



## **B-PLAN2 Build Personal Labour Acting in Net 2<sup>o</sup> ROUND**

### **Project information**

Project acronym: B-PLAN2

Project title: B-PLAN2 Build Personal Labour Acting in Net

Project number: 2<sup>o</sup>Round

Sub-programme or KA:

Project website: <http://www.bplan2.eu>

Reporting period: From

To

Report version: [B-PLAN 2<sup>o</sup>ROUND – 2012-1-IT-LEO05-02826](#)

Date of preparation: 25/09/2014

Beneficiary organisation: Association for Education and Sustainable Development

Project coordinator: Mr. Ciprian PANDEA

Project coordinator organisation: A E S D R o m a n i a

Project coordinator telephone number: +40 744 4888 14

Project coordinator email address: [ciprian\\_pandea@yahoo.com](mailto:ciprian_pandea@yahoo.com)

This project has been funded with support from the European Commission.

This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

## Executive Summary

This report is targeting the funding body of the project, i.e. the European Commission, as well as the project partners, as internal instrument exploited to monitor the ongoing work and results and the quality achievement of the final deliverables.

The project central core is the study and implementation of a **Guidance Path** for business creation that duly takes into consideration the different aspects arising from the creation of an independent activity, analysing beyond the market and the monetary aspects also the following ones:

1. The coherence between the entrepreneurial project and the competences, attitudes, wishes, needs and personal bindings;
2. The relationship among members of the company team as well as the sharing of their role, expectations, values and priorities of every member.

The chance of sharing with other entrepreneurs/professionals the lack of reference points, the lack of economic resources during the first period of the company life, thus creating a net in order to activating synergies and shared solutions, also for guidance suppliers.

The specific objectives are:

- Offering new practical tools to suppliers of guidance and business creation services;
- Supporting new economical subjects in their entrepreneurial or professional choice;
- Raising the chance of success of start-ups.

In order to achieve its aims the project takes advantage of the contribution of 8 partners coming from 4 countries (Italy, Slovakia, Poland and Romania). The partnership represents different realities in the position of giving a qualified contribution to the transferring and adaptation of guidance and support instruments aimed at helping those categories that see in the self-employment a valid working answer:

- Association for Education and Sustainable Development (AESD)
- Association of Small and Midle Enterprises of Umbria Region (Applicant)
- People S.r.l.
- Procesy Inwestycyjne
- Speha Fresia Società Cooperativa (Coordinator)
- Sviluppumbria S.p.A.
- Confcommercio Umbria
- Faculty of Economics and Management (FEM) Nitra

The approach applied by the consortium combines action-research and field work activities: it is based on 7 Work-packages, the first three dedicated to the development phase, and the last four related to the fundamental dissemination and exploitation phases, and to the management and the quality planning.

The achieved results are the Guidance Prototype, based on the knowledge sharing thanks to the previous results of the DoI B-Plan.

The BPlan2 Guidance Model contains a methodological frame and the tools adopted for the testing phase with **150 final users/clients**. All the outputs are downloadable from our website with an On-Line Support targeted to guidance dealers and start-ups coaches to help them in adopting our Guidance Model and to share our B-Plan2 Guidance Model for the entrepreneurial choice.

**Our motto is: Skilling your future!**



## Table of Contents

1. PROJECT OBJECTIVES .....	6
2. PROJECT APPROACH .....	7
3. PROJECT OUTCOMES & RESULTS.....	8
4. PARTNERSHIPS.....	10
5. PLANS FOR THE FUTURE .....	12
6. CONTRIBUTION TO EU POLICIES .....	13

# 1. Project Objectives

**B-PLAN2** main objective is the implementation of a guidance path based on the assumption that the actual weak points about business creation can be reduced by integrated and individualised path that guides the self and therefore the new-born enterprise in the phases of definition, planning and development of the entrepreneurial project.

The aims of the proposed model are:

- Enhance the choosing process of the self-helping he/she in the evaluation of his/her motivation and personal aspects;
- Putting the self in the position of gaining a satisfactory awareness in his/her choice focusing the business idea, its personal bindings and resources (competences, expectations, values, etc.) even for what concerns the project, its context, as well as the firm members (deciding roles, professional tasks, etc.).

The model is meant at:

- Enhancing the success level and the survival rate of enterprises;
- Allowing the self to enter/re-enter the labour market and enhancing the social and working development;
- Supporting the self in the development of his/her identity;
- Enhance and strengthen the autonomy and the transparency of the empowerment process;
- Stimulate the building of nets for the sharing of resources, and the open exchange of would be solutions for common problems of new-born enterprises.

## ***BPlan2 partners agreed about the former mission statement:***

B-Plan2 is a guidance methodology aiming at strengthening the individual awareness on the entrepreneurial skills necessary to start-up a successful business mainly among those underrepresented individuals, like young people, women, persons with migrant background or low skilled.

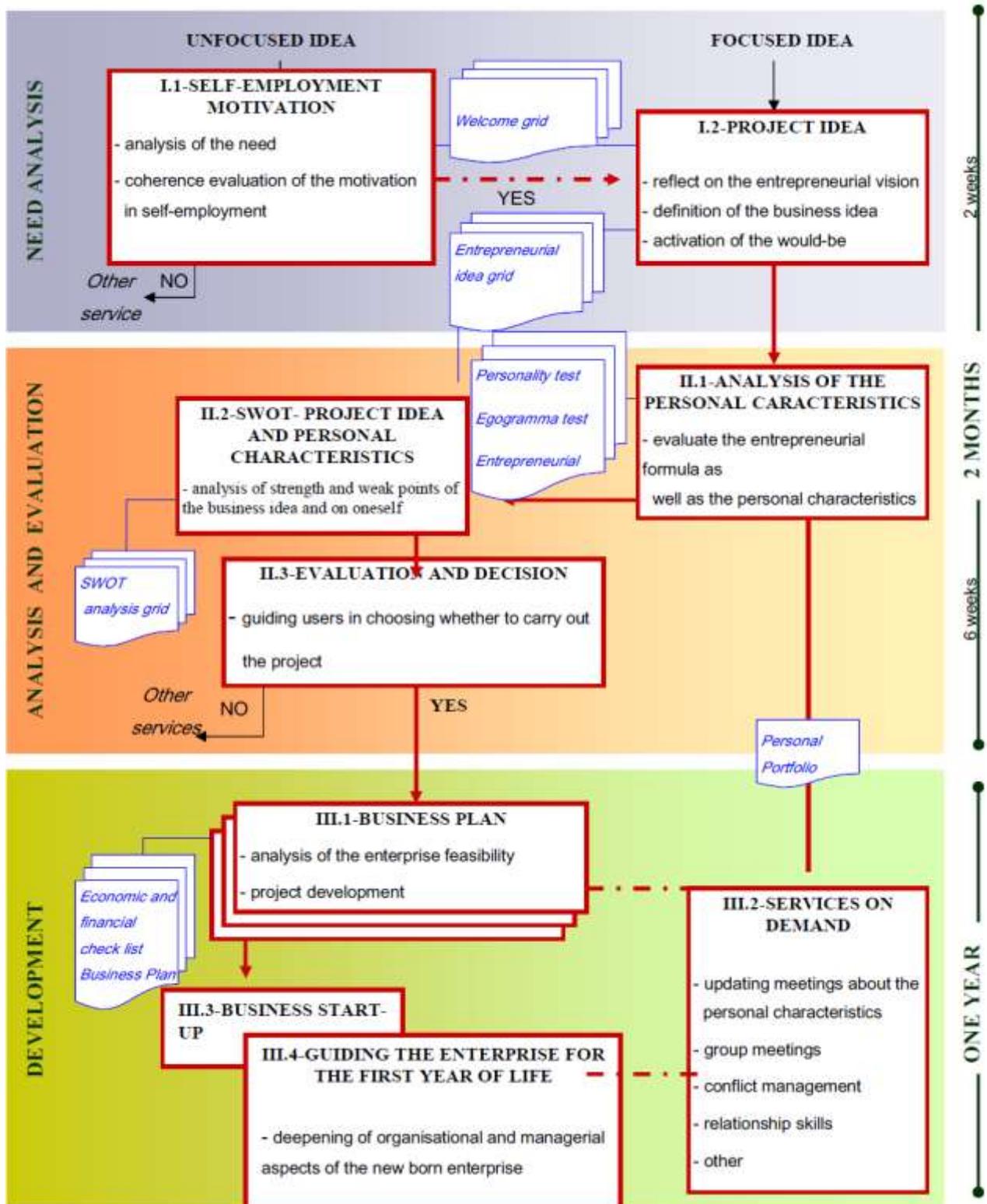
Personal satisfaction and market sustainability are the two poles taken into account, focusing with our guidance model the individual empowerment through a “*bilan de compétence*” and other guidance tools able to support the personal efforts to an informed and aware decision making process.

Self-employees or micro-enterprises members need to focus more their reflexion on the personal strength and weak points to better cope with the market sustainability, promoting collaborative and cooperative approaches versus competition, through the creation of social networks, the generation of partnerships and the active stakeholders engagement.

## 2. Project approach

Economic situation and employment difficulties take into consideration that business creation can be an answer to enter a satisfactory working position and to promote economic development. Incentive policies for enterprises support new potential economical actors, who are mainly youngsters, students, women, unemployed people and over 45. Technical assistance and support services mainly help individuals with the business plan elaboration, taking almost exclusively into consideration market, economic and financial aspects, without taking into due account personal and social dimensions, which play an important role for the business success. Our specific aims are: to provide updated guidance tools for operators, to support new economical actors in choosing self-employment solutions, rising the success chances of start-up processes. Innovative aspects foreseen: competences approach towards business creation (entrepreneurial key skills); adaptation of times, means and personal needs with the entrepreneurial idea (balanced growth); work on membership (team building); activation of entrepreneurial partnerships (mentoring & networking). Counsellors and advisors for technical assistance and support for business creation compose the main users' group.

B-Plan2 proposal tested lifelong guidance pathways for the entrepreneurial choice, targeted to young people and persons over 45, disables, women and unemployed searching for accompanying services to support them in the integration in the economic life of the community through an independent work. B-Plan2 Guidance Model takes into account, on one side, the competitive scenario and, on the other one, how to support adult people in a deep process of self-evaluation, analysing with them opportunities and barriers, empowering individuals through the decision making process and supporting them in the acquisition of entrepreneurial key skills and fostering their further education.



## 3. Project Outcomes & Results

B-Plan.2 work programme foresees 7 workpackages, the first three dedicated to the implementation phase, and the last four related to the fundamental dissemination and exploitation phases, and to the management and the quality planning.

The core actions of the first three workpackages were targeted for the adaptation and test of B-Plan model:

WP1 was targeted to exchange experiences among partners about the “entrepreneurial guidance provision” and the transfer knowledge about specific tools (like the bilan de compétence and other guidance instruments);

WP2 engaged partners and stakeholders in the testing phase;

WP3 was focalised on the adaptations and the final revisions of the pathway and an updated Guidance Model was defined and delivered in the partners’ languages and English.

In the time scheduling we gave priority to the testing phase, which lasted 10 months, to allow operators to collect the maximum of information and methodological suggestions to report and share on-line.

As a matter of fact, the common definition of the new Guidance Model (WP3) involved all operators engaged in this development phase, collecting data from final users and involving them in the virtual community and in the evaluation process.

The 5 transnational meetings were scheduled in relationship with the on-going progress, the first one was dedicated to the partnership establishment and the realisation of the first workshop about the core content of Bplan proposal, the second, the third and the fourth meetings were devoted to implement and evaluate the ongoing progress, while the last one, was targeted to prepare the final report and to have the final public presentation of Bplan2 achievements.

This breakdown of the workpackages allowed the partnership to have responsibilities equally shared and related to each partner’s past and current experiences and daily practices.

The former collaborations of the consortium members helped the management of B-Plan2, thanks also to the competences richness offered by the new partners’ organisation and their local nets.

A specific Quality Plan, with methodology and tools, was planned and delivered (see also the final presentation).

## 4. Partnership

All contacts are available on <http://www.bplan2.eu>

In order to achieve its aims, the project takes advantage of the contribution of 8 partners coming from 4 countries: Italy, Slovakia, Poland, and Romania.

The partnership represents different realities in the position of giving a qualified contribution to the elaboration of guidance and support instruments aimed at helping those categories that see in the self-employment a valid working solution.

a. **Association for Education and Sustainable Development (AESD)** is an educational centre and its main activities are: the implementation of formal and informal lifelong education courses; building an organized system of consulting throughout its region; management and provision of information and training. AESD's goal is to promote lifelong learning in society in order to facilitate the growth of active citizenship; increased social cohesion and higher levels of employment for all age groups.

[www.aesd.ro](http://www.aesd.ro)

b. **Small and Medium Enterprises Association of Umbria region (applicant)**

It is a non-profit organisation of small and medium-sized enterprises, representing the interests of more than 2.000 SME's working in different economic sectors: construction, mechanics, electronics, textile, agro-food and others. The main goal is to enhance SME's competitiveness by promoting and disseminating activities for the growth and valorisation of SMEs, through keeping strong relations with local Institutions and playing an active role in the definition of regional industrial policies.

[www.piccolamediaimpresa.com](http://www.piccolamediaimpresa.com)

c. **PEOPLE S.r.l.**

People was born in 2007, it is a counselling company. It deals with the field of active policies of the labour market supporting local authorities and institutions in the creation and the realisation of local development projects. In 2008 it became part of the European net Euroreso, it is also a partner of the net FECBOP (*Fédération Européenne des Centres de Bilan et Orientation Professionnelle*).

[www.peoplenet.it](http://www.peoplenet.it)

d. **Procesy Inwestycyjne** is a consulting, 'no-dividend' company active in the field of solutions creation and their promotion, with an aim to accelerate structural transformation of Polish economy that is necessary to increase its efficiency and achieve sustainable development. We aim at reconstructing and enforcing Polish economy as well as at creating National Program of Low Emission Economy that would be congruent with the EU Climate and Energy Package.

[www.proinwestycje.pl](http://www.proinwestycje.pl)

e. **Speha Fresia (coordinator)** acts since 1983 at national level in the fields of lifelong learning, labour active policies, local sustainable development and social research.

It develops models of intervention where individuals and communities, enterprises and institutions are key actors always engaged in order to implement the project through participatory approaches and to commonly measure the reached efficacy levels.

[www.speha-fresia.it](http://www.speha-fresia.it)

f. **Sviluppumbria S.p.A.** is a public company, mostly owned by the Umbria Region, and operates as in-house company. Sviluppumbria works for the economic development and competitiveness of the territory in line with the policies of the Region. Since 2010 Sviluppumbria is the owner of all Business Incubator Centres of Umbria (Foligno, Terni and Spoleto) important instrument to offer a complex of logistical services, consulting and finance services dedicated to the start-up of SMEs interested also to be incubated.

[www.sviluppumbria.it](http://www.sviluppumbria.it)

g. **Confcommercio Umbria**, formed of the two Provincial Confcommercio organisations of Perugia and Terni, constitutes the only system of united regional representation of businesses, professionals and self-employed workers in Umbria in particular in the areas of commercial distribution, tourism, services, transport and logistics for a total of about eleven thousand businesses.

[www.confcommercio.pg.it](http://www.confcommercio.pg.it)

**h. Faculty of Economics and Management, Slovak University of Agriculture**

The faculty of the University of Nitra covers a wide variety of research on areas of interest across the departments of economics, sociology, pedagogy, psychology, social sciences, management, marketing, finance, information technology and quantitative methods.

[www.fem.uniag.sk](http://www.fem.uniag.sk)

## 5. Plans for the Future

### A programming aiming to meet the objectives of the Europe 2020 Strategy

The multi-annual budget for 2014-2020 aims to fund the objectives of the Europe 2020 strategy for a smart, sustainable and inclusive growth. This strategy sets objectives in the following five areas: employment, research and development, climate change and environment, education, poverty and social exclusion.

### Which trends for the new programming?

Meeting the objective of simplicity, the proposals for the 2014-2020 programming include the following major trends:

- A decrease in the number of separate programs through a grouping of the 2007-2013 programmes: Erasmus for All programme will include all branches of the 2007-2013 Lifelong Learning Programme (Erasmus, Comenius, Leonardo, Grundtvigt ...) and the Youth in Action programme; the 2007-2013 Culture and Media programmes will be grouped together in the 2014-2020 Creative Europe programme.

Finally, Horizon 2020 will be the big new 2014-2020 programme dedicated to research and innovation (former FP7).

- The simplification of procedures and the application of common principles for funding
- The decentralization of the management of funds, with an increased role given to executive agencies
- The system of Structural Funds (ERDF, ESF, EAFRD) nevertheless remains almost unchanged for the next programming period 2014-2020.

 Horizon 2020 reflects the policy priorities of the Europe 2020 strategy and addresses major concerns shared by citizens in Europe and elsewhere.

A challenge-based approach will bring together resources and knowledge across different fields, technologies and disciplines, including social sciences and the humanities. This will cover activities from research to market with a new focus on innovation-related activities, such as piloting, demonstration, test-beds, and support for public procurement and market uptake. It will include establishing links with the activities of the European Innovation Partnerships ([EIP](#)).

Funding will focus on the following challenges:

- Health, demographic change and wellbeing;
- Food security, sustainable agriculture and forestry, marine and maritime and inland water research, and the Bioeconomy;
- Secure, clean and efficient energy;
- Smart, green and integrated transport;
- Climate action, environment, resource efficiency and raw materials;
- Europe in a changing world - inclusive, innovative and reflective societies;
- Secure societies - protecting freedom and security of Europe and its citizens.

 ERASMUS PLUS New 2014 - 2020 programme for education, training, youth and sport

Erasmus + is the new EU programme for education, training, youth and sport. It combines seven programmes from the 2007-2013 period, namely the Long Life Learning programme (LLP), the Youth in action programme and five international cooperation programmes.

This programme is implemented through two strands:

- Education, training and youth
- Sport

🌐 EUROPEAN SOCIAL FUND - ESF (2014-2020) - New 2014 - 2020 grants in the framework of national sectoral or regionalised programmes to support the improving of employment and social inclusion -- Structural Funds.

## 6. Contribution to EU policies

B-Plan2 intended to contribute:

### **- To improve the quality, attractiveness and accessibility of the opportunities for lifelong learning**

**B-Plan2's** networking reinforcement intends to promote a better accessibility and efficacy of lifelong learning, improving the process from the individual action plan, through targeted guidance paths, to the matching of the training needs with the training offer, at local, national and European level.

### **- To promote creativity, competitiveness, employability and the growth of entrepreneurship**

**B-Plan2** stresses on the problems which are: lack of consideration of projects sustainability in relation to competences, attitudes, needs and of personal bindings; absence of a shared reflection on roles, expectations, values and priorities of company members; lack of reference elements and economical resources.

### **- To increase the participation in lifelong learning by people of all ages**

**B-Plan2** aims are targeted to offer more competences on entrepreneurial guidance among operators who could bridge more people of all ages to a more effective participation in lifelong learning and to facilitate their access to public services.

### **- To support the development of innovative ICT-based content, services, pedagogies and practices**

**B-Plan2** website supports a platform for mutual exchange of knowledge, practices, and sources, among stakeholders: guidance and social operators, counsellors, educators, trainers, cultural mediators, pedagogical and organisational staff of guidance, training and employment centres. **B-Plan2** foresees the establishment of a virtual platform to be used as on-line agora and as ICT-based tool to accompany potential start-ups in the decision-making process.

### **- To support participants in training and further guidance activities in the acquisition**

**B-Plan2's** model of guidance path is based on holistic and systemic approaches.

### **- To improve the quality and to increase the amount of cooperation between institutions or organisations**

### **- To facilitate the development of innovative practices in the field of vocational education**

**B-Plan2** guidance path model, is targeted to be user friendly, through the involvement of counsellors and advisors, will allow its practical use and the new practices development.

### **- To develop the quality and attractiveness of VET systems and practices**

**B-Plan2** developed a specific guidance pathway for the entrepreneurial choice, offering an important experience of self-evaluation and awareness rising, useful for any future choice to attract those potential users (like young people, women, adult over 45 and people with migrant background) generally excluded by the entrepreneurial perspective.

### **- To develop the skills and competences of VET teachers, trainers and tutors**

The B-Plan2 Model for entrepreneurial guidance, usable on different means (paper, cd-rom, website), is a concrete and operational tool for guidance operators and is available in all

partners' languages.

**- To develop vocational skills considering the labour market needs**

**B-Plan2** searches a balanced growth of the individual and his/her business idea, and the feasibility takes into account the market potentialities and the entrepreneur's profile.

**- To promote equality between men and women and contributing to combating all forms of discrimination**

The individual and holistic approaches support a balanced growth of individuals and their entrepreneurial ideas, regardless of their socio-economic background, valorising their age, gender, ethnic origin, etc.

**- To provide equal opportunities men and women**

European Programmes experiences on equal opportunities between men and women, with the best practice of Women Enterprises Incubators and all forms of conciliation of private and working life are taken into account and valorised.