



Halmstad June 20<sup>th</sup> 2019

## Press Release

### WOW launches the project "WOWs OneGoal" with funding from Lokalt Ledd Utveckling Halland

***Women on Wednesday (WOW), an organization focused on getting immigrant women employed, has reached a new milestone as they have been granted funding for the Project "WOWs OneGoal". The project will enable the transformation of a well-established way of working into a documented and validated method, making it both scalable and sustainable. For every person that goes from subsidies to a job, society saves between 200 000 and 400 000 SEK per year, and hence shortening the time to employment has substantial socioeconomic impact.***

WOW's mission is that every immigrant woman that can and wants to work should get employed in the shortest possible time. WOW has two core activities; a network with focus on lowering the social, cultural and emotional barriers to the labor market and OneGoal, a well-established way of working that addresses barriers such as lack of connections, competence and knowledge about the labor market. OneGoal has been developed during 7 years as WOW has supported 35 people in getting a job.

The project scope is to transform the way of working OneGoal into a scalable and sustainable method. The project will be running for one year, starting in September 2019 and is enabled through a grant from the European Union, through Lokalt Ledd Utveckling Halland. Within the scope of the project 20 immigrant women will go through OneGoal, and in parallel the process will be documented and validated. At the end of the project, OneGoal is expected to be a well-defined method that is ready to be spread to more users, as well as a base for a digital platform.

"Today is a big day for WOW as well as for me personally" says Linda Törner, founder of WOW and OneGoal. Linda continues: "During 7 years we have successfully worked with integration and found new, more efficient ways to employment for the immigrant women. With the grant from Lokalt Ledd Utveckling Halland we have the chance to transform a local success into a scalable method for further distribution and we look forward to showing that the region Halland is leading the way." Linda concludes: "It is amazing how proud and grateful the women are when they get a job, and to see how happy they are for the opportunities and freedom that suddenly becomes available to them is incredible. Now more people will be able to have this fantastic experience! There *is* a solution to the problem that immigrant women, involuntarily, aren't part of the labor market."

For questions, please contact

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**WOW (Women on Wednesday)**

WOW is an organization founded in 2012 by Linda Törner, as a reaction to the lack of meeting points for established Swedes and immigrants. Quickly Linda realized that the immigrant women shared a dream – to get a job. Today WOW engages 200 women in Halmstad, of which half are immigrants. In addition, the team is working on expanding WOW to new cities and running the project “WOWs OneGoal”, which will make the method for how to enable immigrants to get employed documented and validated and thereby scalable.

[www.wowfoundations.org](http://www.wowfoundations.org)



**OneGoal**

Projektet WOWs OneGoal  
2019 - 2020



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