

Training programme

The project team has completed 6 very different Pilot Trainings, which gives us an extremely broad knowledge of how the training methods work on different target groups, in different environment and with different goals.

The project target group is people over 50 years and among the age group we have defined different kind of group profiles:

- Unemployed people
- Working people
- People with a business idea
- People without a business idea

The experiences from the piloting will be added to the final training programme. One of the experiences common for all the participating countries was that a key factor for a successful training is to use sufficient time on assessment and individual coaching before starting the practical training.

Some other important conclusions from the pilot training were:

- Constant individual support
- Focus on individual ideas
- Self-confidence training
- Presentation skills, sell your idea!
- Emphasis on the social factors
- Give participants an inspiration from guest lectures and entrepreneurs

All these experiences will be incorporated in the final training programme, which will be ready at the end of **June 2014**.



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TOWER – Training of older workers in entrepreneurship

THE PROJECT AIMS

- To integrate the program as a permanent training opportunity in vocational and adult education institutions
- Create new jobs through entrepreneurship and innovation
- Encourage people with long working experience to utilize their ideas and establish their own business



PILOT PROJECTS

The TOWER concept has now been tested in each partner country. We can proudly state that the TOWER model works very well and allows for custom configurations depending on local or national conditions as well regarding implementation as recruiting participants.

In **Norway**, the concept was adapted to the local initiative around the "Captain Morgan Project" and education was given practical feedback to participants through environmental practice in Jamaica.

In **Latvia**, the course was addressed to craftsmen with an interest in business development in their field. The step from modest exposure to a wider market was shortened significantly and stimulated future joint ambitions.

In **Denmark**, they turned to the unemployed in partnership with Job Centre and conducted full-time training for five weeks. The program was appreciated and thanks to a well thought-out pedagogical appearance the course showed good results.

In **Sweden** participants were recruited through open advertisement and were conducted during evening hours. Participants were free to pay a fee for the training, which contributed to a very interested and determined group of participants.

In **Iceland**, there were two parallel programmes. One was an innovative full-time weekend with idea development linked to the concept.

The second programme was aimed at employees and focused on creativity as an added incentive to TOWER concept.

We have found that the concept works well on the target group. Based on the experience of the pilot course and participants' evaluations, have crystallized some keywords that should be considered to make the course even better

Key factors for successful course:

- Clear recruitment strategy
- Focus on individual ideas
- Continuous interaction with the participants
- Emphasis on social factors
- Constant individual support
- Assessment interview before training start
- Follow the principles of adult learning
- Inspiration from guest lecturers
- Competent teachers/trainers
- Clear training structure
- Give insight in the lifestyle as Entrepreneur
- Development of presentation skills
- Self-confidence training
- Practical training and group work

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Coming events

Final Conference **The 20th of August**

We are reaching the end of the project work and we are looking forward to present our learnings at the final conference. The conference will be held on the **20th of August in Esbjerg, Denmark**. The main purpose of the conference will be to present the project results to decision makers in the local area and to create awareness on how to make an attractive environment for entrepreneurs.

At the same time, we want to present the entrepreneurship as a possibility for people to create their own jobs, with the right training opportunities. Adult learning will be kept in focus as the project aims the target group of people 50+

More information will be available on our homepage

www.tower50plus.eu, later in May.



Partner meeting in Riga

The 8th and 9th of April 2014
Riga, Latvia

After 7 months of individual work the project team met once again, but this time in Riga – Latvia from 8th – 9th of April 2014. On the first day of the meeting, all partners shared their experiences in carrying out the training called also as Pilot projects in each of their countries. Presentations about the training process and evaluation results, as well as discussions about the main learning's and success stories took nearly all day and resulted in fruitful sharing and gathering of knowledge and experience, which will help the team to take a step further and make final adjustments to the training programme. We are proud to be able to offer a unique training programme adapted to the needs of our target group not content, but approach wise.

Next day was devoted for planning the future activities having on agenda such topics as guidelines for future entrepreneurs "Climbing the Tower" that you will be able to find on project website soon and Final Conference in Esbjerg, Denmark. Partners also found time for informal activities and visited Lāči Bakery where everyone baked their own Real Rye Bread to be taken home as a memory of the time spent in Riga.

The project's website

Our webpage was launched in October 2013 and we are quite proud of it. It is available in English, Danish, Icelandic, Norwegian, in Latvian and in Swedish. Please open the link: <http://www.tower50plus.eu/> select your language and read about the TOWER project. On the web site you can find our latest news and, in the future, you can study offers for 50+ entrepreneurs in the participating countries. The partners will keep you informed about training courses in Entrepreneurship in all the partner countries. In the near future, the webpage will be presenting the training experiences in each country.

Please take a look and tell us what you think?

The project's main target group is people over 50, with long working experience, interested in developing new business ideas. Do you know any success stories 50+ of entrepreneurs? We are collecting success stories of entrepreneurs 50+ that have established and are running a successful company since they turned 50 or more.

These stories will be part of the guidelines for entrepreneurs, which will be available on the web site later this year.

Guidelines for entrepreneurs



"Do as the frog- climb the tower"

After having gathered experiences through pilot courses, we are now producing a guideline on how to succeed in your entrepreneurial journey.

The guideline will be in English as well as in the participants own languages. Inspired by the story of the frog climbing the tower, we will make the guideline easy to read and useful. We will also share the story of the frog, a story about how important your own attitude is in the process of becoming entrepreneur.

The guideline will share some of the crucial steps while climbing the entrepreneurial tower as well as some of the best success stories during the piloting course.

Among other stories we will tell about Magnus and his journey from being "stuck" in business plan and financing of his "Captain's Cabin" (cafe'), to wearing rastahair and getting friends among Jamaica's best chefs. His new energy makes the business plan develop itself. Working organic, listening to those who encourage and have faith in your personal "tower", can make you succeed.



More information

If you want to know more about the project, activities and events, you can go through the different sections of the web site: www.tower50plus.eu.



You can also find us on:

Facebook:
http://ej.uz/TOWER_facebook

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Credits

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