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The TELE Newsletter

TEACHING ENTREPRENEURSHIP - LEARNING ENTREPRENEURSHIP

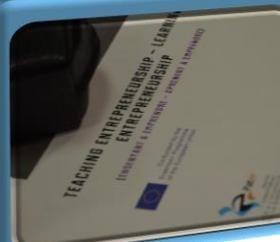
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Final Conference in
Spain. 30th June 2016



National meetings



TELE project
outcomes





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FINAL CONFERENCE IN SPAIN (30th June)



On the 30th of June, the Almussafes' Cultural Centre (Valencia) hosted the Final Conference of the TELE-project in Spain. In the frame of an informative session about innovation in education, the partnership explained the progresses and results of this EU project, through which during two years it has been developed an innovative learning methodology for youngsters under the Erasmus + program of the European Union.

TELE (Teaching Entrepreneurship - Learning Entrepreneurship) is not only a project, but also a training model aimed to encourage creativity and strengthen self-esteem for high school students and young unemployed people; with special attention to those who belong to disadvantaged groups of society.

The TELE method is based on the formula 'learning by doing' and incorporates dynamic practices and training in entrepreneurship to

discover students their ignored skills, to strengthen their potential to launch business and to help them to build an strategy to make their professional ideas come to reality.

The formula was built on the conclusions of the different pilot workshops with students developed by the five project partners in their respective countries: Germany, Iceland, Latvia, Romania and Spain.

On the basis of this learning method it is the aim of facilitating access to the labor market of the young unemployed, to stop early drop-out from studies and reduce the rate of inactivity among young people, in compliance Europe2020 guidelines, which understands that, in order to keep the economic and employment growth in the European Union more entrepreneurs are needed.





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The TELE method offers a flexible methodology through three different training modules, from 20 hours to three weeks, and able to adapt to three priority groups: young people unemployed, entrepreneurs and

immigrants. All this information has been compiled into the TELE Handbook, which offers the possibility to extend the project learnings and results to the community of educators and training schools.





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RESULTS: The TELE Handbook



In the two-year EU project TELE (Teaching Entrepreneurship - Learning Entrepreneurship) we concerned ourselves with the question of how we could reach the so called socially disadvantaged groups and whether and how we could adapt the usual entrepreneurship methods to make them effective and useful for these target groups. Our target groups were **students in upper secondary and vocational schools**, unemployed people, migrants, people with low qualifications, school dropouts, but also students.

In the framework of the TELE project, experienced trainers from Germany, Iceland, Latvia, Romania and Spain conducted a research and analysed and collected materials and good practices, exchanged their experience and developed training concepts with suitable entrepreneurship methods to the realization of personal and business goals.

The training concepts were tested and evaluated in Pilot Workshops with various target groups in the participating countries.

Our goal was to present the participants with an insight into the business world and with fundamental methods of starting and developing an own business, to promote motivation and own initiative, as well as to offer support with the development of vocational perspectives.

The trainers were previously trained how to run these courses for young adults in a one-week training workshop, so that later on they could test the methods learnt in their local classes and evaluate the results together with the students.

At the end of the project, the concept of entrepreneurial training with the description of training contents and the respective methods implemented were compiled and made available in a handbook. Thus, the TELE Handbook is a useful tool with proof-tested methods to boost the motivation and initiative in young adults through business.





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The book is also supported by a short film, subtitled in English, in which short videos and interviews recorded during the Entrepreneurship Pilot Workshops on local

level, as well as scenes and interviews of the Train the Trainer workshop were put together.

THE TELE METHOD IN SHORT

In the TELE project, we have developed three different training modules. The programs serve as examples and can be adjusted and tailored to different target groups and different needs.

Several methods have been imported by all the partners, some of them had already been known while others have been presented as innovative methods.

3 Training modules:

- 12- 20-hour training
- 1-week training (24h)
- 3-week training (72h)

Learning by doing:

- boosting motivation & creativity
- discovering strengths, skills and abilities
- creating a road map, from the business idea to the business project
- creating a business plan
- improving employability

A mix of methods:

- Motivational tools
- **Participatory video**
- Filmed Role Play Game
- Elevator Pitch
- Story Telling
- Virtual Training Firm
- The Six Hat Motel
- Company visits
- Guest lectures
- IT Software





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TELE National Conferences

In the final stage of the TELE-project, the partnership carried out several dissemination activities in each participant country in order to communicate the initiative and its results, with special attention to the pilot trainings developed and the methodology implemented. National Conferences are in the core of this dissemination plan, consisting in special actions in each of the five participant countries (Germany, Iceland, Latvia, Spain and Romania) designed to popularize the TELE-Project for both, potential targets and media.

Thus the TELE-Project partnership have organized and performed the following National Conferences:

Alzira, (Spain),

14/05/2016, 09:00- 13.00

TELE-project National Conference in Spain took place in Alzira (Valencia) in the frame of 'OCUPA'T' ('EMPLOY YOURSELF'), a series of conferences and presentations for upper secondary students and trainers.

During the meeting the Territorial Pact for Employment in La Ribera County (PATER) introduced students several innovative programs in education implemented in the region, with special attention to the TELE initiative.

In this vein, Pater's CEO, Gema March, explained the TELE project, the methodologies used and the experimental workshops on entrepreneurship arranged in Alzira's Vocational Training Center Luis Suñer. The audience was given also information about the

implications of such training and the knowledge acquired to build a new training method to boost self-stem among students who want to drop out of studies enhancing their business.

The meeting was also attended by Laura Bas, head of International Affairs of the Mancomunitat of Ribera Alta (Association of Municipalities of La Ribera Alta), who presented the European program School Still Plays.

Besides, Carmen Herrero, from the Alzira's IDEA Foundation, explained to the audience the current European mobility programs.



Pater's presentation during National Conference in Spain

Mālpils, (Latvia)

31/05/2016, 09:00- 17:00

The official opening of the conference has been made by A.Bukovskis, executive director of Mālpils Municipality council. After his welcoming speech D.Kursīte, member of the project team, gave a detailed overview about the project development and implementation. Trainer of the Pilot Workshop G.Vanaga-Janberga told to the audience about the Pilot Workshops as an innovative teaching method and perspectives of its using in Mālpils





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municipality. Participants of the pilot Workshops K.Rumpe, A.Seņkāns, I.Kuļomina, E.Seņkāne presented their business plans worked out during the Pilot workshop.

About the opportunities for the entrepreneurs in the framework of European Union supporting programs told S.Fridrihsone, Leader of Kurzeme Regional EU structural funds Information centre.

Manager of the SEB Bank A.Ciesa told about the financial support programs for the business beginners/young entrepreneurs.

About the role and opportunities of social media for dissemination and sustainability of the project results spoke S.Mukāns, Manager of the social media from IDEA Havas Media D.Melcere, entrepreneurship trainer from Mālpils Vocational secondary school spoke about the using of the entrepreneurship teaching modules in local and regional schools and adults' education courses.

The conference finished with discussions, questions and answers.



Audience attending to Latvia's National Conference

Borgarnes, (Iceland), 15/05/2016

The European *Erasmus+* project TELE (Teaching Entrepreneurship – Learning



Entrepreneurship) is basically thought to support young people who often belong to the disadvantaged groups. Some are school dropouts, some deal with unemployment or have for some other reasons problems find entrance to the labor market. The project is about helping young people to find new ways to success, develop imitative and discover the creative power that dwells in them. The Icelandic partner in the project is the Life Long Learning center in West Iceland. In the conference, the entrepreneurial approach **was** viewed from various angels.



One of the presentations of Iceland's National Conference

Dortmund, (Germany), 14/06/2016

The National conference in Germany was organized on the 14th June with the title 'Initiativ werden. Unternehmerisch Denken und Handeln - Being Initiativ. Entrepreneurial thinking and acting'.

The conference consisted of presentations about the project and the TELE method, as well as a workshop where the participants had the opportunity to discuss the possibilities of transferring the method into their organizations.

Due to the cross-sectoral nature of the project, the audience of the conference was mixed.



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Stakeholders from the local Job center and the Economic Development offices as well as representatives of Adult Education Centers and non-governmental NGOs took part in the conference. **The local press reported about the conference.**



Chancengleich in Europa E.V. presentation at Dortmund.

Onesti, (Romania) 18/06/2016

The Association named Friends of “Petru Poni” College of Onesti (Romania) organized on Saturday, June 18, 2016, a national conference for the dissemination of the results of the project Teaching Entrepreneurship – Learning Entrepreneurship.

The topic of the conference was “Introduction to Entrepreneurship”.

Besides the organizers, the Conference was also attended by an impressive number of guests, teachers of higher and secondary education, representatives of the Chamber of Commerce and Industry Bacau, CEA (the unemployed office), trainers and successful entrepreneurs, as well as the press.

The conference proved to be a success as it gathered over 30 important guests that we have worked with throughout the entire period of the project, since September 2014, when the project started, and up to this moment, or even longer, until August 2016 when it ends.

The Conference organizers in Romania were happy not only for this success, but also for all the results of the project, namely a pilot workshop in entrepreneurship, where 14 young people were trained, an entrepreneurship handbook and a film of the project that will show all those concerned what they realized, which is intended as a suggestion and a model for everyone.

The local press issued two articles on the conference, but also photos and video fragments.

THE TELE PARTNERSHIP

TELE project has been developed between **September 2014** and **August 2016** by an international partnership of entities related to training and education, which are

- CHANGENGLEICH in Europa E.V. (Germany)
- AMICII COLEGIULUI PETRU PONI (Romania)
- MALPILS NOVADA DOME (Latvia)
- PACTE TERRITORIAL PER L'OCUPACIÓ A LA RIBERA - PATER (Spain)
- SÍMENNTUNARMÍÐSTÖÐIN Á VESTURLANDI (Iceland).

