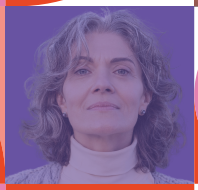

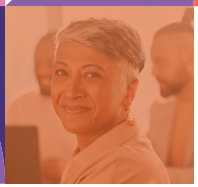

Hera

Helping Empower Women through Reskilling and Advancement

Co-funded by the European Union

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WHAT IS HERA?

A pioneering policy experimentation to empower women aged 45+ through reskilling/upskilling and lifelong learning, to face the challenges of the digital and green transitions.

The HERA project will provide these women with the needed competences to be prepared for jobs in sectors facing skills shortages.

The project will be implemented through the **HERA Labs**, that combine methodologies of **Innovation Hubs, Living Labs and Mutual Aid Groups** to create a self-sustaining support system that encourages women to take control of their career transitions.

In addition, an AI-Powered platform, the **HERA Community Portal**, will be developed to maximize the projects benefits.

WHAT DO WE AIM TO ACHIEVE?

The HERA project addresses gender disparities in employment and the skills development of women over 45 through lifelong learning and reskilling/upskilling. Lifelong learning is an essential asset for career advancement, personal growth and being adaptable in a constantly changing world. The project will present evidence-based policy recommendations aiming the reduction of labour shortages in productive sectors at the cutting edge of the European economy.

HERA will drive policy change to close the gender gap in employment by equipping women 45+ with future-ready skills.

PROJECT OBJECTIVES:

Design a **safe and human-centric framework**, through the HERA Labs methodology, that will enable women to assess their skills and evolve professional pathways for improving competences in lifelong learning.

Develop employment and entrepreneurial ecosystems, in collaboration with public and private sector stakeholders, to **empower women for career transitions** and preparing for jobs in sectors with skills shortages.

Promote and develop **Learning to Learn** (L2L) competences in women 45+.

Develop the HERA Community Portal, an online **AI-based platform**, offering women 45+ personalized competence evaluation, career guidance, and access to lifelong learning opportunities.

Promote the use of innovative research tools to **assess the impact** of specific policies on employment growth.

Work with policymakers, civil society and the quadruple helix of relevant stakeholders to promote the **reduction of labour shortages** in productive sectors at the cutting edge of the European economy.

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