

## **ActiveMoms – social inclusion of women staying at home with their pre-school-age children through employment, entrepreneurship, networking and volunteering in Latvia and Estonia (ActiveMoms)**



Programme Priority: P4 Skilled and socially inclusive region

Programme Specific Objective: 4.1. More people benefiting from stronger Central Baltic communities

Sub-programme: Central Baltic

Duration: 01.08.2019 - 31.12.2021

Total funding: 239.574 EUR

ERDF funding: 189.263 EUR ERDF

Project Summary:

In Latvia and Estonia stay-at-home mothers of pre-school-age children belonging to ethnic minority groups - generally of Russian, Belarusian, Ukrainian and Polish origin - are often at risk of social exclusion. Their potential in the job market is left unharnessed.

The project aims at creating a model to foster their employability and involvement in entrepreneurship through an interactive ICT platform and a series of supporting events. The platform will offer mentoring, networking, matchmaking and self-learning possibilities. Round-table discussions on employment, Entrepreneurship Days "Running own business is an option!" and Networking people-to-people events will be organized. Volunteering options will be provided.

The expected result of the project is more self-fulfilled mothers that could contribute to creating a healthier community. It is expected that 460 mothers and 100-120 other stakeholders will be involved in the project.

## **Map of Partners**

## Partners

Lead Partner

### Latvijas Lauksaimniecības universitāte

Country: LV

[www.llu.lv](http://www.llu.lv) [1]

**Partner budget:** 161.061 EUR

**Amount of ERDF funding:** 127.238 EUR ERDF

Project Partners

### Lääne-Viru Rakenduskõrgkool

Country: EE

[www.lvrkk.ee](http://www.lvrkk.ee) [2]

**Partner budget:** 3.818 EUR

**Amount of ERDF funding:** 3.016 EUR ERDF

### Tallinna Tehnikakõrgkool

Country: EE

[www.ttk.ee](http://www.ttk.ee) [3]

**Partner budget:** 74.695 EUR

**Amount of ERDF funding:** 59.009 EUR ERDF

Associated Partners

### Biedrība "Lādere"

Country: LV

## Results

### Expected results

### Achieved results

Project result in category - Improved community

## ActiveMoms developed a holistic model for social inclusion

As its main result, project ActiveMoms developed a holistic model for social inclusion of women who stay at home with their pre-school-age children, do not participate in labour market and belong to Latvia's and Estonia's largest ethnic minorities. The model aims to support the social integration of target group through employment, entrepreneurship, volunteering and networking and can be used by other organisations supporting similar target groups. All methods used in the model were piloted with the target group.

ActiveMoms also developed an ICT platform which made it possible to find a mentor from another country and get support based on international experience, as well as communicate with a mother from another country and discuss with her the possibilities of a common business. Volunteer opportunities in in both countries were also provided and used by mothers.

Active Moms was a good example of a project where joint activities were implemented for target groups from different countries. Thereby, the cross-border effect was achieved in a very practical way. Project participants (young mothers) were able to compare their situation and possible solutions for social and labour market integration with people in similar situation in neighbouring country. Participation in the cross-border events provided the target group from Latvia and Estonia an opportunity to get to know stakeholders and entrepreneurs from both countries, to learn about the various possibilities for entering the labour market after a significant break, including through starting their own business.

Finally, the cross-border approach allowed the target group representatives to better understand each others' mentality, differences and similarities and build personal relationships. This has a positive impact on the social inclusion and labour market entry of moms in both countries and contributes to the well-being of their families in the Programme area.

The Holistic model for social inclusion of target group representatives through employment, entrepreneurship, volunteering and networking:

<https://www.llu.lv/sites/default/files/files/projects/Model%20for%20Social%20Inclusion%20TGRs.pdf> [4]

Project page in database

[ActiveMoms – social inclusion of women staying at home with their pre-school-age children through employment, entrepreneurship, networking and volunteering in Latvia and Estonia](#) [5]

At a glance

- A holistic model for social inclusion of women who stay home with their pre-school-age children
- Support through employment, entrepreneurship, volunteering and networking
- Mothers compared their situations and got peer support across borders

Tags

[Social inclusion and equal opportunities](#) [6]

[Community integration and common identity](#) [7]

## Project Visibility

### Social media links

[Facebook page](#) [8]

[Project webpage](#) [9]

[Lead partner webpage - project link](#) [10]

[Project partner webpage - about project](#) [11]

### **Other media visibility**

[Darb?g?s mammas "Active Moms" – jauna tendence darba tirg? \(bauskaszive.lv; 16.01.2020\)](#) [12]

[INTERREG "RADA UN R?DA": SIEVIETES AR JAUDU UN SMAIDU \(Interreg.lv; March 2021; In Latvian\)](#) [13]

[Interreg pasludina martu par sieviešu projektu m?nesi un populariz? LLU ?stenotos projektus \(LLU.lv; March 2021, in Latvian\)](#) [14]

[Interview with Active Moms \(in Russian, can be viewed with subtitles in Youtube\)](#) [15]

### **Project videos**

<https://www.youtube.com/watch?v=11zuMX71eXA>

**Source URL:**<https://database.centralbaltic.eu/printview/113>

### Links

[1] <http://www.llu.lv> [2] <http://www.lvrkk.ee> [3] <http://www.ttkk.ee> [4] <https://www.llu.lv/sites/default/files/files/projects/Model%20for%20Social%20Inclusion%20TGRs.pdf> [5] <https://database.centralbaltic.eu/project/113> [6] <https://database.centralbaltic.eu/tags/social-inclusion-and-equal-opportunities> [7] <https://database.centralbaltic.eu/tags/community-integration-and-common-identity> [8] <https://www.facebook.com/ActiveMomsCentralBaltic/> [9] <https://www.activemoms.eu/> [10] <https://www.llu.lv/lv/projekti/apstiprinatie-projekti/2019/activemoms-sieviesu-sociala-ieklausanas-uzturoties-majas-ar> [11] <https://www.ttkk.ee/korgkool/koostoo/rahvusvahelised-projektid> [12] <https://www.bauskaszive.lv/reklamraksti/darbigas-mammas-active-moms-jauna-tendence-darba-tirgu-183250> [13] <https://www.interreg.lv/lv/aktualitates/interreg-rada-un-rada/interreg-rada-un-rada-sievietes-ar-jaudu-un-smaidu/> [14] <https://www.llu.lv/lv/raksts/2021-03-24/interreg-pasludina-martu-par-sieviesu-projektu-menesi-un-popularize-llu-istenotos> [15] <https://www.youtube.com/watch>