



# Short Introduction to the project's aims and objectives

Digital Kick-off Meeting, 13 of January 2022

created as part of the project "Integrating the European Knowledge in employment and entrepreneurship for Disadvantaged Groups - PAL PUSH II" (2021-1-CZ01-KA220-ADU-000033499)



Co-funded by the  
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# General Information



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## Full name

«Integrating the European Knowledge in **employment** and **entrepreneurship** for Disadvantaged Groups»

## Acronym

PAL PUSH II

## Field

Adult Education

## Main priority

Inclusion and diversity in all fields of education, training, youth and sport

## Duration

01/11/2021 - 01/11/2023



# Background



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Unemployment and social exclusion are affecting disadvantaged, vulnerable groups deeply as families with children and a low-income struggle with a lack of affordable childcare and migrants experience unprecedented exclusion from the job market.

**SOCIAL EXCLUSION** is a multidimensional phenomenon not limited to material deprivation; poverty is an important dimension of exclusion. Measuring social exclusion is challenging due to its multidimensional nature and the lack of standard data sources across countries and for all social groups at highest risk of being left behind.



**SOCIAL INCLUSION** is defined as the process of improving the terms of participation in society, particularly for people who are disadvantaged, through enhancing opportunities, access to resources, voice and respect for rights. The social inclusion processes involve more than improving access to economic resources.

## inclusive ENTREPRENEURSHIP

Entrepreneurship plays an important role in stimulating innovation and driving job creation, only a relatively small part of the population is involved in starting a business, and not all people have the same opportunities to create and run a business. The objective of inclusive entrepreneurship policies is to ensure that all people have an opportunity to start up and operate in business or self-employment, regardless of their personal characteristics and background.

## inclusive EMPLOYMENT

European Employment Strategy seeks to create more and better jobs throughout the EU by promoting a life cycle to work, lifelong learning, improving support for those seeking a job, as well as ensuring equal opportunities. Inclusive entrepreneurship is an important vehicle for achieving inclusive growth.



# Objectives



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The aim of the project PAL PUSH II is to create innovative learning opportunities for social inclusion groups (**women, seniors, unemployed, migrants and Romani**) using interactive techniques, topics and digital tools with main objective to boost the social integration through employment or entrepreneurship also recognizes entrepreneurship and self-employment as a key for achieving smart, sustainable and inclusive growth. In its support to entrepreneurship and self-employment, the EC focuses its efforts on businesses and start-ups by unemployed and people from vulnerable groups support for inclusive entrepreneurship and microfinance.

Improving the **growth potential of entrepreneurs** from underrepresented groups

Delivery of tools to develop the **digital competence**

Favouring the decreasing of unemployment in post-COVID era.

Favouring **the start-up of new enterprises** by providing the project results and tools to local training organizations and actor's orientation/training/assistance and counselling services to the **would-be social inclusion entrepreneurs**, presenting an entrepreneurial idea to be developed and a specific training path for start-up new entrepreneurs

Improving the entrepreneurial and employability **competences** of people planning to run business and to start working.

Increasing **knowledge and skills** necessary to establish and manage the entrepreneurship or start a job and building both digital and entrepreneurial skills

Fostering the development of **stronger cooperation and networking** so the entrepreneurs can improve their access to funds, opportunities, clients, partners and suppliers.

Improving digital connectivity, stimulating **digital innovation** and **strengthening the environment** and digital businesses

## Specific objectives



# Main activities



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The project was oriented at the **creation of two training curriculums** consisted of 10 modules each and translated in 7 languages, specifically oriented to **inclusion groups** such as **Romani, women, seniors, unemployed, migrants** and based on the creation of entrepreneurial and employability skills and boosting of their social progress.

Creating **THEORETICAL knowledge** as part of the **PAL Inclusive entrepreneurship curriculum (PR2)** with 60 hours of training and **PAL Inclusive employment curriculum (PR3)** with 40 hours of training at local level and separated in 10 modules each.

Creating **PRACTICAL knowledge** as part of the **PAL Inclusive entrepreneurship coaching process (PR2)** with 40 hours and **PAL Inclusive employment apprenticeship (PR4)** with 2 months duration

Connection with **DIGITAL TECHNOLOGIES**, as part of the curriculum modules and aiming to enhance the digital skills of all 896 learners.

Introduction to the unemployed to **job speed dating procedure** and giving the chance of 70 of them to find jobs and introducing them to the tool as part of the 7 multiplayer events for ensuring the employment possibilities local level.

Aiming at favouring the **start-up of new social inclusion enterprises** by providing the project results and tools during an international training **with 5-days duration in Brasov with 35 participants** and create their business plans.

Main innovation of the project is the **connection and collaboration of social inclusion groups from different countries**, giving them the possibility to exchange ideas, collaborate and enhance their creativity.



# Main activities



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## inclusive ENTREPRENEURSHIP

PAL Inclusive  
entrepreneurial  
curriculum

20 \*7 to be  
entrepreneurs

PR2

60 hours for  
learners and 10  
hours for  
teachers, 10  
modules

Coaching

10\*7 participants who want to  
start their company and 40 hours  
duration

5\*7 participants in C1

10 success stories

## inclusive EMPLOYMENT

PAL Inclusive  
employment curriculum

30\*7 participants

PR3

40 hours, 10 modules

Speed  
Dating

10\*7  
participants, 7  
multiplayer  
events

Apprenticeship

2 months, 5\*7  
participants

10 success stories



# Partnership



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**ASSOCIAÇÃO MY MADEIRA ISLAND, Portugal**

NGO on social development

Unemployed, seniors



**UNISCO, Italy**

Training center and network

unemployed



**OMG, Croatia**

NGO on visual arts and new media

Unemployed, Romani and women

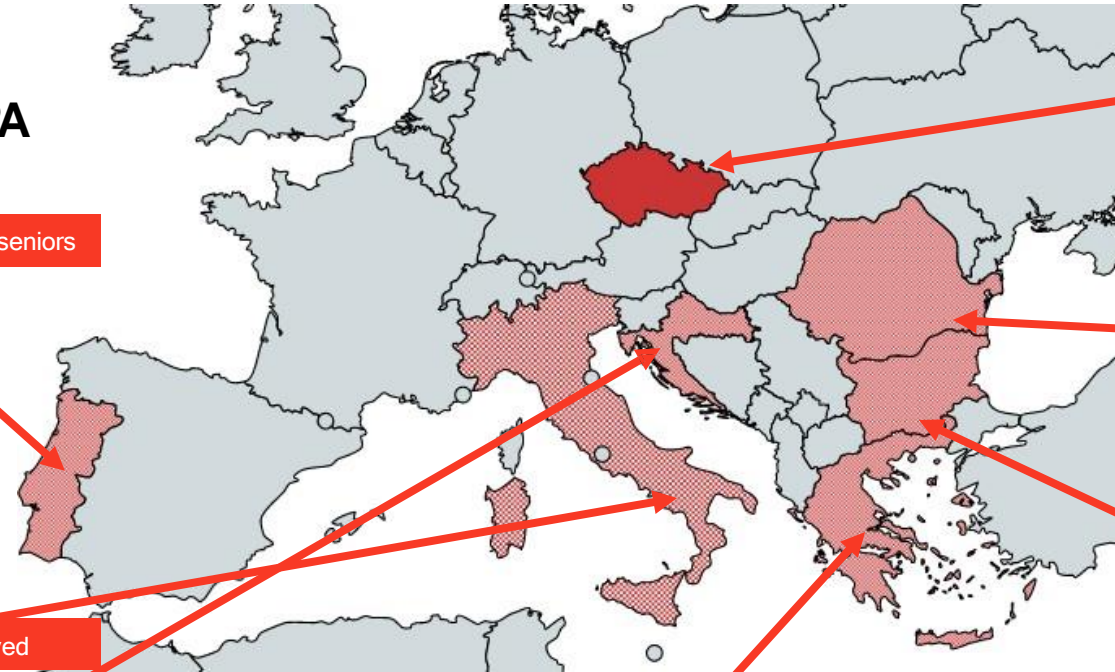


ΕΠΙΜΕΛΗΤΗΡΙΟ ΦΘΙΩΤΙΔΑΣ

**FTHIOTIDOS CHAMBER OF COMMERCE, Greece**

Business support organisation

Unemployed and women



**RomPraha, Czech Republic**

Umbrella organization, representing 16 Roma NGOs

Roma people



**AHEAD, Romania**

NGO on alternative education on social integration

Seniors and rural women



**OECON GROUP, Bulgaria**

Business consultancy

Romani & women



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# Target groups and beneficiaries



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## TARGET GROUPS

**TRAINERS:** Professionals which are involved in the education and business sector or related to it. Also, professionals that support social integration through employment or entrepreneurship (e.g., workers, VET teachers, assistance, volunteers and so on. They are accredited as trainers in one or different fields, but they would like to become trainers of the project knowledge and activities.

**LEARNERS:** social inclusion groups representatives from the partners countries

Romani people

unemployed

Women and mothers

Seniors

People from social inclusion groups participants: Adults between 18 – 75 years old, which belongs to the social inclusion community.

- Civil servants
- Social workers
- PR agencies experts
- Business mentors
- Counselors
- NGO and Universities workers

## BENEFICIARIES

- General public
- representatives of public and private organizations, academics, consultancy services, trainers, career and BSOs workers
- European institutions working in the field of inclusive entrepreneurship and employment
- private or public organizations and institutions (Ministries, NGOs, and charity organisation) that work in the field of business and social inclusion
- private or public organizations and institutions (i.e. Universities) that work in the field of entrepreneurial education and career guidance





# Project Results



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**PR1** - Mapping the target groups needs in post-COVID era and adapting existing training materials

Education

Employment

RomPraha

01/11/2021 -  
01/05/2022

draw the current situation of the assigned target groups in each country in terms of their employment opportunities and existing business ecosystem

**PR2** - Enhancement of inclusive entrepreneurship education and coaching services

Education

UNISCO

01/05/2022 -  
01/10/2023

supporting people in creation of their own companies and connected with the set-up and implementation of local trainings in entrepreneurial learning and how to start and plan your company

**PR3** - Supporting of inclusive employment through upskilling

Employment

FTHIOTIDOS CHAMBER  
OF COMMERCE

01/05/2022 -  
01/03/2023

Supporting of employment through upskilling: aiming at supporting people in achieving basic computer skills, digital literacy, social media presence, finding jobs online, interviews through online training with user-friendly interface and information

**PR4** - Speed-up Dating and Apprenticeship activities at local and international level

Education

Employment

Open Media Group

01/03/2023 -  
31/10/2023

5 of the participants in each country will be involved in apprenticeship trainings at local/international companies (using support of existing European and local programs) and with 2 months duration



# Transnational Project Meetings



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## Kick-off meeting

- RomPraha
- Czech Republic
- January 2022
- 2 experts per partner

## Mid-term meeting

- FTHIOTIDOS  
CHAMBER OF  
COMMERCE
- Greece
- November 2022
- 2 experts per partner

## Final meeting

- MY MADEIRA  
ISLAND
- Portugal
- September 2023
- 2 experts per partner



# Multiplier Events



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Multiplier events for **ensuring the employment possibilities** local level, with the aim of the multiplier event is to promote the activities of the project and the important results in the field of employability of social inclusion groups at local level

01/05/2023 - 31/05/2023

1 day duration

Brasov, <b>Romania</b>	->	20 participants
Funchal, <b>Portugal</b>	->	20 participants
Blagoevgrad, <b>Bulgaria</b>	->	20 participants
Zagreb, <b>Croatia</b>	->	20 participants
Praha, <b>Czech Republic</b>	->	20 participants
Bari, <b>Italy</b>	->	20 participants
Lamia, <b>Greece</b>	->	20 participants



# Learning/Teaching/Training Activity



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## C1 - PAL CAMP for inclusive entrepreneurship (AHEAD)

The PAL CAMP for inclusive entrepreneurship main objective is to **provide international training in entrepreneurship for social inclusion groups**, such as women, seniors, unemployed, migrants and Romani testing the curriculum, created as part of PR1 and PR2

10/2022

5 days duration

Brasov, **Romania**

5 experts per country / 35 experts in total



# Expected Results



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- **(PR1) Assessment of the current situation** of the allocated target groups in terms of job opportunities and the actual market ecosystem in each region and the **creation of two plans and their connected materials** on how to start your own company and how to find a job or undergo on-the-job training
- **(PR2) Development of the entrepreneurship skills**, aiming at supporting people in creation of their own companies and connected with the set-up and implementation of local trainings in entrepreneurial learning and how to start and plan your company (60 hours, 20 participants in each country) and coaching services for about 10 people (4 coaches per country, 40 hours of coaching, using online tools for communication and interaction). **140 people who want to start a company and for 70 people to receive coaching services**
- **(PR3) Growing the knowledge and skills** required to start and run a business or start a job and **delivery of tools** to help **210 people develop their digital skills** (10 lessons in all partner languages, and basics in EN). The piloting of these trainings will be made digitally in each country (at local language) with about one day duration, 40 participants at local level and 40 hours duration. Based on the results, final versions will be obtained and finalized
- **(PR4)** Giving the opportunity to **70 participants** to **attend real time job interviews** (local/international) and even participate in **35 apprenticeship training**, and so gain an employee experience that will help them in the future when searching for a job



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# Impact



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Influence **policy makers**  
and their tools for  
assessment of the inclusive  
employment and  
entrepreneurship

Contribute to the **dialogue**  
**between business entities**  
**and employment sectors**,  
helping to meet the labor  
market

Enhance the **involvement**  
**of employer's associations**  
**and unions in the process**  
**of awareness raising** for  
inclusive employment and  
apprenticeships

Exchange of **good practices**  
**and experiences** from local  
support initiatives and  
funds

Creating **strong**  
**collaboration among the**  
**academia and business**  
**sector** in the field of  
inclusive education

Creating **national task**  
**forces for empowerment of**  
**inclusion groups** support  
measure

Increase the **public**  
**awareness** process



# Thank you for your attention!

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