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CR@FTS-MAN: TRANSFERENCIA A E-LEARNING DE MATERIAL FORMATIVO PARA LA GESTIÓN DE PYMES ARTESANAS

2009-1-ES1-LEO05-10407

http://www.adam-europe.eu/adam/project/view.htm?prj=7269

Information sur le projet

Titre: CR@FTS-MAN: TRANSFERENCIA A E-LEARNING DE MATERIAL FORMATIVO PARA LA GESTIÓN DE PYMES ARTESANAS

Code Projet: 2009-1-ES1-LEO05-10407

Année: 2009

Type de Projet: Projets de transfert d'innovation

Statut: Clôturé

Pays: ES-Espagne

Accroche marketing: Lifelong learning is an essential condition for the improvement of the social and labour condition of the human being, and it involves the acquisition of new knowledge which is part of a continuous process that is existent during the whole professional life of any person. One of the economic sectors which most need these improvements is that of crafts. It is necessary to design learning environments with contents that are adapted to the collective. E-learning is considered to be suitable and adjusted to the characteristics and needs of this group.

Résumé: In order to reactivate the Lisbon strategy (2000), whose priority was to turn Europe into the most competitive and dynamic economy, the European Counsel from 2006 reasserted the relevance of the human capital as the most important aspect for reaching that aim. Lifelong learning is an essential condition for the improvement of the social and labour conditions of the human being, and it involves the acquisition of new knowledge which is part of a continuous process that is existent during the whole professional life of any person. One of the most important chances, and which more easily supports lifelong learning is the electronic knowledge. This makes possible that, through the use of electronic resources, the quality and efficiency of education and training will be increased, and also influences a reduction of expenses and the improvement of competitiveness for SMEs. One of the economic sectors which most need these improvements is that of crafts, especially regarding training tools in subjects such as management. It is necessary to design learning environments with contents that are adapted to the collective. Electronic learning (e-learning) is considered to be suitable and adjusted to the characteristics and needs of this group.
The aim of the project was the revision and adaptation of the training material designed for the previous Handmade project in order to be used in an e-learning methodology, addressed towards the improvement of knowledge, competences and skills of craftsmen and craftswomen regarding the management of their SMEs or workshops.
Expected results were a training itinerary including the material designed according to the characteristics of the e-learning methodology, to be used in the online modality in all those learning processes of vocational training. These contents were referred to those topics which are of relevance for carrying out an integral and efficient management of SMEs and workshops. The expected impact was the increase of knowledge, skills, attitudes and aptitudes for management. This impact also involved potential beneficiaries: members from organisations related to the promotion of the SMEs activities, public and private entities directly or indirectly related to the crafts activity, training and online training providers, etc. The tangible outcomes were the revised and adapted material. The non-tangible outcomes included the increase of craftsmen's participation in training processes as well as the use of ICTs.

Description: The aim of the project was the revision and adaptation of the training material in order to be used in an e-learning methodology, addressed towards the improvement of knowledge, competences and skills of craftsmen and craftswomen regarding the management of their SMEs or workshops. Expected results were the form of a training itinerary including the material designed according to the characteristics of the e-learning methodology, to be used in the online modality in all those learning processes of vocational training. These contents refer to those topics which are of relevance for carrying out an integral and efficient management of SMEs and workshops. The expected impact was the increase of knowledge, skills, attitudes and aptitudes for management. This impact involved other potential beneficiaries:

Information sur le projet

	members from organisations related to the promotion of the SMEs activities, public and private entities directly or indirectly related to the crafts activity, training and online training providers, etc.
Thèmes:	*** Développement durable *** TIC *** Formation tout au long de la vie *** Formation ouverte et à distance *** Entreprise, TPE, PME ** Formation continue * Divers
Sectors:	*** Arts, Spectacles et Activités Récréatives ** Industrie Manufacturière
Types de Produit:	Autres Matériel pour l'enseignement
Information sur le produit:	The final products were training materials for being used in e-learning metodology in training process in order to completely manage all the subjects in a SME, being a crafts company or a company dealing with another activity.
Page Web du projet:	www.projects.ifes.es

Contractant du projet

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Pays:	ES-Espagne
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Coordinateur

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Partenaire

Partner 1

Nom:	Plenum. Society for holistic sustainable development
Ville:	VIENNA
Pays/Région:	Vienna
Pays:	AT-Autriche
Type d'organisation:	Autres
Site Internet:	http://www.plenum.at

Partner 2

Nom:	Second Chance Association
Ville:	Bourgas
Pays/Région:	
Pays:	
Type d'organisation:	Autres
Site Internet:	

Partner 3

Nom:	EUROPROJECT
Ville:	Slatina
Pays/Région:	
Pays:	
Type d'organisation:	Autres
Site Internet:	http://www.europroject.org.ro

Partner 4

Nom:	MEZQUITA DE LAS TORNERIAS FOUNDATION
Ville:	Toledo
Pays/Région:	
Pays:	
Type d'organisation:	Autres
Site Internet:	www.fundarte.com

Partenaire

Partner 5

Nom:	SMILE Toscana
Ville:	Firenze
Pays/Région:	
Pays:	
Type d'organisation:	Autres
Site Internet:	http://www.smiletoscana.it

Partner 6

Nom:	Training 2020
Ville:	Madrid
Pays/Région:	
Pays:	
Type d'organisation:	Autres
Site Internet:	

Partner 7

Nom:	Spanish Fundation for Innovetion in Crafts
Ville:	Madrid
Pays/Région:	
Pays:	
Type d'organisation:	Autres
Site Internet:	www.fundesarte.org

Données du projet

European_Report_Crafts.pdf

http://www.adam-europe.eu/prj/7269/prj/European_Report_Crafts.pdf

European report about the situation of crafts and, specially,about the situation of the management of SMEs in the sector.

National Report Austria.pdf

http://www.adam-europe.eu/prj/7269/prj/National%20Report%20Austria.pdf

A report about the crafts situation in Austria, the management of this kind of enterprises and all the information regarding the sector.

National Report Bulgaria.pdf

http://www.adam-europe.eu/prj/7269/prj/National%20Report%20Bulgaria.pdf

A report about the crafts situation in Bulgaria, including information regarding the sector, the craftsmen and the training in this activity in the country.

National Report Italia.pdf

http://www.adam-europe.eu/prj/7269/prj/National%20Report%20Italia.pdf

A report showing the situation of the Italian crafts sector and including other relevant information regarding the sector.

National_Report_Romania.pdf

http://www.adam-europe.eu/prj/7269/prj/National_Report_Romania.pdf

A report about the crafts sector in Romania, showing information about the several and diverse activities and the training related to crafts in the country.

National report Spain.pdf

http://www.adam-europe.eu/prj/7269/prj/National%20report%20Spain.pdf

A report about the situation of crafts in Spain, including data and information about the economic aspects, craftsmen profile and training in the sector.

Produits

1 General management skills

2 Economic management

3 Quality management

4 Working environment

5 Marketing and advertising

6 Use of ICT

Produit 'General management skills'

Titre:	General management skills
Type de Produit:	Autres
Texte marketing:	Training material about the general management skills in SMEs, both in the crafts sector as in any other sector.
Description:	Training material for being used in e-learning methodology. It was designed to be use through a Moodle platform and included information about the most important management skills in a SME.
Cible:	Craftsmen or workers (mainly managers) in a SME.
Résultat:	Training material for being used in an on-line platform.
Domaine d'application:	To train the final users (craftsmen or not) on the general management skills in a SME.
Adresse du site Internet:	www.projects.ifes.es
Langues de produit:	espagnol roumain italien allemand anglais bulgare

Produit 'Economic management'

Titre:	Economic management
Type de Produit:	Autres
Texte marketing:	Training material to be used in e-learning material, including contents about the economic management of SMEs, crafts or not.
Description:	It is training material regarding the economic issues in a SME. It can be used for e-learning methodology, through an on-line training platform. This material includes the most important information regarding the economic management in that kind of companies.
Cible:	The final users are craftsmen or people directly related to the company management, especially for SMEs.
Résultat:	Training material adapted to e-learning methodology.
Domaine d'application:	This product can be used in training processes in order to get a best management in SMEs (in crafts sector or in another one).
Adresse du site Internet:	www.projects.ifes.es
Langues de produit:	roumain italien allemand anglais espagnol bulgare

Produit 'Quality management'

Titre:	Quality management
Type de Produit:	Autres
Texte marketing:	Training material for being used in e-learning process, including information to manage several aspects related to quality issues in a SMEs.
Description:	This training material includes information about what is quality in a SME, the different issues to be considered for managing this subject in the company and so on.
Cible:	The final users of this product are the craftsmen and all those people interested in quality management in a SME, in crafts sector or in any other sector.
Résultat:	The result is training material to be used in an e-learning training process, through an on-line platform.
Domaine d'application:	It can be used in training process in e-learning methodology to get craftsmen or managers in general to improve their knowledge in quality.
Adresse du site Internet:	www.projects.ifes.es
Langues de produit:	allemand italien roumain espagnol bulgare anglais

Produit 'Working environment'

Titre:	Working environment
Type de Produit:	Autres
Texte marketing:	Training material to be used in an e-learning process. It includes several issues regarding the working environment: working environment organization and structures; risks evaluation in the work place; recycling; etc.
Description:	This training material can be used in a training process and it has been designed for e-learning methodology. It includes information about how to manage the environment in the work place, not only in crafts SMEs, but in SMEs in general.
Cible:	The final users are craftsmen in charge of the management of their SMEs. Other beneficiers are managers in general, specially those who work in SMEs.
Résultat:	Training material to be used in a training e-learning process, through an on-line platform.
Domaine d'application:	This material can be used in training processes to improve craftsmen's and managers' knowledge in environment in the work place.
Adresse du site Internet:	www.projects.ifes.es
Langues de produit:	bulgare anglais allemand italien roumain espagnol

Produit 'Marketing and advertising'

Titre:	Marketing and advertising
Type de Produit:	Autres
Texte marketing:	Training material to manage the marketing and advertising subjects in a SME, both in crafts sector as well as in other sectors. It has been designed in e-learning methodology.
Description:	This material can be used in a training process, through an on-line platform. It includes information about the marketing of products in SMEs and its possibities to improve the company results.
Cible:	The final users of this training material are craftsmen interested in improving their knowledge about marketing and advertising in their companies. Other beneficiers are the SMEs managers in general.
Résultat:	Training material to be used in learning processes to improve the skills and knowledge of managers (craftsmen or not) in SMEs. This training material can be used in e-learning methodology.
Domaine d'application:	The final users of this training material are craftsmen or SMEs' managers in general.
Adresse du site Internet:	www.projects.ifes.es
Langues de produit:	roumain italien espagnol bulgare allemand anglais

Produit 'Use of ICT'

Titre:	Use of ICT
Type de Produit:	Autres
Texte marketing:	Training material to be used in e-learning methodology to improve the knowledge of craftsmen (or managers in general) in SMEs. It includes contents about the use of different ICT tools, especially those more useful in this kind of companies.
Description:	This training material includes description about the main ICT, taking into account their use in the crafts sector (and in SMEs in general). It has been designed to be used in e-learning methodology.
Cible:	The final users of this training material are craftsmen, who manage their entreprises or workshops. It can also been used to improve the skills and knowledge of SMEs' managers in general.
Résultat:	The training material has been designed in e-learning methodology, and it can be used in training processes through an on-line platform.
Domaine d'application:	This training material has been designed to improve and increase the knowledge and the use of ICT in SMEs management, both in crafts sector as well as in other sectors.
Adresse du site Internet:	www.projects.ifes.es
Langues de produit:	espagnol bulgare roumain italien allemand anglais