



March 2012

## HENGE PROJECT APPROVED

The Spanish National Agency administering the Lifelong Learning Programme of the European Union has approved the application of Lawton School S.L. for the implementation of the Heritage and Natural Resources for Green Entrepreneurship project (HENGE).

The HENGE project follows the strategic development tendency outlined in the Europe 2020 directives for further training in basic green skills. The project is a Leonardo da Vinci Transfer of Innovation project which builds on the results of the Panorama project and aims at contributing to rural entrepreneurship education by empowering people in rural areas with tools to view and interpret their local potential in terms of build and natural and heritage resources for alternative enterprise and agritourism.



The HENGE project transfers best practices in rural development predominantly from Western Europe (the UK and Spain) to Eastern EU countries (Bulgaria, Romania, Lithuania) and Turkey that need solutions and training programmes to combat de-skilling and unemployment in rural areas and foster environmentally friendly practices. The project provides implementation and support for vocational education and training

### Objective

The HENGE Project aims to adapt and transfer an innovative methodology and curriculum for natural and cultural heritage resource evaluation and rural entrepreneurship, and to transfer this to new geographic markets via the partners in the consortium reaching from Spain to Turkey.

The product, which will be hosted on an e-learning management system, will be accessible after the lifespan of the funded project.

### Specific aims of the project

- Transfer the results of the root project Panorama in order to significantly improve the situation on the labour market and employment policy in the innovation-importing countries;
- Raise awareness of local heritage and natural resources and how they may be used in the context of rural entrepreneurship;
- Develop a virtual training platform and training programme;
- Deliver an information campaign to reach training institutions;
- Bridge the gap of regional disparities in employment performance;
- Create conditions for applying the principles of Sustainable Development throughout local rural business proposals.

Based on a detailed and exhaustive need analysis in the innovation importing countries the project products will be adapted to best suit their immediate needs. Information campaigns aimed at disseminating the information about the project's products will be organized in each target country in order to ensure the respective rural communities are well aware of the evaluation mechanism and implementation potential of the natural and cultural resources in each area to be involved in green business or self-employment.



### Project partnership

All project partners are involved in the planned activities according to their experience and expertise. In addition to that they will also act as work package leaders for at least one work package:



The Project management, the E-learning platform work packages and the project coordination are led by Lawton School S.L., Spain.

[www.lawtonschool.com](http://www.lawtonschool.com)



The research and needs analysis work package aiming at defining the specific target partner countries situation will be the responsibility of Chamber of Commerce and Industry Bistrița-Năsăud, Romania.

[www.cciabn.ro](http://www.cciabn.ro)



The Quality Management work package will be led by Castlereagh Enterprises Ltd, UK.

[www.castlereagh.com](http://www.castlereagh.com)



Oatridge College, UK are well-experienced in developing and adapting educational products. Their responsibility will be the Adaptation of education products and activities work package.

[www.oatridge.ac.uk](http://www.oatridge.ac.uk)



The piloting phase is of core importance for the implementation of the project. The Pilot testing work package will be led by the Chamber of Commerce and Industry Tarsus, Turkey.

[www.tarsustso.org](http://www.tarsustso.org)



The Dissemination work package will be led by Assist Net EOOD, Bulgaria. Communicating the right information to the right people at the right time following the guidelines in the Dissemination Strategy includes tasks which start from day one of the project.

[www.assist-net.eu](http://www.assist-net.eu)



The implementation work package relates to the actual transfer of the adapted products in the innovation importing countries. This work package will be led by Alytaus College, Lithuania.

[www.akolegija.lt](http://www.akolegija.lt)



Practical support with dissemination and organization will be provided by the Ayuntamiento de Carreño, Spain.

[www.ayto-carreno.es](http://www.ayto-carreno.es)

## Impact and expected results

The project outcomes will include:

- a training programme which will assist dwellers in rural communities to consider self-employment and set up their own green business;
- an evaluation tool to review processes and look for ways to use heritage and natural resources more effectively which can help rural businesses reduce their environmental impacts;
- provision of a trans-sectoral approach and support to vocational education and training and to the labour market;
- translated training modules, user manual, and information material into Bulgarian, Lithuanian, Romanian and Turkish;
- transferred and available sustainable materials onto an e-learning management system.

## Recent activities



The kick-off meeting of the HENGE project partnership took place in Gijon on 10 and 11 October. In a friendly, relaxed and hospitable atmosphere the coordinator got all present partners to discuss in detail the work to be done and drew a feasible timeline for the efficient implementation of the project tasks.

The first dissemination activity was carried out by the coordinating partner Lawton School who organized an official visit to the local authorities and decision makers



The reception of the HENGE project partnership in the Town Hall by the counsellor for Education and sport



Partners rounding off the two-day meeting

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