

# BOOST

## A CASE STUDY FROM THE PILOTING PHASE IN GREECE

### Rationale

Small and micro enterprises have a decreasing participation in vocational education and training. For this reason, there is a real need to engage them in developing a positive attitude towards training.

Funded under the E.C. Lifelong Learning Programme, BOOST integrates tools from 2 projects (BeCome & ROLE) and develops associated methodologies. These will enable small enterprises to identify their critical business needs and then find appropriate and customized learning resources to fulfil their goals.

### Case Study:

#### Social Enterprise “Theogenis”

1 Plastira str, Tichero Evrou, Greece



Theogenis is a Social Cooperative Enterprise with collective and productive purpose. The company was founded in 2015 under L. 3908/2011 and is located in Tichero, Evros regional unit of Eastern Macedonia and Thrace.

The cooperative’s objective is the promotion of Greek agricultural sector through the production of quality goods and services. All services are linked with local culture, environment, ecology and traditional activities.

Theogenis is a new type of corporation. It currently occupies three employees, but it plans to further increase the staff by the end of the year. Company’s profits are used for its expansion and viability.

### Piloting Phase

The present Case Study is based on the outcomes of the piloting phase of the BOOST methodology and tool, conducted in Greece during the period January 2015 - July 2015. The piloting took place in 12 social enterprises (piloting target group in Greece) with the participation of 25 individuals including employers / managers, employees and VET Providers / learning facilitators.

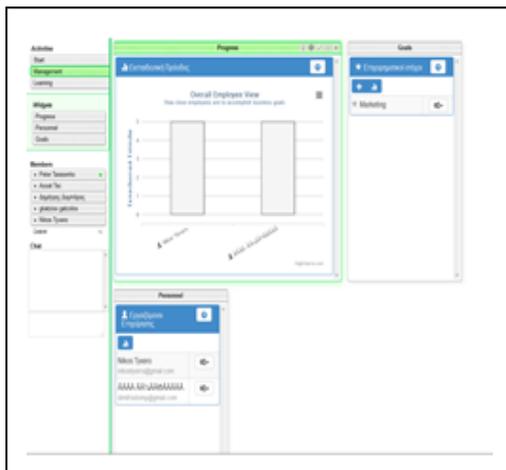




## Approaching the piloting

Theogenis was one of the first enterprisers approached in the end of January when an email was sent to the social enterprises inviting them to participate in the BOOST piloting phase. A meeting was arranged in March after a few phone calls and explanations. Asset Tec experts had the opportunity to present the project concept and methodology in more detail and discuss with the company manager about the major aims and objectives.

The participation has been set and the company joined in the piloting phase with three persons, two employees and the company manager. The total duration of the procedure last approximately three months, under the guidance of Asset Tec. Subsequently, a space was created on the Boost Platform, based on the business goals and learning indicators while learning resources were establish and the platform was ready for the enterprise to use it.



## Business Goals and Results

At the first working meeting the discussion was focused on the analysis of the Business Critical Needs (BCN). From the analysis of the initial interview, one major need raised, "The Marketing" (Consumer's behavior, market research, outsource marketing, internal Marketing, internet marketing, etc.) because the business aimed to increase turnover through better marketing. Based on this need the whole process was set up.

In the end, the company and the employees declared that the BOOST methodology and tools are quite sufficient. Though, the support to the business by an expert required to do everything in the right way.



## Assessment

The impression of Theogenis enterprise from the project and the piloting is very good since it helped company's employees to improve their knowledge and skills and apply them in their everyday tasks, contributing to the improvement of their performance at work. The methodology and tool will be also useful and will be used with the new staff that is going to be employed.