



Newsletter 1

PROMEC-Road Project

"Mobile learning for the promotion of entrepreneurial culture in the Road Transport sector"



1. PROMEC-Road Scenario

Road transport sector (freight and passengers) has a central role in the continued growth of EU's economy.



However, the current economic crisis is affecting the sector considerably.

The EU is committed to providing the best conditions for an open market for professional road transport services to ensure the mobility of goods and people, and to enable job creation and economic growth.

Having this scenario in mind and trying to address the EU 2020 Strategy, it is necessary to provide suitable environments for the promotion of those key aspects, like the entrepreneurship.

Fostering entrepreneurship in the road transport sector is necessary in order to prepare the operators to compete proficiently, have sustainable businesses, create employ, added value and face new demands (environmental, social and safety), skills and requirements coming from their sector at EU.

Thus, is necessary to create suitable learning environments based on ICT which allow the promotion of the entrepreneurship and the acquisition of the required new key competences addressed to help new entrepreneurs to run success businesses able to be competitive.



PROMEC-Road transfer the pedagogical approach used in the previous PECAE project into 3 directions: a new target group, sector and type of training.

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This project has been funded with support from the European Commission. This publication 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. The project began in October 2012 and expected to be completed in September 2014



" Professional skills to manage a success business..."



What is PROMEC-Road Project?

"PROMEC-Road" means: Mobile learning for the promotion of entrepreneurial culture in the road transport sector.

The project persecute a **clear impact on the entrepreneurial culture in transport sector**, increasing it

through the acquisition of **key competences**.

The general aim of PROMEC-Road is to train autonomous workers and owners of SME from road transport sector on key entrepreneurial competences (transversal skills) needed to create and **manage a success businesses**.

The project wants also to promote the mobility concept, enlarging entrepreneurs thinking and understanding horizons so they can easily adapt to the changing environment of their sector at EU level.

Expected Project Objectives and Results

The main objective of the project is to produce, test and assess a **mobile learning tool** (available in 7 languages: EN, PT, ES, FR, HU, DE, EL) to promote the acquisition of key entrepreneurial competences among the autonomous workers and owners of small companies in their first phase 1-3 year.

With this aim the project wants to **promote entrepreneurial culture and mobility** according to the specific challenges of the sector.

Main Project results:

- State of the art report of entrepreneurial culture in each country
- National networks of mentors and potential

entrepreneurs and owners of SME

- PROMEC-Road Mobile learning tool with training contents
- Project Website
- Project dissemination Video
- Newsletters
- Leaflets

First Transnational meeting: PORTO

The first PROMEC-Road meeting took place during the 31st January and 01st February 2013, in the Headquarter of SPI, Porto, Portugal.

At the first session, logically, each project partner introduced their organisations and their expectations for the project.

The second step of the meeting was a **General presentation of PROMEC-Road Project.**

Establishing the definition of the **autonomous worker and**

the specific characteristics of the target group were the main issues discussed during the afternoon sesión.

The second day Meeting start with a definition of the methodology to develop The State of the art of the entrepreneurial culture in each country and the National Network of mentors and potential entrepreneurs and SMEs.

Then, the consortium discussed about the main results, objectives, chronogram and tasks of the Project:

- Training material
- Management
- Transfer process from PECAE Project
- Development of the new learning tool and results
- Piloting
- Dissemination means
- Monitoring
- Financial aspects...

The meeting ended with the agreement on the date for the **2nd Meeting, the 20th -21st June 2013 in Paris, France .**



"The partners shared their expectations for the Project..."



The Project Consortium



The PROMEC-Road consortium led by UNIATRAMC CyL, one of the most representative professional associations in Spain, is composed by a set of **key organizations at european level**: consultancies specialized in training and employment research (SPI/INVESLAN), VET providers linked to transport sector (AFT, Új ATI, DEKRA) and a expert in developing ICT based training (APOPSI).

All are representative of the **entrepreneurial world and are connected with the road transport sector**.



Sociedade Portuguesa de Inovação

