



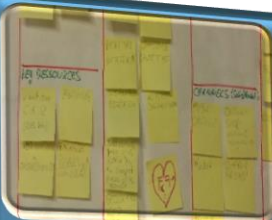
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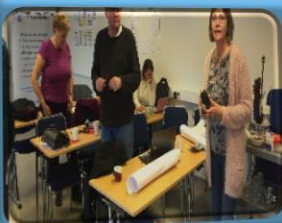
The TELE Newsletter

TEACHING ENTREPRENEURSHIP - LEARNING ENTREPRENEURSHIP

No. 3/Oct. 2015



Train the Trainer
workshop



Third partner meeting



Borgarnes, Iceland in
Oct. 2015





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WHAT IS IT ABOUT?

TELE, standing for „*Teaching entrepreneurship-Learning entrepreneurship*”, is a project funded as part of the European educational program ERASMUS+ and includes partner organizations from Germany, Iceland, Latvia, Spain and Romania. The project started in September 2014 and it will finish in August 2016 with a final conference in Spain.

The greatest challenge for the partners of this project is to find the best methods of teaching and encouraging entrepreneurship with target groups facing social disadvantages, which can then be applied in and adapted to five countries with completely different economic and cultural backgrounds. The final goal of the project is to identify and develop approaches and methods that will facilitate a better access to the labour market for young unemployed people or students considering dropping out of school.

We have successfully carried out the first major task of the activities set for the TELE project, namely the analysis and collection of existing materials and good practice examples in the participating countries and in Europe. Each participating country also has created three different concepts for entrepreneurship workshops. The third major milestone has now also been reached, namely a one week Train the Trainer workshop.



Deildartunguhver thermal spring, close to Borgarnes.

P: west.is

BENEFITS

- *Methods on how to set personal and business goals and how to put them in action.*
- *Work together with creative and positive people.*
- *Techniques on how to make a good business plan.*
- *Insight into the world of business and the basic methods of how to start and operate an own business or non-profit project.*





Workshop in Borgarnes

The workshop was prepared and led by the Icelandic partner. Trainer was G. Ágúst Pétursson. There came four professionals from each participating country. The workshop was constructed so that the participants had to be in the role of a typical participant of entrepreneurship workshops for disadvantaged people.

The main focus of the training was on how to enhance entrepreneurial thinking among students / participants in formal and informal education. We explored methods and ideas with the aim of *increasing students' Entrepreneurial thinking, creative thinking and initiative*, which are competences increasingly asked for at workplaces in the 21st century. With sustained unemployment in most European countries, communication, cooperation, initiative and creative thinking are skills that are essential for young adults entering the labour market. Not only is it important that they train those skills in order to increase their employability, but also in order to boost the young adults/adults self-esteem and give them the opportunity to recognize competences and skills that they did not realize before. Furthermore, learners have the possibility to change their mindset from being a fixed mindset where they see themselves only as passive receivers of ideas and action to having a much more flexible mindset where they see themselves as active, creative and resourceful individuals. The TELE methods in the **WORKSHOPS** focus on cooperative learning methodologies and entrepreneurial training. Learning by doing is our leading principle. This means that the training is organised in such a way that the participants cooperate actively in group work as well as in plenary sessions. The methods introduced should be used actively during the workshop. The one-week workshop was a mixture of training and development for the final course modules. Therefore, we needed continuous feedback from the participants about the methodology. This was done by having a one-hour final discussion in the end of each workshop day, ending by a daily evaluation. It is promising and motivating to say that the evaluation was just excellent. To visualize the ideas and strengthen the group dynamics, we had a few business games that came from the trainer, coordinator and some participants. Those games had a very positive effect on the workshop and were therefore important because of the length and insensity of the workshop. Many inputs from the participants will be built into the TELE method and used in the Handbook that is to be produced. Parts of the workshops were also video-taped and participants were asked to express themselves in front of the camera.

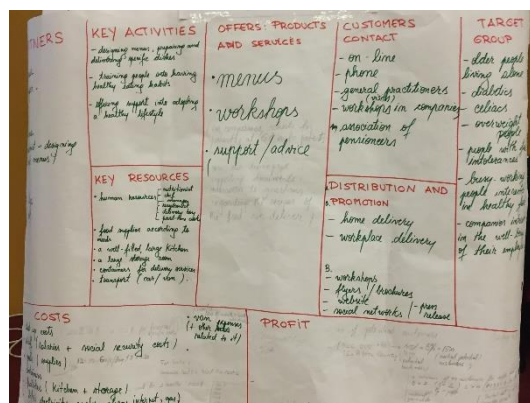


Photo: Inga Dóra Halldórsdóttir



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Field trip

On one afternoon the group visited two local entrepreneurs. First we went to a family company called *The Fruitful Farm - cooking show*. The entrepreneurs, Guðni Páll Sæmundsson and Bryndís Sæmundsdóttir, have developed and managed to co-finance eight series that were broadcasted on the Icelandic Channel 2. The production was well received right away, by viewers of all ages. The TELE group was very impressed both by the passionate entrepreneurs and the high quality biological food we could taste.

The second visit was to the small family business *Hespuhúsið*, run by Guðrún Bjarnadóttir. In her workshop, there is a wide range of vegetable dyed yarn from Icelandic wool for sale along



Guðrún Bjarnadóttir in her Workshop.

Photo: YouTube

with packages of yarn and a recipe for a variety of projects in various languages. Visitors are welcome to come and watch Guðrún while coloring yarn by using dyeing pots

and learn about Old Icelandic traditions of coloring.



The couple Guðni Páll Sæmundsson and Bryndís Sæmundsdóttir at Fruitful Farm.

Photo: Inga Dóra Halldórsdóttir

Partner meeting

The third partner meeting took place in the rooms of the Lifelong Learning Center in West Iceland (Símenntunarmiðstöðin á Vesturlandi), Borgarnes on the 27th of September 2015. In the partner meetings, the following main issues were discussed:

1. Structure of the TELE handbook. It was decided to finish the handbook in May 2016 before the meeting in Latvia. The handbook is considered to be one of the basic intellectual outcomes of the Project. Each partner will be responsible for parts of the handbook and the work will be led by the German partner. Main target group for the handbook will be entrepreneurship trainers and policy makers. The content must still be decided - the discussion is about 60-80 pages. When finished, the handbook will be translated into each partner language, printed on paper and prepared to be uploaded on the partners' websites and on the TELE website www.tele-project.eu
2. Another outcome of the TELE Project will be a Film that visualizes the TELE Project. In the Film that will be approximately 25 Minutes long, each partner brings information about his institution, and Interviews with young participants in the Pilot workshops (18-30 years old).





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3. In the beginning of the year 2016, pilot workshops will be carried out where trainers use the skills they got in Iceland to teach various target groups in their own country. Some will organize workshops with young unemployed, other with groups of young people in upper secondary schools and one participant country is going to organize a workshop with immigrant women.
4. There were discussions concerning the meeting in Latvia where there will be three participants from the Pilot workshops presenting their ideas. There were also short discussions about the final conference in Spain in the end of June 2016.



Participants in the Teach the Trainer Workshop.

Photo: Guðrún Vala Elísdóttir

The participants were a group of very able professionals with wide variety of educational background and experience in the field of entrepreneurship and disadvantaged groups. Relationships were built and the “guests” did bring a lot of new materials, methods and ideas that make TELE stronger and open many new windows of opportunities.





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Is there a need for entrepreneurship training for disadvantaged groups?

The Entrepreneurship 2020 Action Plan of the European Commission recognizes that to bring Europe back to growth and higher levels of employment, Europe needs more entrepreneurs. In order to “bring about an entrepreneurial revolution” and to “reignite the entrepreneurial spirit in Europe” the Plan sets up three Action Pillars to focus on:

Developing entrepreneurial education and training.

Creating the right business environment.

Role models and reaching out to specific groups.

The document states that the prevalence and quality of entrepreneurial learning needs to be increased, and that investing in entrepreneurship education is one of the “highest return investments Europe can make”.

Europe also has to open up paths into entrepreneurship for groups that are underrepresented among business founders, such as women, seniors, migrants and young unemployed people, who need to be empowered to be able to use their creative and innovative capacities.

