout the program, I learned how to use research tools and delve deeper into acquiring knowledge, and I will continue exploring how to further develop in this field. Additionally, I aim to enhance my skills in mobile software development. My goal is to contribute to more significant projects in the software world. The program experience was highly effective and tremendously beneficial, significantly altering my life.







**Pelin Aydemir**  
UX/UI Designer

***“The most significant impact of working in a team was understanding the value of collaboration. Getting mentorship from successful individuals in the industry was my reason for applying to Recoded.”***

### **Could you briefly introduce yourself?**

My name is Pelin Aydemir, I’m 25 years old, and I live in Istanbul. I graduated from Marmara University in Chemical Engineering.

### **How did you learn about the Digital Women’s World Project?**

I decided to benefit from comprehensive support like boot camps and then applied to Recoded’s boot camp. I’m striving for personal development in this field, and since my research has always been in this direction, I came across it on social media.

### **Which training sessions did you attend?**

Towards the end of the program, we received training aiming to complete two projects. However, before starting the projects, there was a learning process. The program consisted of two main parts. Firstly, they taught us what needed to be done, with lessons, assignments, and continuous mentorship. Once we successfully completed this process, we could move on to the project phase, where we formed a team and developed a project. After finishing the first project, we formed a new team and worked on another project. This was our graduation project, completing two projects in total to graduate.

### **What kind of mentoring did you receive?**

I received career mentoring and professional counseling.

### Can you discuss the impact of the support on your professional life?

The most significant impact of working in a team was understanding the value of collaboration. Getting mentorship from successful individuals in the industry was my reason for applying to Recoded. The founders' experiences in UX/UI and the rigorous selection process displayed the sincerity of the people inside. Therefore, when I entered, I felt educated and that I could find a job. They prioritize experience and support in what they teach. Through the program, I found a job because I had the chance to present regularly, enabling others to recognize my skills. My initially small network expanded with the program.

### What support do you currently need and in the future to develop your career?

Having a more comprehensive mentorship and career counseling program will make it easier for me to deal with potential future issues, and I believe I need this.

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INTEGRATED  
GROWTH  
ENVIRONMENT







**Mila Topalali**  
INGEV Education Officer

## ***“I Feel Fortunate and Happy to Be a Part of This Project”***

**H**ello,  
I’m Mila Topalali, responsible for education at INGEV.

My role in the Digital Women of the World project was to organize, coordinate, and communicate the vocational and entrepreneurial training programs with the beneficiaries.

I feel fortunate and happy to have been part of this project, aiming to increase women’s access to suitable job opportunities and to help them establish their own businesses.

I hope I’ve been able to leave a positive impact in the hearts of every woman who joined our community.



**Ömer İsmail**  
INGEV Outreach Specialist

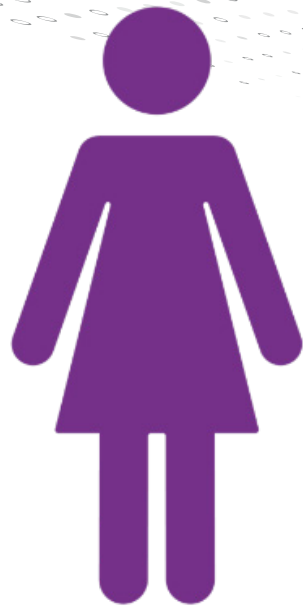
***“I am very happy to be part of a project aiming to provide suitable job opportunities for women and break down digital barriers in the digital sector.”***

**H**ello, I'm Ömer İsmail, an Outreach Specialist.

My role within the Digital Women of the World project involves coordinating and communicating with beneficiaries of various programs conducted, as well as providing translation services.

For instance, consultancy support programs, micro-grants, digital support programs, seminars, and various events.

I am delighted to be part of a project that aims to support women's access to livelihoods, provide them with suitable job opportunities, and break down digital barriers in the digital sectors.



## **70 WOMAN**

**SOCIAL MEDIA ASSISTANCE WAS  
PROVIDED TO 70 WOMEN ENCOMPASSING  
ALL OF THE FOLLOWING SERVICES:**

Support for Entrepreneurial Digitalization.

Creation of content for social media sharing.

Production of promotional videos.

Organization of social media advertising campaigns.

Training on social media usage.

Development of a social media plan and strategy.



# **WOMEN AND YOUTH OF THE DIGITAL WORLD**







**THE PROJECT HAS GENERATED  
A SOCIAL INVESTMENT RETURN  
OF \$1.5 MILLION.**

*This is not the end...*

*We should strive for the continuity  
of employment, working towards  
ensuring that jobs sustainably persist  
to create employment opportunities.*

*Together,  
sincerely...*



# WOMEN AND YOUTH OF THE DIGITAL WORLD



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