

# Synergy Multiplier Event

## Harnessing the Learning Assets Within the SME Business Community

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 Erasmus+  
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# Assessing Needs

- Skill assets and knowledge within existing micro-enterprises that could be harnessed
- Learning preferences of micro-enterprise owners and appropriate learning environments for peer-to-peer learning
- Gaps in knowledge provision to be addressed
- Inform the VET sector of the needs of businesses

# Methodology and Profile

Country audits with **132** small- and micro-enterprise owners

Key characteristics of audit participants:

- 84.8% micro-enterprises with less than 10 employees
- Main sectors: Services and ICT sectors across all partner countries (food, agriculture, construction and engineering)
- In Ireland, Greece, Romania and Cyprus the majority (54%) were in operation between 1 to 5 years
- In Germany and Italy, 51.8% of respondents were in business for more than 15 years



# MEOs experience of VET

- 53.16% had attended some type of vocational training related to the management of their business
- Common topics: Business Management, IT, Marketing and Communications
- Training typically offered in a class-room or team-work setting
- 54% of MEOs have shared skills, experiences and expertise with others, in an organised matter
- Core barriers were cost, relevance and location; followed by duration, class size and methods used

# MEOs Requirements

- 1 to 3 hours per week optimum amount of time for training
- Priority training themes : Management, Marketing, Communications & Teamwork, Negotiation
- Gaps in provision were universally identified in: Business Law, Logistics, Supply Chain Management
- MEOs willing to share (81% on a non-fee basis)
- Mixed provision of online and face to face training



# Synergy Exchange Platform

- **Learn Section**

- Allow for micro-enterprise owners to share knowledge with their peers
- Enable vocational trainers to leverage their training and address a larger audience

- **Network Section**

- Facilitate micro social networks and interaction within the micro-enterprise community
- Provide for an open discussion among VETs and MEOs aiming at more relevance in vocational training provision



# Dissemination Message

	MEOs	VETs
Benefit	<ul style="list-style-type: none"><li>• Exchange experiences and knowledge with other businesses across Europe</li><li>• Byte-sized, practical business online resources from home and abroad</li><li>• Network with other businesses: share problems and solutions</li><li>• Free access to create, build and manage your own online business network</li><li>• Be part of an online business community that makes sense for you</li></ul>	<ul style="list-style-type: none"><li>• Develop your portfolio of training resources</li><li>• Access to a curriculum for creating online learning resources – open, free and adaptable to your needs</li><li>• Free access to online training materials based on European business knowledge</li><li>• Opportunity to broaden your audience and connect with businesses</li><li>• Grow your professional experience through online practice</li></ul>

**Thank You for your Interest and Attention**

Any Questions?



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