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the European Union

Entrepreneurship and financial capacity building for women micro  
entrepreneurs in the beauty and wellness sectors

2021-1-SI01-KA220-VET-000034638



# Project Brochu re 2



ipCENTER  
room for learning



During the last month an international staff training has within the project EnFinCap been held in Larissa, Greece from 20.02.2023 to 24.02.2023.

18 individuals took part in this activity and they represented partner staff and trainers in various fields as well as core business sectors covered by the project.

The aim was to promote training, acquisition of new and entrepreneurial and financial literacy competencies, and digitization also gaining new experiences in a multicultural and multilingual environment.

Concretely, the participation was the following:

- Mednarodni institut za implementacijo trajnostnega razvoja (Slovenia) – 2 people
- INNOVATION HIVE (Greece) – 4 people
- ipcenter.at GmbH (Austria) – 3 people
- EPIMELITIRIO LARISSAS (Greece) – 3 people
- Regional Chamber of Craft and Small Business Maribor (Slovenia) – 3 people
- DAYANA-H Ltd. (Bulgaria) – 3 people

All participants had appropriate professional and professional qualifications and competences according to the needed profile of persons taking part in discussions on the training materials being under development.

During the activity people cooperated and performed together staff training, exchange of good practices and experiences. Participants acquired knowledge and understanding in a common way which facilitate passing through the e-course. Gained knowledge and competences have been evaluated and a report has been prepared at the end of the event. The participants also shared their contacts regarding further use of the results produced so far and continuation to learn how to use the e-course. The organizers collected opinion about what should be taken into account when making improvements. Within the activity in addition to exercising digital literacy, the team also used staff training in less formal methods and approaches that enabled acquisition of soft skills and language skills, e.g. communication in a foreign language, empathy, overcoming cultural and language barriers, overcoming fear of public speaking. The training activities have been upgraded with social events and meeting with local stakeholders where experiences and exchange good practices have been realized.

All participants agreed on the achieved results:

- new knowledge, competences (entrepreneurship, finance)
- improved digital competences
- improved language skills

- better understanding of non-formal learning methods and approaches
- improved international staff experience
- improved progress in the realization of PR2 and PR3

The timeframe of the activity was the following:

Day 1 - Welcome and Registration, Presentation of the participants and Icebreaking activity, Presentation of the progress of the project so far, Quiz on entrepreneurial/financial knowledge, Presentation of the micro-training sessions on the first topic: Entrepreneurship Literacy

- Discussion and feedback of the first topic
- Interactive training exercise on the first topic by leader

Day 2 - Short Wrap up of day 1, Presentation of the micro-training sessions on the second topic: Financial literacy, Presentation of the micro-training sessions on the third topic: Digitalization

- Discussion and feedback on the second and third topic
- Interactive training session on the second and third topic by the topic leaders

Day 3 - Short Wrap up of day 2, Presentation of the micro-training sessions on the fourth topic: Loans and debts, Presentation of the micro-training sessions on the fifth topic: Increase the company's income/Investments

- Discussion and feedback on the fourth and fifth topic
- Interactive training exercise on the fourth and fifth topic by the topic leaders

Day 4 - Short Wrap up of day 3, Presentation of the micro-training sessions on the sixth topic: HR Management

- Discussion and feedback on the sixth topic
- Interactive training exercise on the sixth topic by the leader

Day 5

- Discussion/Collection of feedback
- Brainstorming on ways of improvement
- Evaluation of the training via online questionnaires
- Dissemination of the training certificates and group photos

Selection of participants has been done based on the following:

- Lecturers have been selected among experts from partner institutions - those who prepared the e-platform and e-course content
- Motivation and desire to acquire additional knowledge and work

The participants of the event received respective training certificates.

Evaluation of the competences in the future defined criteria has been done at the event's end.