EU Erasmus Plus Project

Developing online tool to foster entrepreneurship in the retail sector

(Award No. 2014-1-ES01-KA202-004429)

Project duration: 24 months (1 September 2014 to 31 August 2016)

Partners:

- PYMEV, Spain (Co-ordinator)
- IBISCONET, Spain
- Plymouth University, UK
- POLOEUROPA, Italy
- ADAPT, Romania

Project aim:

to explore how to enable young people to improve their generic skills according to the European Framework of Vocational Qualifications (EQF), in order to be able to start up a new business in the field of retailing. Being a project framed within the "Erasmus Plus" program, such activities would be closely related to the field of vocational training.

Objectives:
- To equip young unemployed people with acquire skills to become entrepreneurs in the retail sector, according to the European Framework of Vocational Qualifications (EQF).
- To educate and raise awareness about how self-employment could be the right way to get out of unemployment.

- To identifying good practices in the retail sector in terms of entrepreneurship development.

Key elements:

(1) **Knowledge** "Knows": Such knowledge would be divided into
- Knowledge of rules, regulations and legislation
- Operational Planning

(2) **Skills** "Can": The abilities would be divided into
- Cognitive Skills
- Ability to organize and plan
- Practical Skills
- Communication skills
- Hand Skills
- Skills regarding the use of tools

(3) **Competences** "is able to": Competence is split into:
- Control and Management Skills
- Responsibilities
- Capacity control

(4) Developing game based learning aimed at entrepreneurship training
This game integrates learning dynamics and content relating to entrepreneurship in retail sector, taking into consideration the information provided by the EQF matrix and relevant project reports elaborated. The game will be drawn using tools that enhance motivation, concentration, effort and user loyalty, using mechanisms like the classic game collecting objects, point systems and hierarchies levels, and may establish comparisons and rankings, favoring the process of continuous learning.

PYMEV **PLYMOUTH UNIVERSITY** **POLOEUROPA** **ADAPT** **IBISCONET**