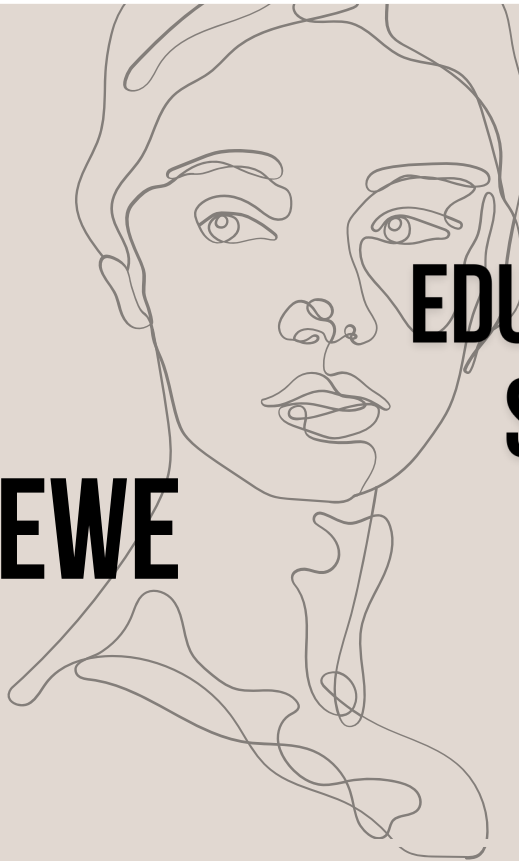


EASEWE



ENTREPRENEURIAL EDUCATION FOR CREATIVE SELF-EMPLOYMENT OF WOMEN



Co-funded by the
Erasmus+ Programme
of the European Union



6 organisations from 6 countries working
together for this common goal

To encourage self-entrepreneurship of migrant
women in the cultural and creative field



easewe-erasmus.weebly.com



[Easewe-Entrepreneurial-Education-for-Creative-Self-Employment-of-Women](https://www.facebook.com/Easewe-Entrepreneurial-Education-for-Creative-Self-Employment-of-Women)



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ENTREPRENEURIAL EDUCATION FOR CREATIVE SELF-EMPLOYMENT OF WOMEN



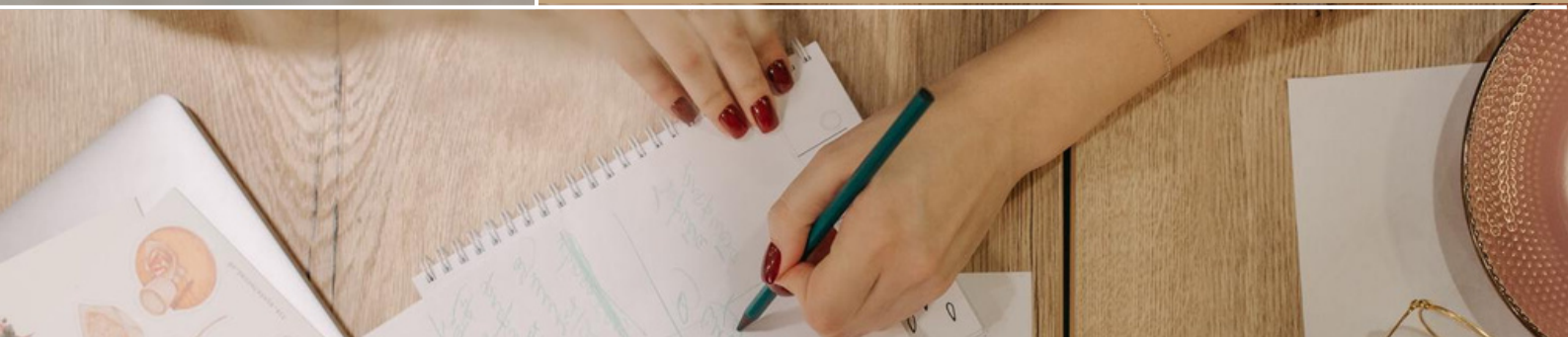
blended training



The EASEWE partners are proud to announce that the training material, which consists of a textbook and a digit-entre toolkit has been completed.

The course covers following topics divided into 12 modules:

- Introduction and Coaching (Importance of soft skills, computer literacy, the idea of "My Project")
- Computer Literacy (Wi-fi, office tools, social platforms, information research, technical problems)
- Analysis and Description of Digital Communication Tools for Promotion (digital marketing, social media marketing, visual communication, marketing strategy)
- Digital Tools for Office Work for Management (production of digital content, distance meeting, instant messaging, data sharing tools)
- Security Tools (online security, data protection, online consumer rights, secure payments)
- Markets of Culture and Creativity (market analysis, print vs. digital media. sales channels)
- Management of Cultural and Creative Enterprises (business management, business plan, intellectual property, the product, price determination)
- Communication in the Cultural and Creative Field (communication process, communication with stakeholders, storytelling)
- The Rules of the Game (legal rules and policies, personal rules, lean start-ups)
- Business Modeling and Business Plan (value proposition, business model canvas)
- Social Entrepreneurship and Social Business Model Canvas (social innovation, social pyramide, new concepts)
- Financing Instruments (fundraising, microcredits, the Creative Europe Programme)



TARGET GROUPS WOMEN WITH MIGRANT BACKGROUND AND ADULT EDUCATORS



Women

The first target group for the training created during the EASEWE project are women with migrant background who are jobseekers on the creative and cultural market and might not have access to professional trainings because they are not aware of the chances in the field.

Many of these women come from a low socio-economic context and lack specific work competences or skills. Their situation precludes them possibilities in the work market, therefore their only chance is self-employment. The course is aimed at refugees and asylum seekers, first and second-generation immigrants.

The goal of the training is to develop their entrepreneurship and technological skills, needed for self-employment, to get to know the possibilities of work requalification and the projects in support of self-employment, to improve their self-confidence, entrepreneurship spirit, and inclination atrisk-taking.

The second target group includes the staff of organisations working in the field of adult education. The aim is to share good practices with them, to provide them with the right teaching material for the specific learners' needs, also considering the new demands of a post-pandemic era. The course also provides entrepreneurship education and knowledge of the mechanisms and possibilities of the cultural and creative field.



**adult
educators**





TEST TRAINING AND ENTREPRENEURIAL CONTEST



By the middle of december 2022, each partner organisation will have performed a test training session for a group of women who want to start a business in the creative sector. The first trainings have been delivered already but nevertheless the project welcomes inquiries from interested parties, such as women with migrant background or adult educators. The test trainings are free of charge and provide an opportunity to participate in the EASEWE Entrepreneurial Contest where the winners receive a business voucher that includes support in the creation of their Business Plan and participation in the Erasmus for Young Entrepreneurs Program.



For more information on participation in the trainings, please join the project's Facebook group: Ease-Eve Network

<https://www.facebook.com/groups/3951162835107804>



Erasmus for Young Entrepreneurs Program

Erasmus for Young Entrepreneurs is a project initiated by the EU. It aims to enable new entrepreneurs to acquire the skills needed to manage small and medium-sized enterprises by spending time with an experienced entrepreneur in one of the 27 EU Member States, the UK and COSME countries.

Erasmus for Young Entrepreneurs provides practical and financial assistance for the new entrepreneur (NE) staying with a host entrepreneur (HE) in another participating country. The duration of the stay abroad is usually 1 – 6 months.

For more information on the program, please visit: <https://www.erasmus-entrepreneurs.eu>

