

**GUIDE**

# **CREATING A RESOURCE PLATFORM FOR THE FIRST TIME? THIS IS YOUR ULTIMATE 101 GUIDE**

As part of the WE-EMPOWER project, a series of webinars on migrant women's democratic rights, economic empowerment, and storytelling were organised. This document serves as a beginner's guide to creating relevant resource platforms for your target audience. This guide may be especially useful for civil society, grassroots movements and non-profit organisations.

# WHAT IS A RESOURCE PLATFORM AND WHY IS IT IMPORTANT?

---

A resource platform is an online hub designed to provide valuable information, tools, and materials tailored to a specific target audience. It can include articles, videos, downloadable resources, interactive tools, and forums for discussion.

For civil society, grassroots movements, and non-profit organisations, a well-crafted resource platform can enhance project visibility, foster community engagement, and facilitate knowledge sharing. By centralising resources in an accessible and user-friendly manner, it has the potential to empower your target audience with the information they need to take informed actions, support the organisation's mission, and strengthen its impact.

## TECHNICALITIES: WHEN AND WHERE

---

When planning to set up a resource platform you must identify the foundational pillars:

- Where will the resource platform be hosted?
- What categories and types of content will the resource platform include?
- Who is your target audience?
- Why are we creating the resource platform?

In addition to identifying the answers to the questions above, it is important to create a space for documentation and coordination of the work that has been done, is in progress, and is to be done. If your organisation already is working with a preferred project management/coordination method, maintain that method. If not, you can consider exploring platforms such as Trello, Notion, Monday - or just a classic notebook or shared Google document/folder.

## WHERE: CHOOSING A HOSTING PLATFORM

---

When deciding where to host your resource platform, it's essential to consider your organisation's budget and technical expertise. While some might assume that creating an effective online resource hub requires substantial financial investment and advanced technical skills, this is not necessarily the case.

Many cost-effective and user-friendly options are available, making it feasible for organisations with limited budgets and technical knowledge to create a professional and accessible platform. From open-source content management systems to intuitive website builders, these tools allow you to develop a robust resource platform that meets your audience's needs without straining your resources.

When discussing where to host the resource platform, consider the following:

- **Existing Subscriptions:** Utilise existing subscriptions like Wix, WordPress, or Squarespace if available.
- **Scalability and Flexibility:** Choose a platform that can scale with your needs and offers flexibility in terms of design and content management.
- **Specific Features:** Consider features such as multimedia support, user engagement tools (like comments or forums), and integration with social media and mailing lists.

If your organisation does not have any subscriptions and no budget, Canva is your solution. Canva for nonprofits offers access to all the premium features - 100% free. While Canva might be known for creating graphical cards and documents, they also have a website hosting platform - this is what KULU used for their resource platform in the WE-EMPOWER project.

## CONTENT: WHAT, WHO, AND WHY

---

Once all the practical and technical matters have been covered, focus on the actual content of the platform. This part of the work will define the platform's value for your target audience.

### *Who is your target audience?*

- **Audience Analysis:** Conduct an analysis of your target audience to understand their needs, preferences, and behaviours.

### *What content will the resource platform include?*

- **Relevance:** Ensure the content is time-relevant, aligned with your audience's interests, and pertinent to your organisation's goals.
- **Variety:** Include diverse types of content such as articles, videos, infographics, and downloadable resources.
- **Quality:** Maintain high-quality standards in all content to ensure credibility and usefulness.

### *Why are we creating the resource platform?*

- **Purpose and Goals:** Clearly define the purpose of the platform and the goals you aim to achieve. This could be to educate, inform, provide support, or foster community engagement.

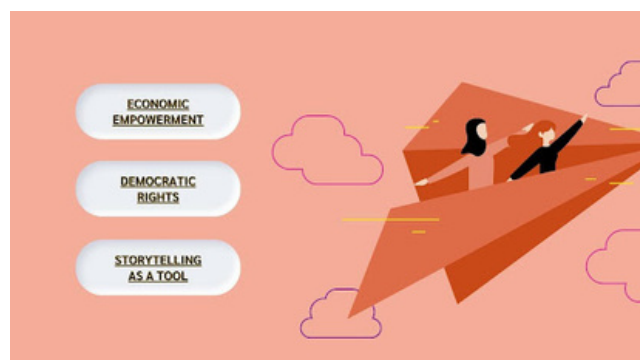
**Problem Solving:** Identify the problems or gaps the resource platform aims to address and how it will benefit the target audience.

# KULU'S RESOURCE PLATFORM FOR MIGRANT WOMEN

Link to the Danish website: <https://we-empower-ressourcer.my.canva.site/home>

For the purpose of this guide, kindly see below to view the English translation of the website as well as explanations of the structure:

## LANDING PAGE (IMAGES IN CAROUSEL FORMAT IF POSSIBLE)



### CONTACT

<b>Address</b> Thoravej 13, 2. tv. 2450 København NV	<b>E-mail</b> kulu@kulu.dk	<b>Phone</b> +45 33 15 78 70	<b>Website</b> https://kulu.dk/
--	-------------------------------	---------------------------------	------------------------------------

Creating a simple yet eye-catching landing page is crucial for capturing and maintaining your audience's attention. The landing page serves as the first impression of your resource platform, and a well-designed, intuitive layout can significantly enhance user experience. A clean, visually appealing landing page ensures that visitors can easily navigate the site, find the information they need, and engage with your content. By balancing simplicity with engaging design elements, you can create a welcoming and professional gateway to your resource platform that encourages users to explore further.

For this landing page, KULU developed an overarching visual identity for both the webinar series and the resource platform as to visually relate both initiatives.

The target audience being migrant women and professionals working with migrant women, it was important to include elements to which the target audience directly can relate.

Since the three webinars in the webinar series touched upon three different topics, we decided that the resource platform should follow the same structure and be divided into three themes: economic empowerment, democratic rights and storytelling as a tool.

# TOPIC 1: ECONOMIC EMPOWERMENT (IMAGES IN CAROUSEL FORMAT IF POSSIBLE)



## TIPS FOR STRENGTHENING YOUR PERSONAL ECONOMY



## LISTEN TO

- In Danish:
- Overskud på Radio 4
  - Penge-Tanken Carina Svendsen
  - "Kvinde\_kend din økonomi"-afsnittet fra Tik Tak 30
  - ...
- In English:
- Hashtag\_Impact's episode #36: PROMOTING ECONOMIC EMPOWERMENT FOR MIGRANT DOMESTIC WORKERS
  - Brown Ambitions episode # 270 - Financial Hype Woman Berna Anat
  - Black Girl Finance
  - ...



## CREATE A BUDGET

- Download and print a simple template: [click here](#)
- Danish budget template on Google Sheets: [click here](#)
- Create your own budget on an online platform/app:
  - Notion.so
  - Google Sheets
  - Carva
  - Mint
  - Spilr.dk
  - Lommebudget
  - MyMonii app. (for children and youth)
  - ...



## FOLLOW

- Instagram:
- @budgetnoerden - Elizabeth Frank Nebelung
  - @femaleinvest - Female Invest
  - @moneytalks.dk - Anissa Gaceb | Salary negotiations for women
  - @kvindeøkonomien - Kvindeøkonomien
  - @økonomista - Økonomista - our feminist money magazine
  - @pengeliv.dk - Pengeliv
  - @moneymum.dk - Moneymum | Economist | Pernille Oldgaard
  - @pengemette - Mette Ahnfeldt • Bank advisor
  - @pengeeventyret.dk - Money adventures
  - @pengecoachen - Lotte Bidstrup - Saving tips - Mentor for private economy and daily expenses
  - ...



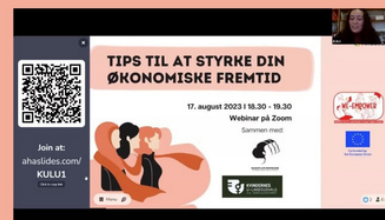
## ADDITIONAL RESOURCES

- Online courses in English:
- [Personal finance by Khan Academy](#)
  - [Financial literacy by Khan Academy](#)
- Free counseling:
- [Financial and debt counseling at SR Bistand](#)
  - [Financial and debt counseling at Forbrugerrådet Tænk](#)
  - [At your own bank](#)



## THE WEBINAR

Recording from 17.08.2023



## CONTACT

**Address**  
Thorsvej 13, 2. tv.  
2450 København NV

**E-mail**  
info@kafkadk.dk

**Phone**  
+45 33 15 78 70

**Website**  
<https://kafkadk.dk/>

Each of the themes contains the same foundational structure, which then was adapted according to the theme.

For the economic/financial resources, we created the following categories:

- “Listen to” with podcast suggestions in both English and Danish.
- “Create a budget” with various budgeting resources, including a downloadable printing file, an online template and links to existing budgeting platforms and mobile apps.
- “Follow” linking to suggested Instagram accounts that specialise in financial literacy and personal economy.
- “Additional resources” with free online courses and free, local counseling opportunities in Copenhagen.
- “The webinar” with the webinar recording.

# TOPIC 2: DEMOCRATIC RIGHTS (IMAGES IN CAROUSEL FORMAT IF POSSIBLE)





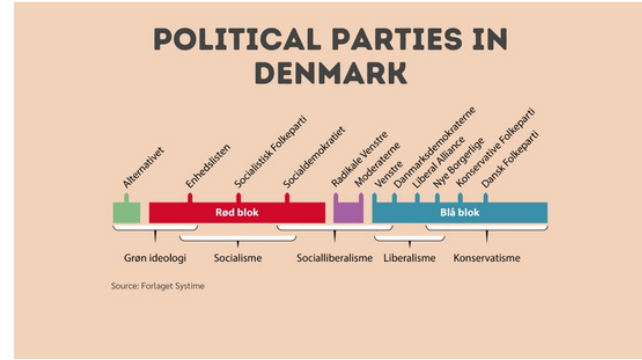
## FROM ARRIVAL TO PARTICIPATION: YOUR DEMOCRATIC RIGHTS



## YOUR VOICE & VOTE MAKE A DIFFERENCE

WATCH THESE VIDEOS AND LISTEN TO THE PODCAST TO LEARN MORE

🎧 🎧 "FROM VOICE/ VOTE TO ACTION"  
Published by Mina Danmark and Kvindernet

## POLITICAL PARTIES IN DENMARK

 <a href="#">Enhedslisten</a>	 <a href="#">Danmarksdemokraterne</a>
 <a href="#">SF</a>	 <a href="#">Liberal Alliance</a>
 <a href="#">Radikale Venstre</a>	 <a href="#">Nye Borgerlige</a>
 <a href="#">Socialdemokratiet</a>	 <a href="#">Dansk Folkeparti</a>
 <a href="#">Moderaterne</a>	 <a href="#">Alternativet</a>
 <a href="#">Venstre</a>	 <a href="#">Konservative Folkeparti</a>

## WHO CAN VOTE IN DANISH ELECTIONS

### MUNICIPAL AND REGIONAL ELECTIONS

To be eligible to vote, you must meet the following requirements:

- You must be at least 18 years old
- You must have permanent residence in Denmark (in the municipality/region)
- You must be a Danish citizen, a citizen of another EU country, Iceland or Norway, or have lived in Denmark, Greenland or the Faroe Islands without interruption for at least five years.

\*The same requirements apply to be able to stand for election

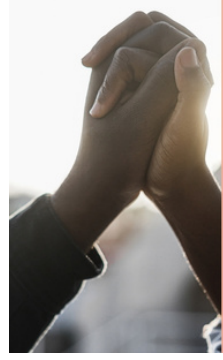


## FOLLOW

- [@deltidsaraber](#)
- [@minodanmark](#)
- [@osudenfor](#)
- [@cedadanmark](#)
- [@menneskerettighedsalliancen](#)
- [@kvinderaadet](#)
- [@diversityworks](#)

## ADDITIONAL RESOURCES

- Kommunernes Landsforening
- Integrationshuset Kringlebakken
- Diversity works




## GET INVOLVED IN A VOLUNTARY ORGANISATION

<https://frivilligjob.dk>

or get in touch directly with an organisation you know or would like to hear more about!




## WHERE TO GET FREE COUNSELING

- Danish Refugee Council
- Red Cross
- Mødretshjælpen
- Caritas Åben Rådgivning
- Indvandrerrådgivningen
- Den Sociale Retshjælps Fond
- Retshjælperen
- Nye Redder
- Your own municipality



## THE WEBINAR

Recording from 24.08.2023




## CONTACT

<b>Address</b> Thoravej 13, 2. tv. 2400 København NV	<b>E-mail</b> <a href="mailto:kulu@kulu.dk">kulu@kulu.dk</a>	<b>Phone</b> +45 33 15 78 70	<b>Website</b> <a href="https://kulu.dk/">https://kulu.dk/</a>
--	---	---------------------------------	---

As the topic of democratic rights is a more widespread topic, more resources are available both digitally and physically in Denmark. For this reason, the structure has been personalised and adapted to existing resources.

We created the following categories:

- *“Your voice & vote make a difference”* linking to a campaign and podcast for previous elections in Denmark. The campaign entitled *“Din stemme gør en forskel”* is a play on words, as *stemme* in Danish both means vote and voice. The aim of the campaign and the podcast was to incentivise migrants in Denmark to use their vote (and voice).
- *“Political parties in Denmark”* showing the spectrum of and linking to the website of existing political parties in Denmark.
- *“Who can vote in Danish elections”* to highlight that also migrants can vote in municipal and regional elections in Denmark.
- *“Follow”* linking to suggested accounts of migrant voices in Denmark and across Europe as well as organisations working with migrant women.
- *“Additional resources”* linking to additional institutions and organisations working with migrant women.
- *“Get involved in a voluntary organisation”* to inform the audience about the opportunity and the importance of becoming a volunteer in Danish society.
- *“Where to get free counseling”* linking to different organisations in Denmark that offer free counseling in terms of democratic rights and processes.
- *“The webinar”* with the webinar recording.

## TOPIC 3: STORYTELLING AS A TOOL (IMAGES IN CAROUSEL FORMAT IF POSSIBLE)



**FROM STORYTELLING TO CHANGE: THE VOICES OF MIGRANT WOMEN**


### LISTEN TO

In Danish:

- *A Seat at the Table*
- *Skabnefortællinger fra Rapolitics*
- *Lskyggen fra Humanity in Action Denmark*
- *LADIES:TALK - episode: Frihedskæmper for minoritetskvinders rettigheder: Kafa Abu Ras*
- *Parkologi*
- *Minoritetsfeminisme*
- *Undertonen*

In English:

- *We Belong Europe*
- *Representing Her*
- *Minoritees Talk*
- *Hustle Rule - episode: Nadia Nadim & the family of fighters*
- ...





### ORGANISATIONS IN DENMARK

- RAPOLITICS - <https://www.rapolitics.dk/>
- MENNESKEBIBLIOTEKET - <https://menneskebiblioteket.dk/>
- SAGA - <https://sagaorg.dk/>
- ANOTHER LIFE - <https://anotherlifecommunity.com/>
- C:NTACT - <https://www.contact.dk/>
- ...

### FOLLOW

- @OsGreenland
- @deltidsaraber
- @asgari\_freestyle
- @ozcanapoet
- @rapolitics
- @manilasesen
- @menneskebibliotek
- @humanlibraryorganization
- @WeBelongEurope
- @skinnutts
- @rupikaaur
- @d.criticalnomads
- @tal.om.det




### ADDITIONAL RESOURCES

Online courses in English:

- *Storytelling-course on Khan Academy*

Books:


- *Barbar - Amina Elmi*
- *Jeg vågner op som fremmed - Özcan Ajruloyski*
- *Det er kvinder som mig, de kalder ofre - Dorte Hygum Sørensen & Razan Haugaard*
- *Også danske - Else Cornelius*

Movies:

- *The Swimmers*
- *Desert Flower*
- *Eluot*
- *I lost my body*

### THE WEBINAR

Recording from 31.08.2023



Webinar på Zoom | 31. august 2023 | 18.30 - 19.30  
Summer meet

Join at: [ahasides.com/KULU3](https://ahasides.com/KULU3)

OsGreenland @OsGreenland

For the storytelling resources, we created the following categories:

- “*Listen to*” with podcast suggestions in both English and Danish.
- “*Organisations in Denmark*” linking to various local NGOs and associations that specialise in storytelling and migration, and that organise events that might be appealing to migrant women in Denmark.
- “*Follow*” linking to suggested Instagram accounts that advocate for migrants’ rights in both Denmark and across Europe.
- “*Additional resources*” with free online courses, suggested books and movies that highlight stories of migrant women.
- “*The webinar*” with the webinar recording.

Creating a resource platform is an invaluable endeavour that can significantly enhance your organisation's impact and outreach.

A well-crafted resource platform not only serves as a repository of knowledge but also as a catalyst for engagement and change. It has the potential to support continuous learning, promote collaboration, and drive meaningful conversations. Remember, the success of your platform lies in its relevance, accessibility, and the value it provides to its users.

## **ENGAGING WITH USER-GENERATED CONTENT AND FEEDBACK**

---

Engaging with your audience through user-generated content and feedback can significantly enhance the effectiveness and relevance of your resource platform. If time and resources allow, consider integrating mechanisms for collecting and showcasing feedback, stories, and contributions from your target group. This not only enriches the platform's content but also fosters a sense of ownership and community among users.

Encourage your audience to share their experiences, insights, and resources. Utilise tools such as forums, comment sections, surveys, and submission forms to facilitate this interaction. By regularly reviewing and incorporating user feedback, you can continuously improve the platform and ensure it meets the evolving needs of your audience. Engaging with user-generated content also provides valuable insights that can guide future projects and initiatives.

Ultimately, a resource platform that actively involves its users can become a dynamic and responsive hub, driving deeper engagement and making a more significant impact.





PROMOTING POLITICAL PARTICIPATION OF MIGRANT WOMEN IN EUROPE

[www.wideplus.org/we-empower-project/](http://www.wideplus.org/we-empower-project/)

**KULU - WOMEN AND DEVELOPMENT**

[www.kulu.dk/](http://www.kulu.dk/)

