
GOOD PRACTICE

The “Possible” project in Berlin

BUILDING MIGRANT WOMEN’S CONFIDENCE AND TRUST IN
JOBCENTRES FOR LABOUR MARKET INTEGRATION



Find out more in the [Policy brief](#)

GOOD PRACTICE ID

Essential information

Title of the practice

Project “Possible”: Building migrant women’s confidence and trust in jobcentres for labour market integration in Berlin

Theme

Migrant women integration into the labour market

Geographical area

Berlin, Germany

Who leads on the practice?

La Red e.V. and Frauenalia jointly.

Target Group(s)

Migrant women in Berlin, who have limited (formal) qualification and an increased need for support.

Project duration

January 2023–December 2025

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GOOD PRACTICE SUMMARY

Purpose, delivery and impact

Description of the practice

Project "Possible" (delivered by La Red e.V together with Frauenalia Frauenalia) is a free, personalised empowerment and job-orientation programme for migrant women living in Berlin. It offers individual counselling, group workshops and peer-led activities that support the pathway into employment, vocational training or further education.

Purpose, goals and evidence of needs

Launched in January 2023 under the national ESF+ programme MY TURN – Women with migration experience get started, "Possible" aims to empower migrant women with limited formal qualifications to access the labour market and training opportunities in Berlin. It strengthens employability and self-confidence through counselling, coaching, and empowerment workshops, supporting women's labour market integration in cooperation with Jobcenters and local partners.

In 2024, the project gained new relevance with the rollout of the nationwide Job-Turbo initiative, which seeks to accelerate refugees' entry into employment in Germany. Misinformation about this initiative circulated widely on social media channels such as Facebook and Telegram, particularly among Ukrainian women. A persistent rumour claimed that they would be forced into low-skilled jobs or risk losing benefits, creating anxiety and mistrust toward Jobcenters and other public services.

"Possible" responded by building trust between migrant women and institutions, disseminating verified information through trusted channels, and addressing fears related to Jobcenters' role. This targeted "trust-building and misinformation" component became a key part of "Possible"s broader mission of empowerment and inclusion, helping ensure that women can confidently use and benefit from the support available to them.

How it works

"Possible" combines individual support, group empowerment, and outreach to build migrant women's confidence and improve access to employment services. Key activities include personalised counselling and career planning, as well as workshops on job applications, job-related German, communication with Jobcentres, and recognition of qualifications.

Using the **Digital Street Work methodology** (see below), the project identified widespread misinformation about the Job-Turbo initiative among Ukrainian women in Berlin, leading to mistrust and fear of engaging with Jobcentres. To respond, "Possible" implemented targeted trust-building activities:

- Outreach in Ukrainian through social media groups for migrant women, followed by in-person information sessions (over 100 participants in four meetings) organised by trusted partners La Red and Frauenalia.
- Workshops in German and Ukrainian on further training and communication with Jobcentres, addressing fears of being forced into underqualified jobs.
- Empowerment LABs, short programmes focused on competence assessment, intercultural skills, and interview techniques.
- Networking breakfasts with Ukrainian role models who shared first-hand experiences of finding employment and interacting with Jobcentres.
- Joint meetings with Jobcentres to exchange information and foster mutual understanding between staff and participants.

The bilingual and low-threshold approach created a safe environment for participants to express concerns and receive verified information. Insights from women's experiences were shared with employment agencies, helping them adapt their practices and improve communication with migrant communities.

Partnership and collaboration

Cooperation agreements between "Possible" and Jobcentres or employment agencies connect participants to the labour market. Jobcentre representatives also join workshops and networking events, explaining procedures, answering questions, and addressing misunderstandings, which helps humanise institutions, reduce fear, and build trust among migrant women.

Participation

Participants shape the practice at every stage:

- They chose which accompanying measures they want to get.
- They co-design their support plans with coaches.
- Feedback is systematically collected after collective empowerment measures.

Insights from participants are shared back with Jobcentres, enabling institutional learning and adjustments.

Effectiveness and results

In comparison to 2023, Ukraine became in 2024 the most represented country of origin in the project (30%). From 8 women in 2023, 76 women from Ukraine joined the project.

The circulation of verified information, participation in empowerment measures, and discussions on labour market strategies strengthened their confidence in engaging with jobcentre advisers. Direct contacts between project advisers and jobcentre staff helped prevent miscommunications, enabling several women to take concrete steps toward desired jobs or qualifications. Word of mouth among participants further enhanced the project's credibility and trust in public authorities.

One year after, 43% of them had a positive outcome: 21% of these women found a job; 22% began an educational or training measure. Only 15% of them didn't pursue the project and stopped without a positive outcome. The rest is still active in the advising process.

Funding and resources

The „Possible“ project is funded by the German Federal Ministry of Labour and Social Affairs and the European Union via the European Social Fund Plus (ESF Plus) as part of the MY TURN program “Women with migration experience get started”.

The project runs for three years, from 2023 to 2025, ensuring stability in terms of resources and team structure, as well as in the establishment of networks. The team consists of 10 people, which corresponds to 6.5 full-time equivalents. The team is spread across two sites. All those working on the project are women, most of whom are migrants themselves.

Sustainability in the long term

Both organisations La Red and Frauenalia are continuing their work in the field of supporting employment for migrant women. The contacts they have established are a valuable asset. These include the network of local institutions as well as other migrant organisations or the project participants themselves.

The organisations has applied for an extension of fundings for the project in the second period of support of the ESF Plus Federal Programme 2021-2027.

TRANSFERABILITY CONSIDERATIONS

Topline issues

Success factors

- Empowerment LABs, networking breakfasts, and peer involvement gave women practical skills and increased confidence.
- Direct participation of Jobcentre staff in workshops and events helped clarify procedures and reduce fear.
- Providing time, space, and proximity for dialogue allowed meaningful trust-building between participants and institutions.

Context-specific factors

- Very good cooperation between La Red and Frauenalia.
- Strong pre-existing partnerships with the Jobcentres, and other local organisations.
- Three-years-funding by the German Federal Ministry of Labour and Social Affairs and the European Union via the European Social Fund Plus (ESF Plus) as part of the MY TURN program “Women with migration experience get started”.
- The flexible framework of the MY TURN programme enabled quick adaptation to emerging needs, such as responding to Job-Turbo rumours.
- Established migrant networks in Berlin facilitated outreach and community mobilisation.

Materials and support

The publications of projects done by Minor Digital, a.o. the projet “Neu in Berlin Pro”: <https://minor-digital.de/nib-pro/>

Risks and challenges

- Identify institutional partners and ensure their openness before reaching out to communities. It can be the opportunity to create this trusted and strong relationship, if it didn't exist before.
- Challenge in articulating the multilingual aspect of collective offers: While group activities are generally conducted in German to enable language practice, we also wanted to offer activities in Ukrainian. The idea was to promote easy access to this target group. Articulating this offers with the German language wasn't easy because of the very diverse expectations of the participants.
- Difficulties in conducting group activities between Russian- and Ukrainian-speaking participants due to political situation.

Recommendations to another city – the dos and the don'ts

DO'S

1. Engage trusted community organisations to ensure effective outreach and credibility.
2. Create direct interaction opportunities between migrant participants and public institutions to foster understanding and responsiveness.
3. Offer multilingual, low-threshold spaces and allow sufficient time for participants to share experiences and gain confidence.

DON'Ts

1. Substituting for and acting on behalf of migrant women seeking advice: the aim is to provide tools and empower them so that they can themselves establish contact with institutions and engage in constructive discussion for both parties.
2. Try to solve a problem alone. Nobody has all the answers.
3. Rush the process. Good and open communication takes time.

Digital Street Work method

“Digital Street Work” brings the principles of traditional street outreach—meeting people where they are, building trust, and offering easy, barrier-free access—into online spaces. It reaches people who are marginalised or not well served by conventional face-to-face services.

Key features and practices:

- Proactively locating and monitoring platforms/groups used by target communities, using relevant languages, “buzzwords”, and joining closed and open groups.
- Answering gaps: responding to mis- or un-answered questions, providing up-to-date, legally correct, accessible info about rights, procedures, benefits, etc.
- Multilingualism & cultural proximity: using many languages reflecting actual communities, often with staff who are migrants or have migration backgrounds.
- Referrals and crisis intervention: when urgent issues arise (domestic violence, access to services etc.), offering concrete help (contacts, hotlines, safe services) and linking to local, in-person or institutional support.
- Use of new tools/formats: extending outreach via platforms like Telegram, TikTok especially for people who may be less literate or less engaged in traditional social media.
- Example: The Fem.OS Plus project by Berlin-based association Minor – Digital applies this approach to support migrants via social media: <https://minor-digital.de/fem-os-plus/>

