

B-PLAN

BUILDING PERSONAL LABOUR ACTING in NET

Re. No. 504648-LLP-1-2009-1-IT-LEONARDO-LMP

<http://www.bplanproject.eu>

B-Plan 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 self confidence development program and entering to the "decision-making mechanisms" to support the personal efforts to an informed and aware decision-making process.

Self-employees or micro-enterprises members need to focus more their reflections 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.

Our specific aims are:

- To provide updated tools to guidance operators that combine technical and psychological support to the beneficiaries
- To create 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
- To support new economical actors in choosing self-employment solutions
- Successful start-ups of new economic individuals
- Increasing the knowledge & competences sharing among stakeholders
- To create a Guidance Model improved through the exchange

Expected products are:

- Guidance model for the entrepreneurial choice
- Individual Development Programme
- Website with the social network platform
- Guidance operators' handbook
- Public demo of the model
- Online support and community network

Objectives for the Lifelong Learning Programme

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

B-plan'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 reinforce the contribution of life-long learning to social cohesion, active citizenship, intercultural issues.

B-plan will have Intercultural Mediators-Educators working in Rome with ethnic minorities (Rom) which need to improve their competences in listening/counselling individuals or little groups about entrepreneurial ideas.

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

B-plan 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-plan 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-Plan website will support a platform for mutual exchange of knowledge, practices, sources, among stakeholders: guidance and social operators, counsellors, educators, trainers, cultural mediators, pedagogical and organisational staff of guidance, training and employment centres.

B-plan 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-plan's model of guidance path will be based on an holistic and systemic approach.

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

B-Plan partnership foresees the cooperation among different bodies: a guidance-training centre (leading partner/not-for profit), one University (ES), a Regional Public body dedicated to enterprises incubation (IT), a business association (TR), a professional association (BG), three guidance centres (IT, BE, FR) all with high professional expertises on human resources management.

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

B-plan guidance path model, targeted to be user friendly, through the involvement of counsellors and dealers, will allow its practical use and the new practice development.

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

B-plan intends to develop 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).

- To Develop the skills and competences of VET teachers, trainers and tutors

The expected Model for entrepreneurial guidance, usable on different means (paper, cd-rom, website), will be a concrete and operational tool for guidance operators and will be available in all partners' languages.

- To Develop vocational skills considering the labour market needs

B-plan searches a balanced growth of the individual and his/her business idea, and the feasibility will take 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 will be taken into account and exploited.

- Education and Training 2010 Work Programme

Guidance pathways for adults can improve lifelong learning and bridge new potential learners into training processes. Potentialities of migrants, older and low skilled users will be supported.

Our project is based on 8 Work-packages and for the outputs of some of them we have foreseen the public delivering of the final products.

WP1 Transnational data collection impacts on partners' staff knowledge and on their capability to analyse labour market trends, to contextualize entrepreneurial guidance paths with the potential scenarios for enterprises creation and self-employment in the different countries.

WP2 Prototype development foresees the full engagement of partnership, associated partners and final users.

WP3 Test of the guidance path prototype includes on the field check that will allow to point out the required modification in order to develop a path, which satisfied the needs of counsellors and technical assistance dealers meant at duly answering their target requests. The testing phase will be based on 50 entrepreneurial guidance paths (10 cases per 5 countries).

WP4 Definition of entrepreneurial guidance model final design of the Entrepreneurial Guidance Model, it is not a restricted work among partnership members, through the social network the contributions of all stakeholders will be collected and used for the final draft, enlarging the numbers of guidance operators and final users involved in this phase.

WP5 Quality Plan will raise awareness about the need of Lifelong Guidance, and the multiple uses of Entrepreneurial Guidance to improve adults' employability. QP takes into account the visions and the evaluations of all main stakeholders.

WP6 Dissemination has the biggest impacts, because the dissemination foresees different means to get in contact, to inform, and to engage short/long term beneficiaries: the information campaign, the direct meetings, the virtual community and the website, the final Seminar will involve globally more than 200 stakeholders.

WP7 Exploitation will be targeted to the transferability of the Guidance Model in VET/Labour Market local system of public and private bodies offering learning support to adults, we intend to involve 40 organisations that offer guidance for would-be entrepreneurs.

WP8 Management will produce the most important impact on the partnership members, improving their capability to work in-group, to set problems correctly and to find common solutions, with a clear orientation to the on-going results and the final goals. Overall impacts will be measurable through the results self-generated by the process and reports will contain quantitative and qualitative impact indicators.

Timing of the Project

Start date: 10.2009

End date: 09.2011

Duration: 24 months

The Consortium

The partnership can count on organisations that differs either for what concerns their origin country or for their characteristics, it is therefore in the position or enriching the project with the contribution of different points of view:

Speha Fresia cooperative company (Italy)

The organisation with a wide experience on guidance counselling and technical assistance for business creation will give the project their know-how and their specific experience related to different targets (over 45, migrants, women).

Complutense University - Institute of Educational Sciences (Spain)

A University research institute will be in the position of implementing a methodological elaboration thanks to its scientific contribution.

Business and Professional Women Association Club (Turkey)

An association of business women will grant the due attention to enterprises, as well as the gender approach, The partnership efficiency is also granted by the common experience in European projects thus ensuring comparison and international dimension.

Second Chance Association (Bulgaria)

An NGO, dealing in the field of dialogue and social management, will enhance the reflection on the importance of an entrepreneurship growth based on sharing.

Sviluppumbria (Italy)

The Regional Agency for the promotion of the economic development of Umbria Region by giving supports to different types of enterprises through the wide range of technical and financial services, providing technical consultancy to the Regional Government in economic development matters.

PEOPLE (Italy)

PEOPLE is active in 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 the areas of guidance, business creation, national and transnational projects, training activities, need analysis, Corporate Social Responsibility and Social Research.

Laboratoire d'Ergologie Appliquée (Belgium)

The L.E.A. has a long-standing experience in the field of guidance and labour insertion for people over 45 by realising audit for public and private organisations, providing supports for the business creation and participating to European projects.

CIBC Bourgogne Sud (France)

The CIBC Bourgogne Sud is a well known actor of public policies for employment and guidance for labour insertion. CIBC has been directly involved in transferring methodologies and creating business development centres for EU and non- EU Partners.

Partnership engagement during the whole project life cycle will show the matured skills of each member, and it represents a good indicator to evaluate the impact of the European added value: the result will be the increasing of the intercultural and professional competences of the human resource actively involved in B-Plan.

This project has been funded with support from the European Commission. This publication reflects the view only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein