

Dear reader,

Since 2022, thousands of refugees from Ukraine have crossed borders into Latvia and Estonia, leaving behind not only their relatives, homes, and careers, but entire lives and plans for the future. Despite their diverse backgrounds, many faced the same question: “What comes next?” The majority of the refugees were at risk of economic exclusion and struggled to find their place in the labour market. In addition, several fields of work, from healthcare to law and public services, required country-specific education and experience, which became a significant barrier for many Ukrainians fleeing the war.

Deeply moved by this situation, we – the “Women Online” project team – decided to take action. With the support of the Central Baltic Programme, we offered Ukrainian women reskilling into digital marketing – a profession in high demand with strong growth potential. Over 15 months, the project opened new doors for more than 80 motivated, creative, and dedicated participants.

In classrooms and online sessions, something more than learning took place. Confidence was built. Women who once doubted themselves found their voice. Those who feared the future began to plan it. Where there had been uncertainty, direction became clear. Instead of isolation, a community emerged.

Project participants achieved truly remarkable results, and we celebrated every success – big or small. As an added value, regular input from business practitioners in Latvia and Estonia, who shared real-life digital marketing experience, inspired many Ukrainian women to explore entrepreneurship. They launched their own businesses, using digital marketing skills to reach their audiences and grow.

Today, we see a kaleidoscope of faces and stories: Kateryna, who develops and implements digital strategies for small businesses; Nataliia, who sells books on Amazon; Tetiana, who launched a course on artificial intelligence; and Svitlana, who runs an online store for home décor. These are women who have become role models and change agents for other refugees in the region.

“Women Online” project matters for the Central Baltic region because it turns inclusion into economic value. It empowered Ukrainian women to start over, moving from vulnerability to active participation in the labour market. However, this is not only about individual success stories – we created realistic pathways to employment and entrepreneurship that work across borders.

This impact was made possible by the Interreg Central Baltic Programme. By bringing together diverse expertise, experience, and best practices, the Programme helps partners address complex regional challenges more effectively.

Sincerely,

The Women Online project team



From
Central Baltic,
with results