



**Harnessing the Learning  
Assets within the SME  
Business Community**

Project Website:

[www.projectsynergy.eu](http://www.projectsynergy.eu)

Micro-Social Network:

[www.synergyexchange.eu](http://www.synergyexchange.eu)



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## The SYNERGY Approach

Developing a learning culture among micro-enterprises has been a real challenge that still requires concerted interventions at practice and policy levels.

In a rapidly developing and changing global market the need for appropriate, on-going interaction between businesses and VET providers is critical.

Through their approach, the SYNERGY consortium partners aimed to improve the quality and relevance of training provision to business owners by producing a suite of research-informed 'mini-learning' resources that use audio-visual based training to address identified gaps in existing learning content provision.

To implement its innovative approach in tackling the issue of inadequate VET provision for the European SME community, the project consortium conducted research, designed a guideline for producing mini-learning resources, and developed Synergyexchange.eu bringing SMEs and trainers together.



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## The SYNERGY Approach Mini-Learning for SMEs

SYNERGY has developed a series of mini-learning training courses that address the real training requirements of the micro-enterprise and SME sector. Micro-learning training resources are very practical and relevant in nature so that they can be responsive to the current challenges and issues facing learners, business owners and training professionals.

To ensure a common quality standard across all mini-learning resources produced, the following sound didactical structure was developed, which authors of learning content could follow when creating their own resources.

### MLFR

**Introduction & Aims**

**Key Learning Content**

**Reflection & Transfer**

**Assessment & Outlook**

## The SYNERGY Approach Training for Trainers



SYNERGY recognised the challenges that faced VET providers moving from traditional educational environments to these more flexible and open learning environments. To support their new role as e-tutors, the SYNERGY consortium developed and delivered a bespoke in-service training programme for vocational education staff; helping them to better understand the world of business from a micro-enterprise perspective and supporting them to work in these new on-line learning environments without a loss of esteem or status.

## The SYNERGY Approach Micro-Social Networks

Micro Social Networks are organisational structures that allow enterprise-owners and VET professionals to gather online in groups, depending on the industry sector, the topic of training to be delivered or the geographic location of the group, etc. An advantage of these networks is that the peers can freely articulate their learning needs, so that another peer can provide matching resources and give learning support.

As such, the SYNERGY Exchange platform has been designed as a peer-to-peer online environment, which aims to foster the exchange of information, experiences and knowledge either within a business or organisation, between businesses and between businesses and training professionals.

