

# StartCraft

Craft Entrepreneurship Training

**Training for managerial competences in VET for the small businesses of the crafts sector!**

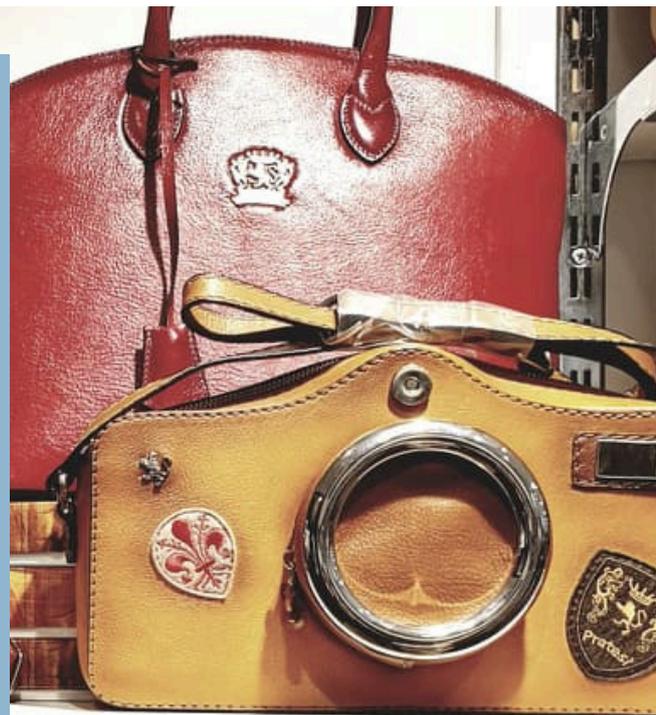
## **Project purpose**

StartCraft is an innovative 26-months project that involves six countries and seven organizations such as business associations, training centres, as well as private entities. The project aims to develop and provide practical training to entrepreneurs of crafts businesses, in order to help them develop their skills, expand their business and deal with the competitive market of the contemporary world. The training will follow an innovating process, using digital means, and thus providing, not only an interesting and interactive experience but it will also help the users improve their digital skills in an efficient way. StartCraft can be a powerful tool to efficiently contribute to the development of craft entrepreneurship.

## **Project objectives**

The specific objectives of the project are:

- To address the training needs of crafts entrepreneurs support in key transversal skills and to strengthen their business activities.
- To develop core and innovative learning methods that best encourage success in business activities based on ICTs.
- To promote interaction among the target groups and to encourage participation, ideas pitching and active discussions among them, thus facilitating the emergence of further entrepreneurial activities.





**I01. Mobile report** about craft entrepreneurship teaching and crafts entrepreneurial skills demand according to representatives from the sector.

**I02. StartCraft training package:** the package will be a collection of tools on the main skills that crafts entrepreneurs need, as previously identified in the mobile report.

**I03. Market training tool:** the market training tool will be an interactive online tool, aiming to help crafts entrepreneurs understand their economic environment, evaluate the chances of success of a craft idea and learn some key concepts linked to the development of a business plan.

**I04. Teaching notes for VET trainers:** this output completes the online training with recommendations and pedagogical contents, in order to increase the benefits to the final user.

## *Partnership:*

Asociación Valencia InnoHub - Valencia-Spain

Official Spanish Chamber of Commerce in Belgium and Luxembourg

Ke.Di.Vi.M2 KAINOTOMIA - Larisa-Greece

Markeut Skills Sociedad Limitada (MEUS) - Picassent, Valencia-Spain

Smooland di Dell Osso Marco - Lucca-Italy

Stowarzyszenie Centrum

Wspierania Edukacji i Przedsiębiorczosci (CWEP) - Rzeszow-Poland

Stowarzyszenie na rzecz Promocji Kultury i Rzemiosł Dawnych "Wici" - Bełchatów-Poland



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