



Setting the Scene

Women's Enterprise Scotland (WES) is a not-for-profit Community Interest Company based in Scotland with a global reach. A catalyst for economic growth and inclusion, WES works to create an entrepreneurial environment where women can start up in business and thrive.

With an aim to create a national women's business centre, they are helping women across Scotland unlock their full business capability, across innovative technologies to build the businesses of the future.

The Challenge

To help support and increase the number of women-owned businesses in Scotland, WES launched a new 'Business Advisor Gender Balance' training programme. This enables business advisors to better understand the challenges which can be faced by women-owned businesses, to identify

potential business support needs and to tailor business support provision more closely to meet those needs.

WES wanted to recognise the skills of those who completed the programme and were looking for an effective way to do this.

At the same time, they were looking for a digital solution that would enable their programme participants to demonstrate their involvement with WES.





The Solution

Digital Badges were the natural choice to solve both of these challenges, because they make it easy to recognise skills and experience gained and can also be used to recognise affiliation.

Using eNetBadges™, eCom's digital micro-credentialing tool, WES were able to issue and manage their own branded digital badges, which recipients can keep in their own digital backpack. The badges can also have specific metadata attached to them listing WES as the issuer and including evidence of what has been achieved.

And of course, they can also be used to recognise affiliation.

The Benefits

As badges are shareable on social media, WES programme participants have the opportunity to demonstrate their knowledge and their work with WES. As this is such an easy way for members to spread the word about WES, it's great PR for the organisation.

“We are delighted to be using an innovative solution to validate the new skills gained by business advisors in Scotland with eNetBadges”

*Carolyn Currie,
WES Chief Executive*

With digital badges being a portable qualification, the holder can easily take their qualification with them if they change roles or jobs, helping them in their future career. And because anyone viewing the badge can look up the associated metadata to find out more about it, they are a very useful record of achievement.

WES Chief Executive, Carolyn Currie, said “We are delighted to be using an innovative solution to validate the new skills gained by business advisors in Scotland with eNetBadges”

To find out more about WES, please visit:

<https://www.wescotland.co.uk/about>



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