

E-Commerce Innovation für Berufsbildung Initiativen & Practices

UK/12/LLP-LdV/TOI-516

<http://www.adam-europe.eu/adam/project/view.htm?prj=9694>

Projektinformation

Titel: E-Commerce Innovation für Berufsbildung Initiativen & Practices

Projektnummer: UK/12/LLP-LdV/TOI-516

Jahr: 2012

Projekttyp: Innovationstransfer

Status: abgeschlossen

Land: UK-Vereinigtes Königreich

Marketing Text: Der federführende Partner übertragenen E-Commerce- Kompetenz und digitalen Ressourcen zu Partnerorganisationen in der EU , und das Projekt erlaubt Empfänger Partner Personal und Trainer , Prozesse , Ressourcen und Lehrmethoden zu entwickeln , um ein Wachstum der E- Kompetenz unter den Begünstigten , einschließlich unterstützt sozial benachteiligte und arbeitslose Jugendliche .

Mit dem Lead-Partner positioniert, um E-Commerce-Kompetenzen und digitale Ressourcen zu Partnerorganisationen in der ganzen EU zu übertragen, wird das Projekt ermöglichen Empfänger Partner Mitarbeiter und Ausbilder Prozesse, Ressourcen und Unterrichtspraxis ein Wachstum im E-Kompetenz unter den Begünstigten unterstützen, einschließlich Entwicklung sozial benachteiligte und arbeitslose Jugendliche.

Zusammenfassung: The VETIP project's key aim was to use ecommerce resources to help partners in 5 EU countries to develop comprehensive ecommerce entrepreneurship programmes that would help beneficiaries to improve their digital competence and succeed in creating their own business online.

The consortium believes that the project has met all of the initial objectives specified in the application form. Each of the listed results has been achieved, and on a much more general level, the key aims of the project have also been realised. As stated in the project summary, the tangible outcomes of 'transfer of e-business technology products, staff trained, partner programmes adapted to support different target groups' needs & ebusinesses established' have all been achieved, but also the intangible outcome of increasing 'econfidence to enrich VET curriculum & business training practices' has been a major benefit of the project for all partners. Many beneficiaries, both partner institution staff and learners/students, have commented that involvement in the VETIP project has given them a much greater understanding of digital business techniques, and developed their confidence in using digital resources to help them succeed.

For some beneficiaries, the project brought about a change of mind-set. Artists and designers, who had previously felt that being creative was all they could do, have discovered that using their talents to make money is not out of their reach. With expert support in business techniques and digital entrepreneurship, they have begun to see themselves not only as artists and designers, but as potential business owners.

In terms of impact, the consortium feels that initial targets have been exceeded, with the project already beginning to create change on a much wider scale than simply within partner organisations and their immediate area. Partners have forged new connections with national organisations that are able to support their aims, not only in terms of this project's objectives, but also in their wider aims to support beneficiaries and create opportunities. There have been a number of over-achievements on the figures stated in the application, as below:

Target: 100 learners supported | Actual: 250+

Target: 50 ebusiness action plans | Actual: 70+

Target: 10 eservice start-up businesses established | Actual: 17

Target: 10 ebusiness case studies | Actual: 17

Target: 10 vox pops | Actual: 15

Target: 20 teachers, trainers and managers trained | Actual: 35+

Projektinformation

Beschreibung: A key aim of the project was to develop or improve digital competence among staff and beneficiaries, and this is something that has certainly been achieved. With staff training sessions throughout the project, staff have learned to use the VETIP website and resources, but also gained a greater understanding of digital business techniques such as email marketing, social media marketing, ecommerce, digital advertising and online business. This has in turn been transferred to beneficiaries, allowing them to develop their digital skills and understand the ever-increasing importance of digital competency in an online world.

In parallel with this, they have also gained a greater understanding of business start-up processes, and many have developed a more entrepreneurial way of thinking. Beneficiaries at VCD for example, said that they had never considered using their art and design skills to make money as part of their own business. The project has helped to open up this opportunity for them, and to use their initiative and entrepreneurial skills to create their own career.

It is hoped that these two developments will be sustained for the future, beyond the end of the project. The processes and infrastructures put in place over these two years has embedded both digital competency and entrepreneurial thinking at the core of each partner's adapted programmes, and should be a lasting lesson for all future students or beneficiaries who come into contact with the courses.

Themen: *** Lebenslanges Lernen
 *** Berufsorientierung und -beratung
 ** Unternehmen, KMU
 ** Erstausbildung
 * IKT
 * Hochschulbildung

Sektoren: *** Erbringung von Sonstigen Wirtschaftlichen Dienstleistungen
 ** Information und Kommunikation
 * Erziehung und Unterricht

Produkt Typen: Homepage
 Lehrmaterial
 Unterlagen für offenen Unterricht
 andere

Produktinformation: The VETIP website acts as the centre for project activities and communications. It brings everything together in one place, including project management templates, activity timelines, news and events, guidance materials, evidence, online mentoring, partner profiles, case studies and of course, the etools. Development of the website directly supports beneficiaries in accessing and learning ecommerce skills sets through the alignment of the resources to teaching and business support processes. The website is also a major dissemination tool, with news items posted on the home page regularly, links to social media accounts and events listings in the beneficiary login areas.

The project website provides access to all project results, and login details can be obtained by contacting clevercherry.

VETIP product results include:
 VETIP Website
 Guidance materials
 Adapted resources
 Contact databases
 Initial needs analysis
 Ongoing needs analysis
 Adapted programmes
 Ebusiness start-ups
 Case studies
 Final dissemination event
 External evaluation report

Projektinformation

Staff trained
Vox pops
Ebusiness plans

Projektwebseite: www.vetip.eu

Vertragnehmer

Name: Clever Cherry Ltd
Stadt: Birmingham
Land/Region: West Midlands
Land: UK-Vereinigtes Königreich
Organisationstyp: KMU - Klein- und Mittelunternehmen (bis zu 250 Mitarbeiter)
Homepage: <http://www.clevercherry.com>

Kontaktperson

Name: Helen Catchpowle
Adresse: 50 Frederick Street
Stadt: Birmingham
Land: UK-Vereinigtes Königreich
Telefon: +44 121 236 1060
Fax: +44 121 236 1011
E-Mail: helen@clevercherry.com
Homepage:

Koordinator

Name: Clever Cherry Ltd
Stadt: Birmingham
Land/Region: West Midlands
Land: UK-Vereinigtes Königreich
Organisationstyp: KMU - Klein- und Mittelunternehmen (bis zu 250 Mitarbeiter)
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E-Mail: helen@clevercherry.com
Homepage:

Partner

Partner 1

Name: Reykjavik University Centre for Research on Innovation and Entrepreneurship
Stadt: Reykjavik
Land/Region: Andere Region
Land: Anderes Land
Organisationstyp: andere
Homepage: <http://en.ru.is/rusb/crie/>

Partner 2

Name: International University College
Stadt: Dobrich
Land/Region: Severoiztochen
Land: BG-Bulgarien
Organisationstyp: andere
Homepage: <http://www.vumk.eu>

Partner 3

Name: Vilniaus dizaino kolegija
Stadt: Vilnius
Land/Region: Lietuva
Land: LT-Litauen
Organisationstyp: andere
Homepage: <http://www.dizainokolegija.lt/en/>

Partner 4

Name: Birminghambition Limited
Stadt: Walsall
Land/Region: West Midlands
Land: UK-Vereinigtes Königreich
Organisationstyp: andere
Homepage: <http://www.birminghambition.com>

Partner

Partner 5

Name: Ionad Forbartha Gno Teoranta, T/A WESTBIC

Stadt: Galway

Land/Region: Border, Midland and Western

Land: IE-Irland

Organisationstyp: andere

Homepage: <http://www.westbic.ie>

Projektdateien

70x230 illustrator CC.pdf

<http://www.adam-europe.eu/prj/9694/prj/70x230%20illustrator%20CC.pdf>

Advert for ALICE paper created by VCD

Agenda for Pomodoro.pdf

<http://www.adam-europe.eu/prj/9694/prj/Agenda%20for%20Pomodoro.pdf>

A.L.I.C.E.-Paper Abstract 2014 Final.docx

<http://www.adam-europe.eu/prj/9694/prj/A.L.I.C.E.-Paper%20Abstract%202014%20Final.docx>

ALICE paper

Entrepreneurship competition Facebook promotion.JPG

<http://www.adam-europe.eu/prj/9694/prj/Entrepreneurship%20competition%20Facebook%20promotion.JPG>

Invitation to VETIP day.pdf

<http://www.adam-europe.eu/prj/9694/prj/Invitation%20to%20VETIP%20day.pdf>

IUC - newspaper article on beneficiaries.jpg

<http://www.adam-europe.eu/prj/9694/prj/IUC%20-%20newspaper%20article%20on%20beneficiaries.jpg>

JB Business planning Session.jpg

<http://www.adam-europe.eu/prj/9694/prj/JB%20Business%20planning%20Session.jpg>

Promotional leaflets to target potential beneficiaries.pdf

<http://www.adam-europe.eu/prj/9694/prj/Promotional%20leaflets%20to%20target%20potential%20beneficiaries.pdf>

VCD - Website Dissemination.png

<http://www.adam-europe.eu/prj/9694/prj/VCD%20-%20Website%20Dissemination.png>

VETIP Event Promotion.pdf

<http://www.adam-europe.eu/prj/9694/prj/VETIP%20Event%20Promotion.pdf>

VETIP External Evaluation.docx

<http://www.adam-europe.eu/prj/9694/prj/VETIP%20External%20Evaluation.docx>

External evaluation report

Projektdateien

VETIP Flyer Template.pdf

<http://www.adam-europe.eu/prj/9694/prj/VETIP%20Flyer%20Template.pdf>

The Birmingham version of the VETIP flyer - aimed at informing beneficiaries about the project and encouraging them to contact members of staff or visit the website to find out more.

WESTBIC - Workshop Promotion through Skillnets.png

<http://www.adam-europe.eu/prj/9694/prj/WESTBIC%20-%20Workshop%20Promotion%20through%20Skillnets.png>

Produkte

- 1 Result 1: VETIP Website
- 2 Result 2: Guidance materials
- 3 Result 3: Resources adapted
- 4 Result 4: Contact database
- 5 Result 5: Initial needs analysis
- 6 Result 6: Ongoing needs analysis
- 7 Result 7: Adapted programmes
- 8 Result 8: Ebusiness start-ups
- 9 Result 9: Case studies
- 10 Result 10: Final dissemination event
- 11 Result 11: External evaluation report
- 12 Result 12: Staff trained
- 13 Result 13: Vox pops
- 14 Result 14: business plans

Produkt 'Result 1: VETIP Website'

Titel: Result 1: VETIP Website

Produkttyp: Homepage

Marketing Text: The VETIP website acts as the centre for project activities and communications. It brings everything together in one place, including project management templates, activity timelines, news and events, guidance materials, evidence, online mentoring, partner profiles, case studies and of course, the etools. Development of the website directly supports beneficiaries in accessing and learning ecommerce skills sets through the alignment of the resources to teaching and business support processes. The website is also a major dissemination tool, with news items posted on the home page regularly, links to social media accounts and events listings in the beneficiary login areas.

The project website contributes to all of the project objectives listed in the application form, and also offers a space for all results and evidence to be collated in a secure space.

Beschreibung: The VETIP website acts as the centre for project activities and communications. It brings everything together in one place, including project management templates, activity timelines, news and events, guidance materials, evidence, online mentoring, partner profiles, case studies and of course, the etools. Development of the website directly supports beneficiaries in accessing and learning ecommerce skills sets through the alignment of the resources to teaching and business support processes. The website is also a major dissemination tool, with news items posted on the home page regularly, links to social media accounts and events listings in the beneficiary login areas.

The project website contributes to all of the project objectives listed in the application form, and also offers a space for all results and evidence to be collated in a secure space.

Zielgruppe: Teachers, trainers and managers of VET and business organisation partners, VET students, learners, SMEs and e-business start-ups

Resultat:

Anwendungsbereich:

Homepage: www.vetip.eu

Produktsprachen:

Produkt 'Result 2: Guidance materials'

Titel: Result 2: Guidance materials

Produkttyp: Lehrmaterial

Marketing Text: Guidance materials in appropriate European languages of ECI-VETIP recipient partners - aligned to the needs of teachers, trainers & managers & the beneficiary target group user needs.

Beschreibung: The guidance materials contribute to the development of new ebusiness programmes, and facilitate the support of beneficiaries in their ebusiness start-up ambitions. They are used to engage staff, address any gaps in business knowledge and help to empower staff in delivering the newly developed ebusiness programmes.

The guidance materials also allow beneficiaries to access a wide range of ebusiness start-up information, and with all of them uploaded to the VETIP website, all in one place.

The materials are key to the success of the transfer of the etools, and in supporting the newly developed and adapted ebusiness programmes. They are also integral to partners' plans to prepare beneficiaries for the world of work, containing information regarding the laws, regulations, taxation systems etc. of the respective countries, information about marketing, management of staff, employment laws and funding opportunities.

They also contribute to the aim of improving digital competency and developing eskills - some materials are interactive online resources and videos, encouraging beneficiaries to make use of digital resources and opportunities.

In the final months of the project, RUCRIE created several training videos and made them available on the VETIP website, YouTube and a website they created internally to promote the training modules. These videos were produced initially with the aim of being used to support Icelandic beneficiaries in remote areas, but they could also be used by potential entrepreneurs worldwide.

Zielgruppe: Teachers, trainers and managers of VET and business organisation partners, VET students, learners, SMEs and e-business start-ups

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch
Bulgarisch
Litauisch
Isländisch

product files

Result 2. Guidance Materials.zip

<http://www.adam-europe.eu/prj/9694/prd/3/1/Result%202.%20Guidance%20Materials.zip>
Guidance materials

Produkt 'Result 3: Resources adapted'

Titel: Result 3: Resources adapted

Produkttyp: Lehrmaterial

Marketing Text: 7 e-commerce products/e-business technologies transferred & adapted with relevant support/facilitation methods aligning to 5 recipient VET & Business partner context & needs of beneficiary group users

Beschreibung: The transfer and adaptation of the ecommerce products is one of the key objectives of the project. By introducing the ebusiness technology and eresources, along with the processes, pedagogy, guidance materials, networks and structures to support them, partners have been able to offer greater support to potential entrepreneurs and assist beneficiaries with their transition from education into the world of work.

The adapted tools have been used to train VET and business partner staff in ecompetencies and e-capabilities, to develop processes, practices and access to ebusiness technologies, enabling target groups of; VET students; entrepreneurs who lack e-skills and e-access ; and socially disadvantaged unemployed youths, to become self-enterprising and employable within the labour market.

Zielgruppe: Teachers, trainers and managers of VET and business organisation partners

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

Produkt 'Result 4: Contact database'

Titel: Result 4: Contact database

Produkttyp: andere

Marketing Text: Contact database as a result of the local, national & EU stakeholder analysis

Beschreibung: The partner contact databases contributed to the project objective of utilising existing networks of VET and industry contacts to disseminate and exploit shared learning, spread the word about the five ebusiness learning programmes and enable other VET and industry organisations to embed similar processes and resources into their systems and practices.

The databases were also useful in supporting VET students, entrepreneurs who lack e-skills and e-access and socially disadvantaged unemployed youth by providing them with access to contacts who can assist with ebusiness start-up advice, employability skills, access to finance, industry events etc.

By producing these contact databases, partners have been better placed to evaluate their current networks and look for ways to improve them, extending their links with industry and opening them up to opportunities for collaboration with new contacts on a local, national and international level.

Zielgruppe: Teachers, trainers and managers of VET and business organisations, VET students, learners, SMEs and e-business start-ups, business support agencies, Chambers of Commerce, European Commission, SME associations, social enterprise coalitions, government departments and European Commission

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

Produkt 'Result 5: Initial needs analysis'

Titel: Result 5: Initial needs analysis

Produkttyp: Verfahren zur Analyse und Prognose des Berufsbildungsbedarfes

Marketing Text: 5x needs analysis of partner organisations & beneficiary target group users starting points, e-skills and e-capability gaps - this was conducted using qualitative questionnaires, created by VCD in partnership with CC and the external evaluator, multiple choice surveys to gauge organisational ecapability, and discussions at the first partner meeting.

Beschreibung: The initial needs analysis process was necessary to gauge the starting point of each partner and to assess their current ebusiness provisions. By gaining an understanding of this, the partnership were more able to put in place ebusiness programmes that address the needs of beneficiaries, work to address any gaps in the curriculum or in business networks and to understand the current digital competence of their beneficiaries, staff, and the organisation as a whole.

Zielgruppe: Teachers, trainers and managers of VET and business organisations, VET students, learners, SMEs and e-business start-ups, business support agencies, Chambers of Commerce, European Commission, SME associations, social enterprise coalitions, government departments and European Commission

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

Produkt 'Result 6: Ongoing needs analysis'

Titel: Result 6: Ongoing needs analysis

Produkttyp: Verfahren zur Analyse und Prognose des Berufsbildungsbedarfes

Marketing Text: 5x analysis of progress & feedback from partner organisation staff & beneficiary target group users of e-skills, e-capability & ebusiness development in the use of ecommerce & business technologies & pedagogical support to cover mid term & final review to feedback & inform adaptations & revisions.

Beschreibung: The mid-term needs analysis process began at the end of September 2013, and a final review was carried out at the end of the project. These processes were intended to provide feedback on activities and progress, and to inform any changes that need to occur going forward. This helped to ensure that the activities being carried out were as relevant and useful as possible for beneficiaries and staff, and helped to chart the progression of eskills and ebusiness knowledge, showing the impact that the project had on target groups. The final review was also intended to discover what partners needed to help sustain the project results, and to get staff thinking about what else they could do to further develop their offering.

Zielgruppe: Teachers, trainers and managers of VET and business organisation partners, and target users groups of VET student, socially disadvantaged unemployed young people & entrepreneurs who lack e-skills & access to ebusiness technologies.

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

Produkt 'Result 7: Adapted programmes'

Titel: Result 7: Adapted programmes

Produkttyp: Programme/Curricula

Marketing Text: 5 x VET and business organisation partners ecommerce & e-business technology target group user focussed programmes developed. Relevant to partner context that have supported at least 100 learners (20 per partner) within the different contexts of VET, SME and Social Enterprise start-up, and resulted in at least 50 e-business action plans in place.(10 per partner).

Beschreibung: As a result of the project, each partner has developed their own business support delivery programme relevant to their own partner context. In total, the five VET business support delivery programmes have supported well over 250 VET students/graduates and realized 15 new ebusiness start-ups.

The project has helped to put context-relevant systems, practices and resources in place to enable VET students and graduates to become self enterprising in the labour market and more confident in using digital resources.

The business support programmes offer a combination of resources, teaching practice, guidance materials and use of VETIP website to support business skills knowledge and competencies of both students and staff involved.

In developing the business support programme, managers and staff have developed their skills and digital competency, and have also experienced the 'learning journey' that has led to the embedding of a business support programme within the organisation.

Zielgruppe: Teachers, trainers and managers of VET and business organisation partners, VET students, socially disadvantaged unemployed young people, SME employees and entrepreneurs who lack e-skills & access to e-business technologies.

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch
Isländisch
Litauisch
Bulgarisch

Produkt 'Result 8: Ebusiness start-ups'

Titel: Result 8: Ebusiness start-ups

Produkttyp: andere

Marketing Text: The creation of e-service start-up businesses was one of the primary aims of the project, and is what the majority of activities were building towards facilitating. More than 10 ebusinesses have now been created, allowing beneficiaries to create self-employed jobs for themselves, and potentially create additional jobs if they begin to recruit.

Beschreibung: The creation of e-service start-up businesses was one of the primary aims of the project, and is what the majority of activities were building towards facilitating. More than 10 ebusinesses have now been created, allowing beneficiaries to create self-employed jobs for themselves, and potentially create additional jobs if they begin to recruit.

Zielgruppe: VET students, learners, SMEs and e-business start-ups

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

product files

Result 8. Ebusiness start-ups.zip

<http://www.adam-europe.eu/prj/9694/prd/9/1/Result%208.%20Ebusiness%20start-ups.zip>

Produkt 'Result 9: Case studies'

Titel: Result 9: Case studies

Produkttyp: andere

Marketing Text: Case studies of 10 e-service start-ups to be published on the project website and available in hard copy for dissemination

Beschreibung: At the end of the project, the consortium has more than the ten ebusiness case studies required.

In the first year of the project, a case study template was created and the case study section of the website was created. In the second year, following the creation of the ebusinesses, partners completed case studies based on their successful start-ups.

The ebusinesses that have been set up provide live examples of what is possible within the specific sectors that the partners have focused on, and the case studies are hoped to provide a useful resource for other beneficiaries who are considering starting their own online business. They should also be useful in helping VET staff to support students and beneficiaries, and are also a dissemination tool in sharing the challenges and successes of the project with the wider target audience.

Zielgruppe: Teachers, trainers and managers of VET and business organisations, VET students, learners, SMEs and e-business start-ups, business support agencies

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

Produkt 'Result 10: Final dissemination event'

Titel: Result 10: Final dissemination event

Produkttyp: andere

Marketing Text: The close of project dissemination event offered a perfect opportunity to present the journey that the project partners have taken in developing and placing the systems, practices and resources that have enabled VET students/graduates to become self enterprising in the labour market.

Beschreibung: The close of project dissemination event offered a perfect opportunity to present the journey that the project partners have taken in developing and placing the systems, practices and resources that have enabled VET students/graduates to become self enterprising in the labour market.

The final event shared partners' experiences, VET student experience as well as the materials and resources developed, along with an in-depth exploration of the findings and key themes of the project, led by the external evaluator. As suggested by the external evaluator, the event also had a secondary theme of sharing CC's experiences of leading an EU project, and informing other SMEs of how they could get involved in similar programmes and what benefits their organisation could get from it.

The event was attended by local SMEs, representatives from VET and academic institutions, members of organisations such as The Federation of Small Businesses, Birmingham City Council and also delegates from not for profit organisations. The consortium felt that it would be hugely beneficial to the project as a whole if the event could be broadcast online to allow beneficiaries, staff and stakeholders in each of the partner countries to view the event remotely. This was done using a platform called UStream, and partners ensured beforehand that everyone involved in the project, and those who may have been interested to find out more, had the access details to watch online.

The event also included a networking session, at which delegates, partners and the external evaluator discussed the project, shared ideas and explored possible opportunities for collaboration.

Zielgruppe: Teachers, trainers and managers of VET and business organisations, VET students, learners, SMEs and e-business start-ups, business support agencies, Chambers of Commerce, European Commission, SME associations, social enterprise coalitions, government departments and European Commission

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

product files

Result 10. Final Dissemination Event.zip

<http://www.adam-europe.eu/prj/9694/prd/11/1/Result%2010.%20Final%20Dissemination%20Event.zip>

Produkt 'Result 11: External evaluation report'

Titel: Result 11: External evaluation report

Produkttyp: andere

Marketing Text: The evaluation contributes to the project objective of developing new teaching and learning infrastructures in VET colleges, coupled with enhanced skills, understanding and competencies of the participating VET teachers and tutors by establishing new approaches for supporting learning and teaching methodologies - aligned with VET business support practice.

Beschreibung: The evaluation contributes to the project objective of developing new teaching and learning infrastructures in VET colleges, coupled with enhanced skills, understanding and competencies of the participating VET teachers and tutors by establishing new approaches for supporting learning and teaching methodologies - aligned with VET business support practice.

The evaluation report outlines new approaches to the use of digital resources in the support of VET students and graduates learning processes towards successful business enterprise planning.

The evaluation report provides a 'blue print' or model that outlines the distance travelled by each VET partner in relation to their starting point of ICT take-up, access to existing business resources and their current business support infrastructure. As such, the evaluation report contributed to the wider dissemination of developing new teaching and learning infrastructures in VET colleges that enable VET student/graduates to become self enterprising in the labour market.

The report also includes information for SMEs on how they can become involved in EU projects and how it can benefit their organisation. Using CC's experiences to illustrate the challenges and opportunities that such activities can present, it is hoped that other SMEs will realise the potential for extending networks, widening skill sets and developing an international mindset within even the smallest of organisations.

Throughout the project, the External Evaluator collected information and guided partners through the process of recording their learning journey. Reflections provided at each partner meeting formed part of the structure for the report, and show each's partner's progression from their starting point at the beginning of the project to their status at the end of the two years.

Zielgruppe: Teachers, trainers and managers of VET and business organisations, VET students, learners, SMEs and e-business start-ups, business support agencies, Chambers of Commerce, European Commission, SME associations, social enterprise coalitions, government departments and European Commission

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

Produkt 'Result 12: Staff trained'

Titel: Result 12: Staff trained

Produkttyp: andere

Marketing Text: At least 20 teachers trainers and managers (at least 4 per partner) trained in e-skill and e-capability using transferred e-commerce products and e-business technologies

Beschreibung: The training of teachers, trainers and managers was integral to the majority of project activities, as this stage of the project was vital in ensuring that beneficiaries could be trained, support could be provided and curricula could be adapted.

The training of these staff members also contributed to the sustainability of the project, as they can continue to use the resources to train each year of students or each group of beneficiaries they come into contact with. Staff also trained other members of the team, and in some cases, staff at other associated institutions, helping to extend the reach of the project and provide support to more beneficiaries.

Zielgruppe: Teachers, trainers and managers of VET and business organisation partners

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

product files

Result 12. Staff trained.zip

<http://www.adam-europe.eu/prj/9694/prd/13/1/Result%2012.%20Staff%20trained.zip>

Produkt 'Result 13: Vox pops'

Titel: Result 13: Vox pops

Produkttyp: Audiokassetten/Videokassetten

Marketing Text: 10 digital 'vox pops' produced & uploaded to the ECI-VETIP website (2 per recipient partner) of beneficiary target groups users who have successfully developed their ebusiness action plan, benefitted from VET & business partner adapted processes of support & resources to their needs

Beschreibung: In line with the over achievement in ebusiness start-ups and ebusiness case studies, the consortium has completed the project with more vox pops than originally anticipated.

The vox pops were, and will continue to be, a key dissemination tool in demonstrating the successes of the project and encouraging other VET organisations or business support organisations to consider reviewing and adapting their ebusiness or digital entrepreneurship programmes.

The vox pops will also be used as a resource for other beneficiaries considering taking a similar path into self-employment, who can use the experiences of the featured beneficiaries to inspire them, prepare them for challenges and serve as evidence that it can be done.

Zielgruppe: Teachers, trainers and managers of VET and business organisation partners, VET students, socially disadvantaged unemployed young people, SME employees and entrepreneurs who lack e-skills & access to e-business technologies.

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

Produkt 'Result 14: business plans'

Titel: Result 14: business plans

Produkttyp: andere

Marketing Text: 50 e-business action plans completed (10 per partner) beneficiary target group users in the development of their e-business ideas.

Beschreibung: The ebusiness action plans encouraged beneficiaries to take their business ideas to the next stage - turning a simple idea into a concrete, formalised plan that could be taken forward and implemented to create a successful online business. Thinking about issues such as securing finance, identifying appropriate support to utilise, considering the most relevant guidance materials, resources and medium to use for their ebusiness. A template was been created for beneficiaries to use, although some partners decided to use different methods with their beneficiaries to create their business plans.

Zielgruppe: Teachers, trainers and managers of VET and business organisation partners, VET students, socially disadvantaged unemployed young people, SME employees and entrepreneurs who lack e-skills & access to e-business technologies.

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch
Bulgarisch
Litauisch
Isländisch

product files

WestBIC_Business Plan Template.doc

http://www.adam-europe.eu/prj/9694/prd/15/1/WestBIC_Business%20Plan%20Template.doc