



W-RETURN

Empowerment and Reemployment Route



**BEST
PRACTICE**

CEYLAN'S CAREER TRANSFORMATION THROUGH THE W-RETURN PROJECT



Kofinanziert von der
Europäischen Union





BEST PRACTICE 1

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Initial Situation:

In 2018, I graduated from the Department of Computer Education and Instructional Technology. After graduation, like many young graduates, I entered a period of looking for a job and shaping my professional future.

On the one hand, I was preparing for the Public Personnel Selection Examination (KPSS) in the hope of becoming a permanent teacher, while on the other hand, I was trying to gain different work experiences. However, as a young graduate in Türkiye, I was unable to secure stable, permanent employment.

A New Beginning with the W-Return Project:

The W-Return Project became one of the important turning points in my life. As part of the project, I had the opportunity to participate in a one-week international training programme in Germany.

Meeting participants from different backgrounds, discovering new perspectives and gaining new experiences was a valuable learning opportunity for me. The training process helped me to better understand myself, recognise my strengths and reassess my potential.



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Initial Assessment:

Ceylan became aware of the W-Return Project through its social media promotion and contacted the project team. At the age of 29, she did not fully fit some of the characteristics of the target profile at the beginning. However, as the project approach focused on individual needs and development potential rather than strict eligibility criteria, she was included in the process.

During the initial meetings and training sessions, it became clear that, as a graduate of Computer Education and Instructional Technology, Ceylan had strong digital skills. At the same time, it was identified that she needed support in recognising her own strengths and areas for development, as well as in using certain digital tools more effectively and confidently.

The activities throughout the process focused on helping Ceylan better understand her strengths and areas for development and discover how she could apply her existing skills in different fields. In particular, her interest and potential in communication, social media and the use of digital tools became increasingly evident.

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Support Services Provided:

In line with Ceylan's needs, her active participation in the international training programme in Germany was supported. She was encouraged to communicate with participants from different backgrounds, gain new experiences and explore different areas of work. The training process contributed to Ceylan recognising her personal strengths and reassessing her professional interests.

Following the training in Germany, Ceylan quickly began applying what she had learned and discovered her particular interest in social media and communication. In order to further develop herself in these areas, she began participating voluntarily in the activities of Paydaş Association and regularly took part in meetings.

Over time, Ceylan expressed her interest in working in the civil society sector. In line with this goal, she was also supported in developing her English language skills, which are an important requirement in this field. By participating in English conversation clubs organised by Paydaş, she developed her communication skills and gained experience in expressing herself more confidently in international working environments.

Throughout the process, the support provided in line with Ceylan's individual development, interests and professional goals enabled her to recognise the skills she already possessed, develop new skills and create a new career direction for herself in the civil society sector.

In Ceylan's Own Words – Conclusion:

W The experiences I gained through the W-Return Project and Paydaş Association opened the door to important changes and new opportunities in my professional journey. The W-Return Project provided me with an international learning environment where I could gain different experiences, while Paydaş Association helped me discover that I could use my knowledge and skills in different fields.

Looking back today, I see that the period of unemployment and uncertainty was actually an important part of my professional development journey. Today, I am happy to be involved in work that touches the lives of young people and disadvantaged individuals, and I continue to contribute by bringing together my experience in education and civil society.