



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 an 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.



Effective Writers & Communicators

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 businesses 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.

MORE INFORMATION

For more information, you can contact the project partners or visit the project website <http://effectivewriting.eu>



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Project Coordinator -
CMT Prooptiki Ltd, Greece
social@cmtprooptiki.gr



Technická univerzita v
Košiciach (TUKE), Slovakia



First Elements
Euroconsultants Ltd, Cyprus



The Elephant Learning in
Diversity BV, the Netherlands



University of Information
Technology and Management,
Poland



LatConsul», Business
Consulting and training center,
Latvia



Confederación de Empresarios
de Aragón, Spain



SPACE European Network
for Business Studies and
languages, Belgium



Bulgarian Development
Agency, Bulgaria



University of Brighton
Students' Union (BSU),
United Kingdom



Effective Writers & Communicators

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
- 10 partners, coming from 10 different countries

E-LEARNING COURSE AND SOCIAL NETWORKING PLATFORM

The main products of the EWC project include the training handbook, the online platform that hosts the e-learning course and the social networking platform.

TRAINING HANDBOOK:

Training handbook is a self-learning tool that aims to address analytical and practical issues concerning young SME employees and entrepreneurs, related to soft skills.

E-LEARNING COURSE:

It is an integrated self-learning online course that follows the structure of the training handbook, but transforms the training content into an interactive learning process.

This innovative course combines theory and practice in order to offer participants tools, vocabulary and techniques to be used in their future business activities and negotiations, and their professional life. It is structured in 4 modules that guide the student through a learning process, which teaches relevant and attractive ways of communicating.

Module 1. Think before you write

- Unit 1.1 Think logically
- Unit 1.2 Write logically
- Unit 1.3 Write well
- Unit 1.4 Write creatively

Module 2. Let's get down to business

- Unit 2.1 Introductions
- Unit 2.2 Getting Paid
- Unit 2.3 Business travel

Module 3. It's a deal

- Unit 3.1 Strategic communication
- Unit 3.2 Business proposal
- Unit 3.3 Customer Relationship Management

Module 4. Project management

- Unit 4.1 Let's have a project
- Unit 4.2 Let's write a project
- Unit 4.3 Let's manage a project
- Unit 4.4 Let's report on a project

Please find available our e-learning course in the following link: <http://effectivewriting.eu/ewc-course>.

ONLINE PLATFORM:

It hosts the training manual, the e-learning course and all other relevant information to the project.

SOCIAL NETWORKING PLATFORM:

A platform for target users to gain experience in writing and communicating; to engage with enterprises that are part of the partners' professional network, to exchange ideas for business collaborations and project proposals;

to link target user profiles to company profiles and to encourage opportunities for internships and traineeships abroad.

Please find available the Social Networking Platform in the following link: <http://effectivewriting.eu/blog>.

OTHER EWC'S MAIN RESULTS

TRAIN THE TRAINERS GUIDELINES:

Guidelines for potential trainers that are going to deliver the course.

STRATEGIC PLAN AND GUIDELINES FOR SMES, VET PROVIDERS AND POLICY MAKERS:

The Guidelines for SMES and VET providers include recommendations and suggested steps for the integration of the training course on professional writing and communication skills in official competences development and appraisal structures of SMES, as well as formal vocational training practices of VET providers and curricula of educators at a national and European level.

HOW TO BE A PART OF EWC'S AIM

ARE YOU A STUDENT, A YOUNG SME EMPLOYEE OR A YOUNG ENTREPRENEUR?

EWC project is open to tertiary education institutions' students, young SME employees and entrepreneurs willing to improve their communication skills in English and, therefore, their employability and their access to the international market.

If you wish to improve written and oral communication skills, share your ideas and concerns, enhance your employability and access the international market, the EWC course is there for you. The e-learning and Social Networking Platforms allow you to explore and attend the online course and contact other people like you from all over Europe. If you are interested in benefiting from the training course, you can contact your national contact partner, or simply visit our website.

ARE YOU A VET PROVIDER, A SME, A HIGHER EDUCATION INSTITUTION OR AN EDUCATOR?

EWC project enables SMES, VET providers, and educators to incorporate the training course on professional writing and communication in their curricula, VET practices, competence development and appraisal mechanisms, and to utilize it as part of their formal skills development and learning priorities.

If you are in need of high quality material for teaching, training and competence assessment in your everyday work, you can

visit our e-learning course and incorporate it in your curricula, VET practices and competence development and appraisal mechanisms. After realizing, though, that EWC course is of your interest, several questions of how you can adapt it to your practices and techniques might be raised. For this purpose, we produce "Train the trainers' guidelines" and "Strategic plan and guidelines for SMES, VET providers and educators". These two reports will be the first step in discovering several techniques of integrating our course with your training and competence development practices and finally delivering it to your trainees.

EWC consortium is always available in helping and supporting you to exploit this course with the best result. Partners, also, invite you to join EWC network and communicate your offerings of internships, traineeships and opportunities for business and project development collaborations through EWC network and Social Networking Platform.

Finally, EWC members invite you to explore with them possibilities for further exploitation of the project and of final products. EWC project is more willing to expand its network and attract new members, given the fact that the online nature of EWC products allow for a much bigger number and geographical spread of trainees and employers to benefit from them.