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What is EWC about

EWC (Effective Writers & Communicators) project is a Lifelong Learning project offering a brand new, highly innovative ICT based solution to writing and communication skills development for young SME employees and entrepreneurs in Europe.

Facts & Figures about EWC

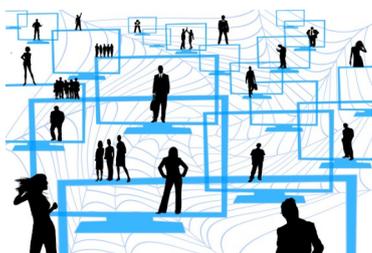
- Approved under the Lifelong Learning Programme
- Action: Leonardo da Vinci Networks
- Duration: October 2013—September 2015
- 11 partners, coming from 10 different countries

Aims and Objectives



The overall aim of EWC is to improve soft skills like effective writing, analysis and communication in English among young SMEs workers and entrepreneurs. This will be achieved through the development of a EU training programme on business writing and communication in English.

International competitiveness for SMEs and international mobility for young employees and entrepreneurs in Europe require effective communication skills, in particular, in English. These skills are considered essential in the business world. On one hand, SMEs are able to remain competitive in a global and changing market, through gaining more business agreements, fostering innovation and opening new markets. And on the other hand, young employees and entrepreneurs are able to improve their employability and progress in their professional careers.



Main EWC objectives are the following:

- To identify current trends and practices, as well as SME requirements and young worker/entrepreneur needs in Europe, for training and skills development in business writing and communication in English.
- To develop and pilot a novel blended learning programme in business writing and communication in English, tailored for young SME workers and entrepreneurs.
- To develop and disseminate training instructions, guidelines and strategic recommendations for SMEs, HEI and VET providers and educators, social partners and training organisations that want to incorporate the training course on business writing and communication in English within their for-

The Outcomes

During the first months of the project, partners have analyzed the current practices and programmes on professional writing and communication training in their respective countries. Also partners have performed an assessment of employers and employees training needs for writing and communication, together with interviews to e-learning users on ICT requirements and specifications.

These findings have helped partners to develop an effective **blended training course** (self-learning manual and e-learning) on professional writing and communication skills in English that meets the skill needs and requirements of young SME employees and entrepreneurs, and also SMEs needs.



The prototype version of the blended training course will be available on the EWC website from 30th October 2014. Then, after the preparatory workshop for trainers that will be held in November 2014, each partner will start with the pilot sessions in their countries to test the course's performance and usefulness for young SME employees and entrepreneurs. These pilot sessions are open to young SME employees and entrepreneurs.

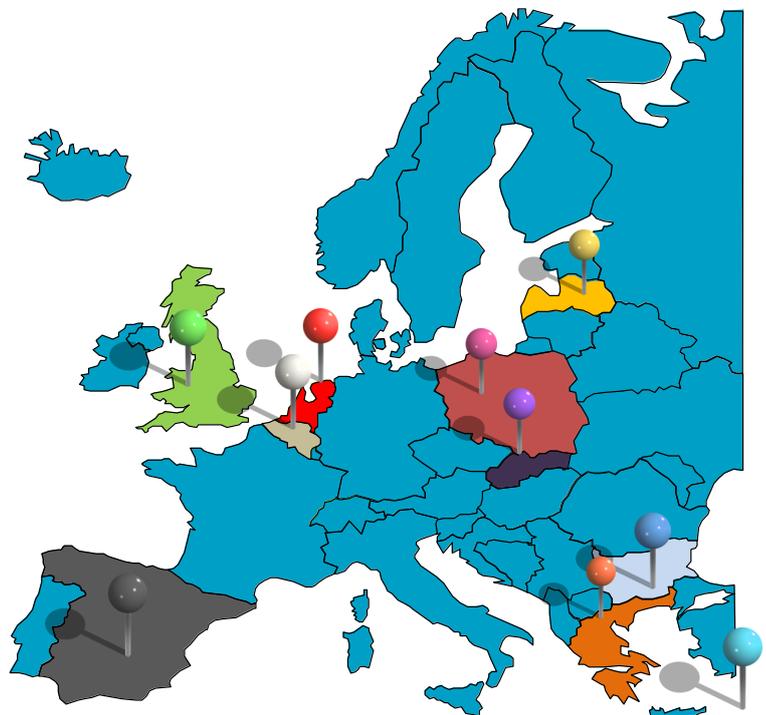
The course will be completed with a **social networking platform** for EWC target users. This platform is aimed at providing experience in writing and communication, engaging SME employees and entrepreneurs with enterprises, exchanging ideas for business collaborations and project proposals, linking target user profiles to company profiles and encouraging opportunities for internships and traineeships abroad.

The Partnership

The network is a consortium of experienced SMEs, HEI and VET providers, educators, social partners and training organizations active in lifelong learning, business consulting and professional networking.

The consortium covers different economic, linguistic and geographical regions of Europe, ensuring that the maximum number of target users and business will access the network and benefit from it. Besides, some of the partners belong, in turn, to other business networks, which helps to spread the EWC results and products to other countries and target groups, and therefore, enhancing its European dimension.

	CMT Prooptiki LTD (Project Coordinator)
	TUKE – Technical University of Kosice
	Navigator Consulting Group
	First Elements Euroconsultants Ltd
	Elephant Learning in Diversity BV
	WSIIZ – University of Information Technology and Management
	LatConsul
	CREA – Confederación de Empresarios de Aragón
	ECN – European Consulting Network Business Intelligence Ltd.
	SPACE – Space European Network for Business Studies and Languages
	BDA – Bulgarian Development Agency



Kick-off meeting in Athens

The kick-off meeting of the EWC project took place on the 4th/5th November 2013 in Athens (Greece), hosted by the project coordinator, CMT Prooptiki Ltd. This event enabled partners to meet each other personally and to launch the project.

During the two days, the partnership held an internal meeting where the aims, activities and milestones of the project as well as the time-schedule for the next months were discussed in detail, setting up the basis for the future collaboration among partners.



Technical workshop meeting in Kosice



The workshop was held on the 11th/12th March 2014 in Slovakia at the Technical University of Kosice (TUKE). During these two days, partners discussed the details of the technical action plan for developing the training manual and e-learning course components.

Furthermore, each partner exposed its contributions to each of the project's components, and future agreements were made on project technical progress.

How to participate



EWC project is open to young SME employees and entrepreneurs willing to improve their communication skills in English and, therefore, their employability and their access to the international market. Those interested in benefiting from the training course and the social networking platform could participate by contacting their national contact partner.

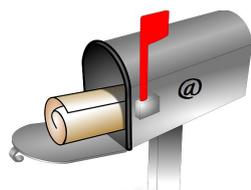
Also SMEs, VET providers and educators can benefit from EWC outcomes.

Next steps



- 30th October 2014. Launch of the blended training course prototype.
- 20th/21st November 2014. Preparatory workshop for trainers by LatConsul.
- Partners will be trained and also will test the trainer guidelines and identify areas for improvement or/and greater clarity of instructions. This will allow partners to deliver the course in their premises for members of staff or for target group trainees who wish to complete the course.
- December 2014. Beginning of the pilot sessions in each country.

More information



For more information you can contact the project coordinator (social@cmtprooptiki.gr) or visit the project website (<http://effectivewriting.eu/>).

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