



SHE CAN WITH ICT

SUSTAINING HER ENTERPRISE, CAREER AND NETWORK WITH ICT



Empowering Women Entrepreneurs through Technology: Optimising Businesses for Success



OVERVIEW

- SHE CAN with ICT (Sustaining Her Enterprise, Career and Network) is a W.TEC initiative carved from a need to improve digital literacy and technology use amongst women.
- The SHE CAN WITH ICT aims to ensure that more women understand how to incorporate technology and ICT into whatever they are doing either career or business for growth and sustainability.
- Through this programme, we aim to produce tech savvy women who are not just confident in their use of technology but can also teach their peers and others in their communities.

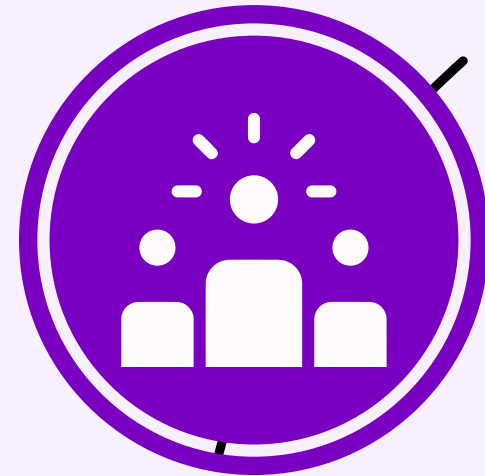




GOALS AND OBJECTIVES

Objective n° 1

Empowering young women to incorporate technology into their careers



Objective n° 2

Boost confidence on the use of technology tools for personal growth



Objective n° 3

Increase business productivity and profitability with tech concepts and skills such as automation, productivity tools, etc





STRATEGIES



ADVOCACY



TRAININGS



MENTORSHIP



IMPACT REACH AND NUMBERS



Since inception, SHE CAN WITH ICT has been sponsored by different partners including Main One, Wikipedia Nigeria, Ayisat Ajoke Afolabi Foundation (AAAF), International Women Society (IWS), Youth Empowerment Centre, Sickle Cell Advocacy and Management Initiative (SAMI), Intel, Aspire Coronation Trust Foundation supported by Access Bank.

Through its implementation, W.TEC has trained over 2,000 young women.

The program has been implemented online as well as in Kwara and Lagos States.



SHE CAN WITH ICT 2023

SHE CAN with ICT is a W.TEC initiative which aims to improve the productivity and profitability of women-owned businesses, by equipping them with in-depth practical digital technology skills and tools to enhance their entrepreneurial growth in an increasingly technology-driven business environment.

549

Total Participants



5

Courses Covered



1 Year

Project Duration



PROGRAMME IMPACT



92.37% of our participants can now manage a website for their businesses



85% now know how to and showcase products using digital marketing techniques



83.9% of the participants have an average 38.9% income increase



As at the end of the training 98.1% of the participants have a technology strategy



Over 70.3% increase in participants that can deploy productivity (WhatsApp for business, Instagram etc.) tools to grow their business

KEY HIGHLIGHTS

- Empowering women to thrive in a digital economy
- Equipping participants with essential digital tools and strategies.
- Participants enhance their business operations and profitability.
- Contributing to economic growth and uplifting local communities through entrepreneurship.



TESTIMONIALS



Through the SHE CAN WITH ICT program my business became more structured and visible. I moved from just a small studio in my house to owning a major studio in the heart of the city.

Mary

I really appreciate this initiative. I have been able to do some designs myself and try to learn more with the use of Canva in order to improve more with my designs

Bolanle

This class has been nothing short of an eye opener. I have learnt a lot of things so far from our wonderful mentors who teach us so calmly, explaining everything in details. I have been able to see the usefulness of editing and graphics apps that I did not know existed before

Maureen

Before the training, I used to manually input my logo and brand color each and every time I'm making a design, I have been able to work smarter and faster after I learnt how to do my graphics faster and cleaner

Kafayat



S U P P O R T E D B Y
access



CURRENT PROJECT: SHE CAN WITH ICT - SKILL UP

DURATION: 2024 - 2025

PROGRAM GOALS:

- To equip 5000 aspiring or existing female entrepreneurs in the fashion and beauty sector with technology skills and knowledge to improve their business productivity and profitability.
- Reduce the digital LITERACY gender gap by increasing the number of women who are able to leverage technology for their businesses.
- Promote sustainability by training them on sustainability techniques to maximise profit and reduce waste.



HOW TO GET INVOLVED

SPONSOR

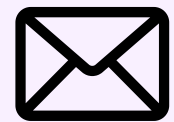
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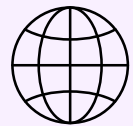
PARTNER



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